

The Role of Airlines in Promoting Halal Tourism

El papel de las aerolíneas en la promoción del turismo Halal

AJENG PUSPA MARLINDA

Universitas Muhammadiyah Yogyakarta, Indonesia
ajeng.puspa.pasca18@mail.umy.ac.id
<https://orcid.org/0000-0002-0467-3654>

AMELIA PUSPA TAMARA

Sekolah Tinggi Teknologi Kedirgantaraan, Indonesia
amelia.puspa@sttkd.ac.id
<https://orcid.org/0000-0001-6389-9197>

RIKY SAMBORA

Universitas Muhammadiyah Yogyakarta, Indonesia
rikysamborabnw@gmail.com
<https://orcid.org/0000-0001-8175-1903>

FARIS AL-FADHAT

Universitas Muhammadiyah Yogyakarta, Indonesia
farisalfadh@umy.ac.id
<https://orcid.org/0000-0002-0396-7028>

HASSE JUBBA

Universitas Muhammadiyah Yogyakarta, Indonesia
hasse@umy.ac.id
<https://orcid.org/0000-0002-4171-2501>

BAMBANG CIPTO

Universitas Muhammadiyah Yogyakarta, Indonesia
Bambangcipto@umy.ac.id
<https://orcid.org/0000-0001-5020-9222>

DOI: <https://doi.org/10.24197/st.1.2023.145-164>

RECIBIDO: 08/05/2022
ACEPTADO: 05/09/2022

Resumen: Los consumidores musulmanes son uno de los segmentos de mercado en rápido crecimiento. El personal de turismo debe prestar atención a las necesidades de los musulmanes. A partir de ahí, el modelo de turismo halal cada vez tiene más eco. Esto incluye cumplir con las instalaciones aeroportuarias amigables con los musulmanes, proporcionar aerolíneas amigables con los musulmanes, equipar a las aerolíneas con comidas halal, lograr el turismo

Abstract: Moslim consumers are one of the rapidly rising market segments. Tourism staff should pay attention to Moslim needs. From there, the halal tourism model is increasingly echoed. The study finds that the role of airlines in promoting halal tourism consists of several things. This includes fulfilling Moslem-friendly airport facilities, providing Moslem-friendly airlines, equipping airlines with halal meals, achieving world halal tourism, putting halal

halal mundial, colocar logotipos de turismo halal, aumentar el servicio digital de las aerolíneas amigables con los musulmanes y publicidad en los medios. Aunque varios artículos anteriores han brindado conocimiento sobre las aerolíneas en el turismo halal de un vistazo, existe una escasez de investigaciones que hayan examinado las aerolíneas como vehículos promocionales en el turismo halal como tema principal; la mayoría de las investigaciones se limitan a analizar los estudios de las aerolíneas generalmente vistos desde la perspectiva del turismo halal.

Palabras clave: Promoción, Aerolínea, Halal, Turismo, Turismo Halal, Turista musulmán, Islam.

tourism logos, increasing the digital service of Moslem-friendly airlines, and advertising in media. Although several previous papers have provided knowledge about airlines in halal tourism at a glance, there is a scarcity of research that has ever examined airlines as promotional vehicles in halal tourism as the main topic—the majority of research is limited to discuss airlines studies generally viewed from a halal tourism perspective.

Keywords: Promotion, Airline, Halal, Tourism, Halal Tourism, Moslem Tourist, Islam.

1. BACKGROUND

Transportation is the activity of moving an item from a certain point to a predetermined destination. Not only moving goods but also as transportation used by humans, to travel from one place to another, with a specific purpose. In the past, they still used traditional transportation such as animals (land transportation), rowboats (sea transportation), and hot air balloons (air transportation). As time goes by, transportation is also growing. The transportation revolution is increasingly providing convenience to transportation users. One of them is aeroplanes as a means of air transportation in travel. Because transportation is a tool needed by tourists to reach the places they want to visit, it is imperative to pay attention to making it easier for the travel process.

10.4% of the world's GDP is derived from the travel and tourism industry, which is recognized as one of the largest sectors of the economy [4]. Recently, there has been a trend of halal transportation. Halal transportation is currently being studied by researchers in various parts of the world [3]. Halal transportation emphasizes the separation of halal and non-halal in transport vehicles. The concept of halal in Islam is very detailed and precise because there is a hadith that states between halal and haram it must be clear. Halal transportation in this study refers to halal tourism. Halal tourism can be interpreted as a tourism activity devoted to facilitating the travel needs of Muslims. Halal tourism also creates travel packages that refer to the rules of life for Muslims, including travelling, determining tourist destinations, accommodation, and food [5].

