

Review

Halal food image with relevance to tourist satisfaction in the Asian region: A systematic review

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Abstract

Recently, *halal* foods have been recognised as an alternative symbol of hygiene and safety. Consequently, *halal* tourism is not only limited to Muslim countries, but also has been projected to increase globally. The present review aimed to systematically review a broad range of tourist satisfaction and purchase intention in relation to consuming *halal* foods, and to identify various standard dimensions of the *halal* food image such as cognitive image, affective image, and purchase intention. To this end, a comprehensive systematic review was conducted using 23 selected scholarly articles published between 2010 and 2020. The existing literature has been reviewed based on defining the research criteria and search databases including Web of Science, ScienceDirect, and Scopus, using keywords of the selected studies. Based the results, a thorough analysis was achieved concerning the *halal* food image as a superior predictor of the repurchase intention and awareness of tourist satisfaction patterns of *halal*-oriented products and services. The present review also provided useful insights, particularly towards developing tourism in the Asian region, which spans 50 countries, and nearly 60% of the world's Muslim population. Moreover, the findings contributed to establishing a unique systematic review about the influences of *halal* food consumption on tourist satisfaction for the first time in Asia. The present review is significant as the obtained implications can cover a wider scope of *halal* gastronomy tourism, not only in Muslim countries, but also across Asia and around the globe. Therefore, Asian tourism hubs should specifically provide a stimulus tourism strategy for the available *halal* resources, which would open up new prospects to achieve sustainable *halal* food tourism in the Asian context.

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Introduction

Over the past two decades, tourism has been considered a significant source of economic achievements, commercial activities, GDP income, and international exchanges in Asian countries. Tourism studies indicated that food and travel have culturally become a prevalent trend in Asian countries to promote their exotic cuisines as unique products. The number of studies that discussed unique food trends and the key role of foods as a tourism resource has grown in recent years (Babolian Hendijani, 2016; Ji *et al.*, 2016; Antara *et al.*, 2018; Ali *et al.*, 2019; Dao, 2019). Food attraction in tourism typically makes up nearly one-third of total tourists' expenditure (Lee and Scott, 2015). Hence, different cuisines can contribute to attracting a large number of both local and foreign tourists who look for

extraordinary experiences. Meanwhile, stimulating *halal* food has become one of the most desired means of improving local economic prosperity and tourism development (Mannaa, 2019).

The word "*halal*" (Arabic) has been mentioned in the Holy Quran several times, which reflects various characteristics of products and foods with a great level of quality and hygiene (Khalek and Ismail, 2015). Due to the existing *halal* rules and regulations that provide sufficient protection and enhance Muslim customers' trust and protection (Rahman *et al.*, 2019), *halal* foods are recognised as an alternative benchmark for hygiene and safety (Ambali and Bakar, 2013). In addition to health concerns (Aziz *et al.*, 2018) in Muslim countries, religion as a belief is one of the potential key factors that shape consumption decisions and food preferences (Aziz and Chok, 2013; Minton *et al.*, 2019). Majid *et al.*

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(2015) highlighted the positive responses towards *halal* food consumption as a favourable improvement in Islamic practices. Therefore, the *halal* food image can substantially influence tourist satisfaction, and it has been projected that *halal* tourism will grow globally. However, the *halal* concern in tourism is not only limited to Muslim countries, but also to non-Muslim countries. Covering 50 countries, Asia is the Earth's most populous and largest continent, which also comprises 62% of world Muslim population.

Despite many theoretical and empirical arguments on foods and the power of gastronomy on tourist satisfaction (Baker and Crompton, 2000; Smith and Costello, 2009; Sims, 2009; Ab Karim and Chi, 2010; Alegre and Garau, 2010; Al-Refaie *et al.*, 2012; Wan and Chan, 2013; Tong *et al.*, 2016; Atikahambar *et al.*, 2018; Levitt *et al.*, 2019; Ali *et al.*, 2019; Zhang *et al.*, 2019), the *halal* concept and *halal* food-related tourism have been receiving less attention, especially in non-Muslim Asian countries (Haque *et al.*, 2015; Azam, 2016; Henderson, 2016; Mannaa, 2019). Nevertheless, some aspects like local food tourism have received growing scholarly attention (Tong *et al.*, 2016; Boesen *et al.*, 2017; Ellis *et al.*, 2018; Zhang *et al.*, 2019; Lai *et al.*, 2019). Regarding the available literature, however, a very limited number of studies have examined the psychological *halal* food image impact on tourist satisfaction.

