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The growth of Halal tourism research and the evidence of Halal hospitality attributes

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MSc in Hospitality and Tourism Management

Supervisor:

PhD Daniela Cristina dos Anjos Penela Luís, Invited Assistant Professor,

ISCTE Business School

September 2021



BUSINESS
SCHOOL

Department of Marketing, Strategy, and Operations

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Resumo

O turismo Halal é considerado um dos mercados de crescimento mais rápido, no entanto a literatura relacionada com este tópico ainda é escassa. Assim, este estudo visa destacar os maiores contribuidores para a literatura em turismo Halal, quer em número de artigos publicados como em número de citações, com o objetivo de atenuar a sua dispersão e fomentar o desenvolvimento de novas investigações. Para tal conduzimos uma revisão de literatura sistemática, utilizando a base de dados Scopus, seguida de uma análise bibliométrica aos artigos selecionados.

Para além disso, o estudo pretende evidenciar os atributos Halal mais vezes mencionados como relevantes na hotelaria, segundo turistas muçulmanos e profissionais no setor do turismo, através de uma análise de conteúdo a uma amostra específica de artigos.

Através desta dissertação, concluímos que a literatura em turismo Halal tem vindo a crescer nos últimos anos, tanto em número de publicações como em número de citações e que os atributos Halal na hotelaria apresentam uma maior importância relativa nos países membros da Organização da Cooperação Islâmica do que nos países não-membros.

Palavras-Chave: Turismo Halal; Atributos Halal na Hotelaria; Análise Bibliométrica; Análise de Conteúdo

Sistema de Classificação JEL:

L83 – Desporto; Casino; Restaurantes; Recreativo; Turismo

Z32 – Turismo e Desenvolvimento

Abstract

Halal Tourism is considered one of the fastest-growing markets, however, the literature related to this topic is still scarce. Hence, this study aims to highlight the major contributors to the literature on Halal tourism, both in number of published articles and number of citations, with the goal of mitigating its dispersion and fostering the development of new research. To this end, a systematic literature review was conducted, using the Scopus database, followed by a bibliometric analysis of the selected articles.

In addition, the study aims to evidence the Halal attributes most often mentioned as relevant in hospitality, according to Muslim tourists and tourism professionals, through a content analysis of a specific sample of articles.

Through this thesis, it was concluded that the literature on Halal tourism has been growing in recent years, both in number of publications and number of citations, and that Halal hospitality attributes have greater relative importance in countries that are members of the Organization of Islamic Cooperation than in non-member countries.

Keywords: Halal tourism; Halal hospitality attributes; bibliometric analysis; content analysis

JEL Classification System:

L83 – Sports; Gambling; Restaurants; Recreation; Tourism

Z32 – Tourism and Development

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Glossary

% - Percent

CAQDA - computer-assisted qualitative data analysis

GMTI – Global Muslim Tourism Index

OIC – Organization of Islamic Cooperation

PRISMA - Preferred Reporting Items and Systematic Reviews and Meta-Analysis

UNWTO – United Nations World Tourism Organization

WoS – Web of Science

Introduction

“Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes”, according to UNWTO (n.d.-b).

Over the past few years, tourism has experienced continued growth around the world, reaching the figure of 1466 million international tourist arrivals in the year 2019, which represents a 4% increase over the previous year (UNWTO, n.d.-a). However, in 2020, the COVID-19 pandemic had an enormous impact on the tourism sector (UNWTO, n.d.-a) and, for a certain period, prohibited the world’s population from traveling to other destinations without an urgent justification. Thus, the year 2020 registered a 73% decrease in the number of international tourist arrivals compared to the previous year, with only 402 million arrivals. With this scenario, it is possible to forecast a crisis in the coming years, especially in countries strongly dependent on the tourism sector. On the other hand, tourism professionals can see the latest events as an opportunity for change and take advantage of them to explore new markets on the rise.

The Muslim travel market is an example of an emerging market in recent years as stated by some researchers (Ariffin, 2020; Šuligoj & Maruško, 2017) and is corroborated by the Global Muslim Travel Index (GMTI). This growth is influenced by factors such as the growth of the Muslim population and consequently the increase of the youth population, as well as increased wealth and better access to travel information (GMTI, 2016). The GMTI is an annual report developed by Crescent Rating, the world’s leading authority on Halal travel, in partnership with MasterCard. They have been sharing reliable information since 2015, and every year they are based on the factors that have been influencing the growth of the market and how much it influences the overall travel market. In addition, GMTI also does a distinct analysis between the Organization of Islamic Cooperation and the non-Organization of Islamic Cooperation countries, as do the articles Boğan et al. (2020) and Stephenson (2014). The Organization of Islamic Cooperation (OIC) is the organization that provides “the collective voice of the Muslim world, seeking to safeguard and protect their interests in the spirit of promoting international peace and harmony among various people of the world” (OIC, n.d.). It was founded in 1969 through the alliance of 30 countries and, in 2021, it has 57 members, which includes countries where Muslims constitute the majority of the population and countries where Muslims are a minority but have a significant role in the country (WorldData.info, n.d.). Thus, the countries referred to as “OIC countries” are the member countries of the Organization of Islamic Cooperation and in contrast, the remaining countries are referred to as “non-OIC countries”.

GMTI is an important tool both for stakeholders who can use the information shared to improve the strategies offered, and for tourists who plan their next trip in a conscious and informed way (GMTI, 2016, 2019).

According to Šuligoj and Maruško (2017), “Halal tourism is a significant trend that has a strong impact on the global tourism sector in the coming years”. Thus, the growth of this market should be seen as an opportunity, especially in non-OIC countries to develop the tourism sector, and should contribute in these countries to a more tolerant and inclusive society (Shnyrkova & Predvoditeleva, 2019).

Through a literature review based on two topics: Halal tourism and Halal hospitality attributes, we realize that research is still scarce in non-OIC countries (Jia & Chaozhi, 2020) and that misinformation is one of the main factors that makes non-OIC countries retract from entering this market. To find an answer to this problem, the first section of the literature review addresses the differences between Halal tourism and Islamic tourism, following the growth and importance of Halal tourism, and finally the growth of Halal research. The second section addresses the differences in the terminology of hotels offering conditions for Muslim tourists as well as the evolution of research on Halal hospitality attributes. In these two areas, we realize the existence of research gaps: the existing bibliometric analysis on Halal tourism only includes articles published in the Web of Science (WoS) database and approaches its variables considering only the number of publications, whereas Halal hospitality attributes are often summarized but no study distinguishes between the most mentioned attributes in OIC countries and non-OIC countries.

Hence, the first objective is to assess which are the main contributors to the research and what are their characteristics, based on the articles published in the Scopus database. For that, first we will develop a systematic literature review in “Halal” to find the articles focused on the tourism sector and then, identify and separate them by the most addressed subthemes in the topic of Halal tourism (Restaurants, Hotels, Tourism Destinations, General Halal Tourism, Halal Industry). Then, bibliometric analysis and citation analysis of the articles found will be conducted, and then its growth and impact will be observed. In this section, we will analyze in detail the existing literature on the topic from the first published article until the moment of data extraction. We found that in the early 10s, the number of published articles and citations was not significant, but since 2015 it has been steadily increasing. The author who has contributed the most to research so far, in number of publications, was Al-Ansi, A. with six published articles, and in number of citations was Battour, M. with 208 citations, followed by Al-Ansi, A. with 207. The journal with the highest number of publications was the Journal of Islamic Marketing with 26 articles, standing out from the second-ranked ones with only 4 published articles. However, this journal was only ranked second in terms of the number of citations (212 citations), surpassed by Tourism Management

with 273 citations. Most of the researchers in Halal tourism are from Malaysia and Indonesia, both OIC countries. Finally, the article with the highest number of citations was published in 2011, in the International Journal of Tourism Research, it is called “The impact of destination attributes on Muslim tourist’s choice” and was developed by Battour, M., Ismail, M.N., and Battor, M.

The second objective of this study is to perform a content analysis of the articles in the “Hotels” category defined above. Firstly, the computerized analysis through the VOSviewer program allows analyzing the most relevant keywords in this sample and then in a sample of 12 articles that focus specifically on Halal hospitality attributes, selected by reading them in detail and repeatedly. Finally, manual analysis is performed to synthesize Halal hospitality attributes from the perspective of OIC and non-OIC countries. In conclusion, the attribute category with the highest relative importance is “Public Amenities” and the only attributes mentioned in all articles of the sample are “Halal food and beverages” and “Qibla direction sign (indicating Mecca)”.

This study contributes theoretically to the enrichment of the literature on Halal tourism, by answering some of the existing gaps in research and fostering contents little explored until then. On a practical level, this thesis contributes to providing more information to stakeholders about Halal tourism and thus help the implementation of this new trend in many countries and consequently develop the tourism sector.

Regarding limitations, the choice of the Scopus database and its metrics may limit the research, so a repetition of the study using multiple databases is suggested. Furthermore, the selection of articles, even through a detailed and repeated reading, may be influenced by subjective factors, which may bias the sample.

1. Literature Review

1.1 Halal Tourism

In the first section of literature, we will start by clarifying what is Halal tourism and its differences with Islamic tourism, based on the definitions of these terms and others related and equally relevant, presented by several researchers over the years.

Once established the use of the term Halal in the article, we will explore which are the key drivers of the growth and importance of this market and what are the factors that are delaying its development. Then, we will analyze the growth of the state of the art according to the literature developed about this topic.

1.1.1 Difference between Halal Tourism and Islamic Tourism

Halal Tourism and Islamic Tourism are still terms without a specific or proven definition which leads over the years to continuous misunderstandings. Battour and Ismail (2016) addressed in their literature a set of studies that present incomplete definitions for both terms (or sometimes claim that the terms have the same meaning) and that raises some questions for their readers. In conclusion, they believed that Halal Tourism and Islamic Tourism is the same thing and the best definition would be: “Halal Tourism is any tourism object or action which is permissible according to Islamic teachings to use or engage by Muslims in the tourism industry” (Battour & Ismail, 2016). Khan and Callanan (2017) felt in their research the absence of a single term that could be known and used globally to designate tourist activities practiced by Muslim travelers and later the problem is mentioned again by Ithnan and Ariffin (2020). For example, in the UK was analyzed the terminology used in 16 based tour operators’ websites and were found nineteen different terms, with Muslim, Islamic, and Halal being the most common (Khan & Callanan, 2017). Even in OIC countries, there is not a specific term that can be accepted by everyone and they are reticent of using words that are not clear and consequently cause Islamophobia (Khan & Callanan, 2017). Those authors also have their definition for both terms and stated that Halal Tourism “refers largely to leisure travel undertaken by Muslims without having to compromise their beliefs”.

But while some researchers merge the terms into just one, Aji et al. (2020) make a point of separating them and explain that one does not necessarily imply the other. In their study, the authors highlight four important terms to distinguish. First of all, Aji et al. (2020) consider that “Islam is a faith that regulates its followers in doing or not doing something”, through its doctrine found in the Qur’an. The regulation of Islam, adopted through the Qur’an, is called Sharia, or commonly referred to as Islamic Law. Muslims believe that to follow the principles of their faith, they must follow Sharia in their daily lives (Aji et al.,

2020). In accordance, what is “permissible” or allowed under Sharia law they call “Halal” and the opposite, what is “forbidden” they call “Haram” (Aji et al., 2020; Battour et al., 2010; Razzaq et al., 2016; Stephenson, 2014).

Under this explanation, Aji et al. (2020) concluded that Halal and Islamic should not have the same definition. They consider the word “Islamic” as an attribute or adjective of something related to Islam. For example, leisure tourism practiced by Muslim travelers in non-OIC countries should not be considered Islamic Tourism, since the purpose of the trip is not related to religion and they do not even go to a country where Islam predominates. However, if leisure tourism is carried out in accordance with Sharia law, it is easily and well connoted as Halal Tourism (Aji et al., 2020). Therefore, they consider Halal Tourism as “travel for leisure or business undertaken by Muslims to tourist objects or attractions in either Islamic or non-Islamic countries that are not specifically prohibited by sharia”.

