Development Model Of Halal Destination: A Literature Review

Lila Bismala[1],
Gustina Siregar[2]

University of Muhammadiyah Sumatera Utara (Email: lilabismala@umsu.ac.id)

Abstract

Tourism plays an important role in the economy because it can absorb a lot of labor, empower the community, the emergence of a creative economy. The increasing number of Muslim population, making halal tourism a strategic issue to be observed. Guaranteed halal destinations is very important to attract tourists, so they feel safe with their choices.

This article intends to model the development of halal destinations, by including elements of consumer behavior and attributes in the selection of halal destinations. Consumer behavior is very important in influencing the decision / selection of products or services to be consumed. While the halal attribute is an indicator of consumers in choosing a halal destination. This research is a literature study because it develops the model through a literature review. The halal destination development model must consider consumer behavior which includes cultural factors, personal factors, psychological factors, social factors, values, motivation, self-concept and personality, expectations, attitudes, perceptions, satisfaction and trust and loyalty. The attributes of halal destinations that are expected to be fulfilled by the destination management include: having Islamic values and which also includes halal food products, non-alcoholic drinks, halal hotels, clean, safe, the availability of comfortable prayer rooms, and other facilities.

Keywords: Consumer behavior, halal destination attributes

Introduction

The Muslim population is growing rapidly every year. The growth of the Muslim population and the increase in their disposable income has resulted in large numbers of Muslims traveling for vacation, business, health care and religious reasons. This increase has resulted in Muslim travelers becoming one of the fastest growing tourist segments in the tourism industry (COMCEC, 2016) This is what underlies the emergence of halal tourism / destinations, which intend to provide Muslim-friendly tourism. Tourism is a complex concept that includes various social, behavioral, economic, political, cultural and environmental considerations (A, 2013; Azhar & Jufrizen, 2017) Tourism is becoming a popular global leisure activity and economic income that is very important for many countries (Liu, Li, Yen, & Sher, 2018; Seyidov & Adomaitienė, 2016; Aziz, 2018; Feili, Qomi, Sheibani, & Azmoun, 2017). Tourism increases the economic activity that accompanies it.

The increasing number of Muslim tourists every year is an opportunity and challenge for the tourism sector to develop halal tourism (Satriana & Faridah, 2018). Religion and beliefs can

usually affect daily activities when traveling (Aziz, 2018) Muslims who are obliged to perform prayers 5 times wherever he is, so Muslims need the means to carry out these mandatory prayers. Halal tourism arises from the needs of Muslim tourists according to Islamic teachings which is in accordance with the Al-Quran and Hadith (Dewi S & Durrotul F, 2018)

Halal tourism has been widely recognized and becoming popular lately, and occupies an important position in international tourism. Religiosity is the basis of this halal tourism phenomenon, because Muslim communities have carried out Islamic values in their daily lives, including in tourism (Saputro, Wardi, & Abror, 2018). Many countries (both Muslim and non-Muslim majority) strive to develop halal tourism. However, judging from the existing concepts and principles of halal tourism, these countries generally only try to create a Muslim-friendly tourism. (Satriana & Faridah, 2018) Islamic facilities, halal, alcohol-free and gambling free influence tourist satisfaction (Saputro et al., 2018). The growing awareness of halal among non-Muslims is an opportunity to bring Islamic ethical principles to a larger population through the expansion of the halal brand definition (Said, Hassan, Musa, & Rahman, 2014).

Halal tourism is one of the most profitable and emerging tourism segments, which has great potential for tourist destinations, business and other travel entities. With the growing growth of the Muslim travel market, there are now more businesses and destinations to serve the needs of Muslim tourists by adapting their products and services (Ahmed & Akbaba, 2018). The concept of halal tourism is the actualization of the Islamic concept of halal and haram values as the main benchmarks (Dewi S & Durrotul F, 2018).

