
What Is Sharia Based Hotel? A Meta-Analysis

Aam Slamet Rusydiana

Sharia Economic Applied Research & Training (Smart) Indonesia
aamsmart@gmail.com

Lina Nugraha Rani

Faculty of Economic and Business, Airlangga University
linanugraha@feb.unair.ac.id

Abstract

This study tries to review the research around sharia compliance hotel on reputable journal. It uses descriptive statistical analysis based on selected 50 article publications or paper related to sharia compliance hotel, with national and international journal. The entire sample journal publications have published for 7 years from 2013 to 2020. The results show that sharia compliance hotel research study case is still dominated by malaysia (29%), following by indonesia (20%). There are at least 42 journals that publish sharia compliance hotel articles and the most research with journal of global business and social entrepreneurship (GBSE), international journal of academic research in business and social sciences, australasian journal of islamic finance and business, international journal of islamic marketing and branding, journal of islamic monetary economics and finance. Furthermore, the comparison of qualitative research (58%) is still more than the quantitative approach (42%).

Keywords : sharia compliance hotel, meta-analysis

Abstrak

Penelitian ini bertujuan untuk meninjau artikel penelitian terkait hotel syariah pada jurnal terkemuka. Penelitian ini menggunakan analisis statistik deskriptif berdasarkan 50 artikel terpilih baik itu jurnal nasional maupun internasional. Seluruh artikel terkait hotel syariah telah diterbitkan selama tujuh tahun dari 2013 hingga 2020. Hasil penelitian menunjukkan bahwa lokasi penelitian terkait hotel syariah masih didominasi oleh malaysia (29%) dan indonesia (20%). Terdapat 42 jurnal yang menerbitkan artikel terkait hotel syariah, namun yang paling banyak mempublikasikan artikel terkait hotel syariah yaitu journal of global business and social entrepreneurship (gbse), international journal of academic research in business and social sciences, australasian journal of islamic finance and business, international journal of islamic marketing and branding, journal of islamic monetary economics and finance. Pendekatan penelitian kualitatif (58%) lebih sering digunakan dibandingkan pendekatan kuantitatif (42%).

Kata Kunci: *Hotel Syariah, Meta-Analisis*

Introduction

Tourism is one of the sectors that most influence the global economy. The tourism sector contributes 9% of total world GDP (Mastercard-CrescentRating, 2019). The tourism sector has also evolved from a mass-circulation to become more focused on certain consumer segments, niche markets have also been formed ranging from eco-tourism, medical-tourism, education-tourism, to halal tourism. Halal tourism is present because of the continued growth of Muslim tourists. According to Mastercard-CrescentRating (2019), it is estimated that in

2026 there will be 230 million Muslim tourists in the world who will spend 180 billion us dollars in ordering travel online.

Halal tourism is a tourism concept that has different characteristics from tourism business activities in general, where halal tourism integrates sharia values into tourism activities by providing various facilities and services that are in accordance with sharia. Muslim needs are motivated by the obligation of every Muslim is obliged to carry out worship and stay away from its prohibitions. Muslim needs can be developed based on the pillars of Islam and the pillars of faith, for example, Muslims must pray five times a day and eat halal food according to Allah's commands in the al-Quran. Mastercard-Crescantrating classifies the needs of Muslim tourists into the following three categories.

Table 1 The Needs of Muslim Tourist Categories

Need to have	<ul style="list-style-type: none"> - Halal food - Prayer facilities - Water-friendly washroom - No islamophobia
Good to have	<ul style="list-style-type: none"> - Ramadhan services - Social causes - Local Muslim experience
Nice to have	<ul style="list-style-type: none"> - Recreational spaces with privacy - No non-halal service

Source: Mastercard-CrescentRating (2019)

In its development halal tourism involves a variety of industries, ranging from the transportation industry, recreation, restaurants, until accommodation. From these various sectors, industries that are considered as a priority in fulfilling the needs of Muslim tourists are airports and Islamic hotels (Mastercard-CrescentRating, 2019). This is supported by COMCEC OIC (2016) which analyses the needs of Muslim travellers in traveling and as a result, Muslim tourists feel the hotel is important to provide halal food and provide prayer equipment.

Sharia compliance hotels are hotels that the operational and services follow the principles of the Qur'an and hadiths. There are several other terms used in describing sharia compliance hotels, namely halal hotels, Islamic hotels, and Muslim-friendly hotels. The main difference between sharia compliance hotels and other hotels is in the facilities owned, sharia compliance hotels provide free rooms for prayer along with prayer facilities, the al-Quran, bathrooms with water taps that make it easy for ablution, qibla direction, and only provide food and drinks which has been certified halal. Sharia compliance hotels do not allow unmarried couples to stay in one room. The interesting concept of sharia compliance hotels is expected to be universally accepted by all groups, not limited to Muslim tourists. This concept accommodates the needs of Muslim tourists so that they are expected to attract Muslim tourists' interest in Islamic hotels. At present, there is a significant gap between the number of Islamic hotels and other hotels, even though the demand for Islamic hotels continues to increase along with the increasing number of Muslim tourists. Sharia compliant hotels have clear standards. The standard is contained in the MUI DSN Fatwa no. 108/DSN-MUI/x/2016 concerning guidelines for the implementation of sharia tourism.