This conclusion is in line with the statements present in the study by Jia and Chaozhi (2020) that separate the terms regarding different factors such as travel motivation, purposes, and destination. They claim in their study that Islamic Tourism has religion as a travel motivation and has the purpose of spreading the Islamic faith and its values. This is usually practiced in holy cities or countries where Islam predominates. On the other hand, we have Halal Tourism which “is not limited to the religious motivation” (Jia & Chaozhi, 2020) but allows Muslim tourists to travel according to Sharia to OIC and non-OIC countries.

Over the years, many authors have been publishing their theories. Initially, it was more common the junction of the terms Halal and Islamic, as we can see in the papers of Battour and Ismail (2016), Henderson (2010) and Razzaq et al. (2016) but with the development of the research and the deepening of the theme, we verified a change in the literature. Recently, authors like Aji et al. (2020), Battour (2018), Jia and Chaozhi (2020) and Vargas-Sánchez and Moral-Moral (2019) have been clarifying the different terms. This behavior leads us to believe that, as the years go by, the standardization of topics related to the act of practicing tourism among Muslims is increasingly important, but it will be a challenge considering the differences between countries (Suci et al., 2021). There are countries with their standardization, such as Turkey, Singapore, Iran, Malaysia, Russia, Croatia, India, and Indonesia as stated by Pamukcu and Sariisik (2020) in their article, however, there is no standardization of the topic globally or by continent. As Vargas-Sánchez and Moral-Moral (2019) stated “a standardized system is needed to certify Halal friendliness in tourism products/services”. This system would support countries wishing to open the doors to the Muslim travel market to offer the best conditions to their Muslim guests, be aware of their needs and beliefs, and consequently increase their satisfaction in the country they are visiting (Vargas-Sánchez & Moral-Moral, 2019).

Hereupon, we use the last definitions provided by Aji et al. (2020) and by Jia and Chaozhi (2020) to approach Halal Tourism throughout the paper as they are in line with the goal of this research. Also, Vargas-Sánchez and Moral-Moral (2019) stated that “It would be better to use “Halal” as the term rather than Islamic for any related product and service in the tourism industry”.

1.1.2 Growth and Importance of Halal tourism market

The Halal tourism market has been growing since 2010, not only in OIC countries but also in countries where this religion is not predominant (non-OIC countries). Moreover, it is considered by many authors as one of the fastest-growing markets (Ariffin, 2020; Jia & Chaozhi, 2020; Šuligoj & Maruško, 2017; Vargas-Sánchez & Moral-Moral, 2019). In 2013, the global Halal tourism reached about 140 billion dollars, which represents about 13% of the world’s tourism (Jia & Chaozhi, 2020; Šuligoj & Maruško, 2017).

This phenomenon can be justified through factors such as the growth of the Islamic population, the number of young Muslims, and the increase of wealth and purchasing power of this population. In 2010, the Muslim population was 1.6 billion, that is about 23% of the World's population that year (Jia & Chaozhi, 2020), and by 2015, an increase of 1.1% was observed, reaching a percentage of 24.1% of Muslims in the World (Jeaheng et al., 2019; Lipka & Hackett, 2017; Papastathopoulos et al., 2020).

This growth in the population consequently led to more young Muslims. In 2017, about half of the World’s Muslim population was under the age of 24 and is expected to continue to grow at a faster rate than the non-Muslim population (Lipka & Hackett, 2017; Šuligoj & Maruško, 2017).

The increase of wealth in some OIC countries has led to a change in the behavior of Muslims and the destinations searched by these tourists in the last decade (Šuligoj & Maruško, 2017). Since they have more purchasing power (Ariffin, 2020; Jia & Chaozhi, 2020; Šuligoj & Maruško, 2017; Vargas-Sánchez & Moral-Moral, 2019) consequently they have spent more money and this amount can reach values three times higher than what is spent by European tourists (Šuligoj & Maruško, 2017). According to the GMTI (2018), 300 billion dollars in revenues were expected for the year 2026. However, taking into consideration the COVID-19 pandemic that struck the World in the years 2020 and 2021, there was a slowdown in the number of trips made by any tourist. Regarding the number of international Muslim tourist arrivals, about 108 million were recorded in 2013 and 160 million in 2019. As a result of the pandemic, only in 2023 will be expected values around 80% of those recorded in 2019 (GMTI, 2021).

In addition to these factors, Vargas-Sánchez and Moral-Moral (2019) highlight the capacity these tourists have to stimulate the low season, thus counteracting the seasonality of tourism in several countries.

In recent years, we have seen a demand for entertainment and recreational tourism by Muslim tourists but always connected with their Islamic law (Boğan et al., 2020). Even during the pandemic situation, this behavior did not change. Inclusively, in GMTI (2019), Safdar Khan, Division President in MasterCard, states that “Muslim tourists around the world are exploring new destinations and seeking authentic and unique travel experiences that diverge from the ordinary.” (GMTI, 2019), and in 2021, a study found that after the pandemic, Muslim tourists are even “more curious about other cultures” (GMTI, 2021). This means that countries have to develop themselves if they want to attract these tourists, starting with offering services that are indispensable to their daily lives, such as Halal meals, accommodation, or access to prayer locations, as these will influence the choice of a destination (Jeaheng et al., 2019; Sulaiman et al., 2020). Especially non-OIC countries have a redoubled effort for different reasons: in the first hand, a lack of information about the market leads to the fact that they do not know as well the needs of Muslim tourists and how they can be satisfied, since they do not regularly socialize with them and their customs (Henderson, 2010; Jia & Chaozhi, 2020; Vargas-Sánchez & Moral-Moral, 2019). On the other hand, they are afraid of losing non-Muslim tourists for offering those conditions in their hotels (Jeaheng et al., 2019; Vargas-Sánchez & Moral-Moral, 2019).

Another reason that makes non-OIC countries hesitate when the subject of Halal tourism is approached is the Islamophobia existing in the World which increases the difficulty to serve both Muslim and non-Muslim tourists in the same space (Vargas-Sánchez & Moral-Moral, 2019). This phenomenon has been mainly aggravated since the attacks on the World Trade Center on September 11, 2001 (Jia & Chaozhi, 2020), because people automatically relate the Islamic religion to the terrorist attacks in recent years, which has generated an irrational fear of Muslims and makes this community more vulnerable to discrimination and prejudice (Stephenson, 2014). According to Suci et al. (2021), it is very important that a country is free of this phenomenon so that these tourists will want to visit it, even the GMTI (2019, 2021) considers this as one of the main factors to consider before programming the tourist’s destination. For Halal tourism to develop, it is important to demystify and clarify these issues and to live in a world more hospitable to all cultures (Stephenson, 2014).

1.1.3 Growth of Halal research

Accompanying the power growth of Halal tourism, also the term “Halal” has been increasingly studied in recent years, as a result of the evolution towards a more globalized and inclusive society.

At the time of this article, it is possible to find more than two thousand articles about “Halal”. For example, we can find articles about the main logistics business processes determining the performance

of the Halal supply chain in the food and beverage industry (Tieman & Ghazali, 2012) or about the impact of this supply chain on the Halal integrity assurance (Mohamed et al., 2020). When it comes to medicine, Husin et al. (2015) investigate the awareness of Halal medicine among doctors and its relation with different variables, and in cosmetics, we can find articles about the purchase behavior of Halal cosmetics (Ishak et al., 2019; Mustafar et al., 2018). In the business area, Clarke (2015) addresses the inconsistencies between the methodologies of Islamic funds and Abd Rahman et al. (2020) address the Islamic legal maxims as a basis for Sharia auditing practices.

Nevertheless, if we narrow the search to Halal tourism, we realize that the amount of articles is not that large anymore, especially when we talk about research in non-OIC countries, which are considered rare by Jia and Chaozhi (2020). Even Papastathopoulos et al. (2020) stated that Halal tourism “is still an under-researched area”. Therefore, the literature highlights the need for research on this topic.

According to Jia and Chaozhi (2020), the relationship between tourism and Islamic religion was first mentioned by Din (1989), however, the term “Halal Tourism” appears for the first time in the article of Battour et al. (2010) and focuses mainly on the implications of Sharia law on the tourism and hospitality industries. The authors also highlight “Halal tourism” as a “recent phenomena”.

Since then, the themes of the articles have usually diverged between standardization of related terms such as Halal Tourism and Islamic tourism (Aji et al., 2020; Ithnan & Ariffin, 2020), Halal certification in hotels and restaurants, and the trust that tourists place in these certifications (Katuk et al., 2020; Razalli, 2018), the role of Halal products, Halal certification and Halal logo in promoting Halal tourism (Henderson, 2016), the characteristics of OIC or non-OIC destinations that attract more tourists (Azali et al., 2021) and the overall tourism satisfaction (Isa et al., 2018) or which attributes are required for an accommodation to meet their basic needs based on questionnaires and interviews (Jia & Chaozhi, 2020; Musa et al., 2019; Pamukcu & Sariisik, 2020).

After this brief analysis, we see that, although there are some literature reviews (Secinaro & Calandra, 2021; Vargas-Sánchez & Moral-Moral, 2019), it is still very scattered. Thus, we realize that a study is missing to make the connection between the already published literature by grouping the most relevant information in order to facilitate the development of new research. In fact, there is a bibliometric analysis on Halal tourism (Yagmur et al., 2019), however, it only addresses the different variables (year, author, type of document, field of research, journals, among others) based on the number of publications. In addition, the citation analysis is only checked over the years and the data extraction was performed through the Web of Science database, which usually presents a smaller number of articles compared to other databases (Anand et al., 2021; Sweileh, 2021).

This paper aims to fill gaps like the ones mentioned before, so the first objective is to analyze the growth and evolution of the Halal research stream primarily by conducting a systematic literature review followed by a bibliometric analysis focused on the number of published articles but also on the number of citations. With this objective, this research aims to bridge the dispersion of the existing literature by answering the following research questions:

Q1 – How is the Halal tourism research growing in the number of publications and the number of citations?

Q2 – Who are the major contributors, in terms of authors, journals, and countries, to the development of Halal tourism research?

1.2 Halal hospitality attributes

The second section of literature has its focus on Halal attributes specific to the hospitality sector, after the research done for the topic of Halal tourism in general and its context. First, we will clarify the terms used to mention a hotel that has certain characteristics that meet Sharia law, and then we will explore the state of the art on this sub-topic in the literature.

1.2.1 Hotels' terminology differences

Halal Tourism and Islamic Tourism are not the only terms that cause some misunderstandings. Also, the name given to hotels that practice Islam and are in full agreement with Sharia or the name given to hotels that only provide some Halal facilities is not defined by a competent authority. Some authors have already suggested different definitions, however, there is no official definition for each of the terms.

According to Aji et al. (2020) statements, we could conclude that a hotel that follows Sharia law would be called a Halal Hotel, but Ariffin (2020) calls it a Sharia-compliant Hotel. For this last author, Halal Hotel serves Halal-certified food and beverages, while Dry Hotel simply does not serve alcohol. There is also a Muslim-friendly hotel that allows guests to follow their faith and Islamic principles such as their daily prayers. Finally, Islamic Hotel follows Islamic laws from management to finance or from the service provided to their employee characteristics. This type of hotel aims to promote Islamic religion as a way of life (Ariffin, 2020).

In all these types of hotels, it is possible to receive both Muslim and non-Muslim guests, however, some may have less attractive features for non-Muslim tourists. Nevertheless, in 2019, Shnyrkova and Predvoditeleva had already mentioned the term Conservative or Veiled Hotel which is characterized for having separate places of worship and recreational areas for men and women, alcohol-free drinks, and

also Halal food, and in 2017, Šuligoj and Maruško mentioned the term Halal-friendly Hotel that only presents some services adapted to the principles of this religion.