The concept of sharia tourism is a process of integrating Islamic values into all aspects of tourism activities. The value of Islamic law as a belief held by Muslims is a basic reference in developing tourism activities. The development of halal tourism in the future is promising and potential. Although the concept of halal has become a lifestyle for most of Indonesia's population, halal tourism is less developed in Indonesia due to facilitation, it is not easy to ensure halal food, halal certification, and lacki of promotion (Adinugraha, Sartika, & Kadarningsih, 2018). This is a challenge in halal tourism.

One of the main topics of marketing is consumer behavior, because knowing how and why consumers act to make decisions will help companies improve their marketing strategies and become more successful in the market.. Knowledge of purchasing behavior highlights the psychology of how consumers think, feel, argue and choose among available alternatives (for example, brands, products, and retailers), as well as how the consumer environment (for example, culture, family, media) influences it. In addition, how consumers' motivation and decision-making strategies differ between products (Stankevich, 2017). One of the challenges in developing halal tourism is related to marketing, because marketing halal tourism is not an easy one. This is due to the difference between the demands of non-Muslim tourists and Muslim

tourists (Dewi S & Durrotul F, 2018) With the growth of the Muslim tourism market, Muslim-friendly tourism is an important marketing issue of the tourism industry (Liu et al., 2018).

This research intends to study the model of halal destination development in terms of aspects of consumer behavior and halal destination attributes. This is very important because to do marketing needs to know the consumer behavior that underlies the decision making in choosing a halal destination. In addition, marketers must be able to provide halal destinations that meet the expectations and needs of Muslim tourists.

Literature Review

Consumer behavior

Nowadays, decision making has become more complex and is considered very important for consumers. Consumers are exposed to advertisements, news sources that provide a wealth of information. Understanding consumer decision making is very important for companies and marketers according to their target groups. Consumer behavior involves studies, which look at how people decide to buy something, what they choose to buy, where they prefer to buy it, why, and when they buy it. It focuses on consumer characteristics such as demographics, psychography, and behavioral elements in an effort to understand people's needs and wants (Muniady et al., 2014; Khaniwale, 2015). Consumer behavior refers to all thoughts, feelings and actions a person has or has taken before or when buying a product, service or idea (Khaniwale, 2015).

The tourist decision-making process is a complex matter, related to many things which of course are influenced by various internal and external factors. Factors that influence consumer behavior help identify what products and services are consumed. Destination marketers need to understand Muslim travel behavior to meet their needs, especially in the halal tourism industry (Battour, 2018).

The main elements that influence consumer behavior are cultural factors, social factors, personal and psychological factors (Seyidov & Adomaitienė, 2016). This is in line with research of Handayani, Siregar, Bismala, & Tanjung (2019) which shows that cultural factors, personal factors, psychological factors significantly influence consumers' decision to choose a tourist destination. But social factors do not affect consumers' decision to choose a tourist destination. This shows the choice of destination is not influenced by the family or reference group. Personal factors significantly influence the consumer's decision to choose a destination. The choice of destination will be adjusted to work, economic conditions and personality. Psychological factors influence the decision of consumers to choose a tourist destination (Handayani, Siregar, Bismala, & Tanjung, 2019)

The most important conceptual dimensions in consumer behavior research in the concept of tourism include decision making, values, motivation, self-concept and personality, expectations, attitudes, perceptions, satisfaction and trust and loyalty (Cohen, Prayag, & Moital, 2014).

Consumers will judge based on the values that exist in themselves, the motivation to make an election, the expectations for what becomes his decision. Islamic values that have been integrated into him become motivation, self-concept and personality that lead to the selection of halal destinations. External and internal factors have a significant influence on consumer behavior that influences their buying processes and decisions. Having insight into these factors allows marketers to better know and predict not only the demand for their products or services, but also the motives for purchasing and the frequency of purchases of products or services (Khaniwale, 2015).

