Concept of halal food development to support halal tourism: a review

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Concept of halal food development to support halal tourism: a review

F N Addina¹, I Santoso¹ and Sucipto¹,²

¹ Department of Agroindustrial Technology, Faculty of Agricultural Technology, Universitas Brawijaya, Malang
² Halal Qualified Industry Development (Hal-Q ID), Faculty of Agricultural Technology, Universitas Brawijaya, Malang

E-mail: ciptotip@ub.ac.id

Abstract. Muslims increasingly represent an influential consumer segment in the tourism and the fastest growing in the global travel industry. For Muslim tourists, halal food is essential during traveling. In the context of halal food tourism, halal and haram describe each of what is allowed or not to be consumed by Muslims in the Qur'an and the Prophet's Hadith. It is essential to develop halal food in restaurants and food souvenirs to attract travel in halal tourism destinations. This review aims to identify factors in the development of restaurants and food souvenirs to increase halal tourism. In this paper, a systematic review was adopted as the principal methodology for surveying and analyzing the latest literature. Symbols, utilities, and sensory are the focus of the concept of food souvenirs. Unlike food souvenirs, restaurants emphasize food quality, service quality, and the quality of the physical environment. Food can be the function as a unique image for branding. Halal food in restaurants and food souvenirs can increase the attractiveness of halal tourism. The government and business must be able to adjust the criteria for tourist needs with innovation in food souvenirs and improvement in restaurant services. Indonesia, which is rich in tourism and culinary has great potential to expand halal tourism. Food quality, service quality, environmental quality, and halal in sensory, halal in utility, halal in symbolic become an essential focus of developing halal restaurant and halal food souvenirs in halal tourism.

1. Introduction
The tourism sector is a significant contributor in terms of the economy. Interest in halal tourism is becoming popular due to an increase in Muslim tourists in the international segment [1]. The Muslim travel market is growing fast in the global industry. International Muslim travelers are projected to rise to 168 million by 2020, with tourism revenues of more than USD 200 billion [2,3]. Indonesia is the largest Muslim population in the world, where, in recent years, there has been a consistent growth of Muslim tourist arrivals [4,5]. According to the Global Muslim Travel Index (GMTI) report [3], in 2019, along with Malaysia, Indonesia was ranked first as the world's halal tourism destination.

The Muslim travel sector is synonymous with adherence to religious obligations. All tourism-related activities carried out by Muslims in traveling must be based on Islamic teachings [6]. In halal tourism, several main aspects needed, like as the availability of halal food, adequate prayer facilities, iftar services during the month of Ramadan, and restrictions on activities that are not by following sharia [7,8]. The availability of halal food is one crucial aspect of traveling for Muslim tourists [9]. In the world of
tourism, food was considered as one of the aspects that influences visitor satisfaction in a destination and becomes a significant source of tourism revenue [2]. The halalness of food comes from the Quran, the Hadith of the Prophet (the teachings of the Prophet Muhammad), and Islamic jurists [10].

As a country with the largest Muslim population in the world, Indonesia has considerable halal food tourism potential. Indonesia continues to develop the halal tourism sector in the country [11]. The development of Indonesian halal tourism in the halal food industry sector needs to be done quickly and accurately. This review discusses essential factors in halal food in restaurants and halal food souvenirs as an effort to develop halal tourism. This model was built based on the results of a literature review from several studies related to halal tourism and the halal food industry.

2. Halal Tourism
The word halal comes from Arabic, which means: permitted or acceptable [12]. Halal shows all that is permitted by Islamic law. Every Muslim was ordered only to consume halal and avoid what is not allowed, on food and beverage [13]. The halal concept is not only related to food or drink but also covers all aspects of Muslim life (male or female). All products that comply with Islamic sharia include banking and finance, tourism, cosmetics, employment, travel and transportation services, etc. Halal products (following Islamic sharia) must meet the requirements of sharia, as found in Islam [12].

Halal tourism was considered as a subcategory of religious tourism, which refers to the availability of tourism products and services according to what Muslim tourists need both in worship activities and food requirements [1,12], involved in the tourism industry. According to Islamic teachings, halal tourism was related to Muslim-oriented tourism, which was useful for addressing Muslim needs, where tourists will follow sharia law as facilitated by destination hosts, providing halal products and services suitable for Muslim tourists [1]. Halal tourism provides options for Muslim tourists to ensure that problems and matters relating to compliance with the Islamic law are maintained which can give them peace of mind when traveling because Muslim tourists must actively look for halal-based products and services or avoid certain things to meet halal requirements [14].

3. Methods
In this paper, a systematic review was adopted as the principal methodology for surveying and analyzing the latest literature. A systematic review is a structured and comprehensive approach to selecting relevant theoretical perspectives and practices in leading literature [15]. A literature survey has been carried out from quantitative and qualitative empirical studies published in several leading international journals such as tourism management perspective journals, tourism management, and other journals. Journal publications within the scoping review have been found and extracted through the use of an aggregator database including Scopus, and in the publisher database, including Elsevier and Emerald Insight. The paper is traced using several keywords such as "halal food," "halal tourism," "food souvenir," "halal food in a restaurant," and "food tourism." Publications were analyzed for the period between 2010 and 2019. After abstracting and reading the contents of the article, only 37 articles were used as final samples for further review and analysis.