The development of sharia compliance hotels goes hand in hand with developments in research on sharia compliance hotels and halal tourism. Research related to Islamic hotels has been around since 2010 with the number of publications of more than 50 published articles. This means that the development of research on Islamic hotels in Indonesia has entered the age of a decade. Therefore, a discussion about the development of research related to Islamic hotels is necessary

In operation, there are specific standards in Islamic hotels. Several standards regarding sharia hotels are contained in the DSN Fatwa no. 108 / DSN-MUI / x / 2016, among others:

1. Sharia hotels may not provide facilities for accessing pornography and immoral acts
2. Sharia hotels may not provide entertainment facilities that lead to idolatry, immorality, pornography and / or immoral acts
3. Food and beverages provided by sharia hotels must have obtained a halal certificate from the MUI
4. Providing adequate facilities, equipment and means for the implementation of worship, including facilities for washing

5. Hotel managers and employees are required to wear clothing that is in accordance with sharia
6. Sharia hotels are required to have guidelines and / or guidelines regarding hotel service procedures to ensure the implementation of hotel services in accordance with sharia principles
7. Sharia hotels are required to use sharia financial institution services in providing services

Zafir (2015) tries to establish operational standards for Islamic hotels based on the needs of Muslim tourists which are described in the following table.

Table 2 The Characteristics of Sharia Compliance Hotel

Muslim travelers' needs	hotel services
1. obligatory religious activities <ul style="list-style-type: none"> - salat requirement - the fast or siyam - pay for zakkah - perform hajj 	1. special service for religious activities <ul style="list-style-type: none"> - shower hose, prayer mat, mosque location, prayer dress, salat time, <i>qiblah</i>, imam. - <i>sahoor</i>, and break fast food, <i>taraweeh</i>, al-Quran - payment of zakkah - knowledge of hajj
2. general needs of Muslim traveler: <ul style="list-style-type: none"> - food - facilities - entertainment - recreation 	2. service for general needs: <ul style="list-style-type: none"> - halal food and beverages - separate male and female - no adult entertainment - Islamic tourism packages
3. general rules for Islamic values in hotel management: <ul style="list-style-type: none"> - management - financial - operational - interior design and decoration 	3. hotel management practice: <ul style="list-style-type: none"> - no riba - dress code, separate floor or for male and female - toiled and bed face away from Kaba, no art deco on human part

Source: (Zafir, 2015)

In Islam halal food represents cleanliness, safety, and guaranteed quality. Therefore non-Muslim tourists can be more comfortable in consuming food in Islamic hotels. in

addition, Islamic hotels do not allow alcohol and gambling in their hotels. this is clearly good for the physical and mental health of non-Muslim tourists.

Sharia compliance hotels provide many benefits because they have a competitive advantage compared to other hotels because the demand for halal products and services is increasing. in addition, the increasing number of Muslim tourists provides a great opportunity for Islamic hotels to be able to attract tourists who stay at their hotels which will increase their profits. Muslim tourists from the middle east are a lucrative market because they spend more money than other tourists, besides that since 2002 middle eastern tourists prefer to visit countries with a majority Muslim population and live in a place that accommodates their needs in worship.

The challenges faced by Islamic hotels are the high costs involved in maintaining halal certification, capacity management, and the issue of international hotel status. hotels that intend to apply sharia principles must pay close attention to the initial consequences such as the decline in the trust of non-Muslim customers which results in a decrease in revenue in the initial stages of the introduction of Islamic hotels (Salleh et al., 2014).

Method

This study uses data in the form of research journals and other research publications during the period 2013-2020 that have been published related to sharia compliance hotels in the travel research and halal industry. These journals can be obtained or accessed online from published journals. The methodology used in this research is a qualitative method approach with descriptive statistics of literature studies on 50 publications related to sharia compliance hotels. This study aims to determine the map of research developments related to Islamic hotels using the meta-analysis approach. The meta-analysis is analyzed by the year of publication, topics, country of research location, methods, citations, institutions, and journal publications related sharia compliance hotel. This research was processed using microsoft excel.