As we can see in the literature, there are many terms used to mention hotels with Halal characteristics, but in contrast, there are no regulations in the use of these terms. Hence, some hotels consider themselves with the term that they individually find most suitable (Božan et al., 2020; Suci et al., 2021). Consequently, there will be two hotels with the same characteristics but with different names, which makes it difficult for tourists to see which hotel best suits their needs. In conclusion, the standardization of terms at the global level is essential (Pamukcu & Sariisik, 2020). The perfect situation would be the existence of an organization to clarify the conditions required for each of these types of hotels, and then award a hotel type certification if the guidelines are met (Musa et al., 2019; Stephenson, 2014). This way, all Muslim and non-Muslim tourists can more easily understand what conditions are offered in each type of hotel.

Nevertheless, some countries are trying to find solutions to make it possible to have uniformity within their country, as mentioned before. In Russia, for example, a strategy has been found to differentiate its Halal-oriented hotels: each are classified in a range from one to five moons, depending on the conditions offered, whereof a hotel classified with one moon offers only the minimum services to Muslim tourists and a hotel with five moons is in full compliance with Islamic law (Shnyrkova & Predvoditeleva, 2019). In the case of Malaysia, the hotels can receive a Muslim Friendly Accommodation Recognition from JAKIM (Department of Islamic Development Malaysia) between three levels: platinum, gold, or silver accreditation, but only if the conditions offered are in agreement with the ones imposed by the organization (Sulaiman et al., 2020). Also, Crescent Rating gives a rating from 1 (lowest value) to 7 (highest value) to the accommodations that propose to receive this accreditation based on the conditions offered by them. These accommodations may belong to various countries, but the hotel's terminology is never mentioned (CrescentRating, n.d.).

Božan et al. (2020) followed El-Gohary (2016) suggestion to use the term Muslim-friendly Hotel as they felt it was the term that best suited their study. According to the options and definitions found and taking into account the goal of this study, we agree that this would also be the type of hotel that we intend to explore, knowing that the priority is to reconcile Muslim and non-Muslim tourists in the same space, having the same experiences and that this will lead to meeting only a few Halal requirements (Vargas-Sánchez & Moral-Moral, 2019). Said et al. (2020) also agree that if a hotel offers alcoholic beverages to their non-Muslim guests but does not offer the same to Muslim guests, should be called Muslim-friendly Hotel and not Halal Hotel, since it is a Halal it must fulfill all the principles of Sharia law.

1.2.2 Research on Halal attributes in the hospitality industry

The first researcher to indicate the basic characteristics and attributes of a Halal hotel was Henderson (2010) since no other previous reference could be found. Over the years, this research has been developed by different authors, in OIC countries (Pamukcu & Sariisik, 2020; Suci et al., 2021) and non-OIC countries (Jeaheng et al., 2019; Razzaq et al., 2016), and to different hotel typologies, such as Muslim-friendly (Muharam & Asutay, 2019) or Islamic hotel (Stephenson, 2014). Researches are usually based on quantitative and/or qualitative methodologies. The quantitative method is used through questionnaires to Muslim and/or tourism professionals (Jeaheng et al., 2019), reaching the Halal attributes through hypothesis definition and then using SPSS (Jeaheng et al., 2020) or SmartPLS (Papastathopoulos et al., 2020) software for data analysis. The qualitative method is developed by conducting in-depth interviews with professionals and tourists (Ariffin, 2020; Jia & Chaozhi, 2020; Musa et al., 2019) and then analyzing the collected data. Shnyrkova and Predvoditeleva (2019), for example, developed both methods in their article.

Razzaq et al. (2016) conducted a study on the websites of accommodation providers in New Zealand to understand the attributes that were being applied and, Muharam and Asutay (2019) studied the online disclosure of attributes in Halal-friendly hotels, on the platforms Halalbooking.com and crescentrating.com.

That said, we see that there are still some niches that can be worked on for the global development of Halal tourism. For example, Muharam and Asutay (2019), Pamukcu and Sariisik (2020), and Razzaq et al. (2016) do separate hospitality attributes by categories, but then they do not analyze which attribute categories are most relevant to an accommodation, so we can conclude the existence of a research gap here.

Despite the existence of some articles about the Halal hospitality attributes, we also found that no article synthesizes them and separate the attributes perceived as more relevant in OIC countries from the ones perceived as more relevant in non-OIC countries, even taking into account the conclusions obtained earlier that non-OIC countries have greater difficulty in achieving certain essential services for the daily life of Muslim tourists, which may influence their preferences.

Thus, we defined the second objective of this study in response to these research gaps. This study aims to expose which Halal hospitality attributes are perceived as relevant by Muslim tourists or tourism professionals, through a content analysis of the articles in the sample. To do this, first, we must divide the articles into categories and select the category that includes articles on Halal hospitality attributes and then analyze the most relevant keywords from that sample in order to corroborate the collected

information. After this, we will arrive at Halal hospitality attributes through manual analysis of the selected sample and discover which attribute categories have the greatest impact on accommodation. Furthermore, in the manual analysis it will be possible to identify items developed in OIC and non-OIC countries to understand if there are discrepancies in consumer preferences. An OIC country is a member country of the Organization of Islamic Cooperation and can be a country in which the majority of the population is Muslim or not, as long as they play a significant role. Therefore, it will be possible to answer the following research questions:

Q3 – Which are the keywords with the highest co-occurrence among articles?

Q4 – Which Halal attribute category have the highest relative importance in hospitality?

Q5 – Which attributes are more prominent in OIC countries than in non-OIC countries, or vice versa?

Q6 – Which are the Halal attributes most mentioned in the literature as relevant in hospitality?

In conclusion, this thesis aims to explore identified research gaps by answering some research questions and using reliable research methods and data analysis.

2. Methodology

2.1 Data collection and preparation

To conduct this study, the first step needed is the definition of a reliable database to collect the articles that we are going to analyze in the next sections. As mentioned in the article of Cicea and Marinescu (2021), Web of Science and Scopus are the main multidisciplinary databases and as a consequence, a considerable number of journals are indexed in both databases, so it can be redundant to use both. The Scopus database has been providing articles from the most prestigious journals around the World to the academic community, business entities, and other researchers interested among four different subject areas, such as health sciences, life sciences, physical sciences, and social sciences (Anand et al., 2021; Cavaggioli & Ughetto, 2019; Tandon et al., 2021; Wahyuni et al., 2019). According to their official website, it is “the largest abstract and citation database of peer-reviewed literature” (Elsevier, n.d.). Besides, a quick research in both databases shows that looking for the keyword “Halal”, the Scopus database provides us with more articles than Web of Science. Because of these characteristics, the Scopus database was chosen to carry out this specific study.

The initial search term “Halal” generated 2,251 articles on the *Title, Abstract, and Keywords* section of the Scopus database between 1950 (year of the first publication that included the term Halal) and April 2021 (the date the documents were accessed). However, to analyze the theme of Halal tourism and more specifically the theme of hospitality, it was necessary to limit this sample. First, only documents from the *Subject Area* “Business, Management and Accounting”, written in “English” and then limited the *Document Type* to “Articles” were collected which gave us a sample of 591 articles. Second, to identify articles according to the aim of this study, the keywords “Hotel”, “Hospitality”, “Destination”, “Tourism” and “Attribute” were searched in the *Author Keywords* section. Nevertheless, it was necessary to exclude the following keywords that were not considered relevant to the field under study: “Medical”, “Wellness”, “Store” and “Theme Parks”.

Since this study is specialized in hospitality, the author also searched the keywords “Hotel” and “Hospitality” in the *Abstract* and carefully read those abstracts to understand if any article pertinent to the study would not be part of the sample. Consequently, two articles were identified by using the keyword “Hotel” and excluded the keyword “Medical”, so this limitation was added to the query. After all this refinement, we came up with a sample of 95 articles.

To corroborate this analysis, it is possible to observe the steps necessary to eliminate articles not relevant to the study through PRISMA (Preferred Reporting Items and Systematic Reviews and Meta-Analysis) flow diagram present in Figure 2.1. Also, Haraldstad et al. (2019), Jones et al. (2018), Lopes and

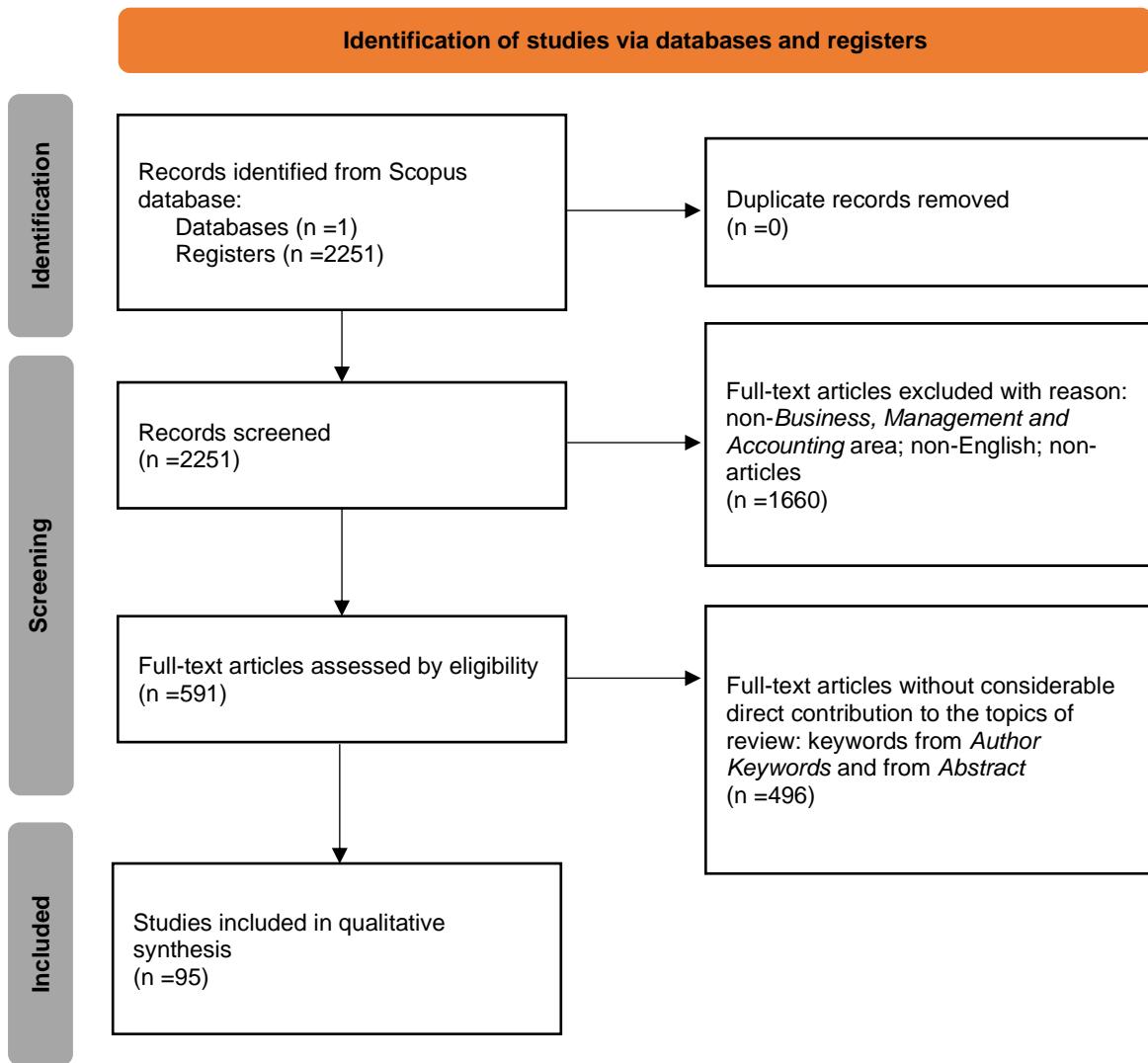


Figure 2.1 - PRISMA flow diagram of the systematic literature review research process.
Source: the authors

Penela (2021), and Oláh et al. (2020) used this methodologic approach in their studies, in their specialized areas, to synthesize the data collected from databases.