Attributes In Halal Destinations

Religion is an important factor that can help shape the culture, attitudes and values of society (Kovjanic, 2014). Halal in Arabic means it is allowed based on Islamic law. The opponent is said to be haram which means something that is prohibited according to Islamic law (Mohamed Omar, Kamariah Nik Mat, Ahmed Imhemed, & Mahdi Ahamed Ali, 2012; Elasrag, 2016; Alfanda & Suhartanti, 2018; Battour, 2018). Halal and Haram are universal terms that apply to all aspects of human life, related to worship or muamalat or mua'sharah (Elasrag, 2016)

The tourism sector throughout the world has recently been awakened by the huge potential of the Islamic tourist market, and with the halal label becoming more common, Muslim consumers benefit from increased opportunities and tourism facilities that meet their specific needs and can be enjoyed (Elaziz & Kurt, 2017). Halal tourism means people visit places that have Islamic values and that also include halal food products, non-alcoholic drinks, halal hotels, clean, safe, the availability of comfortable prayer rooms, and other facilities. Activities can be called halal tourism if all activities, facilities, actions, and objectives are permitted according to Islamic teachings (Battour, 2018)

Islamic attributes of tourist satisfaction and loyalty to tourist destinations are vital and are based on adjusting halal travel packages. The destination attribute is an important tool to achieve tourist satisfaction and intention to visit again. Attributes of tourist destinations can create a positive image to increase tourists to visit again. Destination image provides a competitive advantage compared to competitor (Rahman, 2014). The tourism destination must be considered as a whole, and all features and parts must be examined and proposed according to tourist needs (Seyidov & Adomaitienė, 2016).

Muslim consumers expect to find halal food easily in every tourism destination. Halal food must be prepared, processed and produced hygienically so that it is safe for consumption and in accordance with sharia. The attitude of Muslim consumers may be related to Islamic halal consumption laws (Khalek & Ismail, 2015). Muslim Friendly Tourism consists of the following three main components: 1. Major needs based on religion (Religious based needs of Muslim travelers) 2. Key demand side themes (Reasons and motivation for traveling by Muslims) 3. Key

supply side themes (Travel and hospitality services and facilities).   Religious-based needs have been identified as the main areas for Muslim travelers Halal food, prayer facilities, Ramadan services, water-friendly bathrooms, no non-Halal activities, recreation facilities and services with privacy (COMCEC, 2016)

Muslim consumers access products, not only in terms of the expected quality of tourism products, value for money, pleasure (emotional value) and social value; but also in terms of providing tangible and intangible attributes that are in accordance with Sharia, such as halal food and the availability of Sharia art, fun and entertainment. Muslim customer perceived value has six dimensions, quality, value for money, emotional, physical, social, and non-physical Islamic attributes (Eid & El-Gohary, 2015) Empirical studies provide evidence that destination images, religious motivations, and service quality of tourist destinations are closely related to tourist satisfaction with destinations (Khan, Haque, & Rahman, 2013). As a concept, halal travel and tourism consists of three elements: (1) strengthening and promoting Islamic culture and values, (2) creating economic benefits for Muslim communities, (3) increasing Islamic self-esteem, identity, and belief (A, 2013). Islamic tourism focuses on issues such as involvement (by Muslims), place (Islamic destination), products (shelter, food, and drinks), dimensions (economy, culture, religion, etc.), and management of service processes (marketing issues and ethics) (Muniady et al., 2014).

Dimensions in the attributes of Islamic destinations include access, communication, environment and services, accommodation, arrival of Muslim visitors, airport facilities, access to prayer rooms, halal dining options & guarantees, family friendly destinations, general safety of Muslim travelers, awareness and connectivity, needs Muslim travel, ease of communication, and visa-free travel items (Liu et al., 2018; Battour & Ismail, 2014)

Tourist destinations with certain attributes (attractions, facilities, accessibility, pictures, prices, and human resources) make them appropriate and available to tourists. Types of tourist destinations (ethnic, cultural, historical, environmental and recreational tourist destinations) and tourist destinations according to geographical location, environment and natural or man-made structures (urban, waterfront, alpine and rural destinations). Factor analysis reveals 3 groups of factors that influence decision making: facilities at destinations and environmental features, attractions at destinations and personal characteristics of tourists and infrastructure at tourism destinations (Seyidov & Adomaitienė, 2016)