The present review thus aimed to conduct a systematic literature review, which covers a broad range of tourist satisfaction directions towards

consuming *halal* foods and products in Asia, with a large sample size of both Muslim and non-Muslim tourists. The systematic review of *halal* has been carried out with relevance to tourist satisfaction. The first objective was to determine the relationship between the *halal* food image, including the cognitive image, and the affective image, which can influence tourist satisfaction in relation to *halal* food consumption in the Asian tourism context. The second objective was to identify the implemented methodologies and adopted theories in several published studies in this area of research.

Materials and methods

A comprehensive systematic review was conducted to address the research objectives based on the existing studies on *halal* food consumption and tourist satisfaction. The systematic search employed various electronic databases. The conducted search focused on identifying the most influencing components of *halal* foods and its relationship with tourist satisfaction. To evaluate the research gaps in the context of *halal* food consumption and tourist satisfaction, the present review adopted a number of review procedures, including identifying and opting for relevant articles based on the keywords, reading the abstract thoroughly, evaluating and analysing the contents, excluding irrelevant articles, and organising the review results. Figure 1 shows the performed systematic review steps.

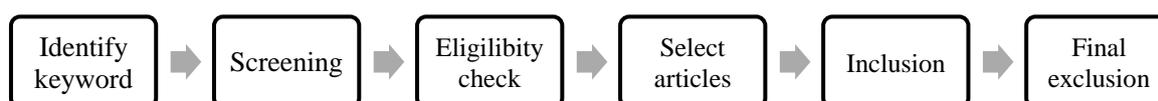


Figure 1. Systematic review design.

The systematic literature review was performed by defining the research criteria along with the search databases based on the keywords of the relevant articles. The keywords were “*halal*”, “*halal* food”, “food image”, “tourist satisfaction”, “food tourism”, and “Asia”. The research scope was English journals published between 2010 and April 2020 in Web of Science, ScienceDirect (Elsevier), Taylor and Francis, Emerald Insight, and Scopus. The updated relevant statistical report was also reviewed to validate the available data. The search results covered journal articles only. All published conference

papers, textbook chapters, theses, and reports were excluded. The systematic review aimed to extract the scholarly articles that focused on the Asian domain in both Muslim and non-Muslim countries. Selected results that discussed the *halal* food characteristics and tourist satisfaction towards consuming *halal* foods within the Asian continent were included.

Initially, the search output included 438 articles, which were reduced to 337 after excluding those that were irrelevant. Each article was evaluated to ensure that the primary content was relevant to the objectives of the present review in the context of

Asian countries. For instance, the *halal* certificate policies and issues are not related to the *halal* food image in relation to tourist satisfaction. However, *halal* food quality, promotion of hygiene, and physical environment are all considered as related topics with 86 articles. The duplicated topics were screened and excluded for the second time. After screening the abstracts, 53 articles were selected. The systematic review on *halal* food in tourism and tourist satisfaction in the Asian context yielded 45 relevant articles in different English journals. Generally, these articles were included depending on the article's academic focus and its contribution, their research topic, and research methodology. Eventually, 26 articles were extracted for review, and 23 were reviewed to enrich the discussion and obtained results. Figure 2 shows the flowchart of the systematic review.

After screening the full content of the selected articles, the main characteristics and overview of each article were captured. Thereafter, the research variable was categorised as the most imperative component of *halal* food image and its impact on tourist satisfaction. The research methods, as well as the findings, were then discussed. Based on Table 1, nine scholarly articles were published in the Journal of Islamic Marketing within the period between 2015 and 2020.

