

Arabic For Specific Purpose And Systematic Literature Review On The Design Of Islamic Tourism Mobile Application

**Mohammad Najib Jaffar^{1*}, Azman Ab Rahman², Mohd Nizwan Musling³,
Nurkhamimi Zainuddin⁴, Siti Rosilawati Ramlan⁵, Mohammad Imran
Ahmad⁶, Ghazali Zainuddin⁷, Muhammad Sabri Sahrir⁸**

^{1,2,3,4,5}Universiti Sains Islam Malaysia, ^{6,7}Kolej Universiti Islam Antarabangsa
Selangor, ⁸International Islamic University Malaysia
najib@usim.edu.my^{1*}, azman@usim.edu.my², mohdnizwan@usim.edu.my³,
khamimi@usim.edu.my⁴, rosilawati@usim.edu.my⁵, imranahmad@kuis.edu.my⁶,
ghazali@kuis.edu.my⁷, muhdsabri@iium.edu.my⁸

Abstract

Tourism is now a growing trend in the age of technology, whereby all information related to tourism can be easily accessed through smartphones. Malaysia is no exception to being a focused country as a popular Islamic tourism destination. However, there was insufficient tourism-related information, especially on Muslim tourists via smartphone. Hence the present article conducted a systematic literature review on the design and development of Islamic tourism applications via smartphones focusing on the Android platform. This study selected related articles using three databases: EBSCOhost, Mendeley, and Google Scholar. Based on the thematic analysis, this review has five main themes, namely 1) Islamic tourism; 2) technology; 3) mobile application; 4) barriers; and 5) management. The findings prompted the design and development of a smartphone application that addresses all of the needs of tourists, mainly Muslim tourists. This study also contributes to the use of technology and mobile application in teaching and learning Arabic for specific purposes such as tourism.

Keywords: Systematic Literature Review; Islamic Tourism; Mobile Application; Smartphone; Arabic for Specific Purpose.

INTRODUCTION

Most of the Muslim tourists traveling to Malaysia come from Middle Eastern countries such as Saudi Arabia, Qatar, United Arab Emirates, Yemen, Kuwait, Egypt, Jordan, Palestine, Oman, and others. Tourism Malaysia statistics show that 21.75 percent of the 25 million foreign tourists who visited Malaysia in 2012 were Muslim tourists. The Middle East country shows the highest number of Muslim tourists after Muslim tourists from Indonesia and Singapore at 138,869 people (Mohammad Imran, et. al., 2017). In addition, most of their medium in communication is in the Arabic language. Therefore, as a country that is the favorite place to travel from these countries, it is necessary to develop a smartphone application focusing on Islamic tourism that employs the Arabic language as a medium of communication. This is because there are still limited applications for Islamic tourism in Malaysia that covers medical, education, recreation, and

business through the Android platform, which can contribute more to the country's economic growth.

Furthermore, the digital tourism industry developed by some countries leads to an increase in tourists and economic growth. Hence, the availability of smartphone information makes it easier for travelers around the world to plan their trips. Ironically, there are still shortcomings in delivering information related to Islamic tourism through smartphone applications. The findings of S.O'Dea statistic 2020 show that 3 billion users worldwide use smartphones in their lives. Smartphone users in Asia at the end of 2017 recorded almost 1.25 billion users.

Meanwhile, 18.4 million smartphone users were recorded (Statista, 2020). This study aims to analyze past studies related to the development of Islamic tourism smartphone applications via Android. The outbreak of COVID-19 is also among the push factors of using mobile applications in communication and virtual tourism.

METHOD

The current study's review procedures were undertaken using three databases, namely EBSCOhost, Mendeley, and Google Scholar. This paper conducted the analysis based on numerous selection criteria to demonstrate the stages involved in a review: 1) Publications published between 2016 to 2021, 2) Include the keyword(s) 'Islamic tourism', 'mobile application', and 3) concentrate the discussion in Malaysia. However, the study was limited to Malaysia to help in the development of Islamic tourism mobile applications in Malaysia. The following search strings were used in EBSCOhost, Mendeley, and Google Scholar are shown in Table 1.

