A systematic review of halal hotels: A word cloud and thematic analysis of articles from the Scopus database

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ABSTRACT

This systematic review aims to comprehensively analyze the existing literature on halal hotels available in the Scopus database, employing word cloud and thematic analysis methods. Halal hotels constitute a pivotal component within the burgeoning halal tourism industry. While prior literature reviews have often focused on halal tourism in general, this study uniquely concentrates on a systematic examination of the discourse surrounding halal hotels. Initially, 36 articles related to halal hotels were identified, which were subsequently refined to 24 articles through a meticulous screening process based on predetermined criteria. Employing word cloud analysis, this study presents four main themes identified from the selected articles: Customer behavior studies of halal hotels, conceptual and attributes of halal hotels, Sharia compliance of halal hotels, and halal hotel marketing studies. Additionally, the study identifies potential opportunities and future targets for research in the domain of halal hotels. It is important to note that this study is confined to the publications available in the reputable Scopus database. The findings of this research are expected to provide valuable guidance and focus for academic researchers and policymakers engaged in the study of halal hotels.

1. Introduction

The tourism industry is one of the largest and fastest-growing economies in the world (Sulaiman et al., 2021). One of the rapidly growing sub-sectors of the global tourism market, and starting to generate significant academic interest, is "Halal Tourism" (Ithnan and Ariffin, 2020). Interest in halal tourism is becoming popular due to the increase in Muslim tourists in the international segment. On the other hand, halal tourism is a potential resource for the global economy because the number of world Muslims is relatively high (Addina and Santoso, 2020; Afnarius et al., 2020). This fact has attracted many countries to develop halal tourism, including countries with Muslim minority populations (Afnarius et al., 2020). However, the tourism industry needs to be supported by systematic promotions and offers (Saputro et al., 2007). As well

as government policies for tourism development need to be maximized to increase welfare (Purnomo and Adji, 2015; Munir et al., 2018).

Halal tourism represents a paradigm wherein Islamic principles are harmoniously integrated into the tourism sector through the provision of diverse amenities and services aligned with the precepts of Sharia, as elucidated by Maghrifani (2018). The term "halal" originates from the Arabic language and signifies that which is permissible or acceptable in accordance with Islamic jurisprudence. Within the context of halal tourism, it encompasses all aspects and facets of the industry that are compliant with Islamic law. Notably, halal tourism endeavors to cater to the specific requisites of Muslim travelers. These requisites stem from the imperative placed upon every adherent of Islam to fulfill their religious duties while abstaining from any engagement with proscribed elements during their journeys (Ramadhani and Mochklas, 2019; Rusydiana et al., 2021).

In its development, halal tourism involves various industries, ranging from transportation, recreation, and restaurants to accommodation (Ariffin, 2020). In line with the development of halal tourism, the hospitality industry with sharia practices has begun to emerge. Sharia Compliant Hotel (SCH) is a hotel

that offers services based on Sharia principles. Halal Hotel is considered a priority in meeting the needs of Muslim tourists. Halal Hotel provides services based on Sharia principles, and Islamic concepts in hotel operations are enforced, such as the prohibition of alcoholic beverages and non-halal food. Besides, the hotel's design, atmosphere, and facilities must be sharia principles (Ozdemir and Met, 2012; Qurtubi et al., 2021; Shnyrkova and Predvoditeleva, 2022).

Several terms describe Islamic-style hotels, such as Sharia, Muslim-Friendly, Halal, and Islamic hotels (Ariffin, 2020). As the name suggests, Sharia Hotel should refer to hotels under Sharia law. In contrast, Muslim-friendly hotels generally facilitate Muslim guests to perform prayers and fulfill Islamic principles (Sulaiman et al., 2020). Halal Hotel describes a hotel whose food and beverage services are recognized as halal by the authorities. Meanwhile, Islamic hotels refer to hotels that operate based on Islamic law and values and aim to promote Islam as the best and most ideal way of life for all humanity (Ozdemir and Met, 2012).