Results

Halal food in tourism

Within the tourism literature, different terms have been employed to discuss topics related to foods such as “food tourism”, “local food consumption”, “destination food image”, “gastronomy or culinary tourism”, and “*halal* food”. However, each of the mentioned keywords can represent a different point of view to describe the undeniable role of foods in the tourism industry and tourist satisfaction. A total of 23 articles focused on the concept of *halal* food in the tourism industry in the Asian context.

Due to a growing *halal* tourism market in Asia, many countries decided to provide comfortable experiences for their Muslim travellers like *halal* foods, and convenient praying places at shopping areas and airports to ensure the convenience of Muslims. According to Samori *et al.* (2016), more than 250,000 Muslim tourists visited Japan in 2014, and approximately 5.38 million Muslim tourists visited Malaysia in 2017. The lavish spending pattern

of Muslim tourists, especially Middle Eastern tourists to Asia, is lucrative and notable in competitive tourism markets (Ling *et al.*, 2010; Atikahambar *et al.*, 2018). Besides, Mannaa (2019) revealed that Muslim tourists prefer to stay longer in the destination where *halal* foods are readily available, and places to pray are easily accessible. Nevertheless, the accessibility of *halal* foods is not a significant factor which influences tourist satisfaction.

Halal food image

The investigation of *halal* food image in Asia helps to understand the potential tourists' demands in both Muslim and non-Muslim countries. Within pioneer food and tourism studies, food image is defined as a unique character, product attribute, and consumers' beliefs and feelings (Seo *et al.*, 2017; Ellis *et al.*, 2018; Toudert and Bringas-Rábago, 2019; Lai *et al.*, 2020; Zhang *et al.*, 2019). The cognitive food image such as the physical environment, food quality, and promoting health and hygiene constitutes a significant construct in investigating tourist satisfaction, whereas the affective food image and emotions are necessary to evaluate tourist satisfaction (Isa *et al.*, 2018a; Lai *et al.*, 2019; Ali *et al.*, 2019). Most studies have adopted the two-dimensional image approach which comprises the cognitive and affective image of food and destination (Huang *et al.*, 2015; Michael *et al.*, 2018; Lai *et al.*, 2019; San Martín *et al.*, 2019). The unique role of the food image has been discussed in different kinds of tourism literature. Hence, food quality is one of the remarkable cognitive factors (Ryu *et al.*, 2012; Pešek and Činjarević, 2014; Han and Hyun, 2017; Atikahambar *et al.*, 2018; Ali *et al.*, 2019; Rashid *et al.*, 2020) which can be considered as an antecedent of the affective components such as pleasant/unpleasant, fulfilled/unfulfilled, or enjoyable/unenjoyable (Seo *et al.*, 2017; Lai *et al.*, 2020). Previous scholars acknowledged that *halal* food quality, hygiene, and premises' environment dimensions are the consequence of the *halal* food image with relevance to tourist satisfaction, which reflect the uniqueness of *halal* foods (Hamid *et al.*, 2017; Han and Hyun, 2017; Battour *et al.*, 2018; Nawi *et al.*, 2019; Rashid *et al.*, 2020).