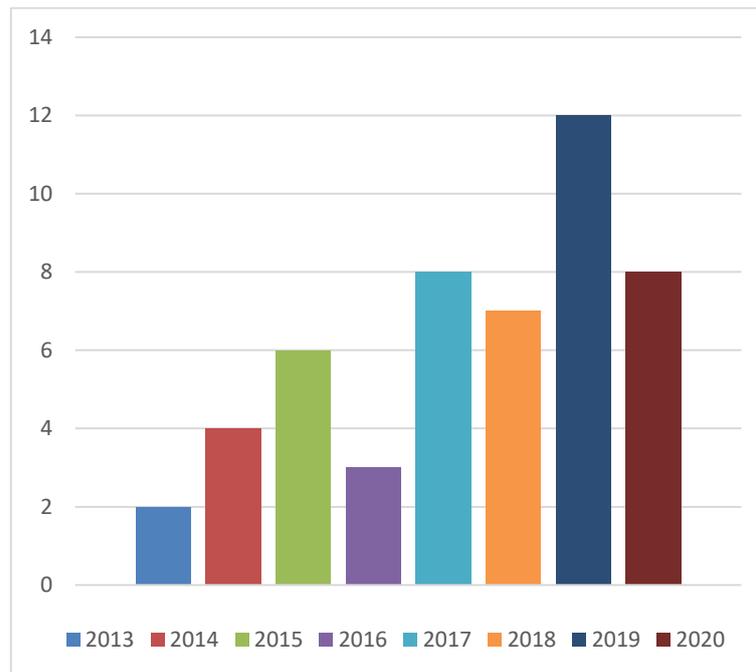
This study uses a purposive nonprobability sampling method. A purposive sample is a sample that aims to understand certain information. This sample can be grouped into a decision sample (judgment) that selects sample members according to certain criteria on the basis of past records or research objectives to be achieved, and quota samples ie samples are selected based on quotas or certain categories, which describe the dimensions dimension

(proportion) of the population (Wijaya, 2013). The criteria referred to in this study are 50 publications related to Islamic hotels in the theme of halal tourism in the period 2013 - 2020.

Research Finding

The meta-analysis was carried out on 50 journals with the theme of sharia compliance hotels. Based on the data in the following figure, 2019 is the year in which the most widely published articles on sharia compliance hotels are 12 articles. In 2019 the most discussed topic is related to the behaviour of Muslim tourists visiting sharia compliance hotels both in terms of expectations, preferences, and customer satisfaction with sharia compliance hotels, in addition, there are two articles that discuss the challenges of sharia compliance hotels services in implementing sharia principles in Malaysia ((Haque et al., 2019), and (Hassan, 2015)). Indonesia became the country most frequently discussed in 2019, at least there were 5 articles that made Indonesia a place of research. This might happen because in that year Indonesia was aggressively developing halal tourism and was also named the best halal tourist destination according to the global Muslim travel index (Mastercard-CrescentRating, 2019).

Of the total journals observed in 2013, the year with the lowest number of published articles was only two articles. The two articles discuss the sharia compliance hotel standards by adjusting Muslim needs and the halal certification process in the hotel industry. The number of citations of the two articles is also quite good compared to the others because at that time there were only a few articles that discussed sharia compliance hotels.

Figure 1 Total Article

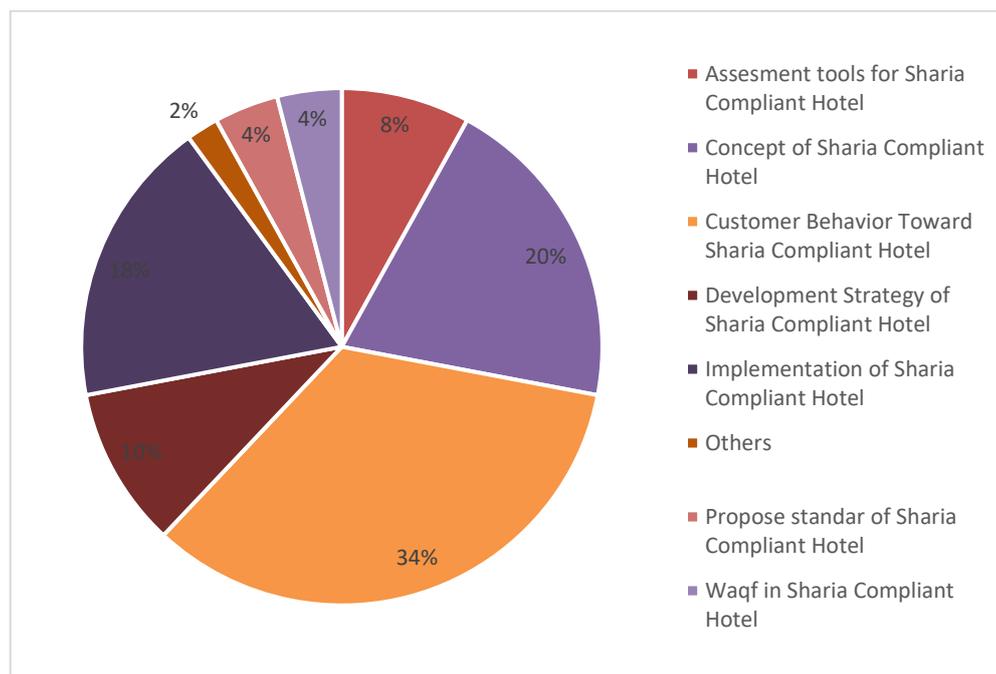
Sharia compliance hotels are analyzed from various perspectives like the concept, implementation, to consumer behaviour towards sharia compliance hotel services. From the 50 articles observed, 17 of them discussed consumer behaviour towards sharia compliance hotel services. The majority of the articles analyze consumer satisfaction, consumer perceptions, factors that influence consumers in choosing sharia compliance hotel services, and consumer intentions to return to stay at sharia compliance hotels. The variables used are also varied but the majority of articles use variables of service quality, religiosity, facilities, halal food and beverages, and combined with the concept of marketing mix consisting of price, location, products, promotions, human resources, facilities, and service processes. The results of the study also varied from one article to another, but the level of religiosity and facilities has always been a variable that influences the factors that influence demand for Islamic hotels ((Huda et al., 2019), (Isa et al., 2020)).