Destination image, religious motivation, service quality, traveler satisfaction, play an important role in influencing tourist destination selection (Khan et al., 2013; Ansari, Joshi, Tyagi, & Singh, 2019). The best service to customers and the level of quality can be achieved consistently by improving services and paying special attention to good service standard performance both in internal service standard or external service standard (Azhar, Jufrizen, Prayogi, & Sari, 2018). Psychological determinants of consumer behavior include motives,

perspectives, perceptions, learning, habits and behavior, personality, risk-taking tendencies, and lifestyle. Economic determinants of consumer behavior include price, product, income, point of sale and advertising. Social and cultural determinants of consumer behavior consist of social groups, families, reference groups, and trend setters (Makarewicz, 2013).

Research methods

This research is a qualitative approach, by conducting a literature study, which collects concepts from the results of previous studies to develop a halal destination model. Qualitative research itself is a process of collecting and analyzing textual data to gain insight into interpretations conveyed about a phenomenon that cannot be done with quantitative research (Askarzai & Unhelkar, 2017). Alitative research methods give more emphasis on interpretation and provide a complete view, look at context, environment and deep understanding of concepts. n addition, qualitative methods produce complementary knowledge generated by quantitative research (Tewskbury, 2009). The theoretical development process is carried out simultaneously with the identification of concepts in which researchers describe the factors of consumer behavior in the selection of halal destinations, as well as explore the attributes expected by consumers in halal destinations, then develop the concepts of halal destinations.

Consumer behavior variables that are thought to influence decisions in the selection of halal destinations include: cultural factors, personal factors, psychological factors, social factors, values, motivation, self-concept and personality, expectations, attitudes, perceptions, satisfaction and trust and loyalty. While the attributes of halal destinations that are expected to be fulfilled by the destination management include: having Islamic values and which also includes halal food products, non-alcoholic drinks, halal hotels, clean, safe, the availability of comfortable prayer rooms, and other facilities.

Discussion

As one of the industries with a very large market segment, halal tourism needs to be monitored for its sustainability. Considering that Indonesia is one of the countries with the largest Muslim population in the world, the number of domestic tourists in Indonesia itself is quite a lot. Some strategies to develop halal destinations include: creating a halal management system for all activities at a tourist destination, providing halal guarantees on all infrastructure in the tourist destination with certification, halal management system policies, and educating local communities to be involved, conducting promotions that intensive, infrastructure that shows halal tourism (Bismala, Tanjung, & Andriany, 2019) Religious values that are stronger in a Muslim cause he will choose a halal destination, which makes it still able to run the Shari'a religion even with travel. For this reason, support is needed from the availability of Islamic attributes in halal destinations, such as: having Islamic values and which also includes halal food products, non-alcoholic drinks, halal hotels, clean, safe, availability of comfortable prayer rooms, and other facilities. Halal destination managers must understand consumer behavior, by learning what factors cause consumers to make the decision to choose halal destinations. These factors

stimulate decision making. Meeting the needs of Muslim consumers by providing the necessary attributes, is a stimulation that triggers decisions. This affects the learning process, which is the accumulation of experience gained during a tour to many places.   Destination image has a positive and significant influence on travel intentions (Liu et al., 2018) Creating destinations image and a friendly social environment for Muslim travelers will help their travel experiences be fun, enjoyable and interesting, which in turn leads to increased loyalty (Han, Al-Ansi, & Kim, 2019).

Conclusion

The halal destination development model must consider consumer behavior which includes cultural factors, personal factors, psychological factors, social factors, values, motivation, self-concept and personality, expectations, attitudes, perceptions, satisfaction and trust and loyalty. While the attributes of halal destinations that are expected to be met by the destination management include: having Islamic values and which also includes halal food products, non-alcoholic drinks, halal hotels, clean, safe, the availability of comfortable prayer rooms, and other facilities. Full attention to these variables needs to be given by the manager and the government, to provide guarantees to tourists.