From the EBSCOhost search, the Query Islamic tourism AND mobile application AND Malaysia; Limiters - Full Text; Published Date: 20160101-20211231; Expanders - Also search within the full text of the articles; Apply equivalent subjects; Narrow by Language: - English generated 46 articles. The initial search came out from Mendeley with the term "Islamic tourism," providing 1389 articles. The following strings of searches used "Islamic tourism" AND "mobile application," which provided 93 results. In the final round, the search strings used "Islamic tourism" AND "mobile application" year: [2016 TO 2021], which provided 42 results. Next, from Google Scholar, the first initial search came out with the term "Islamic tourism," providing 3400 articles. The following strings of searches used "Islamic tourism" AND "mobile application," which provided 56 results, following the next strings of searches used "Islamic tourism" AND "mobile application" AND "Malaysia," which provided 52 articles. In the final round, the search strings used "Islamic tourism" AND "mobile application" AND "Malaysia" year: [2016 to 2021], which provided 37 results.

Table 1 The Search String

Database	Search string
EBSCOhost	Query Islamic tourism AND mobile application AND Malaysia; Limiters - Full Text; Published Date: 20160101-

	20211231; Expanders - Also search within the full text of the articles; Apply equivalent subjects; Narrow by Language: - English = 46 articles
Mendeley	“Islamic tourism”= 1,389 articles “Islamic tourism” AND “mobile application” = 93 articles “Islamic tourism” AND “mobile application” year: [2016 TO 2021] = 42 articles
Google Scholar	“Islamic tourism”= 3,400 articles “Islamic tourism” AND “mobile application” = 56 articles “Islamic tourism” AND “mobile application” AND “Malaysia” = 52 articles “Islamic tourism” AND “mobile application” AND “Malaysia” year: [2016 TO 2021] = 37 articles

There were 125 articles found after the searching process via these three databases. This study screened all the 125 selected articles by choosing the criteria based on timeline publication by limiting the search from 2016 until 2021, only articles published in a journal and written in the English language. Furthermore, only articles that discuss Malaysia were selected for the study's purpose. This method resulted in the removal of 96 articles that did not meet the criteria. The remaining 29 articles were used for the eligibility process.

The next step done by the authors was manually monitoring the remaining 29 articles retrieved during the eligibility phase to guarantee that all of the remaining articles met the requirements. This step was accomplished by reading the article titles and abstracts. This method resulted in the exclusion of 16 articles conducted in the non-Malaysia region, focusing on complaining and violating in Halal matters rather than focusing on Halal tourism, and focusing on the muddled terminology used in the tourism industry other several factors.

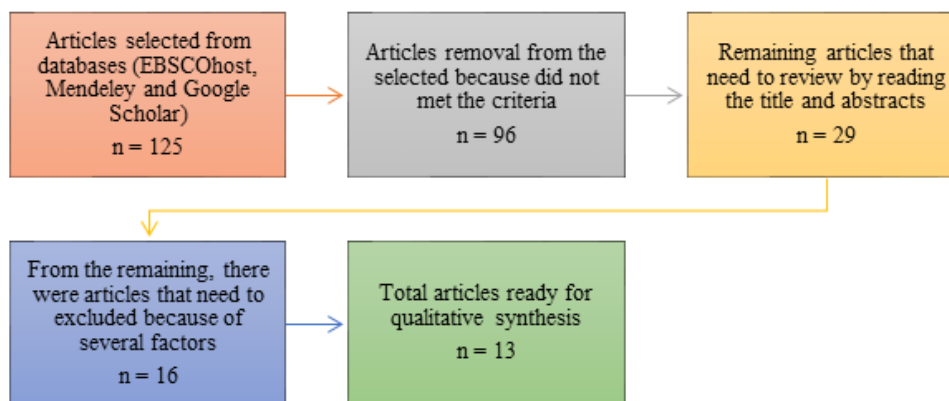


Figure 1 The Flow Diagram Of SLR Process

In this study, the authors select the qualitative method to review and analyze the data. The authors reviewed all 13 publications attentively, paying particular attention to the abstract, findings, and discussion sections. Following that, the

Based on the thematic analysis from selected articles, this discussion outlines the following five themes which is 1) Islamic Tourism, 2) Technology, 3) Mobile Application, 4) Barriers and 5) Management. The table below is a summary of the available topics discussed in the selected articles.