Another topic that is also quite often discussed is the concept of Islamic hotels. Usually, the approach used in this article uses a qualitative approach. Besides that Malaysia is also a place of research objects related to the concept of Islamic hotels. The concept of Islamic hotels is designed to meet the needs of Muslim tourists in carrying out their obligations. Sharia compliance hotels are obliged to provide food and drinks that are guaranteed halal, the facilities available must also make it easier for Muslims to worship, for example, having room sizes that are free, providing prayer equipment and there are also qibla

direction indicators, toilets must also provide water tap to facilitate ablution. Sharia compliance hotels prohibit unmarried couples from staying at their hotels. Even in some Islamic hotel separate facilities for women and men. Sharia compliance hotels are not limited to Muslim tourists. Gezer and Kingir (2020) also explained that halal tourism is not limited to Muslims. The concept of halal tourism is not a religious accommodation service but is a form of understanding that Muslims can go on tours without having to leave their obligations in worship.

The concept of SDGs is also considered in Islamic hotels such as articles related to food waste written by Islam (2017). In his article explained that the hotel uses small plates and reminded consumers not to leave food. Hotels can control food waste with effective management, but it is difficult to overcome the food waste that is done by hotel guests at buffet food. However, Islamic hotels have the potential to control food waste by using the verses of the Quran as a basis for not wasting food so it is not wasteful.

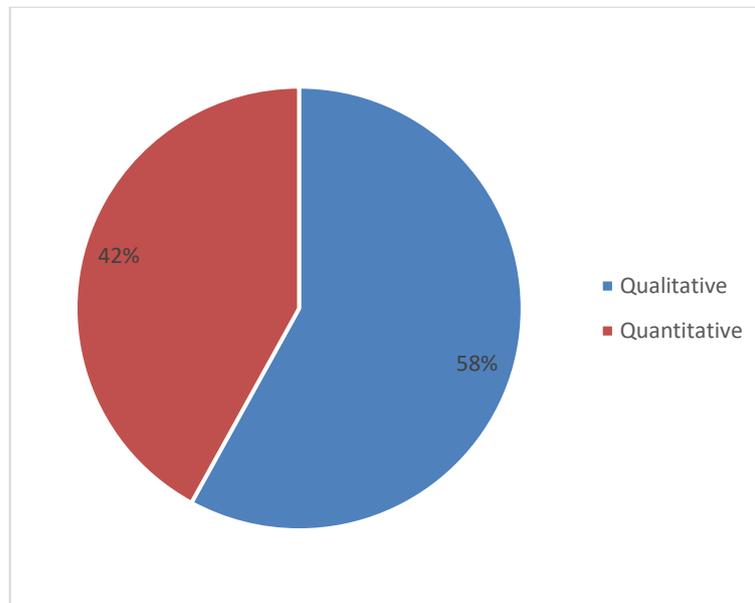
Figure 2 Article Topic



Analysis was also carried out on the article research approach. The figure below shows that more articles related to Islamic hotels that use qualitative research approaches rather than quantitative, there are 29 articles that use a qualitative approach both using descriptive methods, literature review, and also interviews. Articles with a qualitative approach usually discusses the concept of Islamic hotels and implementation of Islamic hotels. For the example articles that use a qualitative approach that belongs to Salleh et al., (2014) who

conducted interviews with hotel experts in Kuala Lumpur, Shah Alam, Malacca, and Johor Baru. The results of the article's research show that there are challenges in converting hotels to sharia compliance hotels, especially in taking care of halal certification, variants in sharia compliance hotel practices, as well as obstacles in implementing sharia principles.