References

A, T. N. A. (2013). Value Creation in Tourism : An Islamic Approach. *International Research Journal of Applied and Basic Sciences*, *4*(5), 1252–1264.

Adinugraha, H. H., Sartika, M., & Kadarningsih, A. (2018). Desa Wisata Halal: Konsep Dan Implementasinya Di Indonesia. *Human Falah*, *5*(Nomor 1), 28–48.

Ahmed, M. J., & AKBABA, A. (2018). The Potential of Halal Tourism in Ethiopia: Opportunities, Challenges and Prospects. *International Journal of Contemporary Tourism Research*, *1*, 13–22. https://doi.org/10.30625/ijctr.397499

Askarzai, W., & Unhelkar, B. (2017). Research Methodologies: An Extensive Overview. *International Journal of Science and Research Methodology*, *6*(4), 21–42. Retrieved from www.ijsrm.humanjournals.com

Azhar, M. E., & Jufrizen. (2017). THE ANALYSIS OF THE TOURIST LOYALTY DETERMINANT IN THE AREA OF TOBA LAKE. *International Journal of Recent Scientific Research*, *8*(10), 20826–20832. https://doi.org/10.24327/IJRSR

Azhar, M. E., Jufrizen, J., Prayogi, M. A., & Sari, M. (2018). The role of marketing mix and service quality on tourist satisfaction and loyalty at Samosir. *Journal of Tourism*, (26). https://doi.org/10.14807/ijmp.v10i5.937

Aziz, A. H. B. A. (2018). Muslim Friendly Tourism: Concept, Practices and Challenges in Malaysia. *International Journal of Academic Research in Business and Social Sciences*, *8*(11), 355–363. https://doi.org/10.6007/IJARBSS/v8-i11/4908

Battour, M. (2018). Muslim Travel Behavior in Halal Tourism. In *Mobilities, Tourism and Travel Behavior - Contexts and Boundaries*. https://doi.org/10.5772/intechopen.70370

Bismala, L., Tanjung, H., & Andriany, D. (2019). SWOT ANALYSIS OF HALAL DESTINATIONS IN NORTH SUMATRA. *Multi-Discipinary International Conference University Of Asahan*, *1*, 762–772.

Cohen, S. A., Prayag, G., & Moital, M. (2014). Consumer behaviour in tourism: Concepts, influences and opportunities. *Current Issues in Tourism*, *17*(10), 872–909. https://doi.org/10.1080/13683500.2013.850064

COMCEC. (2016). *Muslim Friendly Tourism: Understanding the Demand and Supply Sides In the OIC Member Countries*.

Dewi S, E., & Durrotul F, H. (2018). Wisata halal: perkembangan, peluang, dan tantangan. *Journal of Halal Product and Research (JHPR)*, *01*(02), 32–43.

Eid, R., & El-Gohary, H. (2015). The role of Islamic religiosity on the relationship between perceived value and tourist satisfaction. *Tourism Management*, *46*, 477–488. https://doi.org/10.1016/j.tourman.2014.08.003

Elasrag, H. (2016). *Halal Industry : Key Challenges and Opportunities*.

Elaziz, M. F., & Kurt, A. (2017). Religiosity , consumerism and halal tourism : A study of seaside tourism organizations in Turkey. *TOURISM*, *65*(1), 115–128.

Han, H., Al-Ansi, A., & Kim, H.-C. (2019). Perceived Inconveniences and Muslim Travelers' Loyalty to Non-Muslim Destinations. *Sustainability*, *11*, 1–14. https://doi.org/10.3390/su11174600

Handayani, S., Siregar, G., Bismala, L., & Tanjung, H. (2019). ANALYSIS OF CONSUMER DECISION FACTORS IN SELECTION OF HALAL TOURISMDESTINATIONS. *Multi-Discipinary International Conference University Of Asahan2019*, 418–427.