Drawing upon the data emanating from the 2022 Global Muslim Travel Index (GMTI), it becomes apparent that the forthcoming period shall mark a post-pandemic convalescence phase for the tourism industry. It is noteworthy that Crescent Rating Halal Friendly Travel (CRAHFT), a seminal instrument aimed at endorsing Muslim-friendly amenities, underscores the discernible predilection exhibited by Muslim travelers in relation to the elements central to their voyages, with particular emphasis placed on airports and lodging establishments. The factors influencing the development of halal hotels include efforts to develop the tourism industry among the Organization of the Islamic Conference (OIC) countries. The attractiveness of tourists visiting the Middle East is high, triggering many hotels that provide Islamic services (Salleh, 2014).

Accordingly, Razalli (2018) added that the factor influencing the development of halal hotels was the movement of tourists who originally wanted to travel from the West to the Middle East due to the difficulty in obtaining visas. Then there is the halal revolution, raising awareness for Muslims to fulfill all their needs following Sharia compliance. The development of the Muslim market and Islamic banking and finance has increased investor interest in investing in the hospitality industry with Sharia compliance (Muharam and Asutay, 2022).

Study trends and publications in halal hotels have increased significantly in the last twelve years (2011-2022). However, no systematic review study exists on halal hotels from reputable database publications. This study aimed to determine the word cloud analysis in a survey of halal hotels as the novelty of this study and presented a more detailed analysis of the thematic studies and conclusions from the investigation results, thereby providing broad and in-depth insights into previous studies. This study would also like to provide novelty in future suggestions for halal hotel studies. This study was expected to indicate the direction of future studies on halal hotels. This study was expected to be able to develop the halal tourism industry in general and the Islamic hotel industry more specifically.

2. Literature review

A literature study on halal tourism in Indonesia performed by Johari and Rahman (2021) within a decade, the data was taken from journal articles and conference proceedings. The study concluded the prospects and directions of future research. Studies on halal tourism mainly focused on document data from the internet and secondary sources. At the same time, the functional equivalent was carried out with data collected through surveys and group discussions. Correspondingly, Keliat and Sentanu (2022) conducted a literature review on Sustainable Halal Tourism in the Post-Pandemic Era: Opportunities and Challenges. This study used the integrative review method and concluded that it was necessary to draw strong economic policies, especially in halal tourism, which will support a healthy and halal local economy.

Other studies used literature reviews and expert views on halal tourism methods by Vargas-Sánchez and Moral-Moral (2020) research using data from the Web of Science and Scopus databases. In addition, consultations with tourism experts were conducted to extract several practical implications for promoting and developing the halal tourism segment. This study concluded that halal tourism is a field of study still in its very early stages. Bismala and Siregar (2020) also did a literature review on the Halal Destination Development Model. This study concluded that the attributes of halal destinations are expected to be met by destination managers. The details have Islamic values, covering halal food products, non-alcoholic beverages, halal hotels, cleanliness, safety, and availability of comfortable prayer rooms and other facilities. Another study on the literature review on halal tourism in social science disciplines was conducted by Rahmat (2021), who used data from the Scopus academic database, with 31 articles on halal tourism in social science disciplines. The data period was collected from the beginning to the end of 2020. The data was illustrated using two applications, namely NVIVO and VOSViewer. This study concluded that the recent trend and the dominant frequency of the word from the study of halal tourism had shown high interest from some scholars in the study of halal social tourism.

Research with bibliometric analysis methods and halal tourism reviews was conducted by Hidayat et al. (2021), who used 77 articles from the Scopus database from 2004 to September 2020. This study summarized the development and progression of the subject of halal tourism from year to year. It revealed the main study themes that emerge from the literature on halal tourism. This study described comprehensive insights into halal tourism, which can be used as a reference for strategic initiatives,

and discusses future research. Similarly, Muhamad et al. (2019) conducted studies synthesized literature and future study directions on halal tourism. This study used data from the Scopus database with 44 articles with halal tourism keywords. This study concluded that the halal tourism industry is proliferating with increasing participation from Muslim minority countries. However, there are variations in practice due to the complexity of market requirements. Implementing Halal tourism by Muslim minority countries is the most urgent problem because it ensures that the processes and services offered must strictly comply with the requirements of Islamic teachings. Understanding the implementation of halal tourism is an essential agenda for future study.

