

HALAL TOURISM OR SHARIA TOURISM? A SYSTEMATIC LITERATURE REVIEW

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Abstrak:

Penelitian tentang wisata halal dan wisata syariah sudah banyak dilakukan dalam berbagai pendekatan, namun belum banyak yang menganalisis dalam metode literatur review sistematis. Metode yang digunakan dalam artikel ini adalah literatur reuiu sistematis dengan menyajikan metadata deskriptif artikel kemudian dilanjutkan dengan memfilter artikel yang akan dianalisis, terakhir analisis kualitas artikel menjadi tahap yang menentukan dalam analisis ini. Artikel yang dijadikan sebagai metadata adalah artikel yang terpublikasikan lewat Dimensions. Setelah difilter, terdapat 104 artikel yang masuk kriteria analisis literatur reuiu sistematis.

Keywords: *wisata halal; wisata syariah; literatur reuiu sistematis*

INTRODUCTION

The phrase "halal tourism" is a novel category that has just emerged in the realm of research and academic literature.¹ Several research have found that the most recent study to be published was in 2010. Both halal and haram can be traced back to the Qur'an, the Hadith of the Prophet (which can be translated as sayings of the Prophet Muhammad), and pronouncements of Islamic law.²

The tourism sector has just coined a new word called "halal tourism." Several research studies have attempted to define the phrase "halal tourism" by employing a variety of different terminology, including "halal tourism," "Islamic tourism," and "Sharia tourism." A variety of authors, each with their own unique point of view, have recently been focusing their attention

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¹ Tareq Rasul, "The Trends, Opportunities and Challenges of Halal Tourism: A Systematic Literature Review," *Tourism Recreation Research* 44, no. 4 (2019): 434-50, <https://doi.org/10.1080/02508281.2019.1599532>.

² Nora Zulvianti, Hasdi Aimon, and Abror Abror, "The Influence of Environmental

and Non-Environmental Factors on Tourist Satisfaction in Halal Tourism Destinations in West Sumatra, Indonesia," *Sustainability (Switzerland)* 14, no. 15 (2022): 1-17, <https://doi.org/10.3390/su14159185>.

on issues that are connected to this industry. These issues include the prospect and potential in terms of economic growth, religion, politics, social viewpoints, culture, and economic adjustment, as well as the potential of a country or region. As a result, halal tourism has been scrutinized from a number of distinct points of view.³

The term "halal tourism" refers to the utilization or engagement of any object or activity by Muslim travelers that is in accordance with the teachings of Islam and helps facilitate the practice of the religion. It is also possible to define halal tourism as the provision of services in the form of travel itineraries and destinations that are suitable for Muslims in terms of their preferences and requirements. These can include a) halal food served in hotels or in-flight while traveling, b) halal accommodation in regard to food and drinks served during the stay at the hotels, c) halal logistics, which means foods that are properly prepared, stored and delivered, d) halal spa, especially, in regard to having separated rooms or facilities for male and female clients and being served by the same gender, as well as e) Islamic finance, in which traveling is funded by halal or Sharia-compliant means.⁴

In the context of a comprehensive literature study, the purpose of this essay is to investigate the concepts of halal tourism and sharia tourism.

METHODOLOGY

In this study, qualitative research methodologies are applied to investigations of previously published literature. Both halal tourism and

³ Slamet, Irwan Abdullah, and Nur Quma Laila, "The Contestation of the Meaning of Halal Tourism," *Heliyon* 8, no. 3 (2022): e09098, <https://doi.org/10.1016/j.heliyon.2022.e09098>.

⁴ Nur Sa'adah Muhamad et al., "Halal Tourism: Literature Synthesis and Direction for Future Research," *Pertanika Journal of Social Sciences and Humanities* 27, no. 1 (2019): 729–

45.

sharia tourism are going to be the focus of this research. Secondary data are the kind that are utilized here. Research journal papers on halal tourism and sharia tourism, sourced from national and international journals, make up the bulk of the data used in this study.

