



Innovative Marketing Strategies and Entrepreneurial Approaches in Promoting Halal Tourism Destinations: A Systematic Literature Review

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ARTICLE INFO

Keywords: Halal Tourism, Marketing Strategies, Entrepreneurial

Received : 10, March

Revised : 12, April

Accepted: 24, May

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ABSTRACT

This study aims to conduct a systematic literature review on the role of innovative marketing strategies and entrepreneurial approaches in promoting halal tourism destinations, and their influence on the perceptions, behaviors, and intentions of Muslim and non-Muslim tourists. By reviewing 65 publications obtained from the Scopus database, this study identifies research trends, key focus areas, and gaps in the existing literature. The findings highlight the increasing trend of research on this topic, the most influential journals and researchers, and the geographical distribution of studies. The review also reveals the importance of innovative marketing and entrepreneurial strategies in attracting diverse tourist segments and enhancing the competitiveness of halal tourism destinations. Based on the identified gaps, future research directions are proposed to further advance the understanding of this field.

INTRODUCTION

The swift advancement of technology has greatly influenced the surge in internet user population. According to the latest report "Digital 2023" by We Are Social and Meltwater, it shows that in Indonesia, the number of social media users with active social media accounts has reached 167 million people, or around 60.4% of the total population as of January 2023. This shows that The spread of the Internet is increasingly widespread and easily accessible to the public. Along with this phenomenon, more and more social media platforms are emerging. This is because many business people see great opportunities from current internet developments.

One of the social media platforms that has become increasingly popular recently is TikTok. Currently, it is recorded that TikTok is ranked first in the world as the social media platform that is used the longest, namely an average of 23 hours and 5 minutes per month. Thanks to its popularity, Indonesia is also inseparable from the impact of this social media platform. It is recorded that TikTok users in Indonesia have reached 70.8% of the total active user population in Indonesia and spend time using this application for an average of 3 hours and 18 minutes per month. To maintain good growth, the TikTok company launched the TikTok Shop feature. TikTok Shop is a social commerce feature presented for users and content creators to promote and sell their products via TikTok. Based on a survey by Populix in 2022, approximately 52% of Indonesians are familiar with the trend of conducting online transactions through social media platforms, and a significant 86% of the population have engaged in social commerce, with TikTok Shop emerging as the preferred platform for many.

Currently, consumers prefer to buy goods online because of convenience. The simplicity of the browsing and buying process, combined with the lack of social pressure, has the potential to boost consumers' inclination towards impulsive behaviour (Ek Styvén et al., 2017). Moreover, it is believed that online shopping has generated fresh possibilities for enhancing the propensity for impulse purchasing (Sun et al., 2012; Wu et al., 2020). Baumeister (2002) characterizes impulse buying as an instance where the purchaser lacks prior intent to purchase a product before experiencing the urge to do so, constituting a spontaneous act. Impulse buying behavior should be of concern to marketers because it has important implications for the marketing activities of a business being run. Understanding the factors that influence impulse buying can provide valuable insight into how consumers make purchasing decisions.

The focus of the object of this research is consumers' unplanned purchasing behavior towards products included in the "Top Purchase Categories" on the TikTok Shop. "Top Purchase Categories" refers to the categories of products or goods that are most purchased by consumers in a period. The results of a survey conducted by Populix on 880 respondents showed that the products included in the "Top Purchase Categories" when shopping on social commerce include Clothing as the most purchased product, followed by Beauty Products, Food and Drinks, Cell Phones and Accessories, Home Appliances Ladders, Women's Bags, Electronic Equipment and Hobbies.

In this research, the research focus is on the city of Pontianak as an interesting research location. Based on a study conducted by Juniwati (2018), it was found that the profile of online shoppers in Pontianak considers practicality and convenience factors when shopping online, with the ability to shop at any time during their free time. Based on these findings, researchers are interested in conducting a study on impulse buying behavior. This phenomenon is in line with the availability of online shopping platforms that are always active 24/7, which creates convenience and practicality for consumers to make purchases anytime and anywhere, thus making researchers aware that shopping at the TikTok Shop also provides convenience, because just using the application on a cellphone, a consumer can shop directly.