In tourism, the availability of transportation facilities that pay attention to halal aspects ranging from flights, cars, and tour buses can be interpreted. Efforts to provide transportation in public service facilities to achieve tourist destinations need to pay attention to comfort, cleanliness of transportation facilities, conformity with Islamic values such as maintaining distance between male and female passengers who are not mahram, attitudes, and behaviour of passengers. Male and female passengers who are not mahram, polite and Islamic transport crew. In addition, transportation services must have a security protection system [6].

Promotion is essential as a strategy to provide information and influence target consumers to buy the products offered. This is also done by airlines to provide recent flight trends, namely flights with the halal concept. There are still few previous studies that discuss halal promotion using airlines. Although several researchers have paid attention to the criteria for halal tourism and several earlier articles have provided reviews of the airline literature in halal tourism [7]–[23], only a few papers have examined the role of airlines as a vehicle for promotion in the context of halal tourism [24], [25], and they are not review-based articles. Most reviews to date have been limited to general airline studies, without much theory-building progress in promotional research.

With this background, this study aims to answer the research question: How do airlines promote halal tourism? Hence, this objective of the study is to describe the literature on the role of airline promotion in halal tourism and a matter for subsequent research. Notably, there are four objectives for this study:

- (1) to determine if halal tourism is increasingly recognized;
- (2) to determine the role of airlines in the promotion of halal tourism; and
- (3) increase customer interest in halal tourism
- (4) offers a future research project on airline promotion in halal tourism.

This study tries to identify the role of airline promotion in halal tourism. Because the research that discusses this is still scarce. Especially about how the part of airline promotion in the halal tourism industry is only briefly mentioned. So to explore this, the author decided to write this article. The findings of this study are expected to assist practitioners in developing the halal tourism industry, especially in the aviation sector and increase practitioners' awareness of the need for collaboration with potential sectors in developing the halal tourism industry.

The paper has four sections. First, it mentions the relationship between airlines and halal tourism and how the literature discusses it so far. Then many references to the research articles are presented as part of the literature review. Next, the research methodology is presented. Last but not least, the results and discussions are discussed and summarized. And the end of this article is the conclusion.

2. LITERATURE REVIEW

This study will discuss the role of airlines promotion in halal tourism. So, the author tries to find as much literature related to it as possible to be presented in this part. The industry of tourism is getting more upper competition. Because of that, in this significant market, the success factor had the innovation to developing innovative ideas, and the critical role technology plays in halal tourism. In this regard, the best way to create a destination of Moslem-friendly is a Moslem-friendly application. One point that needs more innovation is to neglect a Moslem-friendly goal in airlines. That was the expectation of the halal tourism industry in each of years. Resorts, hotels, destinations, travel, and airlines agreed to make some halal tourism positions in their market.[10].

2.1. Airlines and Tourism in Consumers' Perspectives

The airline business is a capital-intensive industry that consumes many resources to provide its services [27]. Product and service quality influences price perceptions in the airline industry [28], and previous research has shown that airline passengers are very concerned about price and service quality [29]. Airline liberalisation impacted the tourism industry and has strategic actions that make pricing involve operations and service. The costumers are more know about travel itineraries to compose parameters of alteration consumption patterns. As consumers, tourism was familiar with each advancement in both industries, and that's true had the power to make their holiday are determined itineraries [30]. The importance of transportation was stated as a significant (48%) or important (33.5%) factor influencing the choice of tourist destinations by the majority of participants [31]. The marketing approach of a selected halal tourist destination combined with tourist perceptions that include value and quality helps determine and create tourist loyalty to specific goals [20].

One example is Malaysia. Connecting flights and the convenience of road trips in Malaysia significantly contribute to international tourist satisfaction [32]. Malaysia especially developed a low-cost airlines tourism market, which might substantially impact the halal tourism market. The most important who contributing to economic growth in Malaysia is air transportation and development tourism. Malaysia had low-cost airline flights, mainly by Malindo Airlines, Firefly, Tiger Airlines, KLIA1, KLIA2 [33], [34].