Following, a new analysis was performed in the data obtained, to detect incongruities in the author's names, sources, and years of publication of the articles and to synchronize this information, since an incorrect result could bias the entire research, and is, therefore, a crucial procedure for bibliometric analysis, according to Lopes and Penela (2021).

The next step of this study is the classification of the articles by categories. The 95 articles present in the sample are interconnected, but after an intensive analysis of the *Abstract* section of each of them, it was possible to separate them according to the main topics approached in the article itself. Wahyuni et al. (2019) also separated his sample by categories in two different dimensions: types of food products

addressed, and types of research methods utilized, based on the abstracts and subsections of the articles under study.

Thus, research was conducted to understand which hospitality fields were mentioned the most and consequently define the categories that were going to be implemented in our article. According to the study realized by Jeaheng et al. (2019), there are four relevant hospitality industry fields: restaurants, hotels, airlines, and tourism destinations, but they also highlight the importance of customer decision making, satisfaction, and behavioral loyalty. Given the research carried out, these fields were considered the most appropriate for our analysis, and based on them, we separated our sample into the following categories:

- Restaurants – includes 17 articles related to Halal food, Halal cuisine, Halal restaurants, and Halal certification for food and restaurants.
- Hotels – includes 23 articles that refer to the attributes necessary for a hotel to be considered Halal or Halal-friendly, whether in terms of human resources, facilities, or conditions offered to Muslim tourists.
- Tourism Destinations – 28 articles that include which attributes influence tourist satisfaction, travel intention, destination loyalty, or destination image, and what conditions should be offered to tourists in an OIC or non-OIC destination to be considered a Halal or Halal-friendly destination.

The field "Airlines" was not considered in this analysis as it did not show sufficient relevance. However, there was a need to create the "Halal Industry" category. In addition, the category "General Halal Tourism" was added to include the articles that did not show the considerable size to create another specific category.

- Halal Industry – 5 articles that include exports of marketing strategies or Halal-certified products.
- General Halal Tourism - includes 22 articles that address concepts, principles, trends, and perceptions of Halal tourism; address Halal as a lifestyle, the importance of religiosity, and further refers to Sharia rules and regulations and their implementation.

2.2 Data analysis

2.2.1 Bibliometric analysis

Linnenluecke et al. (2020) said “a systematic review can offer a balance between comprehensively identifying a larger pool of publications, and systematically identifying a smaller set of studies that fit

criteria for inclusion” and Wahyuni et al. (2019) believe that to match a systematic review, it is necessary to develop a bibliometric and a network analysis. Both statements seem to match the methodology present in this study.

The bibliometric analysis is carried out to understand the evolution of a certain field of research in the literature (Tandon et al., 2021). In this case, how long the topic has been studied and what has been its evolution over the years, which authors have contributed the most to the literature and from which country or institution they come from, or which journals have published the research, all on a quantitative basis (Liu et al., 2019).

In addition, we will perform a citation analysis in order to observe the impact that certain authors, journals or articles have on the literature understudy, because according to Pilkington and Meredith (2009), highly cited articles are likely to have a greater influence.

As stated by Khanra et al. (2021), this is an analysis to synthesize the research and knowledge available on a specific topic. This method has already been used in various research, such as big data analytics (Khanra et al., 2020), integrated reporting (Lopes & Penela, 2021), blockchain applications (Tandon et al., 2021), or additive manufacturing (Caviggioli & Ughetto, 2019), as well as to discover patterns, identify future trends and make comparisons (Cicea & Marinescu, 2021). An Excel tool was used to perform this analysis, after extracting information from the Scopus database.

2.2.2 Content analysis

The purpose of content analysis is to interpret text data and analyze the frequency of concepts (José de Oliveira et al., 2019). This method can be developed through computer-assisted qualitative data analysis (CAQDA) software or manual analysis. Used together, these two options can complement each other by providing a macro and micro perspective of the articles under analysis (Hase et al., 2020).

To this end, the VOSviewer tool was used, which is a software designed to map and cluster information from a set of articles (Khalife et al., 2021), creating networks such as co-citations between them, co-authorship, or co-occurrence relations between terms (Cicea & Marinescu, 2021; Eck & Waltman, 2016; José de Oliveira et al., 2019). This program has already been used in several research studies (Anand et al., 2021; Cicea & Marinescu, 2021; Khalife et al., 2021) and was chosen to generate the clustering of the keywords used in a sample of articles, through the co-occurrence tool, to understand which are the most relevant sub-topics of the sample. This set of articles was exported from the Scopus database in .csv format type (José de Oliveira et al., 2019).

We then resort to a manual analysis of each of the articles in the sample to analyze their content with greater precision and detail. According to Hase et al. (2020), this “allows us to understand the texts more deeply”.

Thus, we will perform a bibliometric and a content analysis, following the same methodology that Duan et al. (2021) used in their article.

3. Results and Discussion

3.1 Bibliometric analysis

A bibliometric analysis will be conducted on the following pages based on the 95 articles of the sample reached in Data collection and preparation, in order to answer the research questions Q1 and Q2. In April 2021 important data was extracted from the Scopus database into an Excel document and with this information, it is possible to analyze which were the most contributed author(s), journals and countries, the evolution of the number of articles published about Halal tourism, and also the most cited articles, authors and journals.

Authors

The sample composed of 95 articles on Halal Tourism has the contribution of 155 authors in total. The main contributor was Al-Ansi, A., who was involved in six articles, but only two of them as lead author. Second, in Table 3.1 we have Battour, M., who wrote his five papers as lead author, and Han, H. who has one paper as lead author and the rest as co-author. It is worth mentioning that according to the analysis, Al-Ansi, A., and Han, H. were the authors who worked together most often, participating in five articles where they addressed the topics of Halal-friendly destinations and hotels.

Following, with three published articles we have the authors: Abror, A., Ismail, M.N., Trinanda, O., and Wardi, Y. The three articles that feature Ismail, M.N. as co-author have Battour, M. as the lead author. Finally, Abror, A., Trinanda,

O., and Wardi, Y have been contributing to the literature together, with Wardi, Y. being the lead author on the first paper, in 2018, and Abror, A. being the lead author on the remaining two papers. Similar to Ismail, M.N., Trinanda, O. has also been contributing

Table 3.1 - Most contributed authors. Source: Scopus database

| | Authors | Number of articles |
|---|--------------|--------------------|
| 1 | Al-Ansi, A. | 6 |
| 2 | Battour, M. | 5 |
| 3 | Han, H. | 5 |
| 4 | Abror, A. | 3 |
| 5 | Ismail, M.N. | 3 |
| 6 | Trinanda, O. | 3 |
| 7 | Wardi, Y. | 3 |

Table 3.2 - Most cited authors. Source: Scopus database

| | Authors | Number of citations |
|---|------------------|---------------------|
| 1 | Battour, M. | 208 |
| 2 | Al-Ansi, A. | 207 |
| 3 | Ismail, M.N. | 202 |
| 4 | Battour, M. | 183 |
| 5 | Olya, H.G.T. | 133 |
| 6 | Han, H. | 132 |
| 7 | Hall, C.M. | 122 |
| 8 | Stephenson, M.L. | 102 |

only as a co-author. 20 researchers contributed to the literature in two articles and the remaining had participated in only one article.

Next, Table 3.2 shows us the most cited authors in this sample. Through observation of the two mentioned tables, we can conclude that there are not many discrepancies in the names obtained. Battour, M. leads the table with 208 citations in six articles, which gives an average of 35 citations per article, followed closely by Al-Ansi, A. with 207 citations. It is important to highlight the presence of Stephenson, M.L. that is in eighth place in the table with 102 citations in only one article.

Vargas-Sánchez and Moral-Moral (2019) commented on the inexistence of an author who stood out in Halal Tourism research and two years later, according to the data obtained, we can conclude that this is still the case, since authors contribute only between 1 to a maximum of 6 articles and the corresponding number of citations does not stand out either. Furthermore, Caviggioli and Ughetto (2019) state that the limited connection between authors and the presence of few prominent authors in the citation analysis are characteristics of a fragmented field. With this in mind, we can state that we are facing a fragmented literature.

Year

The sample presents articles published from 2010 to April 2021. As it is possible to see in Figure 3.1, from the beginning of the decade until 2016, the number of published articles varied between 1 to 4 per year, but since 2015 we have seen an authentic growth from one article published in that year to 33 articles

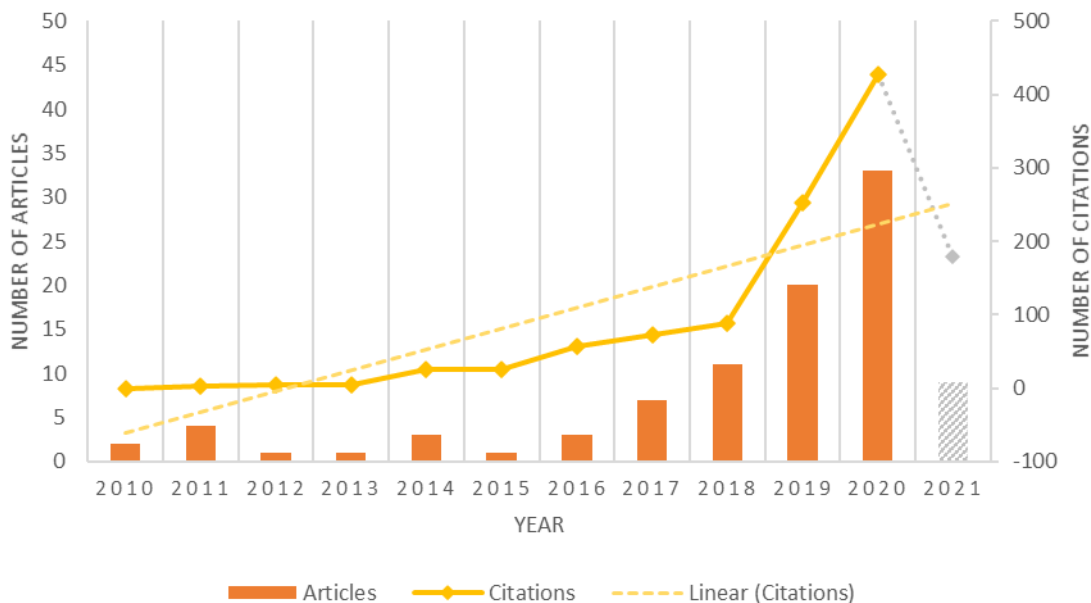


Figure 3.1 - Number of articles and citations by year. Source: Scopus database

published in the year 2019, which represents 2.75 articles per month. In 2021, by the time the sample was extracted, the Scopus database had already published 9 scientific articles about Halal Tourism.

Along with the number of articles published per year, the number of citations has also been growing over the last decade. From 2010 to 2018, the number of citations saw a slow growth from 0 to 89 citations in eight years. The upward trend in the number of citations (dashed line in Figure 3.1) has been observed since the publication of the first article in 2010 but it was from 2018 that there was a boom in these numbers. Between 2018 and 2020 a growth rate of about 380% was recorded (from 89 citations recorded in 2018 to 427 citations recorded in 2020) justifying the steep growth of the yellow line in Figure 3.1. From January to April 2021, the 95 articles of the sample were already cited 179 times.