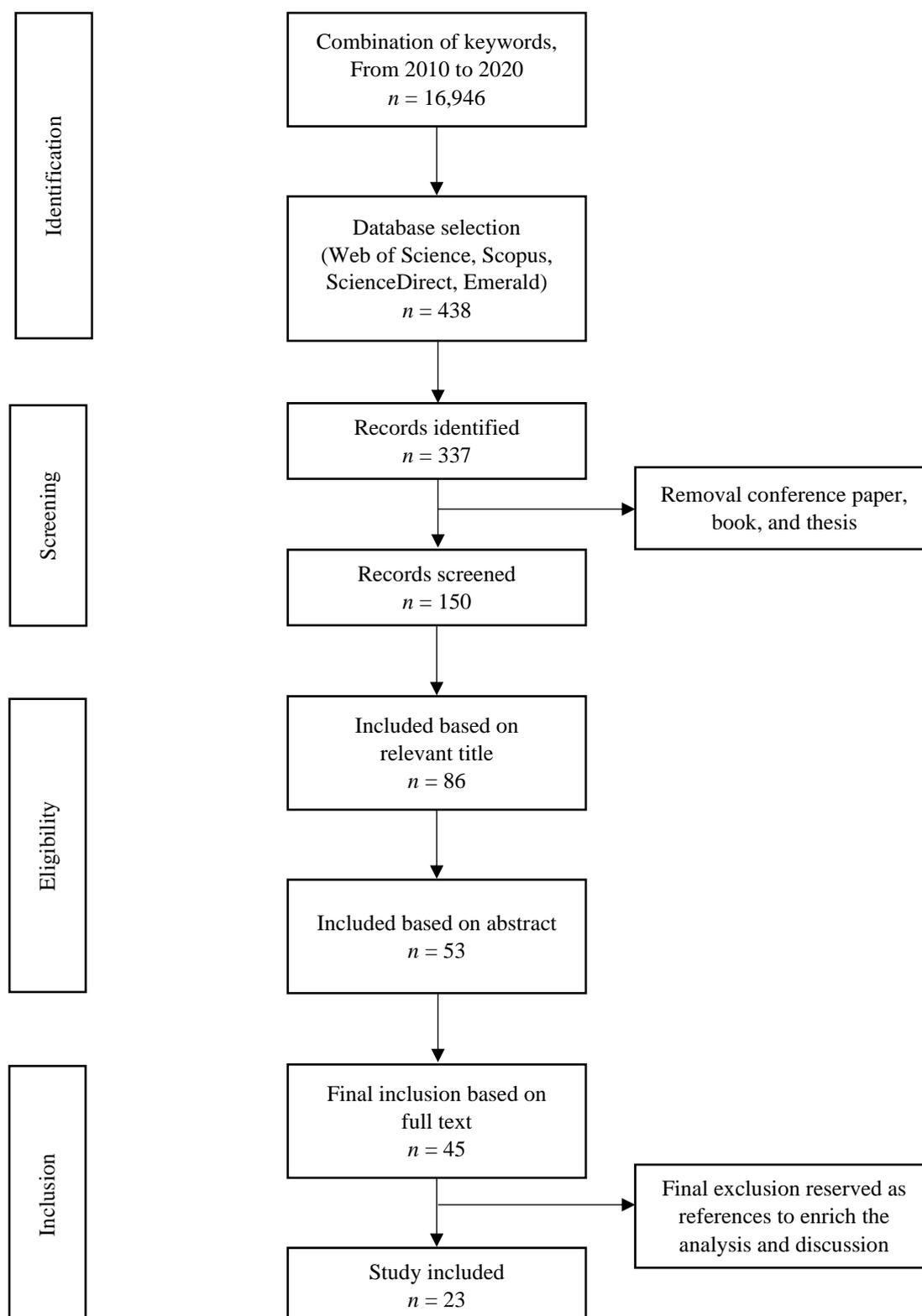


Figure 2. Flowchart of the study search.

Table 1. Distribution of selected articles in tourist satisfaction on *halal* foods.

Author (Year)	Journal
Azam (2016)	Journal of Islamic Marketing
Aziz <i>et al.</i> (2018)	Journal of Islamic Marketing
Battour <i>et al.</i> (2014)	International Journal of Tourism Research
Battour <i>et al.</i> (2018)	Journal of Islamic Marketing
Chi <i>et al.</i> (2013)	International Journal of Hospitality and Tourism Administration
Han <i>et al.</i> (2019)	Journal of Tourism Management
Haque <i>et al.</i> (2015)	Journal of Islamic Marketing
Henderson (2016)	Journal of Tourism Management Perspectives
Hosseini <i>et al.</i> (2019)	Journal of Islamic Marketing
Isa <i>et al.</i> (2018b)	Journal of Islamic Marketing
Kim <i>et al.</i> (2015)	Journal of Vacation Marketing
Lai <i>et al.</i> (2019)	Journal of Tourism and Hospitality Research
Mannaa (2019)	Journal of Current Issues in Tourism
Olya and Al-Ansi (2018)	Journal of Tourism Management
Rahman <i>et al.</i> (2017)	Journal of Islamic Marketing
Rahman <i>et al.</i> (2018)	Journal of Tourism Review
Rashid <i>et al.</i> (2020)	International Journal of Business and Society
Salleh <i>et al.</i> (2013)	International Journal of Business and Social Science
Samori <i>et al.</i> (2016)	Journal of Tourism Management Perspectives
Toudert and Bringas-Rábago (2019)	British Food Journal
Wardi <i>et al.</i> (2018)	Asia Pacific Journal of Tourism Research
Wingett and Turnbull (2017)	Journal of Islamic Marketing
Zhang <i>et al.</i> (2019)	Journal of Sustainability