The aim of this study is to contribute to academic research in the field of marketing management, particularly focusing on the factors influencing impulsive purchasing behavior in the context of social commerce. Apart from that, it is hoped that it can also provide information to marketers at TikTok Shop in developing more effective sales strategies. Therefore, this study aims to investigate how hedonic shopping value, sales promotion, and serendipity information impact impulse buying behavior among TikTok Shop users, with urge to buy impulsively as a mediating factor (study on the purchasing behavior of "Top Purchase Categories" products in Pontianak).

The rapid growth of the halal tourism industry has garnered significant attention from researchers and practitioners alike. Halal tourism, which caters to the needs and preferences of Muslim travelers while adhering to Islamic principles, has emerged as a lucrative market segment with immense potential (Battour et al., 2022; Rasul, 2019). The global Muslim population is expected to reach 2.2 billion by 2030, representing a substantial market for halal tourism (Ainin et al., 2020). As a result, destinations worldwide are increasingly focusing on developing and promoting halal-friendly tourism offerings to attract this growing market segment (Han et al., 2019; Jia & Chaozhi, 2020).

To succeed in the competitive halal tourism market, destinations must employ innovative marketing strategies and entrepreneurial approaches that effectively target and engage diverse tourist segments, including both Muslim and non-Muslim travelers (Battour et al., 2022; Rahman et al., 2022). Innovative marketing strategies involve the creative use of digital technologies, social media, and targeted campaigns to reach and influence potential visitors (Ainin et al., 2020; Feizollah et al., 2021). On the other hand, entrepreneurial approaches encompass the development of unique and compelling halal tourism products, services, and experiences that cater to the evolving needs and preferences of travelers (Battour et al., 2022; Mursid & Anoraga, 2022).

Despite the growing body of research on halal tourism, there is a need for a comprehensive and systematic review of the literature focusing on the role of innovative marketing strategies and entrepreneurial approaches in promoting halal tourism destinations. Such a review would provide valuable insights into the current state of knowledge, identify research gaps, and guide future research directions. Furthermore, understanding the perceptions, behaviors, and intentions of both Muslim and non-Muslim tourists towards

halal tourism attributes is crucial for developing effective marketing and promotional strategies (Han et al., 2019; Rahman et al., 2022)

This study aims to conduct a systematic literature review to explore the role of innovative marketing strategies and entrepreneurial approaches in promoting halal tourism destinations and their influence on the perceptions, behaviors, and intentions of Muslim and non-Muslim tourists. Specifically, this review seeks to address the following research questions:

Tabel 1. Research Question

No	Question
1.	What are the key innovative marketing strategies and entrepreneurial approaches employed in promoting halal tourism destinations?
2.	How do these strategies and approaches influence the perceptions, behaviors, and intentions of Muslim and non-Muslim tourists towards halal tourism attributes?
3.	What are the research trends, gaps, and future directions in the field of halal tourism marketing and entrepreneurship?

By addressing these research questions, this systematic literature review contributes to the advancement of knowledge in the field of halal tourism marketing and provides valuable insights for destination managers, marketers, and policymakers to develop and implement effective strategies for attracting and retaining diverse tourist segments in the competitive halal tourism market.

METHODOLOGY

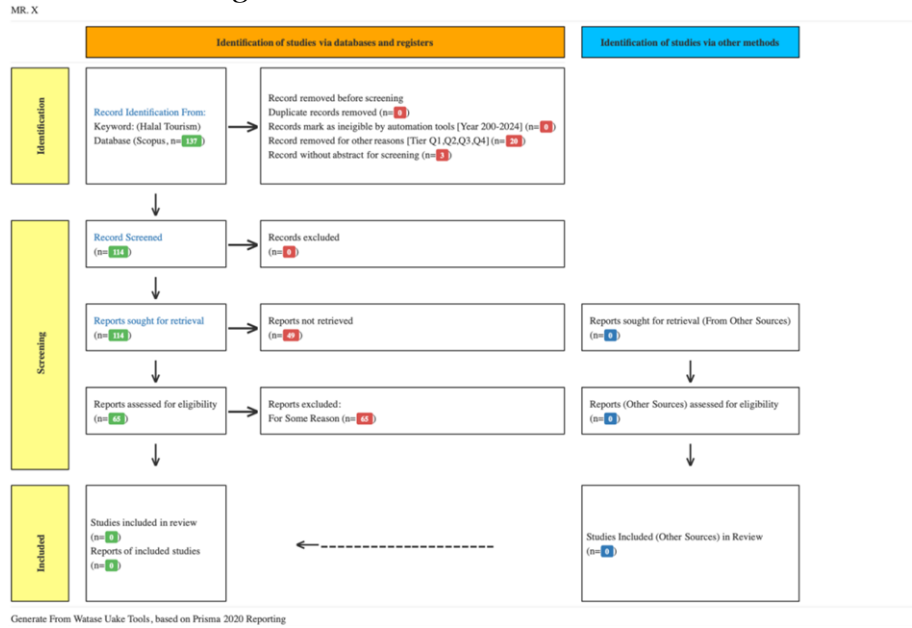
This research uses a systematic literature review (SLR) approach to identify, evaluate, and synthesize existing research on innovative marketing strategies and entrepreneurial approaches in promoting halal tourism destinations. The SLR methodology ensures a transparent, replicable, and comprehensive literature review, minimizing bias and increasing the reliability of findings (Okoli, 2015).