The Global Muslim Travel Index is a prestigious report co-developed by Mastercard and Crescent Rating, that shares information about the Muslim travel market and has become a reference to all stakeholders of the industry, over the years (GMTI, 2019). It launched its first edition in 2015 and may have positively influenced the growth of articles on Halal tourism. According to them, from 2015 to 2021, were registered 10,000 thousand downloads of their reports.

Journals

Table 3.3 demonstrates the top 10 journals that have contributed the most to this literature, separated by years, and the respective number of journal citations.

The *Journal of Islamic Marketing* highlights from the others for publishing 26 articles about the topic under analysis, which represents around 27% of the total. This journal started publishing in the year 2012 but was only in 2017 that returned to the investigation reaching a maximum of 10 articles in 2020. Until the data extraction in April 2021 the journal already had 2 articles published in that year. Nevertheless,

Table 3.3 - Top 10 journals timeline and respective number of citations. Source: Scopus database

| Journals | Publishing Year | | | | | | | | | | | Grand Total | Number of Citations | |
|--|-----------------|----------|----------|----------|----------|----------|----------|----------|-----------|-----------|-----------|-------------|---------------------|------|
| | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | | | 2021 |
| <i>Journal of Islamic Marketing</i> | | | 1 | | | | | 2 | 2 | 9 | 10 | 2 | 26 | 212 |
| <i>Asia Pacific Journal of Tourism Research</i> | | | | | | | | 1 | 1 | 1 | 1 | | 4 | 78 |
| <i>Journal of Destination Marketing and Management</i> | | | | | | | | | | 2 | 1 | 1 | 4 | 51 |
| <i>Tourism Management Perspectives</i> | | | | | | | 1 | | | | 3 | | 4 | 49 |
| <i>Tourism Management</i> | | | | 1 | | | | | 2 | 1 | | | 4 | 273 |
| <i>Journal of Environmental Management and Tourism</i> | | | | | | | | | 1 | | 2 | 1 | 4 | 2 |
| <i>International Journal of Religious Tourism and Pilgrimage</i> | | | | | | | | | | | 3 | | 3 | 0 |
| <i>WSEAS Transactions on Business and Economics</i> | | | | | | | | | | 1 | 2 | | 3 | 2 |
| <i>African Journal of Hospitality, Tourism and Leisure</i> | | | | | | | | | | | 2 | | 2 | 2 |
| <i>Current Issues in Tourism</i> | | | | | | | | | | | 2 | | 2 | 10 |
| <i>Journal of Hospitality and Tourism Research</i> | | | | | | | | | | | 1 | 1 | 2 | 0 |
| <i>International Journal of Business and Society</i> | | | | | | | | | 1 | | 1 | | 2 | 5 |
| <i>International Business Management</i> | | | | | | | | | | | | 1 | 2 | 44 |
| <i>Tourism Analysis</i> | | 1 | | | | | | | | | | 1 | 2 | 77 |
| <i>Journal of International Food and Agribusiness Marketing</i> | | | | 1 | 1 | | | | | | | | 2 | 36 |
| <i>International Journal of Tourism Research</i> | | | | | | | | | | 1 | | | 2 | 120 |
| <i>Journal of Hospitality Marketing and Management</i> | | | 1 | | | | | | | | | 1 | 2 | 6 |
| <i>International Journal of Supply Chain Management</i> | | | | | | | | | 2 | | | | 2 | 12 |
| Total - Top 10 | 1 | 3 | 1 | 1 | 2 | 1 | 3 | 10 | 15 | 29 | 6 | 72 | 979 | |
| Total - Remaining journals | 1 | 1 | | 1 | 1 | 2 | 4 | 1 | 5 | 4 | 3 | 23 | 161 | |
| Grand Total | 2 | 4 | 1 | 1 | 3 | 1 | 3 | 7 | 11 | 20 | 33 | 95 | 1140 | |

reputable journals are revealing recent interest in this topic which means that they are becoming more aware of this growing trend. The *Journal of Destination Marketing and Management*, the *Tourism Management Perspectives*, the *Current Issues in Tourism*, the *Journal of Hospitality and Tourism Research*, and the *Journal of Hospitality Marketing and Management* are all classified as Q1 in Scimago Journal Ranking and have published articles in 2020 and early 2021. On the other side we have journals that were published in the early 10's but without references in the last few years, such as *International Business Management* (two articles in 2011) or *Journal of International Food and Agribusiness Marketing* (one article in 2013 and another one in 2014). It should be noted that 23 journals have published only one article since 2010, which represents around 24% of the total, while the remaining 72 articles were published in 18 newspapers.

On the other hand, we have the number of citations of these journals from 2010 to the beginning of 2021. Although the *Journal of Islamic Marketing* stands out with the largest number of articles, it is only second in terms of the number of citations, as it was mentioned 212 times, which gives an average of about 8 citations per article. The high spot goes to *Tourism Management* which, with only four articles published, is the journal with the highest number of citations, as it was mentioned 273 times since 2010 (about 68 citations per article). Filling the third place on the podium is the *International Journal of Tourism Research*, which with only two articles, has been cited 120 times.

While *Tourism Management* and the *International Journal of Tourism Research* have been ranked Q1 in Scimago Journal Ranking since 2010, the *Journal of Islamic Marketing* has experienced variations between Q2 and Q3 over the years, which may justify the low number of citations compared to the number of articles published. In this Top 10, it is still possible to observe the existence of two journals without any citation: *International Journal of Religious Tourism and Pilgrimage* and *Journal of Hospitality and Tourism Research*. This event can be justified by the recent entry of these journals in the literature since the first one released three articles in 2020 and the last one published one article in 2020 and another one in early 2021.

Countries

Figure 3.2 illustrates the geographical distribution of the 29 countries that contributed to the sample articles, based on authors' affiliation (16 in Asia, 8 in Europe, 2 in Africa, 2 in Oceania, and 1 in America). It is important to take into consideration that there are articles with a contribution from more than one country, which leads to a total of 140 participations. Asia is the continent with the largest number of participation in the sample articles, with 66.43%, followed by Europe with only 17.14%.

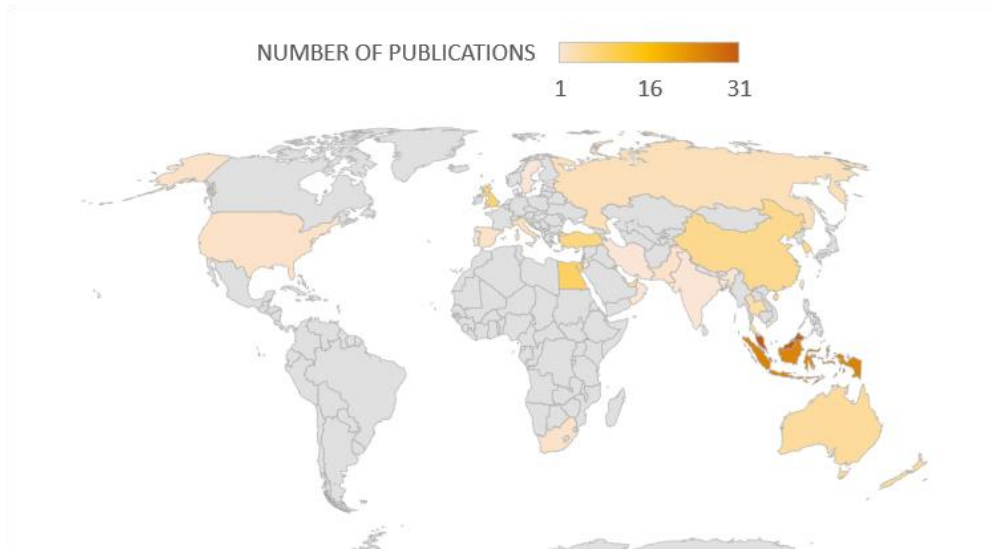


Figure 3.2 - Geographical distribution of articles based on the authors' country of origin.
Source: Scopus database

Table 3.4 shows the Top 10 countries that contributed the most to the sample in terms of number of articles, in which we observe a discrepancy in values between the two leading countries and the remain countries. Malaysia contributed 31 articles, which represents approximately 22.14% of the sample and Indonesia is present in about 17.86%, that is, 25 articles. The United States of America is the country that contributes the most to literature on various topics, as blockchain applications, project management, foreign direct investment, or ecosystem services, for example (Caviggioli & Ughetto, 2019; Cicea & Marinescu, 2021; Khalife et al., 2021; Sweileh, 2021; Tandon et al., 2021; Wang et al., 2021). However, this is not the case in Halal Tourism. The United States of America participated in only two articles of the sample, which represents 1.43% of the total, which means that this is a topic that is not yet widely explored by the global leader.

Table 3.4 is composed of 5 OIC countries (Malaysia, Indonesia, Egypt, Turkey and United Arab Emirates) and 5 non-OIC countries (United Kingdom, China, South Korea, Australia and New Zealand), thus it is possible to conclude that the interest in Halal Tourism is growing in non-OIC countries as they contribute in a relevant way to the literature.

GMTI presents in its report a ranking of several countries (and possible destinations), classified on a scale from 0 to 100 based on sub-criteria divided into four categories: access, communication, environment, and services. In 2015, there were 11 sub-criteria, but over the years these have been adapted according to market development and the factors that have been impacting it. Each sub-criteria presents different metrics to be calculated. Thus, the countries with the highest rankings are those with

the best conditions to welcome Muslim travelers.

The first report, in 2015, had 100 countries rated, but in GMTI 2021 we already have 140 countries rated.

According to the latest report (GMTI, 2021), the OIC countries listed in Table 3.4 are in the top 12 countries with the best scores. Malaysia,

Table 3.4 - Top 10 most contributed countries. Source: Scopus database

| | Country | Number of articles |
|----|----------------------|--------------------|
| 1 | Malaysia | 31 |
| 2 | Indonesia | 25 |
| 3 | Egypt | 9 |
| 4 | United Kingdom | 8 |
| 5 | Turkey | 7 |
| 6 | China | 6 |
| 7 | South Korea | 6 |
| 8 | Australia | 5 |
| 9 | New Zealand | 5 |
| 10 | United Arab Emirates | 5 |

for example, has held the top spot on the podium since GMTI 2015. Meanwhile, Indonesia, Turkey and the United Arab Emirates have been fighting for the remaining podium spots ever since. This classification may thus justify the high number of scientific articles published in these countries, because if they are responding positively to this new trend, it may be important for other stakeholders to understand what conditions are offered to Muslim tourists and how they can use that information to their advantage.

On the other hand, the same situation is not true in non-OIC countries. The only country that stands out in the GMTI score and counts in the Top 10 of countries that contributed the most to this sample about Halal Tourism is the United Kingdom, which ranks third in all annual reports.

Citations

The most cited article of this sample is called "The impact of destination attributes on Muslim tourist's choice" and was published in 2011 by Battour M., Ismail M.N. and Battor M., in the *International Journal of Tourism Research*. By the time the sample was extracted it had 110 citations. However, this is not the only article by these authors in the Top 10 most cited articles in the sample. The article "Toward a Halal tourism market", published by *Tourism Analysis*, is the oldest article in this sample and has been cited 73 times since its publication. As we found out earlier (Table 3.1), Battour, M. is the second author with the greatest number of articles (5) and the first two of them are present in Table 3.5, so we can conclude that he was a pioneer in the topic of Halal Tourism and continues to influence new articles.