The SLR study on halal tourism conducted by Yudhanata et al. (2021) traced 32 articles containing halal, Islamic, and Muslim tourism in the title. This study concluded that halal tourism could be grouped into four classifications: the survey of halal essence in halal tourism, the relationship between halal culinary and halal tourism, the development of halal tourism, and the strategy. The most studied topic was the study of the essence of halal in halal tourism. A study on halal tourism and primary hotel services with a halal concept was also conducted by Gezer and Kingir (2020). This study used data from the website "TR DIZIN (Index)" and from the "Higher Education Council Thesis Center" database using the keywords "Halal Tourism Research" and "Halal Tourism." This study concluded that the concept of halal is not a religious accommodation service but rather that it is understood that Muslims can travel without contradicting their beliefs (Gezer and Kingir, 2020).

A literature review on halal hotels, an evaluation of opportunities, and challenges of Islamic hotels performed by Razalli et al. (2009) evaluated the opportunities. This study used previous and current literature data but needed to explain the source and amount of literature. This study concludes that there are great opportunities to implement the Islamic hotel concept. At the same time, the significant challenges include measuring Islamic hotels and the acceptance and application of the idea among hoteliers and consumers. Analysis of the concept and potential of Sharia hotels in Indonesia with literature studies derived from print and electronic media was carried out by Mujahidin (2018). This research then it was then analyzed by describing and interpreting the data. This study concluded that it is very likely that in the future, the Sharia hotel business will be needed by all groups, not only Muslims, and Sharia hotels are starting to develop in Indonesia. An exploratory analysis of halal hotel services in three countries based on practices has been carried out by Bastaman (2019). Bastaman (2019) used secondary data in the form of interview results and primary data from the responses of halal hotel visitors at several hotels in Indonesia, Malaysia, and Turkey and then compared the three hotels. An analysis of service quality in Muslim-friendly hotels with

qualitative analysis to examine 1,250 reviews using Leximancer software was conducted by Arasli et al. (2021). Arasli et al. (2021) used collected data from the online travel website booking.com. According to the Crescent ranking, the top 10 Islamic hotels are entered into the data set. Furthermore, the findings of this study contributed to filling a study void in the literature by differentiating the themes related to the "satisfaction" of halal hotels from those about "dissatisfaction." The impact of halal-friendly hotel attributes on guest purchasing behavior in the Thai hotel industry is investigated by Jeaheng et al. (2019). This study used a qualitative and quantitative approach by placing 30 validation and reliability items involving five dimensions: halal-friendly services, facilities, food and beverages, privacy, and customer service equity. This study concluded that the proposed model adequately explained the variance in intention; three attributes are positively related to cognitive evaluation, and four points significantly affect affective evaluation. Another study on halal-friendly hotels, a consumer preference on the attributes given when staying at halal-friendly hotels in DKI Jakarta and Bandung, Indonesia, was conducted by Shafa (2020). This study used quantitative data from survey methods using online questionnaires via Google Forms. This study showed that the attributes that can form consumer preferences consist of 4 features and 14 indicators.

A study on the effectiveness, existence, and sharia hotels in the development of the sharia hotel industry in Surakarta, Indonesia, was conducted by Muthoifin (2019). This study used analytical and descriptive phenomenology methods. This study concluded that the Sharia hotel industry's development in Surakarta is increasing. The Sharia hotel business in Surakarta is also considered adequate by the Sharia concept. The existence of Sharia hotels has been going well. Its mission is to do Islamic business and preach good and forbidding evil. Another study of sharia hotels was conducted by Printianto et al. (2019). This research analyzed the implementation of six Sharia principles at Hotel Unisi Yogyakarta, Indonesia, and discovered the opportunities and challenges of implementing Sharia at Unisi Hotel. This study used a qualitative method involving 26 employees, from the staff to managers. This study concluded that Hotel Unisi had implemented five Sharia principles in the hospitality field. In contrast, other principles are the principle of entertainment which cannot be researched because it is not available at Hotel Unisi.

Analysis of the challenges and prospects of the halal hotel industry in Muslim-majority and Muslim-minority countries (Malaysia and Thailand) was performed by Waehama et al. (2018). This study used a comparative method for developing the tourism industry and halal hotels in Malaysia and Thailand, which were then analyzed mathematically for elaboration. This study concluded that there are challenges and prospects for the halal hotel industry in Muslim-majority and Muslim-minority countries.