Figure 3 Research Approach



In a quantitative approach, there are 8 methods used in the article being observed. From 50 articles, 80% of them use a quantitative approach discussing consumer behaviour towards sharia compliance hotels. The most widely used method is the multiple linear regression analysis (for the example, see Sobari et al., (2017)). Multiple linear regression is indeed used to determine the effect of independent variables on the dependent variable. In this case, consumer behaviour is used as the dependent variable under study. Analysis of structural equation modeling, Pearson correlation coefficient, and logistic regression can also be used to see the effect between variables.

Table 3 Research Method

No	Methods	Total
1	Multiple Regression Analyses	6
2	Structural Equation Modeling	5
3	Pearson Correlation Coefficient	3
4	Logistic Regression	2
5	Wilcoxon Test	2

6	Anova	1
7	Z Test	1
8	Exploratory Factor Analysis	1
Total		21

Source: Own Calculation

Multiple linear regression analysis was used in the article discussing the satisfaction of Muslim tourists with sharia compliance hotels and the interest in visiting sharia compliance hotels (Sobari et al., 2017). The results showed that when Muslim tourists were satisfied with Islamic hotels, it could increase their intention to be loyal to Islamic hotels. Sharia compliance hotels must pay attention to the principles of sharia compliance hotels, prices, products, processes because these things affect tourist satisfaction with sharia compliance hotels. If sharia compliance hotels cannot meet the satisfaction of Muslim tourists, they will prefer other hotels (in this case, conventional hotels) with good quality and competitive prices in Indonesia to stay. Therefore, Islamic hotels must make a good combination of Islamic principles and marketing mix that can attract Muslim tourists to use Islamic hotels. The results of this study also indicate that place, promotion, human resources in Islamic hotels do not affect tourist satisfaction with Islamic hotels. This might happen because Muslim tourists have stayed at better hotels before. So, they assume that the premises, promotions, and employees of Islamic hotels are no better compared to their previous hotels.

Haque et al., (2019) used the structural equation model analysis (SEM) in analyzing the consumption behaviour of Muslim tourists towards sharia compliance hotels in Malaysia. The results of his research show that the image of halal in sharia compliance hotels, as well as halal concern and religiosity, affect Muslim tourists to choose sharia compliance hotel services. Sharia compliance hotels must improve the halal image by building positive perceptions in the community. Besides, Islamic hotels must increase consumer awareness about the halal aspects of Islamic hotels through various promotional activities.

Seventeen countries serve as the location of research articles with the theme of Islamic hotels. Malaysia is the country most frequently analyzed because the Malaysian government is aggressively developing halal tourism to increase Muslim tourists visiting Malaysia. Malacca, Penang, Selangor, Kuala Lumpur, Johar Baru, and Pahang are areas that are often

analyzed in sharia compliance hotel articles in Malaysia. The study of Shahrudin et al., (2018) shows that the attributes and values perceived by consumers influence consumers' perception of sharia compliance hotels in Malaysia. Hyrul et al., (2017) analyzed the differences between Islamic hotels and sharia-based hotels in Malaysia in their business objects and commercial value.

Sharia compliance hotels in Indonesia are also quite often used as research locations. Cities that have been analyzed include Jakarta, Bandung, Surakarta, Bogor, Surabaya, Padang, Cirebon, and Lombok. The study of Hikmah et al., (2019) analyzed the promotion strategy and management of the Cordova hotel, Cirebon in improving the image of the hotel. The results showed that the Cordova hotel management uses the principles of sharia, which provide comfort, security, and service. The hotel promotion strategy uses social media, offline media, and also collaborates with travel services. The governance that is run by the Cordova hotel follows the principles of sharia so that there are some rules when staying at this hotel such as unmarried couples may not stay in one room, are prohibited from carrying goods that are prohibited in Islam. In increasing the image of the Cordova hotel as a sharia compliance hotel, the hotel always plays murottal al-Quran, recites, and also prohibits entertainment facilities such as discotheques, clubs, bars, and gambling.

The article with the most extensive country research coverage was carried out by Alserhan et al., (2018) where the research was conducted in 13 countries namely United Arab Emirates, Malaysia, Kingdom of Saudi Arabia, Indonesia, Singapore, Peru, Qatar, Bosnia and Herzegovina, kingdom of Jordan, Sri Lanka, Taiwan, Thailand, and Germany. This research topic discusses the transparency of Islamic hotels in carrying out sharia principles. The results of this study indicate that Islamic hotels need to establish mechanisms that clearly comply with sharia principles to protect the rights of Muslim tourists, who are the largest segment for these hotels.