Table 2 Summary Of Thematic Analysis From Year 2016 Till 2020 From Selected Articles

Themes	2016	2017	2018	2019	2020
Islamic Tourism	2	1	2	4	2
Technology		2	2		1
Mobile Application			2	1	1
Barriers	2	1		1	1
Management	1	1		4	1

Islamic Tourism

Malaysia's Islamic tourist industry is booming, thanks to the country's diverse assets for Islamic hotspots to promote their religion and culture (Mohd Hasmizi, Abdul Rasam, & Mohamed Saraf, 2020). Malaysia has put in a lot of works in the last decade to improve Halal tourism in Malaysia, and this effort has resulted in Malaysia's tremendous achievements in the field of Halal tourism (Yan, Nor Amirah, Aimi Sara, & Norhidayu, 2017). Malaysia excellently caters to the demands of Muslim travellers as a Muslim country that places a high value on the comfort and convenience of its Muslim locals and visitors (Yan et al., 2017). The ITC defines Islamic tourism as “*Any activity, event and experience undertaken in a state of travel that is in accordance with Islam*”. With the growing number of Muslim visitors, it's more necessary than ever to have easy access to information regarding Islamic tourism to help travellers plan their trips (Abidin, Arshad, Shukri, & Ling, 2018). Nowadays, Muslim travellers are mostly looking for places that can provide them with Muslim-friendly amenities. As result, non-OIC countries have made an effort to improve Muslim-friendly amenities in their country, such as access to prayer places, airport facilities, lodging options, and enhancing food alternatives and Halal assurances (Yan et al., 2017). Therefore, to attract more Muslim tourists to visit and return to Malaysia, the government needs to play a role in improving facilities related to Islamic tourism. This includes Islamic tourism services in hotels, restaurants and so on in order to ensure repeated visits among Muslim tourists (Samori, Md Salleh, & Khalid, 2016). Arguably, one of the new phenomenon emerging from the rise of the Halal industry is Halal tourism (Samori et al., 2016). According to (Gaffar, Setyorini, & Othman, 2019) the growth of Islamic tourism has prompted different tourism businesses, such as tour operators, airlines, restaurants, and hotels, to restructure their services in order to suit the market's need for shariah-compliance or Muslim-friendly services.

Technology

There are two sub-themes under the technology theme: the importance role of technology and type of technology. Ministry of Tourism had established the

Islamic Tourism Centre (ITC) in February 2009 to support and focus on the development of Islamic tourism initiatives in Malaysia as tourist sector in Malaysia has grown faster and wider in pace with technological advancements (Abidin et al., 2018). Technology is advancing at such a quick pace that no one can avoid using a technology tool all of the time. The tourist business is not left behind in terms of integrating and utilising technology to promote the industry (Nadwa, Suhaimi, & Lokman, 2018). This highlights how essential technology is in the sector of tourism because it may attract travellers and help them focus on their vacation activities, such as the availability of applications that can assist and facilitate their travel planning (Abidin et al., 2018). If tourists face problems while traveling, technology is the easiest way for them to solve their problem (Nadwa et al., 2018). Without a doubt, sophisticated technologies like as smartphones and widespread internet access make it easier for Muslim tourists to arrange their journeys (Yan et al., 2017).

Tourists will be more likely to employ developed technology if the technology is attractive. Previously, most visitor information was distributed in the form of brochures, maps, and other printed materials. Tourists, on the other hand, can employ technology instead of traditional techniques thanks to the rapid advancement of technology. Augmented reality (AR) is one type of technology has the potential to improve tourists' experience. Since 1997, mobile AR has advanced in a variety of industries, including education, architecture, tourism, and marketing. By focusing on the Islamic tourist sector, the study from Abidin et al., (2018) combines AR technologies with their mobile application. The app was created to assist and guide Muslim visitors in locating a location near their present location.