Another study on hotel managers' readiness analysis, opportunities, and barriers to halal tourism and hotels was performed by Musa et al. (2020). Musa et al. (2020) explored several related regulations and policies and semi-structured and in-depth interviews with hotel industry players. This study positively demonstrated the readiness of hoteliers to the ideas highlighted today and predicts a bright future for the halal tourism and hotel industry.

Literature review on the attributes of Sharia hotels and analysis of their urgency from the perspective of Maqashid Sharia performed by Priyatmoko et al. (2021). This study concluded that the availability of halal food, the prohibition of alcoholic beverages, and gender segregation in fitness facilities fall into the Dharuriyat (fundamental) category. In addition, the availability of Al-Qur'an means of worship and Qibla directions are grouped in Hajiyat (secondary). Finally, Tahsiniyat (tertiary) attributes include special Ramadan services, a lobby floor exclusively for women, and a predominance of Muslim staff. In line with that, research on Sharia hotel literature is also carried out by Qurtubi et al. (2021) by reviewing 35 articles containing halal/Islamic Hotels, Sharia hotels, and Islamic hotels. However, the source of the literature and the year of publication need to be explained clearly. This study concludes that Sharia hotel studies can be classified into eight discussions: attributes, practices, marketing, Sharia and Sharia tourism, performance, halal awareness, halal compliance, opportunities, and challenges in Sharia hotels. The subsequent study will discuss the attributes of Sharia hotels, Sharia hotel practices, and customer considerations, but not limited to discussing other related topics.

The literature review on halal hotels is dominated by conceptual, including hotel service quality, halal-friendly hotel attributes, Sharia compliance, and the development of Sharia hotels. This research was conducted by Kamarulzaman et al. (2012), Mujahidin (2018), Razalli (2018), Waehama et al. (2018), Bastaman (2019), Jeaheng et al. (2019), Musa et al. (2020), Shafa (2020), and Arasli et al. (2021). Bibliometric and literature reviews still dominate literature studies. These studies discussed the development of halal tourism study and the stories and challenges of halal tourism, sourced from the Scopus database, Web of Science database, and other websites (Muhamad et al., 2019; Bismala and Siregar, 2020; Gezer and Kingir, 2020; Vargas-Sánchez and Moral-Moral, 2020; Johari and Rahman, 2021; Yudhanata et al., 2021; Keliat and Sentanu, 2022). Hidayat et al. (2021) conducted a bibliometric study with 77 Scopus-indexed articles, providing several thematics as the main findings.

A literature review study on halal hotels was recently carried out by Priyatmoko et al. (2021) and Qurtubi et al. (2021). Unfortunately, the analysis providing transparent sources for the literature articles used in the study needs to be explained. They only used keywords to find related articles. The study complements the weaknesses of the systematic literature review that has not touched on the special aspects of halal hotels as part of halal tourism. This study also fills the gap due to previous literature review studies that did not clearly describe the sources of the literature review. This SLR study on halal hotels is expected to provide broad, in-depth insights into previous research. This study was expected to show the direction of future studies on halal hotels. This study was expected to be able to develop the halal tourism industry in general and the Islamic hotel industry more specifically.

3. Methodology

This study was qualitative, with a systematic review of the literature. In addition to supporting the objective's success, this method can also show how extensive the study has been carried out and provide an overview of where the study is different and needs to be more disciplined. The authors used Preferred Reporting Items for Systematic Reviews and Meta-Analyses or PRISMA to help select, accept, or reject articles (Moher et al., 2009). PRISMA is an evidence-based minimum set of items for reporting in systematic reviews and meta-analyses (Moher et al., 2009). In addition, the analysis tool in this study uses the NVivo application to give word cloud analysis. This application helps researchers who use qualitative research to organize, analyze, map, and visualize their data.