Table 4 Research Location

No	Countries	Total
1	Malaysia	26
2	Indonesia	16
3	Sweden	2
4	Thailand	2
5	Turkey	2

6	Bosnia	1
7	Dubai	1
8	Egypt	1
9	Germany	1
10	Herzegovina Kingdom of Jordan	1
11	Kingdom of Saudi Arabia	1
12	Peru	1
13	Singapore	1
14	Sri Lanka	1
15	State of Qatar	1
16	Taiwan	1
17	United Arab Emirates	1

Source: Own Calculation

Observation results show that there are 10 titles of the most cited publication articles since the article was published. The most number of citations is 325 which is owned by articles written by Battour & Ismail (2016) about concepts, practices, challenges, and sharia compliance hotels. The article concludes that an effective way to access the tourism market is to make halal food available at destinations needed by Muslim tourists. In these destinations, Muslim hotels must also be available, at least not selling alcoholic drinks, no pork, and providing halal food. Finally, Muslim-friendly airports are also needed because they are considered as a starting point for promotional tools to market tourist attractions as Muslim-friendly tourist destinations.

The article about sharia compliance hotel practices in Malaysia became the second most cited article (Salleh et al., 2014). This article discusses that the appeal of sharia compliance hotels must be balanced with the current Malaysian hotel market because middle eastern tourists are not the only markets served, hoteliers need to be very careful in implementing sharia principles in their operations so that they do not affect financial returns. -Muslims also contributes greatly to the hotel business, therefore, the application of sharia principles needs to be carefully considered in hotels operating in multiracial countries such as Malaysia. External factors such as the role of change agents have been identified as one of the main factors for a hotel to adopt sharia principles. Also, the characteristics of sharia

compliance hotels are still unclear because there are no shariah-compliant standards for hotels) confusing many hoteliers and disrupting the process for hotels to adopt

The following table shows that the article with the highest number of citations usually discusses the concept of sharia compliance hotels, sharia compliance hotel implementation, and tourist behaviour towards sharia compliance hotels. In addition, 6 out of 10 journals with the top citations make Malaysia a research site.

Table 5 Most Cited Article

No	Titles	Cited
1	Halal tourism: concepts, practises, challenges and future	325
2	The practice of shariah-compliant hotel in Malaysia	90
3	Developing halal standard for Malaysian hotel industry: an exploratory study	77
4	A framework of halal certification practices for hotel industry	52
5	Role of halal tourism ideology in destination competitiveness: a study on selected hotels in Bangkok, Thailand	48
6	Sharia-compliant hotels in Egypt: concept and challenges	30
7	Differences in hotel attributes: Islamic hotel and sharia compliant hotel in Malaysia	18
8	Sihat: An assessment tool for shariah-compliant hotel	14
9	The transparency of Islamic hotels: “nice Islam” and the “self-orientalizing” of Muslims?	11
10	Factors affecting Muslim tourist’s choice of halal concept hotels and satisfaction in Malaysia: moderating effect of religious devotedness	10

Source: Own Calculation

The table below shows that 10 people wrote the most articles in the 50 articles analyzed. The most articles are written by nor Zafir MD Salleh with three articles one of the articles is included as the top citation with 90 citations. One of the results of the research article belonging to Nor Zafir MS is to discuss the increasing demand for Islamic hotels. The entry of middle eastern tourists to Malaysia provides a great opportunity for sharia compliance hotel principal hotels to be able to attract tourists staying at their hotels which will increase their profits. Middle eastern tourists are a lucrative market because they spend

more money than other tourists. However, the decision to adopt the principles of Islamic hotels must be made following the target hotel market so as not to affect their financial profits. The composition of the target hotel market must determine whether the hotel must apply basic principles of sharia or as a whole.

Table 6 Research Author

No	Authors	Total
1	Nor Zafir Md Salleh	3
2	Rozila Ahmad	2
3	Naila Chowdury	2
4	Ahasanul Haque	2
5	Md Mominul Islam	2
6	Siti Zaleha Omain	2
7	Mohd Rizal Razalli	2
8	Zakiah Samori	2
9	Arun Tarofder	2
10	Noor Azimin Zainol	2

Source: Own Calculation

From 50 journals analyzed there were 53 institutions that contributed to articles discussing sharia compliance hotels. Universiti Teknologi Mara is the institution that contributed the most to articles on sharia compliance hotels, 6 articles. The topics commonly discussed by the Universiti Teknologi mara are proposing standards for the adoption of sharia compliance hotels, sharia compliance hotel implementation, sharia compliance hotel concepts, sharia compliance hotel evaluation standards, and also consumer behavior towards sharia compliance hotels.

Universiti Teknologi Malaysia and Universiti Utara Malaysia each contributed 8%. Authors from the Universiti Teknologi Malaysia analyzed the implementation of Islamic hotels, consumer behavior, and also proposed standards for Islamic hotels. Meanwhile, Universiti Utara Malaysia analyzed the concept of sharia compliance hotels, sharia compliance hotel development, and also sharia compliance hotel development strategies.