Database and Search Strategy

The literature search was carried out using the Scopus database, which is recognized as having comprehensive coverage of peer-reviewed journals in various scientific disciplines. The search strategy uses a combination of keywords related to the research topic, such as “halal tourism” and “Muslim tourists”. Collected and then referred to as metadata.

The search was restricted to articles published between 2000 and 2024 to ensure inclusion of recent and relevant research. The article language is not specified in the metadata.

Figure 1. The Flowchart From Watase



Inclusion and exclusion criteria

To select the most relevant studies for this review, a set of inclusion and exclusion criteria was established based on the information provided in the metadata. The inclusion criteria were: (1) articles that focused on halal tourism; (2) articles published in peer-reviewed journals; and (3) articles published between 2000 and 2024. Exclusion criteria were not explicitly stated in the metadata.

Tabel 2. Inclusion and Exclusion Criteria

Inclusion Criteria	All Open Access Articles
Exclusion Criteria	Articles that focused on halal tourism; articles published in peer-reviewed journals; articles published between 2000 and 2024; and Research containing keyword “halal tourism” and “Muslim tourists”

Data extraction and analysis

The metadata obtained consisted of 65 articles relevant to the topic of halal tourism. These articles underwent a data extraction process, which involved recording important information such as author, year of publication, journal, and research focus.

The extracted data is analyzed using descriptive statistics to provide an overview of research trends, influential journals and researchers, geographical distribution of research, and research areas. Content analysis was used to identify key themes and concepts related to innovative marketing strategies and entrepreneurial approaches in promoting halal tourism destinations, as well as the perceptions, behavior and intentions of Muslim and non-Muslim tourists towards halal tourism attributes.

Findings from descriptive statistics and content analysis are then synthesized and discussed in relation to the research questions and research objectives. Identified research gaps and future directions are also highlighted to guide further research in the field of halal tourism marketing and entrepreneurship.

It is important to note that the methodology described above is based on the limited information available in metadata. A more comprehensive and detailed methodology section requires access to the full text of the selected articles and a more thorough analysis of their content. Nevertheless, this methodology provides a starting point for conducting a systematic literature review regarding innovative marketing strategies and entrepreneurial approaches in promoting halal tourism destinations, as well as the perceptions, behavior and intentions of Muslim and non-Muslim tourists towards halal tourism attributes..