All articles analyzed have gone through a series of stringent and accurate systematic procedures. The database was a direct download provided by Scopus, so the articles' authenticity can be maintained. All pieces were considered and chosen according to the topics analyzed using the Scopus database. The authors searched for literature with the keywords "Halal Hotel," "Islamic Hotel," or "Sharia Hotel" from the search box. Fig. 1 shows the initial search of 36 documents related to the keywords "Halal Hotel," "Islamic Hotel," or "Sharia Hotel." This study did not limit the period for study documents regarding halal Hotels in the filter feature. Downloads were carried out by taking the abstract of each article. The article filtering process was then carried out by searching for the keyword "Halal Hotel" according to the topic to be analyzed. The remaining 26 selected articles underwent a screening process for studies that discussed halal Hotels, and 10 papers were excluded because they needed to meet the criteria that made them the main discussion. The results of the last screening left 26 pieces, then experienced a reduction to 24 based on the availability of download options, and two articles were issued that failed to download.

The main document in this study is 24 full-text articles that were successfully downloaded from the Scopus database after going through a series of screenings with predetermined criteria. We then processed the 24 full-text articles through word cloud and thematic analysis.
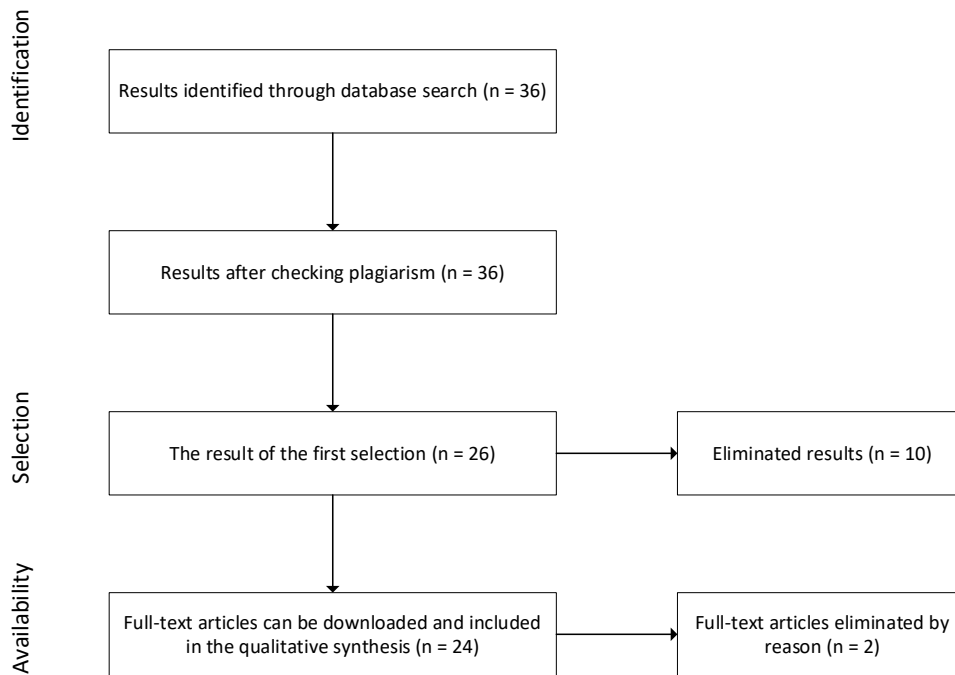
Fig. 1: PRISMA search strategy flowchart

4. Findings

In explaining the results, this study presents word cloud analysis and thematic classification from publication articles related to Halal Hotel.

4.1. Word cloud analysis in halal hotel

Word cloud analysis is a representative technique for analyzing unstructured text data. It is a program that knows text data that has been processed previously manually to extract words (nouns or adjectives) and calculates the frequency of their occurrence using the NVivo application. This technique is used to visualize and analyze. Words with a high occurrence frequency are shown in large, and each word is in a different color. Here, words with a high frequency of occurrence mean a high level of importance or interest, and then words with a low frequency of occurrence are displayed in a small size (Lee, 2020). Fig. 2 shows the results of the analysis, namely the word with the most significant frequency of occurrence is "Halal," followed by "Hotel," "Islamic," "Muslim," and "Tourism." These words often appear in articles about Halal Hotels within the publication period between 2011-2022. Meanwhile, Malaysia is the only country with the most significant frequency of appearances in Halal Hotel research publications.