Table 7 Research Institution

No	Institutions	Total
----	--------------	-------

1	Universiti Teknologi Mara	6
2	Universiti Teknologi Malaysia	4
3	Universiti Utara Malaysia	4
4	International Islamic University, Malaysia	3
5	Universitas Negeri Surabaya, Indonesia	2
6	Fm Radio Cilmary	2
7	Universitas Pendidikan Indonesia	2

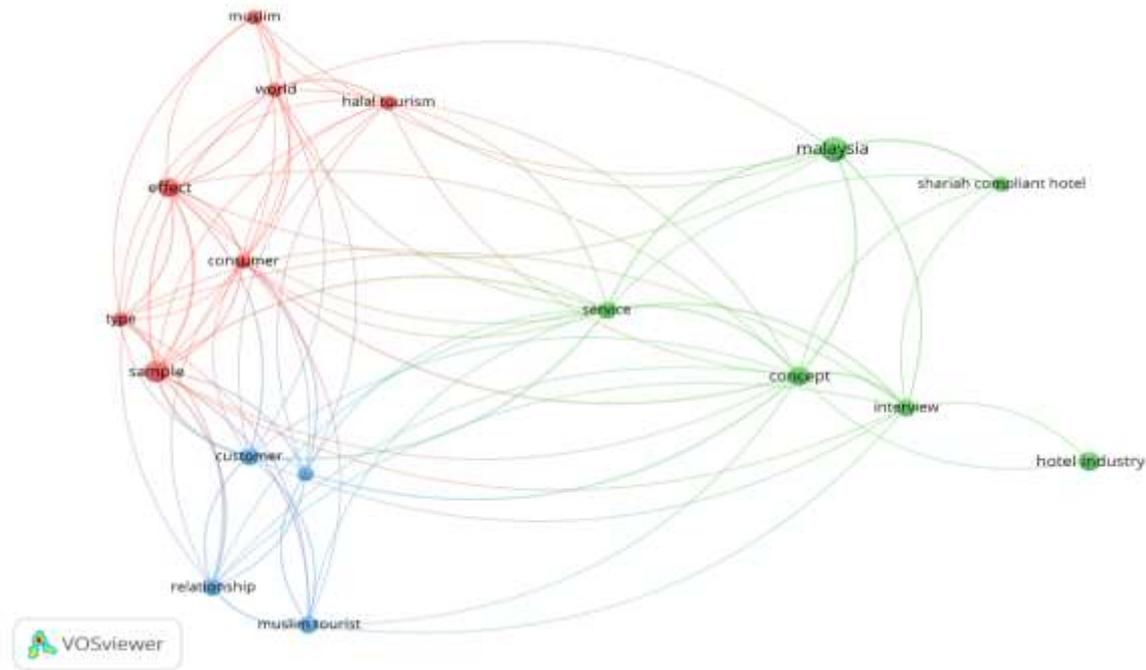
Source: Own Calculation

There are five journals that most often publish Islamic hotels as shown in the following table. Journal of global business and social entrepreneurship (GBSE) is the top journal that most often publishes sharia compliance hotels in 2015 and 2017. Topics discussed in the journal are implementation, consumer behaviour towards sharia compliance hotels, sharia compliance hotel concepts, and evaluations of sharia compliance hotels. Meanwhile, the international journal of academic research in business and social sciences published three journals on Islamic hotels in 2017, 2018, and 2019.

Table 8 Research Journal

No	Journals Name	Total
1	Journal of Global Business and Social Entrepreneurship (GBSE)	4
2	International Journal of Academic Research in Business and Social Sciences	3
3	Australasian Journal of Islamic Finance and Business	2
4	International Journal of Islamic Marketing and Branding	2
5	Journal of Islamic Monetary Economics and Finance	2

Source: Own Calculation

Figure 4 Bibliometric Analysis Based on Keyword

The figure above shows that based on keywords, the map of the development of research publication articles related to sharia compliance hotels are divided into three clusters. Cluster 1 is marked in red, consisting of customers, effects, halal tourism, Muslim, sample, type, world. Cluster 2 is a green one consisting of the concept, hotel industry, interview, Malaysia, service, sharia-compliant hotel. While cluster 3 is blue, consisting of the customer, customer satisfaction, Muslim tourist, and relationship.

Conclusion

The focus of this research is trying to find out the extent of the development of Islamic hotels in research, especially related to halal tourism and the halal industry in the world. The results show that there is a tendency for an increase in the number of articles on sharia-themed publications, especially in the study period especially in the last 2 years.