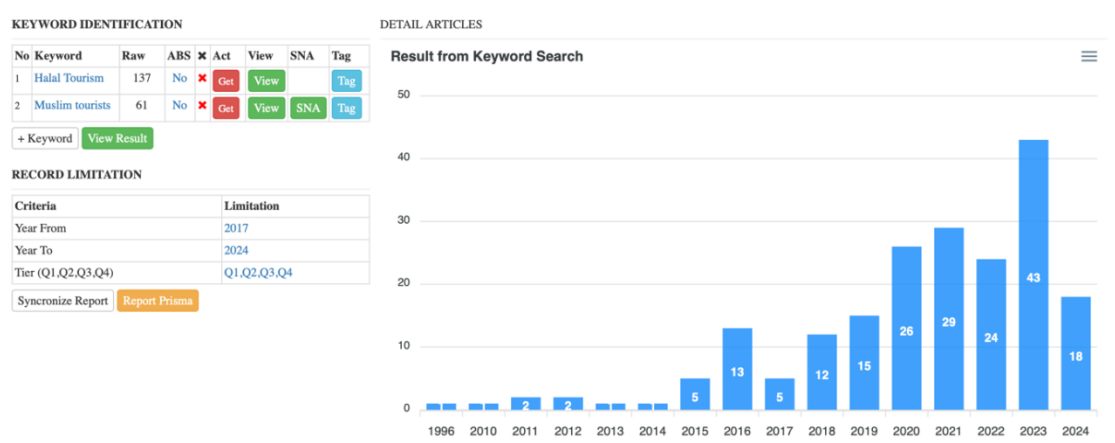
RESEARCH RESULT

Descriptive Statistics and Bibliometric Analysis

This section presents findings from descriptive statistics and bibliometric analysis of the 65 articles included in the systematic literature review. The analysis focuses on research trends, influential journals and researchers, geographical distribution of research, and research areas related to innovative marketing strategies and entrepreneurial approaches in promoting halal tourism destinations, as well as the perceptions, behavior and intentions of Muslims and non-Muslims. tourists towards the attributes of halal tourism.

Distribution of selected studies by year

Figure 2. Research Development



Analysis of the distribution of selected studies by year shows an increasing trend of research on halal tourism marketing and entrepreneurship between 2017 and 2023. These findings highlight the increasing interest of researchers in understanding the strategies and approaches used to promote

halal tourism destinations and their factors. influence tourist behavior in this context.

Significant journal publications

Analysis of the most significant journal publications in the field of halal tourism marketing and entrepreneurship shows that the Journal of Islamic Marketing, Tourism Management, and the Journal of Destination Marketing & Management are among the most influential research outlets in this field. These journals have published a large number of articles on halal tourism, demonstrating the importance of disseminating knowledge and advancing research in this area.

Occurrence of keywords and average year of publication

Analysis of keyword occurrences and average year of publication provides insight into the main themes and concepts studied in the selected articles. Keywords such as “halal tourism” and “Muslim tourists” were some of the terms that appeared most frequently, reflecting the research focus on these topics. The average year of publication of articles containing these keywords indicates the recency and relevance of research in this area.