Social media is an example of the rapid growth of information and communication technology (ICT) that has an impact on consumer behaviour in decision-making, particularly in the tourist industry. Social media allows people, particularly tourists, to share a lot of information on their media. On the internet, there's a new word called e-WOM. It has a significant impact on the tourism sector. Users frequently share their travel experiences and tales with others via online, make this e-WOM seen as critical to comprehending travel marketing communications. E-WOM communication occurs in a various social media, including Facebook, travel blogs, and online forums, all of which are accessible via mobile devices such as smartphones, as people engage across borders (Hua, Ramayah, Ping, & (Jacky), 2017). This shows that technology plays a part in the tourism business and has an impact on it. If a tourist destination does not meet their expectations, word quickly spreads via social media and technology. As a result, technology really has a significant impact on the tourism industry.

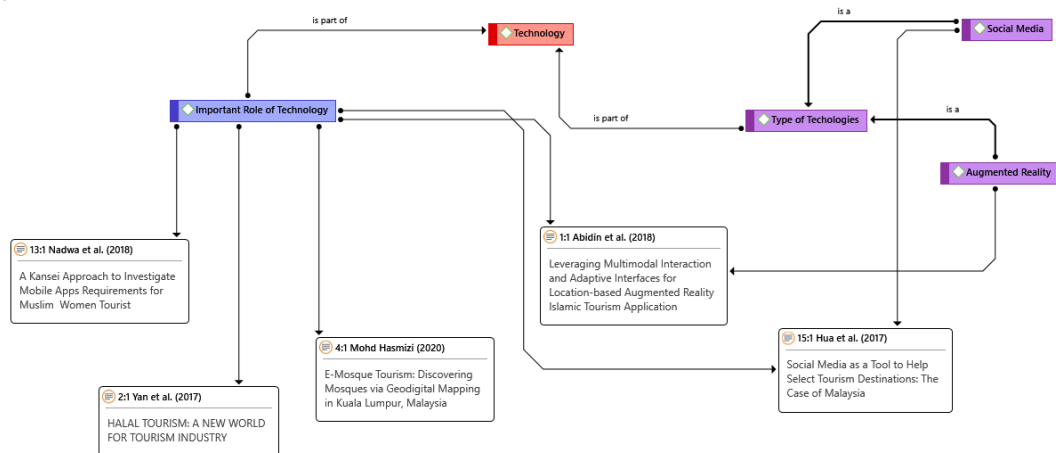


Figure 2 Network View On Technology

Mobile Application *Islamic Tourism Go*

Islamic Tourism Go is a smartphone application designed to assist travellers in locating Islamic-related information in their area. Abidin et al., (2018) integrate Augmented Reality technology with Islamic tourism to present essential information in this application. Right now, the app only focuses on restaurants, Islamic tourist attractions, and prayer locations. Users were tested for effectiveness, and the results showed that they were happy with the software. Other categories connected to Islamic tourism will be added in the future, according to Abidin et al., (2018).

Muslim Travel

Muslim Travel is a mobile application that uses text messages or a call to prayer to notify users of the location and time of mandatory prayers. Apart from that, Muslim Travel provide a variety of other services, such as showing Muslims the Jama' and Qasar prayer zones according to Islamic Shariah, notice of compulsory prayer times, and Qibla direction. This programme also includes a list of du'a, nearby Halal restaurants, 99 Allah's names, and a Tasbih to count dhikr. According to application developer Ej-Ebiary et al., (2019) this application will be integrated in the near future to suit all mazhabs.

E-Mosque

E-Mosque is a mobile app that displays mosque information such as prayer times, activities, and Qibla direction. This programme uses geovisualization, such as multimedia cartography, to evaluate geo information about mosques. This E-Mosque is a resource for mosques in Kuala Lumpur. The mosque's activities, address, and coordination in locating the mosque's location are all supplied. Based on the responses of the users, it is clear that a GeoMobile-based application system

is required to assist users in obtaining geographical information about mosques and other locations (Mohd Hasmizi et al., 2020).