Research related to Islamic hotels has been carried out in several countries. Areas that have become many case studies in research related to Islamic hotels are Malaysia and Indonesia. In addition, based on the methodological approach used in research dominance is done with a qualitative approach. As for the paper, which is widely cited is "halal tourism: concepts, practices, challenges, and future". Based on the most published journals related to the theme of sharia hotels is the journal of Global Business and Social Entrepreneurship (GBSE). Based on keyword, article can be divided into three cluster, cluster 1 is consisting

of customers, effects, halal tourism, Muslim, sample, type, world. While cluster 2 is consist of the concept, hotel industry, interview, Malaysia, service, sharia-compliant hotel. Furthermore cluster 3 contain keyword about the customer, customer satisfaction, Muslim tourist, and relationship.

References

- Alserhan, B. A., Wood, B. P., Rutter, R., Halkias, D., Terzi, H., & Al Serhan, O. (2018). The transparency of Islamic hotels: “Nice Islam” and the “self-orientalizing” of Muslims? *International Journal of Tourism Research*, 20(4), 475–487. <https://doi.org/10.1002/jtr.2197>
- Battour, M., & Ismail, M. N. (2016). Halal tourism: Concepts, practises, challenges and future. *Tourism Management Perspectives*, 19, 150–154. <https://doi.org/10.1016/j.tmp.2015.12.008>
- Gezer, Y., & Kingir, S. (2020). HELAL TURİZM: LİTERATÜR TARAMASI VE HELAL KONSEPT OTELLERİNİN BAŞLICA HİZMETLERİ. *Uluslararası Batı Karadeniz Sosyal ve Beşeri Bilimler Dergisi*, 4(1), 1–16. <https://doi.org/10.46452/baksoder.727140>
- Haque, A., Chowdhury, N. A., Yasmin, F., & Tarofder, A. K. (2019). *Muslim Consumers' Purchase Behavior Towards Shariah Compliant Hotels in Malaysia*. 05(1), 121–138.
- Hassan, Z. (2015). Factors affecting Muslim Tourists Choice of Halal Concept Hotels and Satisfaction in Malaysia: Moderating effect of Religious Devotedness. *International Journal of Accounting and Business Management*, 3(2), 133–144. <https://doi.org/10.24924/ijabm/2015.11/v3.iss2/133.144>
- Hikmah, R., Djuwita, D., & Widagdo, R. (2019). Effect of Financial Literation and Financing-Effectivity toward the Growth of Small Enterprises: Case Study in Bank Syariah Mandiri, Majalengka. *AL-FALAH: Journal of Islamic Economics*, 4(2), 163. <https://doi.org/10.29240/alfalah.v4i2.941>
- Huda, N., Zulihar, Z., & Rini, N. (2019). FAKTOR YANG MEMPENGARUHI PREFERENSI MASYARAKAT MUSLIM MEMILIH HOTEL SYARIAH. *EKUITAS (Jurnal Ekonomi Dan Keuangan)*, 2(4), 490–511. <https://doi.org/10.24034/j25485024.y2018.v2.i4.4033>
- Hyrul, M., Karim, A., Ahmad, R., & Zainol, N. A. (2017). DIFFERENCES IN HOTEL ATTRIBUTES: ISLAMIC HOTEL AND SHARIA COMPLIANT HOTEL IN MALAYSIA. In *Journal of Global Business and Social Entrepreneurship (GBSE)* (Vol. 1, Issue 2).
- Isa, N. M., Nawwar Binti Ahmad Farouk, N., Nizam Bin Ismail, H., & Zen, I. (2020). Tourist Satisfaction on Natural Environment within Islamic Built Environment Context in the Shariah Compliant Hotel in Malaysia. *Journal of Environmental Treatment Techniques*, 8(1), 85–90. <http://www.jett.dormaj.com>
- Islam, M. M. (2017). Food Waste in the Hotel Restaurant: A Probable Solution Using Islamic Promotion. *Australasian Journal of Islamic Finance and Business (AJIFB)*, 3(1), 8–15.

- Mastercard-CrescentRating. (2019). *Global Muslim Travel Index 2019*.
- Salleh, N. Z. M., Hamid, A. B. A., Hashim, N. H., & Omain, S. Z. (2014). The Practice of Shariah-Compliant Hotel in Malaysia. *International Journal of Trade, Economics and Finance*, 5(1), 26–30. <https://doi.org/10.7763/ijtef.2014.v5.335>
- Shaharuddin, N. A., Kassim, S., Yusof, A. M., Bakar, N. A., & Talib, N. A. C. (2018). The customer's perception towards shariah-compliant hotel in Malaysia. *International Journal of Academic Research in Business and Social Sciences*, 8(15), 109–130. <https://doi.org/10.6007/IJARBS/v8-i15/5096>
- Sobari, N., Usman, H., & Wathani, M. Z. (2017). *The Influence of Sharia Compliance and Marketing Mix on Satisfaction and Intention of Muslim Tourist to Revisit Sharia Hotel*.
- Zafir, M. S. N. (2015). Establishing Shariah-compliance hotel characteristics from a Muslim needs perspective. In *Theory and Practice in Hospitality and Tourism Research*.