Fig. 2: Visualization of word cloud analysis in hotel halal publication journals

4.2. Thematic classification of publications about halal hotel

The study on halal hotels has interesting angles to analyze. The authors tried to explore by synthesizing the results of studies on the halal hotel in every investigation that has been carried out to find out the extent of the analysis developed to find opportunities for further research.

4.2.1. Customer behavior studies of halal hotel

Consumer behavior in choosing a halal hotel is discussed in several studies, as explained by Ithnan and Ariffin (2020). The behavior of visitors choosing a halal Hotel is influenced by religiosity. Religiosity affects attitudes to make choices because of their religious commitment. Attitudes influenced by religiosity are also explained by Othman et al. (2015), that the extent to which religious commitment is carried out will affect how a person behaves in everyday life, including choosing a hotel with Sharia compliance. Sulaiman et al. (2021) found that a good hotel image and service quality will impact visitor behavior toward staying at a halal hotel again. According to this study, Sharia compliance does not affect consumer behavior in staying again at a halal Hotel. Maghrifani (2018) in his research discussed the motivation of visitors to choose a halal Hotel, including curiosity (wanting to get new experiences), maximum benefits (facilities, price, service), and better Hotels that comply with Islamic law and are by the compliance they live. Sulaiman et al. (2020) discussed the predictors of the online re-patronage intention of Muslim tourists for Malaysia's Sharia compliance e-lodging industry. This study examined the factors of guest online re-subscribing intention in Sharia-compliant hotels and e-BnB in Malaysia. These factors include hotel and e-BnB image, consumer nature, religious commitment, sharia compliance, attributes, service quality, desire to stay, and AI adaptation.

4.2.2. Conceptual and attributes of halal hotel

The concept and attributes of halal hotels are discussed in several studies; Ozdemir and Met (2012) explained the needs of Muslim visitors in hotels with various Sharia compliance; these needs are based on the observation they carry out respectively. Based on their case study analysis, halal hotel facilities in Turkey meet hotel visitors' needs. According to Muharam and Asutay (2022), a Muslim-friendly Hotel provides prayer facilities, halal food, a halal place, an alcohol-free policy, and qibla direction to inform that they are a Muslim-friendly hotel. This study also conveyed that Muslim-friendly hotels in Muslim-majority countries tend to be neutral. They do not disclose that they are Muslim-friendly hotels and have halal-certified facilities to reach non-Muslim visitors. On the other hand, hotels in Muslim minority countries that are strict with rules will

display that they are hotels with halal branding to attract Muslim tourists.

The attributes that halal hotel visitors must meet according to their needs include a bidet in the bathroom, halal food, a place of worship, no alcohol in the hotel room, Qibla, conservative staff clothing, and separate recreational facilities (Shnyrkova and Predvoditeleva, 2022). Accordingly, Arasli et al. (2021) added that the main attribute must be a swimming pool specifically for Muslim women. Then Islamic entertainment, decorations with Islamic nuances, Islamic management systems, and Islamic events are also included in the attributes that must be met (Ariffin, 2020).

Other studies that discussed the concept and attributes of halal Hotels include Muthoifin (2019), which examined the religious mission of Sharia hotels. This mission is the intention of the hotel owner. The underlying intention to open a hotel business with Sharia compliance, these intentions includes worship, running an Islamic business, and as a means of preaching Ammar Ma'ruf nahi Munkar. This study also conveyed that the development of halal hotels is increasing and effective. Qurtubi et al. (2021) discussed a literature review analysis; the analysis comes from the study objectives of the journal data and journals related to halal hotels. The investigation was then divided into eight thematics: Attributes, practices, marketing, Islamic and Sharia-compliant tourism, performance, halal awareness, halal compliance, opportunities, and challenges regarding Sharia hotels. This study did not include the data sources used in the literature review analysis, so the database's origin could be more precise. Rusydiana et al. (2021) used the bibliometric method; this study conveyed the analysis results in case studies dominated by Malaysia, followed by Indonesia. Network visualization shows that the development of the Sharia hotel study is divided into 4 clusters; indicators of Islamic-based hotels can be divided into six objectives and a total of 44 indicators. The following finding is that qualitative study (58%) is still more dominant than quantitative approaches (42%).