Easy & Trendy

The Easy & Trendy app has yet to be turned into a prototype or application. According to Nadwa et al., (2018), this application sketch can be used as a proposal model for developers to create an app that focuses on Muslim women visitors' demands. The model concept was created with Muslim women travellers' interests and demands in mind. Future research might be developed by assessing the level of consumer happiness (Nadwa et al., 2018).

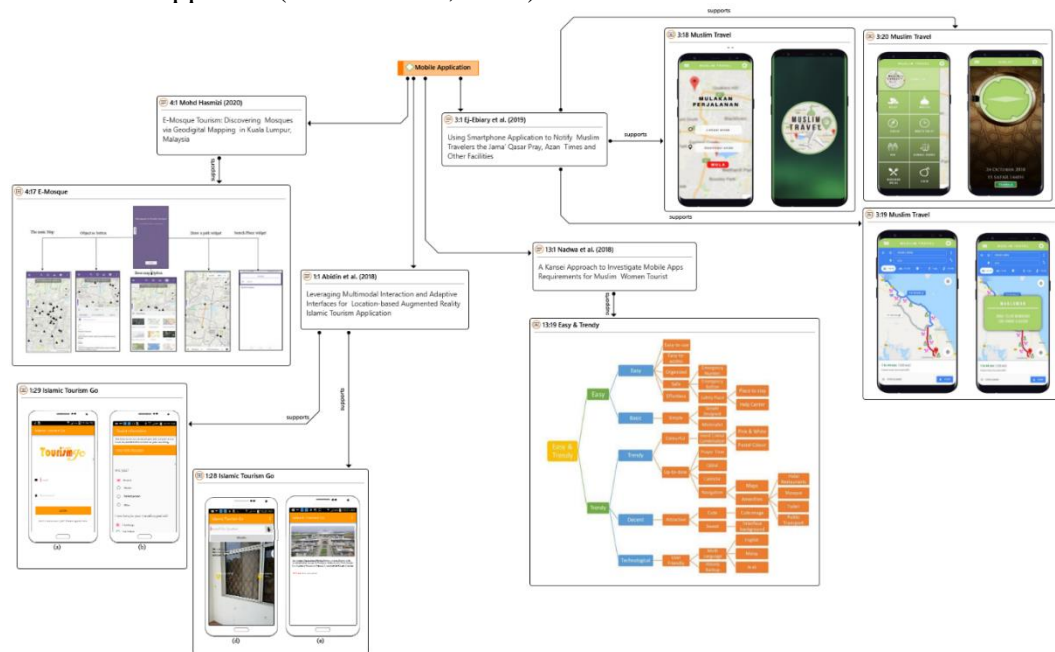


Figure 3 Network View On Mobile Application

Barriers

There are three sub-themes under the issue of barriers: language, halal food, and brand. One of the difficulties that travellers experience is the language barrier. This issue affects not only Muslim tourists, but also non-Muslim tourists. It is difficult for these tourists to obtain information about tourist locations, transportation, and other topics (Yan et al., 2017).

According to Samori, Md Salleh, & Khalid, (2016) tourism information in English language should be made available on social media, travel websites, and mobile apps to help Muslim tourists when travelling. This highlights the importance of developing mobile applications that prioritise tourist languages such as Arabic, English, and others. As performed by CrescentRating, a firm based in Singapore, they have launched their new effort, which includes the creation of a mobile app that supports both English and Arabic and allows users to share information about halal restaurants in Singapore and throughout the world (Henderson, 2016). In spite of that, various efforts have been made by the government when confronted with this problem as they have improving Arabic signages, language menus in

restaurants, tourism information brochures, and the recruitment of Arabic language staff in hotels, tour agents, and shopping malls (Samori et al., 2016). However, they must overcome all obstacles in offering halal tourism, such as offering services that meet the demands of both Muslims and non-Muslims, increasing Halal Tourism knowledge among tourism providers, and overcoming language hurdles among Muslim tourists (Yan et al., 2017).