Tourist satisfaction

In the prior tourism literature, tourist satisfaction can be defined as the level of positive feeling that consumers experience after having tourist experiences, or after a tourist trip when tourists experience a pleasant feeling (Beard and Ragheb, 1980; Oliver, 1997; Ryu *et al.*, 2012; Chung and Petrick, 2013). With an ever-growing global competition among tourist destinations and food tourism, the modern tourist pattern has been projected in Asian countries. Different scholars have proposed different frameworks and hypotheses to mention that the food experience can represent an essential source of tourist satisfaction (Karim *et al.*, 2011; Kim and Eves, 2012; Ji *et al.*, 2016; Kamal *et al.*, 2016; Alderighi *et al.*, 2016; Seo *et al.*, 2017; Ghazi and Ammar, 2018). The existing data demonstrated that cognitive and affective images of *halal* food positively influence tourist satisfaction (Del Bosque and San Martín, 2008; Chi *et al.*, 2013; Battour *et al.*, 2018). It means that positive beliefs and feelings can have a significant impact on tourist satisfaction with *halal* foods and services. Among the many factors, *halal* food quality has been identified as an important

factor that influences tourist satisfaction in Asia (Kim *et al.*, 2015; Battour *et al.*, 2017; Isa *et al.*, 2018a). In line with this, Islamic physical attributes such as non-alcoholic drinks and no gambling have a significant impact on tourist satisfaction, which may affect Muslims' tourist perceptions about tourism products and services (Battour *et al.*, 2014; Wardi *et al.*, 2018).

Halal food components can shape the consumers' expectations before consumption, which helps to predict future tourist satisfaction. From a theoretical perspective, Oliver (1980) proposed the cognitive-affective model in the relationship between satisfaction, expectation, and purchase intention to describe the influence of cognitive evaluation and emotional feelings on satisfaction. The cognitive-affective model has been confirmed in tourism literature to explain tourist satisfaction (Del Bosque and San Martín, 2008; Ghazi and Ammar, 2018). On the other hand, a vast *halal* food literature adopted the Theory of Planned Behaviour (TPB) to demonstrate the factors that motivate consumers to purchase *halal* products (Alam and Sayuti, 2011; Khalek and Ismail, 2015; Haque *et al.*, 2015; Maghsoodi Tilaki *et al.*, 2016; Aziz *et al.*, 2019).

Previous food-related studies on tourism (Gonçalves *et al.*, 2016; Choe and Kim, 2018; Roustafard and Jamshidi, 2020) focused on why consumers decide to buy or not to buy some specific product over another by adopting the Theory of Consumption Value (TCV), which was developed by Sheth *et al.* (1991). As such, the modified Theory of Reason Action and Complexity Theory were discussed in tourism studies. Olya and Al-Ansi (2018) explained various risks such as quality risk, hygiene risk, psychological risk, and environmental risk that may occur when consuming *halal* foods by adopting the Complexity Theory. Table 2 provides a summary of the general related concepts and reviewed keywords employed in the present review.