Tourism Management is the prominent journal in Table 3.5. As we have seen previously (Table 3.3), this is the journal with the highest total number of citations, with only four articles, but now we observe that all of them are in the Top 10 most cited articles. "Exploring Halal-friendly destination attributes in

Table 3.5 - Top 10 most cited articles. Source: Scopus database

| Document Title | Publication Year | Journals | Citation Year | | | | | | | | | | | | | Grand Total |
|--|------------------|--|---------------|----------|----------|----------|-----------|-----------|-----------|-----------|-----------|------------|------------|------------|-------------|-------------|
| | | | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | | |
| <i>The impact of destination attributes on Muslim tourist's choice</i> | 2011 | <i>International Journal of Tourism Research</i> | 0 | 0 | 2 | 2 | 6 | 6 | 9 | 18 | 19 | 19 | 23 | 6 | 110 | |
| <i>Deciphering 'Islamic hospitality': Developments, challenges and opportunities</i> | 2014 | <i>Tourism Management</i> | 0 | 0 | 0 | 0 | 3 | 4 | 12 | 18 | 15 | 20 | 23 | 7 | 102 | |
| <i>Restaurant managers' perspectives on halal certification</i> | 2012 | <i>Journal of Islamic Marketing</i> | 0 | 0 | 0 | 2 | 4 | 6 | 12 | 13 | 10 | 17 | 14 | 1 | 79 | |
| <i>Risk assessment of halal products and services: Implication for tourism industry</i> | 2018 | <i>Tourism Management</i> | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 24 | 36 | 13 | 75 | |
| <i>Toward a halal tourism market</i> | 2010 | <i>Tourism Analysis</i> | 0 | 0 | 1 | 0 | 7 | 2 | 8 | 7 | 9 | 18 | 15 | 6 | 73 | |
| <i>Exploring halal-friendly destination attributes in South Korea: Perceptions and behaviors of Muslim travelers toward a non-Muslim destination</i> | 2019 | <i>Tourism Management</i> | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 17 | 23 | 18 | 58 | |
| <i>The capacity of New Zealand to accommodate the halal tourism market - Or not</i> | 2016 | <i>Tourism Management Perspectives</i> | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 2 | 6 | 14 | 17 | 3 | 43 | |
| <i>Halal culinary and tourism marketing strategies on government websites: A preliminary analysis</i> | 2018 | <i>Tourism Management</i> | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 13 | 20 | 5 | 38 | |
| <i>Role of halal-friendly destination performances, value, satisfaction, and trust in generating destination image and loyalty</i> | 2019 | <i>Journal of Destination Marketing and Management</i> | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 22 | 12 | 37 | |
| <i>An exploratory study on the factors influencing the non-compliance to halal among hoteliers in Malaysia</i> | 2011 | <i>International Business Management</i> | 0 | 1 | 0 | 1 | 3 | 4 | 3 | 4 | 4 | 7 | 5 | 3 | 35 | |
| Total - Top 10 | | | 0 | 1 | 3 | 5 | 23 | 22 | 45 | 62 | 65 | 152 | 198 | 74 | 650 | |
| Total - Remaining articles | | | 0 | 1 | 1 | 0 | 3 | 3 | 12 | 11 | 24 | 101 | 229 | 105 | 490 | |
| Grand Total | | | 0 | 2 | 4 | 5 | 26 | 25 | 57 | 73 | 89 | 253 | 427 | 179 | 1140 | |

South Korea: Perceptions and behaviors of Muslim travelers toward a non-Muslim destination” and “Risk assessment of Halal products and services: Implication for tourism industry” were also the most cited articles of 2021 (from January to April) with 18 and 13 citations, respectively, and both have Al-Ansi, A. as co-author (main contributor to the literature, according to Table 3.1).

3.2 Content analysis

In this research we pretend to find which attributes are necessary to satisfy Muslim tourists in a hotel, considering their religious customs and standards. To this end, based on articles already published by several authors in recent years, we intend to group various insights and make the experience of these tourists as enriching as possible in other countries, especially in those where the Muslim religion does not predominate. In summary, the goal is to synthesize the set of attributes most referenced by researchers and to understand whether they can be easily applied to accommodations in OIC and non-OIC countries that want to become Muslim-friendly, and thus increase the offer of this type of hotels.

The sample defined in *Data collection and preparation* was separated into five categories according to the main topic the article was about: Restaurants, Hotels, Tourism

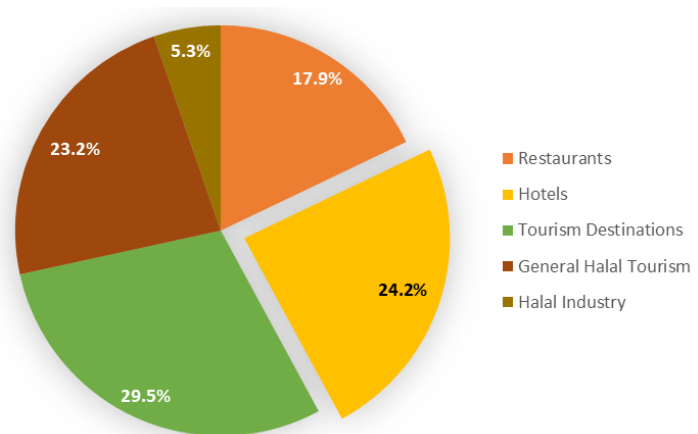


Figure 3.3 - Categories per percentage. Source: the authors

Destinations, Halal Industry and General Halal Tourism, and based on a detailed reading of the *Abstract* section of each of the 95 articles. However, as we can see in Figure 3.3, we will only highlight the category that addresses the hotel theme, given the objective mentioned above. The “Hotels” category is the second category with the highest number of articles and represents 24.2% of the sample, that is 23 articles, only surpassed by the “Tourism Destinations” category which addresses the attributes of the tourism destinations in general, with 29.5%.

Computerized Analysis

In order to obtain an initial computerized analysis, and consequently answer the research question Q3, the VOSviewer program was used with the aim of understanding which keywords were prominent in this set of articles through the co-occurrence tool.

In Figure 3.4 we can see four different clusters, for a total of 12 keywords. The green cluster presents the following words: Islamic tourism, Halal hotel and Halal-friendly hotel, so it may represent a set of articles that has main focus on the place of accommodation and its characteristics taking into account the Islamic tourism. The words indicated by the red cluster suggest that some articles in this sample focus on Halal and hospitality as a form of tourism development. The blue cluster has only two words: Halal tourism

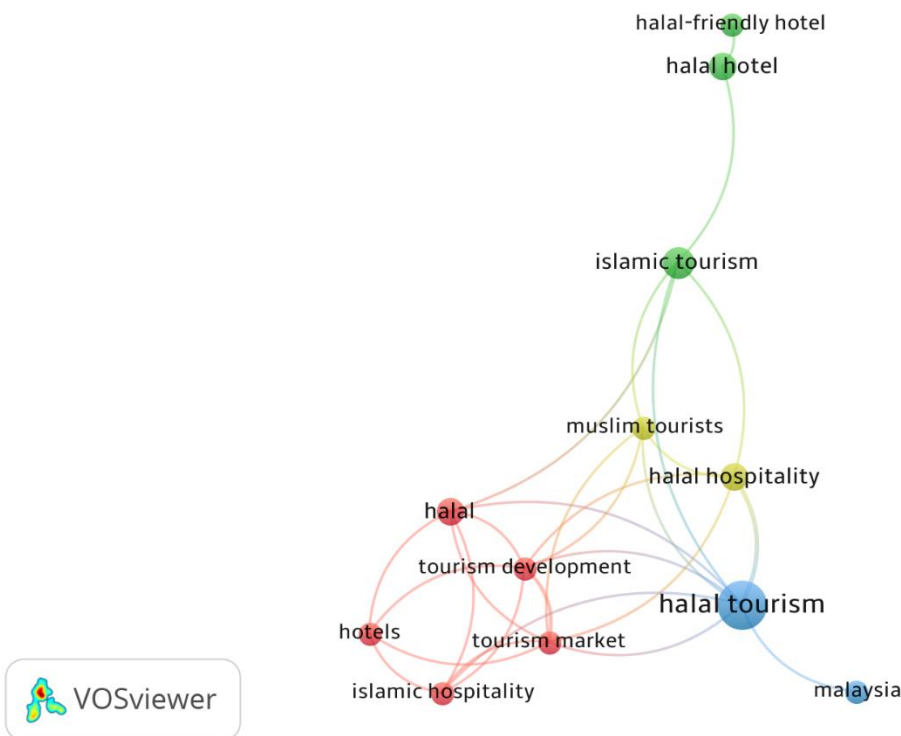


Figure 3.4 - Keyword analysis for “Hotels” category. Source: VOSviewer

and Malaysia, which can be justified by the high number of participations of this country in the total sample (as mentioned before in the analysis of Table 3.4). Finally, the yellow cluster presents the words: Muslim tourist and Halal hospitality so, according to these keywords, we can include here the articles focused on the tourist and his individuality in the Halal hotel business. It should also be noted that the word “Halal tourism” has a greater relevance than the others and is the link between all clusters.

Next, to determine the suitability of the 23 articles in the selected category, a detailed reading of each of them was performed (Linnenluecke et al., 2020) and we concluded that only 12 are eligible for the hospitality attribute analysis. The remaining articles refer to attributes in hospitality throughout their research, however their focus was not only on the attributes. For this reason, they were not included in the following analysis to avoid misleading information. Thus, we considered it relevant to repeat the keyword analysis for the twelve selected articles (Figure 3.5).

Figure 3.5 seems to separate the analysis into three clusters with three keywords each, giving a total of nine keywords. Compared to the previous figure, we notice that this one drops the importance of Malaysia as a keyword and gives more emphasis to Halal tourism development, presented by the red cluster, but also to the Muslim tourist itself (yellow cluster). The green cluster, on the other hand, remains unchanged given the possible representation of articles that address the characteristics of

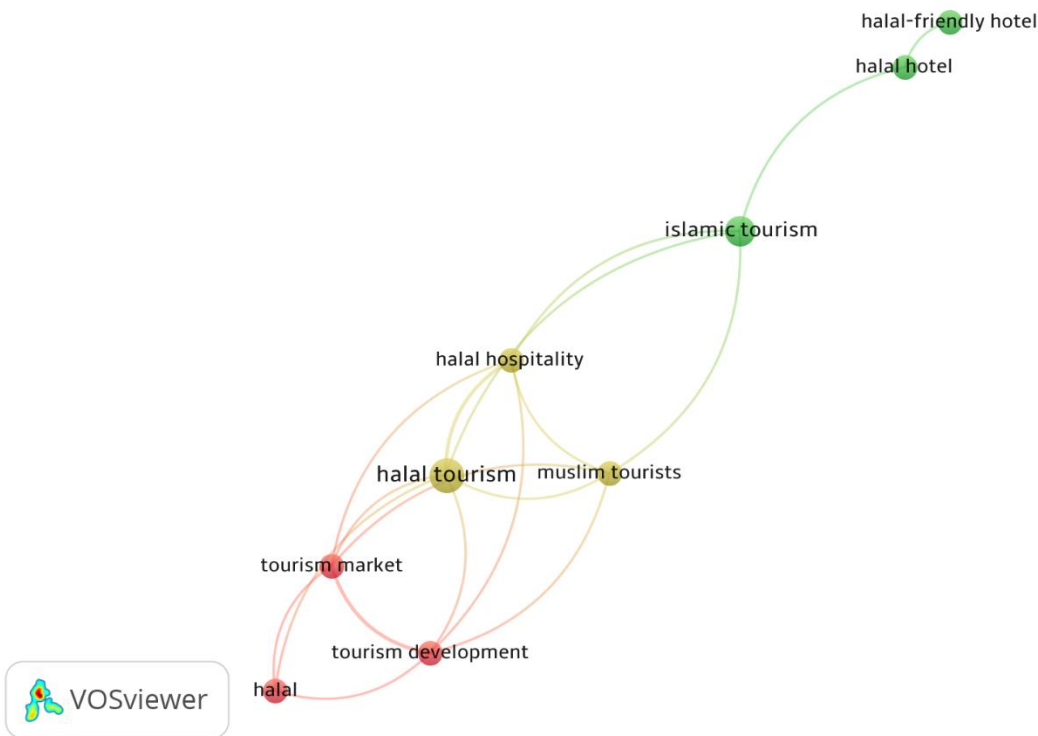


Figure 3.5 - Keyword analysis by 12 articles. Source: VOSviewer

accommodations, which meets some intended attributes. Halal tourism is the general topic of this analysis and thus remains the link between the terms.