The following section is about halal food. The ability to receive information on halal meals while travelling is one of the issues that Muslim visitors encounter. According to Euromonitor International (2012) in Henderson (2016), the lack of halal food standardisation creates issues for both tourists and residents in this market. However, not every worldwide standardisation and classification system standard fits the needs and aspirations of Muslim travellers which increasingly looking for places to stay that do not serve alcoholic beverages (Yan et al., 2017), as some establishments continue to sell alcohol and non-halal food (Gaffar et al., 2019) at their places. Some countries may not make an effort to promote halal tourism. A typical international hotel may provide specialised services such as serving a variety of alcoholic beverages, earning them a high hotel ranking (Yan et al., 2017). In fact, the provision of non-alcoholic beverages in the hotel can provide pleasure and avoid disturbance to other guests (Nik Rozilaini, Mashita, Mohd Taufik, Azien, & Norfadhilah, 2019).

The tourism sector's branding through halal is a relatively recent feature in the industry. According to Rahman, Rana, Hoque, & Rahman, (2019) despite the enormous potential of Islamic tourism sector such as halal hotels, restaurants, halal resorts, and halal travels, supplying such tourism services poses significant hurdles due to a lack of quality services or brand equity. While this issue is still in its early stages, little is known about halal tourism service brand equity among Muslim tourists. It can actually boost the positive feedback on the services supplied as well as the level of tourist satisfaction in the context of halal brand services for Muslim tourists. The impact of a brand on tourists' perceptions and behaviour is significant. Customers' choices might be made easier by the brand, which guarantees a particular degree of quality. Muslims will feel more comfortable using these services if the product or service is labelled as halal or Shariah compliant (Rahman et al., 2019). As a result, halal tourism branding is important for contributing to nation's economies, and the level of satisfaction of Muslim and non-Muslim tourists visiting Muslim nations is influenced by the Halal tourism brand image (Sultana, Khalilur Rahman, Sohel Rana, & Shafique, 2020).