4. Discussion
4.1. Concept of halal food tourism
Food tourism was described as a visit to a food producer (primary or secondary), a restaurant, a food festival, or a visit to a location that has unique food, which is the leading destination of the trip [16]. Food tourism is often determined as a way to enhance other cultures through food. An exciting experience with local cuisine allows tourists to like the socio-cultural characteristics of the destination. From a tourist perspective, food becomes an indispensable part of travel [17].

In the context of halal food, halal and haram describe what Muslims can and cannot consume as regulated in the Quran, the words of the Prophet and determined by jurists [16]. The entire food chain is covered by the halal concept, starting from the form, origin, processing of edible goods, equipment, and machinery must be cleaned by Islamic law and not stained by contact with non-halal material [13].
From the two meanings above, it can be concluded that halal food tourism is food tourism in a tourist destination that applies the principles of Islamic law and must pay attention to the location of halal and prohibited food and beverage products.

Halal food is considered to be an essential and significant aspect that affects visitor satisfaction to utilize sensory experiences that satisfy the senses of tourists [2,18]. Many reported that Muslim tourists find it difficult to get halal food when traveling. The existence of food outlets or the availability of halal food can be the object of choice for Muslim tourists when traveling [19,20]. It is crucial to develop halal food to support halal tourism. In developing halal food tourism, several essential factors must be considered. These factors are illustrated in Figure 1.

![Figure 1. Halal food tourism concept](image)

### 4.1.1. Halal food in restaurant

In Islamic principles, halal food means food that is permitted to be eaten by Muslims. Food must be free of alcohol or meat products that are prohibited in Islam [21,22], which is strictly forbidden to be part of halal food either as part of ingredients, packaging materials, or, have close contact with non-halal food. Halal food is prepared according to sharia law and is processed in an Islamic way so that food can be labeled as halal. Several characteristics of products, services, and physical environment must be considered so that halal in restaurants can be maintained, which can be seen in Table 1.

<table>
<thead>
<tr>
<th>Halal Characteristics</th>
<th>Sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Halal Quality Food</td>
<td>Halal food and beverages, no non-halal activities, and halal certification; delicious and nutritious food; menu variety; food freshness, clean and hygienic; attractive services</td>
</tr>
<tr>
<td>Halal Service Quality</td>
<td>Food served as ordered; Ramadhan service; quick and comfortable service; helpfulness; error-free orders</td>
</tr>
<tr>
<td>Halal Physical Environment Quality</td>
<td>Halal logo; cleanliness; staff is neat and well dressed; attractive employees; restaurant interior; facility aesthetics; seating comfort, ambient conditions; temperature, air quality, noise, odor, dining equipment; social factors, prayer rooms and facilities, water-friendly washrooms</td>
</tr>
</tbody>
</table>
a. Halal food quality
The quality and variety of foods offered are essential elements of customer satisfaction. Food quality is an indication of the quality of ingredients and food offered by fast-food restaurants, which include cleanliness, freshness, health food, and variations of food offered at fast-food restaurants [27]. Food quality factors such as taste, smell, appearance, temperature, and halal presence are among the main factors customers choose to visit a restaurant [18,26,28]. In addition to the above factors, providing halal food and drinks at tourist destinations is essential for achieving practical goals and obtaining behavior from Muslim tourists [26]. The availability of halal food will attract tourists to visit tourist attractions, by providing halal food outlets/restaurants at tourist sites that show halal logos, offering halal food and drinks, providing clean, safe and hygienic tourist attractions, and halal food providers their halal certification [14].

b. Halal service quality
Providing quality customer service is one of the most critical challenges of any organization. The company survives if it can attract and maintain customer satisfaction. Company performance depends on the quality of services that are offered effectively to customers. Product quality is the most important competitive factor in the market [29].

Service and satisfaction quality have become top marketing priorities because they can influence consumer loyalty [25]. The essential advantage lies in providing high-quality services, which in turn leads to customer satisfaction [27] because service quality can directly affect the customer's intention to return and recommend a destination. Service quality is a critical component, and customers can spend most of their money when they get high-quality service [30].

The availability of high-quality halal products and services at tourist destinations has become an essential concern for attracting more Muslim travelers. For example, service providers in restaurants should avoid serving alcohol and pork on the spot to win the trust of Muslim tourists about food safety and hygiene and to fulfill the halal concept [8,14,23]. The service quality during Ramadan is also important to be a concern for food providers. To that end, meeting individual needs during Ramadan, such as providing appetizers in breaking the fast (exceptional food during Ramadan) free of charge and performing services when pre-dawn, can affect the quality of halal service [26].

c. Halal physical environment quality
Consumer assessments of the performance of physical environmental services in restaurant settings such as attractive interior design and decoration, clean dining rooms, and well-dressed employees [23]. Some critical elements that must be considered in halal tourism, like services and facilities frequented by Muslim tourists, must be equipped with an ideal prayer room, separate for men and women. Another important consideration is that there is a place for ablution (cleansing the body). Ablution is performed before a Muslim performs prayers [10], also the availability of prayer room facilities, such as the Qibla, prayer mat, and the Quran, this will influence the decision of Muslim to a tourist destination [4,8,19].