Manual Analysis

Now, to understand in depth which attributes in hospitality are most referenced by the studies presented in these twelve articles, we will proceed to a manual analysis, to answering the research questions Q4 and Q5. Hence, a new reading was carried out, which led to a total of 29 attributes in hospitality, classified

Table 3.6 - Halal hospitality attributes by categories. Source: the authors

| Attributes | Research in OIC countries | | | | | | Research in non-OIC countries | | | | | | Total of attribute occurrence | Relative Importance of Each Category |
|--|---------------------------|---|-------|---|---|---|-------------------------------|---|-------|----|----|----|-------------------------------|--------------------------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | | |
| Public Amenities | | | | | | | | | | | | | | |
| Facilities separated by gender (place or time) - spa, pool, gym | x | x | x | x | | x | x | x | | x | x | x | 10 | 39.0% |
| Prayer room separated by gender | x | x | x | x | | x | x | | x | x | x | 10 | | |
| Conservative TV channels | x | x | x | x | | x | x | x | | x | | 9 | | |
| Halal decoration (room and public areas) | x | x | x | x | | x | | | x | | | 7 | | |
| No gambling/casinos | x | x | x | | | x | x | | | | x | 7 | | |
| Prayer time | x | x | x | | | | x | x | | | x | 7 | | |
| Toilets well equipped (with bidet) | | x | x | x | | x | | x | | | x | 7 | | |
| No night clubs | x | x | x | | | | x | | | x | | 6 | | |
| Ablution space (in common areas and separated by gender) | x | | x | | | x | | x | | | | 4 | | |
| No music expressing seductive and controversial messages | | | | x | | x | | | | | | 2 | | |
| Relative Importance of Public Amenities per group of countries | | | 56.5% | | | | | | 34.8% | | | | | |
| Room Amenities | | | | | | | | | | | | | | |
| Qibla direction sign (indicating Mecca) | x | x | x | x | x | x | x | x | x | x | x | x | 12 | 20.3% |
| Prayer mat/rug | x | x | x | x | x | x | x | | | | x | x | 9 | |
| Qur'an copy | | x | x | x | x | x | x | x | | | x | x | 9 | |
| Toilet and bed should not be placed in the direction of Mecca | | | x | x | | x | | | | | x | | 4 | |
| Mukena | | | | | | | x | | | | x | | 2 | |
| Relative Importance of Room Amenities per group of countries | | | 55.6% | | | | | | 42.9% | | | | | |
| Service Process | | | | | | | | | | | | | | |
| Halal certification (for hotel and restaurants) | | x | | | x | | x | x | | x | | x | 7 | 15.8% |
| Separated floors by gender | x | | x | x | | x | x | | | | | x | 6 | |
| Information on nearby mosques, Halal restaurants and Halal shops | | | | x | | | x | | x | x | x | | 5 | |
| Halal programs (food festivals, fashion shows, Ramadan) | x | | x | | | | x | x | | | | | 4 | |
| Proof of marriage between a couple | x | | | x | x | x | | | | | | | 4 | |
| No pets | | | x | | | | | | | | | x | 2 | |
| Relative Importance of Service Process per group of countries | | | 53.6% | | | | | | 32.1% | | | | | |
| Human Resources | | | | | | | | | | | | | | |
| Conservative dress staff | x | | | x | x | x | x | x | | x | x | | 8 | 10.2% |
| Staff trained about Muslim-friendly concepts | x | | x | | x | x | | | x | x | | | 7 | |
| Staff with good communication skills | | | | | | | x | | x | | x | | 3 | |
| Relative Importance of Human Resources per group of countries | | | 44.4% | | | | | | 50.0% | | | | | |
| Food and Beverage | | | | | | | | | | | | | | |
| Halal food and beverages | x | x | x | x | x | x | x | x | x | x | x | x | 12 | 9.6% |
| No alcoholic drinks in the hotel | | | x | x | x | x | x | | | | | | 5 | |
| Relative Importance of Food and Beverage per group of countries | | | 58.8% | | | | | | 29.4% | | | | | |
| Business Operation | | | | | | | | | | | | | | |
| Islamic financial principles | x | | | | x | x | | | | | | x | 4 | 5.1% |
| Zakat (donations to the community) | x | | | x | | x | | | | | | | 3 | |
| Communication of halal service offerings | | | x | | x | | | | | | | | 2 | |
| Relative Importance of Business Operation per group of countries | | | 88.9% | | | | | | 11.1% | | | | | |
| Relative Importance of All Categories per group of countries | | | 56.5% | | | | | | 33.9% | | | | | |

Note 1 - Correspondence of the article numbering in Table: 1 - (Suci et al., 2021); 2 - (Papastathopoulos et al., 2020); 3 - (Pamukcu & Sariisik, 2020); 4 - (Ariffin, 2020); 5 - (Musa et al., 2019); 6 - (Stephenson, 2014); 7 - (Muharam & Asutay, 2019); 8 - (Jeaheng et al., 2020); 9 - (Jia & Chaozhi, 2020); 10 - (Jeaheng et al., 2019); 11 - (Shnyrkova & Predvoditeleva, 2019); 12 - (Razzaq et al., 2016)

into six different attribute categories: Public Amenities, Room Amenities, Service Process, Human Resources, Food and Beverage and Business Operation (Table 3.6). These categories were selected based on the categories presented in the analyzed articles. For example, Shnyrkova and Predvoditeleva (2019) (in Table 3.6 identified with the number 11) classified his attributes related to the hotel staff as “Hotel staff”, but on contrary, Suci et al. (2021) and Stephenson (2014) gave the name “Human Resources”. Given the majority, this was the name given to one of the categories under study. On the other hand, the category “Room Amenities” comprises the attributes of the hotel room and its bathroom. Shnyrkova and Predvoditeleva (2019) differentiated “Room amenities” from “Bathroom amenities” and Stephenson (2014) classified them as “Private rooms (bedrooms and bathrooms)”, so the category mentioned in Table 3.6 is an incorporation of both.

Depending on the number of articles in which the attribute was referenced, and after adding them up by category, a relative importance of each of the categories was calculated, as well as the relative importance of each separately in OIC (Organization of Islamic Cooperation) and non-OIC countries. As we can see in Table 3.6, research in OIC countries are those in articles 1 to 6 inclusive, and from article 8 to 12 are part of research in non-OIC countries. Article 7 was not considered a study in either OIC country or non-OIC country because it discusses the mention of online attributes in countries where the Muslim religion predominates and where it does not, so it was not considered in the relative importance of each category in any country group.

Analyzing the contents of Table 3.6, we can state that the category with the highest relative importance is Public Amenities (39%), which may be influenced by it being the category with the highest number of attributes, but also because most of these attributes are often referred to in research in both OIC and non-OIC countries.

The category ranked second in relative importance, with 20.3%, is Room Amenities and includes one of the highest ranked items in this analysis, “Qibla direction sign”, as well as other attributes that Muslim tourists would like to have available in their room.

There are also some attributes that would be important to highlight. For example, the Service Process category contains the attribute “Proof of marriage between a couple”, which means that when tourists do their check-in, they must have with them some document proving the communion between the man and the woman who want to stay in the same room. This attribute is only mentioned in OIC countries, so we can conclude that it should not be considered important or applicable in the countries covered in the studies in non-OIC countries.

Human resources is the only category where the relative importance is higher in non-OIC countries than in OIC countries. When a tourist goes outside his comfort zone or to destinations other than his natural habitat, the staff and the welcome by the community is one of the main added values. Note that the attribute “Staff with good communication skills” is the only attribute mentioned only in non-OIC countries. When Muslim tourists travel to a country where their religion does not predominate, it is expected that the staff has good communication skills in several languages, especially English. Suci et al. (2021) state that it could be attractive to have at least one receptionist with Arabic skills, however this would be a challenge in non-OIC countries.

The Food and Beverage category includes only two attributes, and one of them is present in all articles in the sample. On the other hand, the attribute “No alcoholic beverages” is mostly referred in OIC countries. This is due to the fact that in many countries it is normal to drink alcoholic beverages, so completely removing this option from the beverage menu would limit the hotel’s target. Assuming that a conventional hotel wants to adapt and become Muslim-friendly, it will still have to cater to the needs of non-Muslim tourists. This practice is more common in countries where Islamic law prevails and where the consumption of alcoholic beverages is not culturally accepted, so the existence of this type of drinks will be a disincentive for Muslim tourists to stay in the hotel, as Razzaq et al. (2016) mentioned. For example, in Russia this attribute was considered unrealistic in their business context but Shnyrkova and Predvoditeleva (2019) suggest in their article to remove these drinks from the mini-bars installed in the rooms of guests who do not feel comfortable with the offer of alcoholic drinks in the accommodation.

Finally, the Business Process category is the one with the lowest relative importance, as it is mentioned very few times in the sample, and is much higher in OIC countries, with about 89%. In non-OIC countries only Article 12 mentions “Islamic financial principles”, an attribute based on conducting transactions and investments only in Sharia bank accounts. This category also includes the obligation to comply with zakat (wealth donations to charity, every year) as well as the communication of the hotel’s Halal offerings on all its platforms. The first two attributes are mostly referenced in research in OIC countries as they may be difficult to apply in non-OIC countries due to the absence of Sharia banking.

In conclusion, we realize that the set of these attributes has a higher relative importance in OIC countries (56.5%) than in non-OIC countries (33.9%). This is an expected finding as Muslim tourists understand that when travelling to countries where their religion does not predominate, they will not be able to enjoy as many attributes as those required in OIC countries. When travelling to OIC countries the expectation of having their needs met is higher, so the demand corresponds in the same way. On one hand, it is more difficult for non-OIC countries to apply these conditions as easily as in OIC countries, but

on the other hand it can be an opportunity for accommodations that have a minimum of conditions as they will stand out from the rest of the market.

As a way of synthesizing the previous information, and answer the research question Q6, Table 3.7 presents the Top 10 most mentioned attributes in the selected sample.

Halal food and beverages

The existence of Halal food in accommodations that want to become Muslim-friendly is very important according to this analysis, as it is mentioned in all the articles in this sample, both in OIC and non-OIC countries. The authors indicate that in the restaurant, there must be options that do not contain pork or pork derivatives, or dishes from any other animal as long as it is slaughtered according to Sharia law. Blood, from any animal, cannot be consumed either so all food must be well cooked. Razzaq et al. (2016) also points out that it would be important to have vegetarian dishes on the menu, especially if the restaurant is not Halal certified, because tourists may not trust the quality and provenance of the food. This is a situation that happens with some frequency in restaurants that offer Halal and non-Halal meals, or in this case haram (forbidden under sharia law), which is why it is so important to have certification, not necessarily for the hotel, but specifically of the restaurant’s Halal menu (Said et al., 2020). This can be considered a difficulty for Muslim-friendly hotels but can be minimized through partnerships with certificated producers and a good communication with customers. Halal beverages are mostly water, milk and fruit or vegetable-based juice options. The drinks can’t contain alcohol, pork substances or any other haram product.