Techniques for the analysis of data include the following: (1) mapping the number of journal publications about halal tourism and sharia tourism using Microsoft Excel and Mendeley Desktop based on the year of publication; (2) mapping research topics about halal tourism and sharia tourism using literature review studies.⁵

The Systematic Literature Review that is a part of this investigation makes use of dimensions to search for metadata that is pertinent to the subject matter of the article by entering keywords into the search area labeled -TITLE-ABS.⁶

Within the context of this systematic literature review, there are three steps of data analysis:

1. Making preparations for the review. The objective of this step is to determine whether or not a literature review is necessary, as well as to define the research topic and formulate guidelines for conducting the literature review.
2. Having the review carried out. The goal of this step is to locate articles, choose articles, evaluate the quality of the studies that have been chosen, and extract and synthesize data.

⁵ Eka Wahyu Hestya Budianto and Nindi Dwi Tetria Dewi, "Pemetaan Penelitian Rasio Non Performing Financing (NPF) Pada Perbankan Syariah Dan Konvensional : Studi Bibliometrik VOS Viewer Dan Literature Review," *Zenodo*, no. October (2023), <https://doi.org/10.5281/zenodo.10038983>.

⁶ Faturachman Alputra Sudirman and Saidin Saidin, "Pemerintahan Berbasis Elektronik (E-Government) Dan Pembangunan Berkelanjutan: Reviu Literatur Sistematis," *Nakhoda: Jurnal Ilmu Pemerintahan* 21, no. 1 (2022): 44-58, <https://doi.org/10.35967/njip.v21i1.269>.

3. Providing a report on the review. The creation of a paper that contains an explanation of the findings of the literature review that has already been carried out is the objective of this stage of the process.⁷

The formulation of research questions by researchers serves as a type of problem affirmation whose solutions will be sought through the conduct of this research.⁸ The Population, Interest, and Context (PICO) theory will serve as the basis for the compilation of the research questions that will be used in this study. The following are some of the research questions that are brought up in this article: What is the total number of research that has been done on halal tourism and sharia tourism?

DISCUSSION

During the first phase of the research project on Dimensions, a total of 3,507 papers, 11 datasets, 2 grants, 1 patent, and 9 policy documents were found as a result of using predetermined search terms. These keywords were halal tourism and sharia tourism.

After that, the chosen works of literature underwent a second round of selection using new inclusion and rejection criteria.⁹ After applying this filter, a total of 2,643 publications, 11 datasets, and 7 policy documents were located; however, at this point in the process, the publishing years that were chosen were only in the range of 2020-2023.

⁷ A Kurniati, L E Nugroho, and M N Rizal, "Manajemen Risiko Teknologi Informasi Pada E-Government: Ulasan Literatur Sistematis," *Jurnal IPTEK-KOM (Jurnal Ilmu Pengetahuan Dan Teknologi Komunikasi)* 22, no. 2 (2020): 207-222, <https://202.89.117.136/index.php/iptekkom/article/viewFile/3452/1473>.

⁸ Fajar Nyfantoro, Tamara Adriani Salim, and Anon Mirmani, "Perkembangan Pengelolaan Arsip Elektronik Di Indonesia: Tinjauan Pustaka Sistematis," *Diplomatika: Jurnal Kearsipan Terapan* 3, no. 1 (2019): 1-15, <https://doi.org/10.22146/diplomatika.48495>.