Figure 3. Network visualization of co-occurred keywords

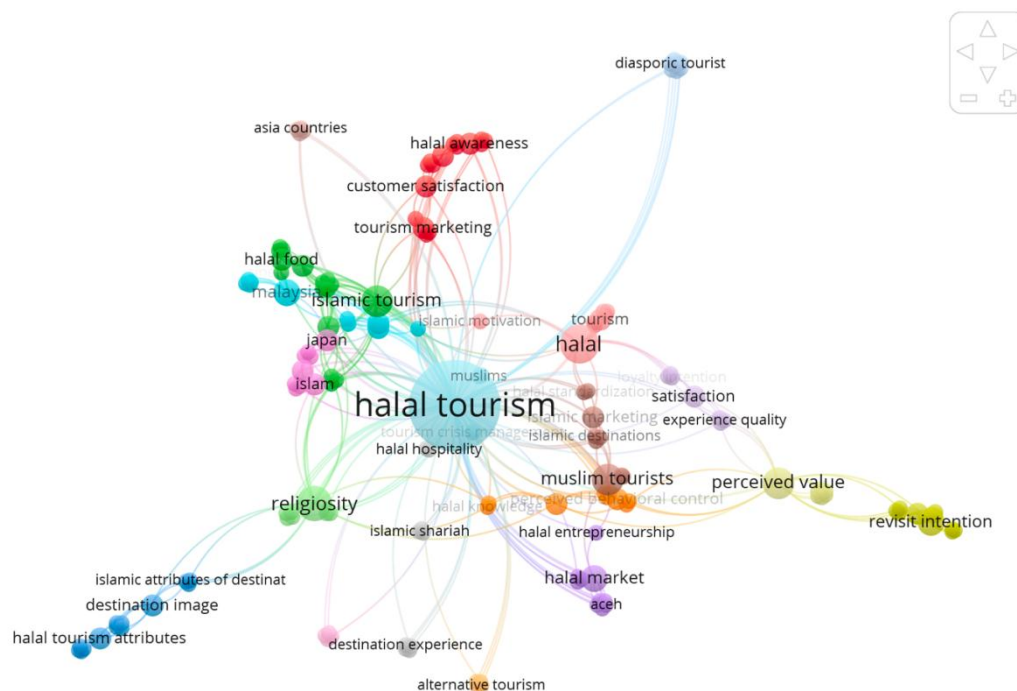
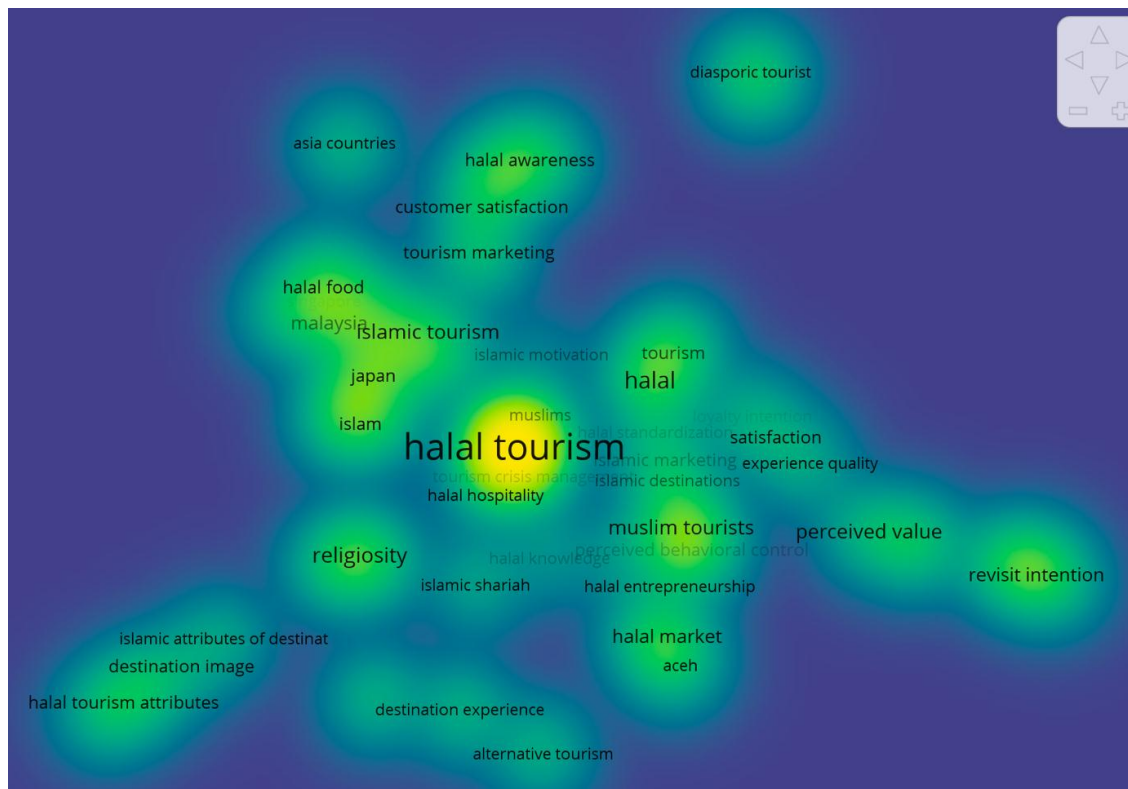


Figure 4. Density visualization of co-occurred keywords



Most active and influential researchers

An analysis of the most active and influential researchers in the field of halal tourism marketing and entrepreneurship identifies key authors who have made significant contributions to the advancement of knowledge in this field. These researchers have published many articles on halal tourism and are recognized as experts in the field.

Publications by country and organization

Analysis of publications by country and organization reveals the geographical distribution of research on halal tourism marketing and entrepreneurship. Countries such as Malaysia, Indonesia, and the United Kingdom have a large number of publications in this area, indicating the importance of halal tourism research in the region. This analysis also identifies the most prominent organizations and institutions conducting research in this area.

Publications based on research fields

Analysis of publications by research field provides insight into the interdisciplinary nature of research on halal tourism marketing and entrepreneurship. The selected articles cover a wide range of research areas, including business and management, tourism, marketing, and social sciences, highlighting various aspects of halal tourism research.

Findings from descriptive statistics and bibliometric analysis contribute to a better understanding of current research on innovative marketing strategies

and entrepreneurial approaches in promoting halal tourism destinations, as well as the perceptions, behavior and intentions of Muslim and non-Muslim tourists. towards halal tourism attributes. These findings lay the foundation for a comprehensive review and synthesis of the existing literature, which will be discussed in the following section.