Table 3.7 - Top 10 most mentioned hospitality attributes. Source: the authors

| Top 10 Attributes | Total of attribute occurrence | Category |
|--|-------------------------------|-------------------|
| <i>Halal food and beverages</i> | 12 | Food and Beverage |
| <i>Qibla direction sign (indicating Mecca)</i> | 12 | Room Amenities |
| <i>Facilities separated by gender (place or time) - spa, pool, gym</i> | 10 | Public Amenities |
| <i>Prayer room separated by gender</i> | 10 | Public Amenities |
| <i>Conservative TV channels</i> | 9 | Public Amenities |
| <i>Prayer mat/rug</i> | 9 | Room Amenities |
| <i>Qur'an copy</i> | 9 | Room Amenities |
| <i>Conservative dress staff</i> | 8 | Human Resources |
| <i>Halal certification (for hotel and restaurants)</i> | 7 | Service Process |
| <i>Halal decoration (room and public areas)</i> | 7 | Public Amenities |
| <i>No gambling/casinos</i> | 7 | Public Amenities |
| <i>Prayer time</i> | 7 | Public Amenities |
| <i>Staff trained about Muslim-friendly concepts</i> | 7 | Human Resources |
| <i>Toilets well equipped (with bidet)</i> | 7 | Public Amenities |

Qibla direction sign (indicating Mecca)

The “Qibla direction sign” is another of the attributes with the top rating. It is used to indicate where Mecca is located, and thus to guide Muslims in their prayers. The most referenced places to have this sign would be in the guest room or in the prayer room.

Facilities separated by gender / Prayer room separated by gender

The attribute “Facilities separated by gender”, which includes areas such as spa, gym, or swimming pool, is one of the most difficult attributes to apply to conventional accommodations, especially those located in non-OIC countries that were not designed according to these logistics. Muharam and Asutay (2019) also mention that “organizing separate facilities for men and women will reduce efficiency and increase costs” and Jia and Chaozhi (2020) give us a similar statement. However, there is always the possibility of separating them by schedule, where one schedule corresponds to men’s use and another to women’s use. Following this perspective, the prayer room should also be separated by gender but in this case, there should be two prayer rooms, bearing in mind that the prayer time will be the same. For accommodations that do not have prayer room, which is fairly common in countries where the Muslim religion does not predominate, it is expected that they have information about mosques near the hotel. According to Jia and Chaozhi (2020), mosques can be very attractive in non-OIC countries. Musa et al. (2019) also mention the existence of an exclusive transport from the hotel that makes the trip to the nearest mosque. This would be a must for any hotel that wants to be considered Muslim-friendly, standing out among the rest of the competitors. Another option would be, according to Pamukcu and Sariisik (2020) that the guest room should be soundproofed and have enough space and conditions for prayer.

Conservative TV channels / Prayer mat / Qur’an copy

With nine mentions are the attributes “Conservative TV channels”, “Prayer mat/rug” and “Qur’an copy”. Regarding televisions, whether in the room or in the common areas, it is recommended to have only conservative channels. The prayer mat and the copy of the Qur’an are two key elements to the practice of Muslim prayers and are therefore attributes mentioned in 75% of the articles in the sample under analysis. In leisure travels it is expected that tourists do not bring their prayer belongings, so it would be an added value if the accommodation could have these items in some quantity for the use of those who visit the country and need them.

Conservative dress staff / Staff trained about Muslim-friendly concepts

Regarding accommodation staff, two attributes are often mentioned in these articles and are easy to apply in non-OIC countries: “Conservative dress staff” (66,7%) and “Staff trained about Muslim-friendly concepts” (58,3%). In Muslim-friendly hotels it is not mandatory that the staff dress strictly according to

Sharia law, but they must respect minimal conditions, such as wearing a discreet uniform that covers most of the body. In addition, it is important that the staff learn the basic principles of the Islamic religion so as not to disrespect their guests. Another reference is that guests should preferably be served by a staff of the same gender (Pamukcu & Sariisik, 2020).

Halal certification / Halal decoration / No gambling

Halal certification is another attribute that is in the Top 10 of the most referenced. This can be obtained for the hotel accommodation as a whole, or just for the restaurant. For an accommodation to be Halal certified it must fully comply with Islamic law in all its processes, so a Muslim-friendly hotel can never meet these requirements, since that is not its purpose (Said et al., 2020). However, it is possible to obtain certification for the hotel restaurant only. One of the big challenges to matching this attribute is the lack of a credible entity on a large scale that regulates the certifications and the terms to be applied.

The Halal decoration is characterized by geometric and landscape shapes and should not depict patterns of humans or animals (Pamukcu & Sariisik, 2020; Stephenson, 2014), so it can be considered an easy attribute to apply in any hotel through a simple and clean decoration.

Another attribute that is mentioned in more than half of the articles is the non-existence of casinos or nightclubs in or around the hotel. This is considered a disincentive for tourists to stay in accommodations that have these conditions, as they foster haram activities (Jia & Chaozhi, 2020; Suci et al., 2021).

Prayer Time / Toilets well equipped

Following the tradition of Islamic law, five prayers must be performed throughout the day. However, the prayers are not performed at specific times but according to the course of the sun, so the times vary according to the country where the tourist is. For this reason, it is important to make available to these tourists which times correspond to the prayers at the time of their stay.

Directly connected to prayer is the ablution that must be performed before religious ceremonies. The existence of an "Ablution space" in hotels is more common in OIC countries, so Muslim-friendly hotels located in non-OIC countries will have to look for different ways to adapt and satisfy this need. At the very least, it is expected by these tourists that they will find toilets equipped with a bidet and with individual cubicles for both genders, in common areas. In the rooms it is also important to have a barrier between the shower and the toilet, as Suci et al. (2021) said.

Finally, we can conclude that not all the 29 attributes identified by reading the articles will be easily applicable in conventional hotels that want to become Muslim-friendly, particularly in countries where

the Muslim religion does not predominate, mostly because of the habits of its population. However, there are many that can be adaptable (Moshin et al., 2020), such as providing transportation to the nearest mosque, having necessary prayer amenities for guest use, or offering Halal food in the hotel restaurant. The important thing is that the existence of these attributes can enhance the experience of these tourists in the country.

Conclusions and Recommendations

Through the literature review presented in this study and the bibliometric analysis performed, in response to research question Q1, we found that Halal tourism is a growing sector since the early 10's. The results obtained to research question Q2 suggest that the non-OIC countries with the highest number of publications are located very close to Southeast Asia, where the two OIC countries with the most prominent Halal research (Malaysia and Indonesia) are located and, according to some researchers (Halkias et al., 2014; Jia & Chaozhi, 2020), the literature about this topic is still rare in a non-Muslim context. This might explain why the Halal tourism is not yet very developed in countries where the Muslim religion does not predominate, such as countries of the European or American continent, so it would be a great opportunity for many countries that hope to recover the tourism market or implement new trends, even more, considering the impact of COVID-19 pandemic on the market. The first ones would become boosters of this phenomenon and would be a sign for others wanting to enter the Halal tourism market. The bibliometric analysis also contributes to the determination of the most influential authors and journals, which will allow new researchers to know which are the best partnerships or which journal should publish their study.

From the analysis performed, it was still possible to conclude which are the five most studied categories in Halal tourism, however the category of this sector that was emphasized in this paper was "Hotels". Concluding on the answer presented to research question Q3, the keyword co-occurrence analysis, developed for the articles in this sample, corroborated the consistency of the articles in the "Hotels" category.

The capacity of an accommodation to host several types of tourists can be seen as added value, if we consider that offering special conditions for Muslim tourists does not imply the loss of non-Muslim tourists, because it will provide the enlargement of the hotel's consumer base (Suci et al., 2021). Through the analysis performed, we conclude that the attribute category with the highest relative importance is "Public Amenities" (Q4). This is the category with the highest number of attributes with a high ranking. Answering research question Q5, the only two attributes mentioned in all the countries in the sample, whether OIC or non-OIC countries, are the offering of "Halal food and beverages" and the "Qibla direction sign (indicating Mecca)". Food is a basic necessity, so it is very important to be able to offer these tourists food that meets their religious laws. The daily prayers are one of the five pillars of Islam (Sulaiman et al., 2020), so it is essential in any country to have the indication of Mecca, so that Muslims can guide themselves in their prayers.

As we can conclude in this study, there are many attributes perceived as relevant in the satisfaction of Muslim tourists, however we would expect a difference between the attributes offered in countries where the Muslim religion predominates or countries where it does not predominate (Q6), even because as Suci et al. (2021) say “having the same expectations from a non-Muslim destination as from a Muslim destination would be unrealistic” and that “the culture of the country should be considered”.

Contributions

Theoretical contributions

Through the collection and detailed reading of articles, we found that a bibliometric analysis was missing in the literature with different bases of the first one performed on Halal tourism, as well as a content analysis on Halal hospitality attributes that distinguishes between OIC countries and non-OIC countries. Thus, this paper purposes to contribute to research by filling this gap and developing the topic under analysis a little further. The first part of the study contributes to the literature by informing the readers of the evolution of this new growing trend in the global tourism market and also to encourage collaboration with some of the most influential researchers or journals in order to enrich the literature.

In the second part, the division of the selected sample of articles and its classification in categories consents those interested to understand in which subtopics Halal tourism is more present and which could be better explored. There is also a co-occurrence analysis of keywords among the articles in the sample, which allows future researchers to know which ones to look for according to their analysis intention.

Finally, the manual analysis makes a synthetization of the Halal attributes in hospitality most mentioned in the articles present in the Scopus database, according to the refinements mentioned in *Data collection and preparation*. This synthetization may contribute to future investigations and thus facilitate the discovery of the attributes on which they should be based.

Practical contributions

With the evolution of tourism all over the world and the high dependence that many countries have on this sector, it is important to follow new market trends. As we observed the numbers regarding Halal tourism are increasing over the years and the knowledge about this kind of tourism is crucial to those who want to develop it. Thus, this study contributes positively to the collection of reliable information by hotel managers or other tourism stakeholders, so that in the future they can develop their accommodations to meet the needs of another type of tourist.

This thesis provides an understanding of the different categories of attributes that exist in an accommodation, as well as the attributes included in them. Furthermore, this summarization of Halal hospitality attributes present in the sample of articles, distinctively between OIC and non-OIC countries, is an added value in this study. Easily a researcher observing the developed analysis, understands that not all attributes or attribute categories have equal relative importance in OIC and non-OIC countries.

Limitations and Future Research

In conducting this study, we can highlight methodological constraints that could be improved in future research.

First, the choice for Scopus database over other databases, such as Web of Science, may limit the sample of selected articles. Thus, it might be interesting to conduct a new study, replacing the initial database or combining more than one, in order to see if the conclusions remain unchanged.

Second, the extraction of the sample from the Scopus database was done by excluding some metrics. For example, no documents other than articles, such as book chapters, reviews, or conference papers, were considered, so it is suggested that future research should take a broader approach to the literature in order to develop another perspective. The keywords selected and the exclusion of others may also have led to the exclusion of potentially relevant articles from the literature, which were not included in the study.

Furthermore, the categorization of the articles in the sample by reading the abstract of each of the 95 articles may lead to some bias due to the author's interpretation, in addition to the fact that coding the articles in a sample is a time-consuming process. However, we have mitigated this problem by performing a computerized analysis of the co-occurrence of keywords in the sample articles, which provided a similar result to the one initially obtained. Nevertheless, we recommend that other studies perform validation tests on the categories presented.

The definition of the attribute categories as well as the attributes included in each one was the result of a detailed and exhaustive reading of the literature, which may be subject to some bias, so a revalidation of the collected information is also suggested.

For future research it could also be interesting to study the applicability of these attributes in a hotel considered conventional and located in a non-OIC country, and to understand if there was a change in the behavior of non-Muslim tourists as well as to analyze if the conditions offered are sufficient for the satisfaction of Muslim tourists. Another interesting suggestion would be to address the impact that a worldwide, or even continental organization could bring to the Halal tourism market.

Halal tourism and Halal hospitality attributes are topics still little explored by the literature, but with great conditions to continue evolving at the theoretical and practical level.

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