Discussion

Generally, research on *halal* tourism, particularly the *halal* food image is quite recent in tourism studies. The present review thus aimed to investigate the influential factors, which can affect both groups of Muslim and non-Muslim tourists. Most studies were conducted on Muslim travellers who prefer to travel to Muslim destinations such as Malaysia. Numerous studies conducted between 2015 and 2019 showed the growth of interest in *halal* tourism in Asia. Among the 26 screened articles, 23 corresponded with the present review (Table 3). Moreover, the number of selected articles in Table 3 indicated that 13 studies were conducted and published in Malaysia. It means that Malaysia is one of the favourable *halal* tourism hubs in Asia as a non-conservative Muslim country with a majority of Muslim population.

Further, a glance at the research methodologies in the selected articles revealed that the survey questionnaire is the most preferred research method in 16 of the 23 articles, followed by qualitative methods. These are the mixed-method research type, the fixed discussion group (FDS), and semi-structural interviews which were used in some studies, whereas two studies used the analysis of secondary data and observations. Among the selected 23 articles, the design of eight was cross-sectional, and five used the SEM method. The sample size in most of the quantitative studies included nearly 500 respondents. Table 3 illustrates the summary of the selected articles.

The present work aimed to cover all dimensions of *halal* foods in tourism and tourist satisfaction (Table 4). Each dimension was discussed in selected studies with different definitions and indicators. By referring to the repeated dimensions in the reviewed articles, the most recognised indicators have been identified as illustrated in Table 4.

Conclusion

Based on the findings discussed in the present review, monitoring tourist satisfaction is essential to provide valuable information on tourism studies. The present review provided a comprehensive analysis of the relationship between the *halal* food image and tourist satisfaction in Asian tourism industries. Tourist satisfaction towards consuming *halal* foods is an excellent predictor of repurchase intention that could result in tourism development in Asian countries. The present review also provided some useful insights into understanding the key tourist satisfaction pattern of the *halal* concept and *halal*-oriented products and services in the tourism industries.

The primary strength of the present review is the comprehensive search in the case of *halal* foods to highlight the subject of tourist satisfaction. Additionally, the scope of the present review included both Muslim and non-Muslim countries in Asia. This helped to cover more details in the case of sustainable tourist satisfaction and intention to repurchase, regardless of the country of origin or religion. Furthermore, further areas can be improved based on the limitations discussed in the present review. The present review included a limited number of published articles on *halal* foods and tourism in Asia during a limited period of 10 years. However, other key factors related to tourist loyalty and tourist behavioural intention were not discussed. Some of the selected articles did not clearly define the *halal* food image components in detail. Furthermore, in some excluded articles, local foods in Muslim countries such as Iran or Pakistan, which are considered *halal* foods, were excluded in the present review. Therefore, it is henceforth recommended that further studies should be conducted to consider other important factors like the role of word-of-mouth (WOM) and tourist behavioural intention. Also, future studies should be conducted without the geographical limitation on a broader worldwide scale.

Table 2. Literature classification.

Research theme	Selected studies (author/year)	No. of article
Halal concept (halal foods)	Battour <i>et al.</i> (2014; 2018); Haque <i>et al.</i> (2015); Azam (2016); Henderson (2016); Wingett and Turnbull (2017); Olya and Al-Ansi (2018); Isa <i>et al.</i> (2018b); Mannaa (2019); Hosseini <i>et al.</i> (2019)	28
Halal tourism	Reisinger <i>et al.</i> (2015); Samori <i>et al.</i> (2016); Azam (2016); Henderson (2016); Wingett and Turnbull (2017); Rahman <i>et al.</i> (2017); Battour <i>et al.</i> (2014; 2018); Olya and Al-Ansi (2018); Wardi <i>et al.</i> (2018); Isa <i>et al.</i> (2018b); Aziz <i>et al.</i> (2018); Han <i>et al.</i> (2019); Mannaa (2019); Rashid <i>et al.</i> (2020)	19
Food image	Chi <i>et al.</i> (2013); Battour <i>et al.</i> (2014); Reisinger <i>et al.</i> (2015); Han <i>et al.</i> (2019); Lai <i>et al.</i> (2019); Toudert and Bringas-Rábago (2019); Zhang <i>et al.</i> (2019)	21
Tourist satisfaction	Chi <i>et al.</i> (2013); Salleh <i>et al.</i> (2013); Battour <i>et al.</i> (2014); Kim <i>et al.</i> (2015); Reisinger <i>et al.</i> (2015); Isa <i>et al.</i> (2018b); Wardi <i>et al.</i> (2018); Olya and Al-Ansi (2018); Rahman <i>et al.</i> (2018); Han <i>et al.</i> (2019); Toudert and Bringas-Rábago (2019); Zhang <i>et al.</i> (2019); Lai <i>et al.</i> (2019); Mannaa (2019); Rashid <i>et al.</i> (2020)	18
Total	23	86