The availability of prayer rooms facilities is an essential request for most Muslim travelers. [26] They hope to find access to this facility in places they visit, such as hotels, airport terminals, and tourist attractions. The restaurant atmosphere will affect the customer's experience during dining [14].

4.1.2. Halal food souvenir
Most of the cost of travel for shopping [30]. Buying food or drinks as souvenirs to bring back from holidays is an integral part of the holiday experience. Bringing food products to home from travel destinations can extend and strengthen the holiday experience [31]. Food souvenirs can be classified as local products. Tourists bring special home foods from specific destinations as souvenirs to be eaten alone or for others. Offering food to tourists has significant implications for the economic, cultural, and environmental sustainability of the tourist destination [32]. Therefore, food souvenirs are considered necessary for the progress of tourism.
From the explanation of the food souvenir above, the halal food souvenir is concluded to be a souvenir product in the form of halal food by taking into account the attributes that can affect the halal food souvenir product. The quality of halal food souvenirs does not only focus on the halal aspect but also focuses on other attributes that can affect the quality of halal food souvenirs. The attributes of Halal food souvenirs that must be considered can be seen in Table 2.

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Attributes</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Halal in Utility</td>
<td>Eco-friendly, reasonable price, halal material</td>
<td>[32,33]</td>
</tr>
<tr>
<td>Halal in Symbol</td>
<td>Authentic, uniqueness and creativity, halal logo and information</td>
<td>[32,34]</td>
</tr>
<tr>
<td>Halal in Sensory</td>
<td>Esthetic quality</td>
<td>[32]</td>
</tr>
</tbody>
</table>

**a. Halal in utility**

In general, "Utility" refers to comfort, reasonable prices, quality, environmentally friendly souvenirs, and ease of understanding souvenirs [32]. The utility of halal products can be seen from the raw materials used. Raw materials in making halal food besides paying attention to raw materials from natural products without artificial additives and chemicals. Food ingredients described as preservative-free, gluten, cholesterol, unsaturated fats, MSG (monosodium glutamate), GMO (genetically modified organisms), and rBST hormone must be from halal products [32,34].

The halal of a food souvenir product in the utility by paying attention to its raw material products. The choice of raw materials must be considered as halal materials. The gelatin from pigs should be avoided by finding alternatives [33].

**b. Halal in symbol**

The symbolic meaning attached to a souvenir gives a message where the souvenir came from. In general, symbolic judgments include authenticity, expertise, cultural relevance, originality, and memory [32]. The benefits and perceived value of souvenirs are categorized as having economic, symbolic, and artistic values [31]. Local food is understood as an authentic product that symbolizes location and culture. Authenticity contributes substantially to the evaluation of unique food attributes. Food/ material sources (e.g., milk from local agriculture), the origin of products, and the general lifestyle of each individual who makes a product creates not only local cultural experiences and food history but also produces exciting moments. Tourists can find a sense of authenticity through the purchase of certain products [32].

Another factor that influences the marketing of halal food souvenir products is the presence of the halal logo printed on the packaging. Halal logos and essential information are used to find out raw material information on food souvenir products [14,35]. The halal logo and halal information provided can convince Muslim consumers so that they do not doubt the product purchased.

**c. Halal in sensory**

Taste and aroma of food souvenirs in tourism destinations become memories after they return home. The feeling of a fantastic trip can respond quickly. Family and friends can also experience the journey. Aesthetic, such as design and color, are evaluation criteria for craft souvenirs, and traders' attitudes toward artistic quality of memories that are the best predictors of consumer purchase intentions [30].

Visual elements include the physical environment, such as physical attractiveness, color, graphic layout, image quality, and the entertainment factor of service performance, which is worth enjoying. An excellent aesthetic perception can produce feelings of pleasure, service satisfaction, and intention to reuse the service [36]. Aesthetics can reduce the difference between expectations and performance and increase customer satisfaction and loyalty. In the aesthetics of food tourism experiences in cities can strengthen or weaken the ranking of customers' perceptions of food brands [37].
5. Conclusions
Halal tourism is becoming popular because of the interest of Muslims in international tourist destinations. Indonesia has the largest Muslim population in the world and is number one in the development of halal tourism. The most significant aspect when traveling for Muslims is the availability of halal cuisine. Halal food tourism focuses on factors that can improve the quality of halal food in a restaurant and food souvenir. The restaurant development focuses on the quality of halal food, the quality of halal service, and the quality of a Muslim-friendly environment. The attributes of food souvenirs that essential to be developed are utility, symbols, and sensory. Food can function as a unique image as a reminder of a destination. The combination of halal food in restaurants and food souvenirs can improve the quality of halal tourism.

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References