Khalek, A. A., & Ismail, S. H. S. (2015). Why Are We Eating Halal – Using the Theory of Planned Behavior in Predicting Halal Food Consumption among Generation Y in Malaysia. *International Journal of Social Science and Humanity*, *5*(7), 608–612. https://doi.org/10.7763/ijssh.2015.v5.526

Khan, A. H., Haque, A., & Rahman, M. S. (2013). What makes tourists satisfied ? An empirical study on Malaysian Islamic tourist destination. *Middle-East Journal of Scientific Research*, *14*(12), 1631–1637. https://doi.org/10.5829/idosi.mejsr.2013.14.12.2250

Khaniwale, M. (2015). Consumer buying behavior. *International Journal of Innovation and Scientific Research*, *14*(2), 278–286. https://doi.org/10.1016/b978-0-7506-7897-1.00013-3

Kovjanic, G. (2014). Islamic tourism as a factor of the Middle East regional development. *Turizam*, *18*(1), 33–43. https://doi.org/10.5937/turizam1401033k

Liu, Y.-C., Li, I.-J., Yen, S.-Y., & Sher, P. J. (2018). What Makes Muslim Friendly Tourism? An Empirical Study on Destination Image, Tourist Attitude and Travel Intention. *Advances in Management & Applied Economics*, *8*(5), 1792–7552. Retrieved from http://www.scienpress.com/Upload/AMAE%2FVol 8_5_3.pdf

Makarewicz, A. (2013). Consumer behavior as a fundamental requirement for effective operations of companies. *Journal of International Studies*, *6*(1), 103–109. https://doi.org/10.14254/2071-8330.2013/6-1/10

Mohamed Omar, K., Kamariah Nik Mat, N., Ahmed Imhemed, G., & Mahdi Ahamed Ali, F. (2012). The Direct Effects of Halal Product Actual Purchase Antecedents among the International Muslim Consumers. *American Journal of Economics*, *2*(4), 87–92. https://doi.org/10.5923/j.economics.20120001.20

Muniady, R., Mamun, A. A.-, Permarupan, P. Y., & Zaiinol, N. R. B. (2014). Factors Influencing Consumer Behavior : A Study among University Students in Malaysia. *Asian Social Science*, *10*(9), 18–25. https://doi.org/10.5539/ass.v10n9p18

Rahman, M. (2014). Motivating factors of Islamic tourist's destination loyalty: An empirical

Investigation in Malaysia. *Journal of Tourism and Hospitality Management*, *2*(1), 63–77.

Said, M., Hassan, F., Musa, R., & Rahman, N. A. (2014). Assessing Consumers' Perception, Knowledge and Religiosity on Malaysia's Halal Food Products. *Procedia - Social and Behavioral Sciences*, *130*, 120–128. https://doi.org/10.1016/j.sbspro.2014.04.015

Saputro, M. S. D., Wardi, Y., & Abror. (2018). The Effect of Halal Tourism on Customer Satisfaction. *Advances in Economics, Business and Management Research*, *57*, 275–282. https://doi.org/10.2991/piceeba-18.2018.57

Satriana, E. D., & Faridah, H. D. (2018). Wisata halal: perkembangan, peluang, dan tantangan. *Journal of Halal Product and Research*, *01*(02), 32–43.

Seyidov, J., & Adomaitienė, R. (2016). Factors Influencing Local Tourists'Decision-Making on Choosing a Destination: a Case of Azerbaijan. *Ekonomika*, *95*(3), 112–127. https://doi.org/10.15388/ekon.2016.3.10332

Stankevich, A. (2017). Explaining the Consumer Decision-Making Process: Critical Literature Review. *Journal of International Business Research and Marketing*, *2*(6), 7–14. https://doi.org/10.18775/jibrm.1849-8558.2015.26.3001

Tewskbury, R. (2009). Qualitative versus Quantitative Methods: Understanding Why Qualitative Methods are Superior for Criminology and Criminal Justice. *Journal of Theoretical and Philosophical Criminology*, *1*(1), 38–58. Retrieved from www.ijsrm.humanjournals.com