4.2.3. Sharia compliance of halal hotel

Several studies discussed Sharia compliance. Zailani et al. (2011) discussed why hotels that provide halal facilities do not apply for halal certification. Their reason is that they need to understand the importance of halal certification and that there are no consequences if they do not apply for halal certification. They think they can still absorb the Muslim market without halal certification because they can guarantee and convince hotel visitors by providing halal food and a place for prayer. The attitude of hotel transparency by Sharia compliance is discussed in the Alserhan et al. (2018) study. Islamic hotels are not transparent in portraying themselves as Sharia-compliant hotel. This phenomenon makes halal hotel visitors need

clarification on whether their services are genuinely by Sharia compliance. Hotels are also not transparent in providing alcoholic drinks and some services like conventional hotels.

The framework for hotel halal practices based on sharia compliance is the subject of a study from Razalli et al. (2013); this study explained that halal certification positively affects hotel performance, hotel facilities, and staff performance. Hotels with halal certification will directly affect all aspects of the hotel, including facilities and services because previously, these aspects had to be fulfilled in applying for halal certification. The halal certification practice framework is also discussed (Razalli, 2018). The framework includes ensuring halal services and facilities, halal food supply, and halal products and services are maintained and complied with throughout the supply chain.

Salleh (2014) discussed how to build the characteristics of hotels that comply with Sharia from the perspective of Muslim needs. Moreover, the government must encourage hotels to obtain halal certificates, impacting the hotel's desire to receive certificates and organize government events because their restaurants are Sharia compliant. Improvement of the slow certification process, complicated requirements must be simplified, hotel standards by Sharia hotel complaints, and the SCH model must be by Muslim needs, namely by Malaysian government standards. Another study that discussed Sharia complaints is Joeliaty et al. (2020); this study conveyed several indicators of human resource weakness in halal hotel operations. These indicators include the productive age of HR, loyalty and multitasking skills, lack of knowledge of sharia, and intellectual intelligence. These factors have the most significant influence on the performance of the halal hotel.

4.2.4. Halal hotel marketing studies

Marketing studies on Sharia hotels are dominated by customer satisfaction. Halal hotel customer satisfaction is discussed in several studies, explaining that products and prices affect customer satisfaction. Halal products are one of the benchmarks for halal hotels; a product selection strategy is set to select and analyze the target market of the hotel facilities that are made. Then the price is a value variable, the primary decision for customers to buy or not buy hotel products. Honest and fair pricing is an assessment tool for hotel operations that comply with Sharia principles, providing a list of products or facilities without price discrimination. Price fluctuations affect customer satisfaction; once customers are satisfied, quality increases and a good image will be created (Trisnaningtias et al., 2021).

Besides product and price, other factors affect customer satisfaction, as Ong et al. (2019) described, including interior design and facilities that align with Islamic concepts. In line with this, Koburtay (2022) discussed a relevant relationship between Islam and spirituality with subjective guest happiness (GSH) in the hotel sector in Muslim-majority countries. This study showed that spiritual facilities or services in halal luxury hotels significantly impact visitor satisfaction or happiness. In contrast, the low level of sharia compliance in luxury hotels hurts GSH (hotel sharia happiness).

Purwanto (2020) discussed marketing behavior, which explained that the marketing of halal and conventional hotels tends to be the same. The similarity is evidenced by comparing the rental rates for halal hotels and conventional ones, which tend to be the same when the weekends both hotel visitors types increase. Halal Hotel is the choice, especially among Muslim customers, because of their sharia-based services, for example, food and drinks labeled halal from the Indonesian Ulema Council, comfortable prayer rooms, and the absence of alcoholic beverages.