Table 3. Summary of the selected articles.

Characteristic	No. of article	Characteristic	No. of article
Year of publication		Data collection method	
2010 - 2014	6	Quantitative	16
2015 - 2020	18	Qualitative	4
Country		Mixed Method	2
Malaysia	13	Existing data and observation	2
Indonesia	1	Semi-structural Interview	2
Australia	1	FGD	1
South Korea	1	Study design	
Singapore	1	Cross-sectional	8
Thailand	1	Descriptive	2
UAE	1	Mixed mode	2
China	1	Case study	1
Saudi Arabia	1	Smart-PLS	4
Turkey and Malaysia	1	SEM	5
Kuwait	1	Theory	
Multi-country	2	TBP	3
UK	1	Cognitive-Affective	3
US	1	TRA	1
		TCV	0
		Stakeholder Theory	0
Total	26	Disconfirmation Theory	0
Total Asian countries	23	Complexity Theory	1

Table 4. Classification of indicators on *halal* foo and tourists' satisfaction dimensions.

Dimension	Indicator	Representative	No. of article
Cognitive image	<ul style="list-style-type: none"> - Food and service quality - Hygiene and food safety - Physical environment 	Salleh <i>et al.</i> (2013)	12
		Reisinger <i>et al.</i> (2015)	
		Rahman <i>et al.</i> (2018)	
		Isa <i>et al.</i> (2018b)	
		Toudert and Bringas-Rábago (2019)	
		Zhang <i>et al.</i> (2019)	
Affective image	<ul style="list-style-type: none"> - Pleasant / unpleasant - Fulfilled / unfulfilled - Accessible / inaccessible - Enjoyable / unenjoyable 	Hosseini <i>et al.</i> (2019)	2
		Lai <i>et al.</i> (2019)	
		Rashid <i>et al.</i> (2020)	
		Reisinger <i>et al.</i> (2015)	
		Isa <i>et al.</i> (2018b)	
		Han <i>et al.</i> (2019)	
Tourist satisfaction	<ul style="list-style-type: none"> - Food experience - Food perception - Overall satisfaction 	Lai <i>et al.</i> (2019)	15
		Reisinger <i>et al.</i> (2015)	
		Olya and Al-Ansi (2018)	
		Isa <i>et al.</i> (2018b)	
		Wardi <i>et al.</i> (2018)	
		Mannaa (2019)	
Socio-demographic characteristic	<ul style="list-style-type: none"> - Gender - Country of origin - Religion - Monthly income 	Toudert and Bringas-Rábago (2019)	5
		Zhang <i>et al.</i> (2019)	
		Salleh <i>et al.</i> (2013)	
		Kim <i>et al.</i> (2015)	
Word-of-mouth (WOM)	<ul style="list-style-type: none"> - Positive WOM - Negative WOM - Recommend to others 	Aziz <i>et al.</i> (2018)	3
		Wardi <i>et al.</i> (2018)	
Intension to purchase	<ul style="list-style-type: none"> - Tourist loyalty - Behavioural perspective - purchase/ Revisit 	Haque <i>et al.</i> (2015)	6
		Rahman <i>et al.</i> (2018)	
		Hosseini <i>et al.</i> (2019)	
		Lai <i>et al.</i> (2019)	
		Toudert and Bringas-Rábago (2019)	
Total		Rashid <i>et al.</i> (2020)	45
		16	

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