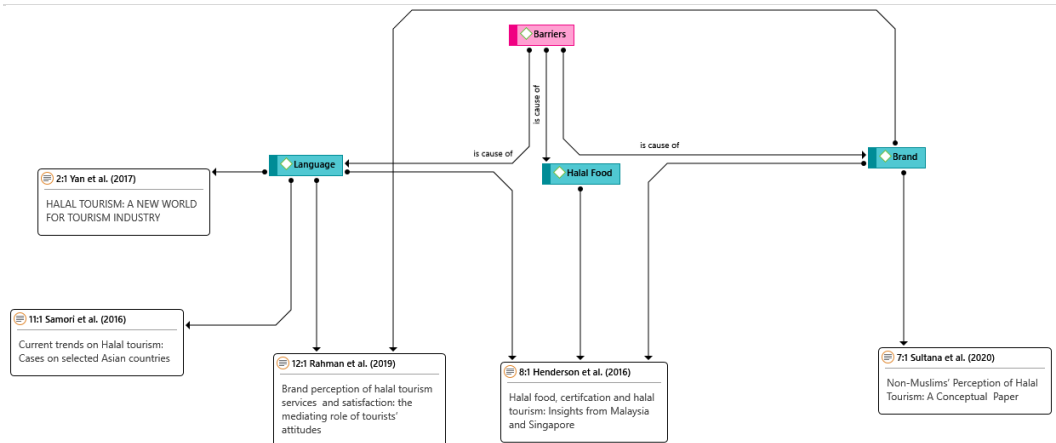


Figure 4 Network view on barriers

Management

Halal tourism is the most recent concept aimed at attracting Muslim visitors. Halal tourism is tourism that enables Muslims to easily exercise their religion. Although the tourism services and goods are primarily aimed at Muslims, non-Muslim travellers are also invited to participate in this sort of tourism (Sultana et al., 2020). Hotel operation is one of the most important factors for customers when deciding on their preferred accommodation. Various hotels in Malaysia have begun to implement hotel operations based on sharia-compliant as they recognised the advantages of this notion (Noor, Nasirun, Kassim, & Amir, 2019). Nik Rozilaini et al., (2019) stated that shariah-compliant hotels, are run according to Islamic law. Hotels that follow this philosophy only serve halal meals and products that have been certified. Alcoholic beverages are strictly forbidden, and financial planning reflects Islamic guidelines. According to Othman et al. (2013) in Gaffar et al., (2019), Muslim tourists prefer to stay at “Muslim Friendly” accommodations and services, which include various of services that give benefits and satisfaction to them. However, the concept of a sharia-compliant hotel in Malaysia is still relatively new and only several hotels in Malaysia have been designated as sharia-compliant hotels. Yet, hotels with Shariah-compliant management deliver the highest levels of client satisfaction (Noor et al., 2019) and the concept necessitates client demand (Nik Rozilaini et al., 2019).

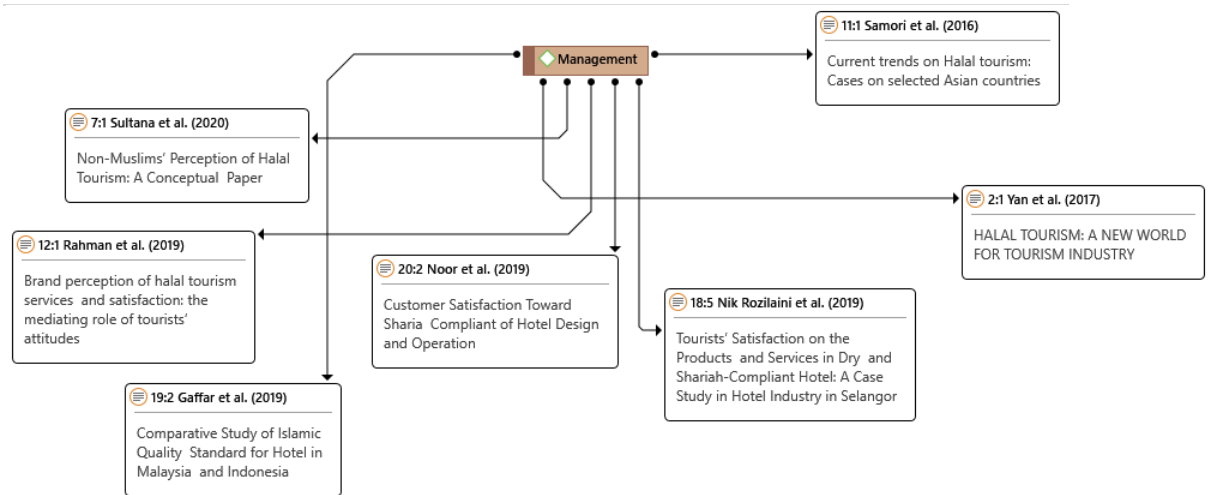


Figure 5 Network view on management

CONCLUSION

Based on the discussion results, this study found that there is a need to develop a mobile application that covers all aspects needed by tourists, primarily Muslim tourists. Hence, the authors propose developing an app called i-Tourism. The development of the i-Tourism application aims to improve and renew the shortcomings that exist in Islamic tourism products such as bilingual facilities, namely Arabic and English, which makes Malaysia a global Islamic tourism country. In addition, the application also offers geo-coordination, which is to place the facility (location) that can be accessed by tourists and make it easier for tourists to move directly to the place without having to search separately in google-maps or Waze application.

A smartphone application was created to develop the Islamic tourism sector in Malaysia further and promote the year of visiting Malaysia called i-Tourism. The Islamic tourism integrated into this application focuses on interesting tourist places throughout Malaysia. It includes medical tourism and higher education tourism, accompanied by information on public hospitals and universities in Malaysia. This study is expected to enhance teaching Arabic for specific purposes such as Islamic and digital tourism, especially by using the latest mobile application and technological platforms.

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