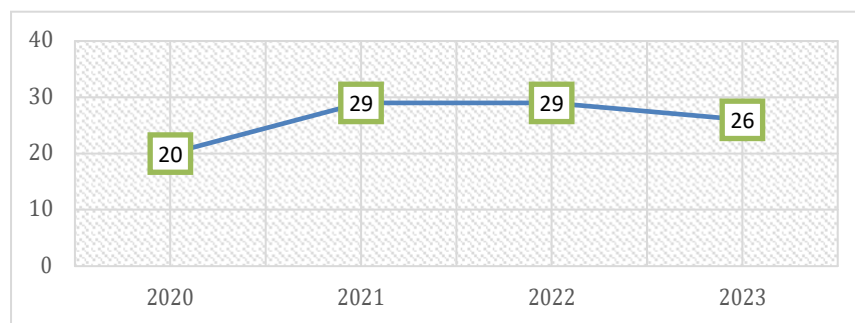
⁹ Kurniati, Nugroho, and Rizal, "Manajemen Risiko Teknologi Informasi Pada E-Government: Ulasan Literatur Sistematis."

The subsequent procedure of including and excluding content applied filters to the publication kinds chose only articles, research fields picked only the field of religious studies, and published articles selected only those that were contained in DOAJ. In conclusion, the criteria for this article have been applied to 104 different articles and they all meet the requirements.

In this study of literature reviews, 104 publications were analyzed, and the following descriptive data of those papers is presented:

Figure 1:

Publication on Halal Tourism dan Sharia Tourism in 2020-2023

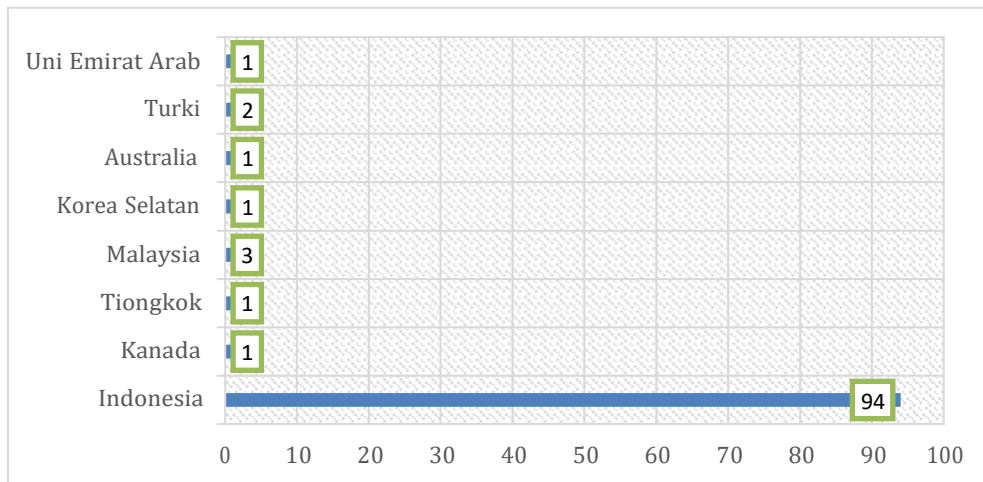


Source: Data processed from various sources

According to Figure 1, there are 20 articles published about halal tourism and sharia tourism in 2020. There are 29 articles published about these topics in 2021. There are 29 articles published about these topics in 2022. There are 26 articles published about these topics in 2023. In total, there are 104 articles published between the years 2020 and 2023.

The following chart provides a visual representation of the distribution of countries contributing articles on halal tourism:

Figure 2:
Distribution of Halal Tourism and Sharia Tourism
Author Countries



Source: Data processed from various sources

There are a total of 8 countries represented in this article, with Indonesia contributing the most articles (94), followed by Malaysia (three articles), Turkey (two articles), the United Arab Emirates (one article), Australia (one article), South Korea (one article), and Canada (one article each).

The quality evaluation step is the one that comes next in the processing of this article's SLR information. Articles that were published in 2023 are the ones that were evaluated using quality assessment. Excel and Mendeley Desktop are the tools that are utilized in the execution of this technique. The outcomes of this quality analysis are summarized in the table that can be found below:

Table 1:
Quality Appraisal

CONCLUSION

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