DISCUSSIONS

This section presents a comprehensive review and synthesis of the findings from the selected articles on innovative marketing strategies and entrepreneurial approaches in promoting halal tourism destinations, as well as the perceptions, behaviors, and intentions of Muslim and non-Muslim tourists towards halal tourism attributes. The discussion is structured around the main themes and concepts identified through the content analysis of the selected articles.

Innovative marketing strategies for halal tourism destinations

The review of the selected articles reveals a range of innovative marketing strategies employed by destinations to promote halal tourism. Digital marketing strategies, such as the use of social media platforms and sentiment analysis of multilingual tweets, have emerged as powerful tools for understanding and engaging Muslim and non-Muslim tourists (Ainin et al., 2020). Destinations are also exploring innovative marketing opportunities and leveraging the role of entrepreneurs in promoting halal tourism (Battour et al., 2022).

Entrepreneurial approaches in promoting halal tourism

The review of the selected articles also highlights the importance of entrepreneurial approaches in promoting halal tourism destinations. Entrepreneurs play a crucial role in developing innovative halal tourism products, services, and experiences that cater to the diverse needs and preferences of Muslim and non-Muslim tourists (Battour et al., 2022).

Perceptions and behaviors of Muslim and non-Muslim tourists towards halal tourism attributes

The review of the selected articles provides insights into the perceptions and behaviors of Muslim and non-Muslim tourists towards halal tourism attributes. Muslim tourists are primarily motivated by the availability of halal food, prayer facilities, and Islamic-friendly accommodations when choosing a destination (Han et al., 2019). Non-Muslim tourists, on the other hand, are attracted to halal tourism destinations for their cultural authenticity, unique experiences, and high standards of service and hygiene (Rahman et al., 2022).

Factors influencing tourists' intention to visit and revisit halal tourism destinations

The review of the selected articles identifies several factors that influence tourists' intention to visit and revisit halal tourism destinations. (Mursid & Anoraga, 2022) highlight the role of destination attractiveness and perceived value in shaping revisit intentions among tourists. The availability and quality of halal destination attributes, such as halal food, prayer facilities, and Islamic-friendly accommodations, also play a crucial role in influencing tourists' choices and experiences (Han et al., 2019).

Research gaps and future directions

Despite the growing body of research on halal tourism marketing and entrepreneurship, the review of the selected articles reveals several research gaps and areas for future investigation, including:

1. The need for more empirical studies examining the effectiveness of specific marketing strategies and entrepreneurial approaches in promoting halal tourism destinations.
2. The need for comparative studies exploring the perceptions and behaviors of Muslim and non-Muslim tourists towards halal tourism attributes across different geographical and cultural contexts.

Future research addressing these gaps will contribute to a more comprehensive understanding of the factors driving the success of halal tourism destinations and inform the development of evidence-based strategies for promoting and managing these destinations.

CONCLUSIONS AND RECOMMENDATIONS

This systematic literature review provides valuable insights into the role of innovative marketing strategies and entrepreneurial approaches in promoting halal tourism destinations and their influence on tourists' perceptions, behavior and intentions. These findings highlight the importance of digital marketing and entrepreneurial initiatives in reaching and engaging diverse tourist segments, while revealing differences in the needs and preferences of Muslim and non-Muslim tourists. Several factors influencing tourists' intentions to visit and revisit halal tourism destinations have been identified, providing guidance for destination managers and marketers. However, this review also underscores the need for further research on the effectiveness of specific strategies, comparative studies across different contexts, and the long-term impact of halal tourism marketing and entrepreneurship on destination competitiveness and sustainability. This study contributes to the advancement of knowledge in the field and provides a foundation for future research and practice in this rapidly evolving domain.

ADVANCED RESEARCH

This article provides a valuable overview of innovative marketing strategies and entrepreneurial approaches in promoting halal tourism destinations. However, the study had some limitations, such as limited database coverage, lack of detailed explanation of content analysis methodology, and limited practical recommendations. To increase future research contributions, it is recommended to expand the scope of the database, provide a more detailed explanation of the methodology, synthesize more critical findings, and develop practical recommendations that are more applicable to stakeholders in the halal tourism industry.

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