Then the perceived value of halal hotels is discussed in several studies. Rachmiatie et al. (2022) stated that the classification of halal hotels based on perceived value could be addressed in several studies into three categories. The first is halal for non-branding practices, where hotels do not use halal branding but apply universal halal concepts to the quality of hotel products offered to guests. For example, they provide halal food, prayer rooms, Qibla direction in each room, and no bars and nightclubs. Second, halal as a value means that Islamic principles are applied comprehensively in hotel operations and management, especially in management's vision and mission. This hotel owner uses specific standards based on Islamic principles such as the Sharia financial system, certifying halal food in restaurants, and controlling and filtering guests' marital status at reception. The third is halal as a product where halal branding maximizes profits and expands the market. Management implements the fundamental value of halal products for hotels that only focus on food and beverage products. The hotel management provides a halal corner in the restaurant to attract Muslim guests as a Muslim-friendly brand, with a clear halal symbol on each meal. Suhud and Fatimah (2020) explained that visitor expectations affect perceived value. Perceived value is a crucial predictor of customer satisfaction; perceived value is influenced by food quality, physical environment, image, service, and price.

5. Discussion on future studies agenda

A study on the behavior of halal hotel visitors needs to be developed further, not only covering the intention of visitors to choose halal hotels. Further study could explore bad behavior left by halal hotel customers when services and facilities do not meet their needs. Mistreatment of customers produces positive immediate and late effects on customer-rated service failure and service sabotage. A study on lousy behavior can be a reference for hotel managers to reduce the direct and residual effects of customer mistreatment and for service recovery (Wang et al., 2023).

The study on attributes and concepts is still dominated by a study that discusses what facilities and details halal hotel visitors need according to their current compliance. There needs to be research debating the effect of hotel booking attributes through the hotel booking application on consumer distrust and consequent behavioral intentions in halal Hotels (Akhtar et al., 2022). Studies on customer reviews influencing consumer intentions can be analyzed using the analytical netnographic method. A study using netnographic methods has been carried out for the conventional hotel, but there has yet to be done for a halal hotel.

A study on Sharia compliance, besides discussing halal certification, frameworks and practices of Sharia compliance need to be developed regarding regulations related to halal certification or weak human resources in the performance of the halal hotel. Vulnerable human resources can be overcome by opening courses or job training for halal hotel employees before they work and instilling religious values in their lives. So that staff performance by Sharia compliance can be realized. In addition, there is no study on green human resources of halal hotels yet, so it is wide open for research that discusses the impact of green human resources on the halal hotel environment or the development of human resource practices by incorporating sustainable development (Raza and Khan, 2022).

The study on halal hotel marketing is dominated by customer satisfaction, perceived value, and comparisons of halal hotel rental rates with conventional hotels. A study on halal hotel marketing strategies, the impact of digital content in hotel marketing on halal hotel performance, social media marketing, compatibility, and perceived ease of use on hotel halal marketing performance has yet to be done. The role of social media in halal hotel marketing will be interesting when discussed in a study to become a guideline for business actors in the hospitality sector with Sharia compliance to develop their business (Khalayleh and Al-Hawary, 2022; Nuseir and Elrefae, 2022).

6. Conclusion

This study concludes that "Halal" is the word that appears the most frequently, followed by "Hotel," "Islamic," "Muslim," and "Tourism." The study's findings show that "Islamic" is the word that appears the least frequently, followed by "Tourism." These phrases are frequently seen in written content about halal hotels published between 2011 and 2022. This study grouped them into the following four primary themes: Research on the Customer Behavior of Halal Hotels, Research on the Concepts and Attributes of Halal Hotels, Research on the Sharia Compliance of Halal Hotels, and Research on the Marketing of Halal Hotels Halal hotel customer behavior and sharia compliance are the most dominant topics in hotel halal studies. Religiosity affects a person's behavior in everyday life and in the decision to choose a halal hotel. Sharia compliance must be carried out for

hotels that describe themselves as halal. However, halal certification is something that many halal hotels still need to do for complicated administrative reasons, and there are no standards for hotels that provide Muslim-friendly services. Halal hotel attributes are the primary needs of hotel customers so that they can still carry out their worship according to their living obedience. The marketing of halal hotels and conventional hotels is relatively the same. Facilities, products, prices, services, and designs influence halal hotel customer satisfaction. Perceived value is a crucial predictor of customer satisfaction; perceived value is influenced by food quality, physical environment, image, service, and price. This study provides several suggestions for future research directions, such as a study on lousy behavior, the impact of green human resources on the halal hotel environment or the development of human resource practices, and the role of social media in halal hotel marketing.

Compliance with ethical standards

Conflict of interest

The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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