2.2. Airlines, Halal Tourism, and Promotion

The categorization of tourism-related goods and services designed, produced, and presented to the market can be considered in Islamic or halal tourism [18]. Halal tourism is a general term for tourism activities and products [35]. Various businesses

in the tourism industry, such as halal-friendly or sharia hotels, halal food places (restaurants), resorts, halal transportation (halal airlines), travel agents, and sharia tour packages or other halal activities such as halal logistics and sharia finance that support it to develop a halal tourism niche. [36]. [37]. Several halal marketing strategies include halal search and availability, halal certification and assessment, halal airports, and halal hotels [38]. Therefore, halal standards can be classified into several elements such as quality management from an Islamic point of view - food and beverage, insurance, facilities, finance, travel packages, transportation/airlines, and other travel/accommodation related activities. In line with that, Zulkifli, et al, (2013) stated that halal tourism could be defined as all activities that are allowed according to Islamic teachings, including halal flights, halal food, halal-friendly hotels, Islamic tour packages or any activities that are following Islamic principles [39]. In sharia tourism, awareness of hoteliers, travel agents and airline agents about halal tourism is very important because it is one of the main issues in the application of sharia tourism [40]. For halal finance, financial sources for hotels, restaurants, travel agencies, and airlines must be in accordance with Islamic principles [41].

The main indicators for halal transportation, one of which is in the form of airlines, include cleanliness; hygiene, non-alcoholic beverages; and publications that are coherent with Islam [42] [43] [44] [41] [45]. Halal airlines and cruises require specially designed facilities, such as prayer rooms, gender-separated seating, and religious entertainment [46]. The availability of halal food and prayer rooms is critical on flights, trains, airports and train stations. Halal food is our first concern. Second is prayer. We need a prayer room to support it [47]. Airlines and airports may need to provide additional halal-compliant facilities [48]. Flights to these destination countries should provide more halal food options on flights where no pork or alcohol is served. It will also be a better experience for Moslem travellers if airlines can announce prayer times and broadcast religious programs as part of onboard entertainment [49]. Examples of halal airlines include Rayani Air, Egypt Air, Qatar Airways, Emirates, Gulf Air, Etihad Airways etc. [44].

Moslem-Friendly Airline (MFA) is an emerging trend in the aviation industry where efforts to integrate sharia elements into the aviation industry are carried out through sharia-compliant airlines. Several essential aspects for the MFA were found: the availability of halal food and drinks, facilities for praying, notification of prayer times, ablution, qibla direction, prayer readings, dress code, gender segregation, and entertainment following sharia. These elements can be classified into essential, complementary, and decorative as guided by sharia principles; and recommended to be fulfilled by airlines to create Moslem-friendly services [25].

The airline plans to inform a halal flying experience, especially for umrah and hajj flights. Services such as in-flight adzan, halal menus, provision of the Quran, and halal in-flight entertainment and separate seating arrangements will make up the halal package [50], halal airlines, and visiting Islamic sites [51]. The website www.halalfight.com [24] features 24 airlines serving halal food and providing

Ramadan services. The global tourism market is changing its direction towards developing models that meet Islamic prospects [52].

3. RESEARCH METHOD

Based on the purposes of this research, the scope of this research is to discuss the role of airlines in promoting halal tourism from 2010 to 2021. This study uses a qualitative approach, which aims to explore knowledge about the role of airlines in promoting halal tourism. Descriptive analysis is used in this research as the method based on secondary sources (literature). Sources of data in this study are books, reports, newspapers, academic journals, publications, research papers, articles, websites and other documents related to halal tourism and airlines and various internet sites that provide information on the topic.

4. RESULTS AND DISCUSSIONS

There are so many ways for airlines to promote halal tourism. Promotion can be done directly or indirectly. This can be through the fulfilment of Moslem-friendly facilities at the airport, in the form of Moslem-friendly airlines, providing halal food facilities onboard, developing halal tourism to win world awards in that field, and so on. Here the author writes down how airlines do in their role in promoting halal tourism.

4.1. Moslem-friendly Airport Facilities

For tourists, the airport is the first physical communication with the destination, which is positively influenced by National Airports and Airlines. For example, by services such as prayer rooms and providing halal food and incorporating religious programs in in-flight entertainment options [53].

Halal facilities and services are evident in Crescent Rating's Moslem Friendly Travel Index score for Japan, which rose from 3.9 (out of 10) in 2013 to 4.5 in 2014 because the number of Moslem tourists has increased. An airline caterer in Tokyo, TFK Corporation, recently invested about US\$530,000 to upgrade its facilities at Narita International Airport to be halal-certified for in-flight meals [54].

4.2. Moslem-friendly Airlines

Several airlines call themselves Moslem friendly airlines, including Yemen Airlines, Uzbekistan Airways, Saudi Airlines, Royal Brunei Airways, Pakistan International Airlines, Oman Air, Mahan Air, Kuwait Airways, Iran Air, Garuda Indonesia, Etihad Airways, Emirates Airlines, Egypt Air, Biman Bangladesh, Air Astana [55]. Airlines are making an agenda to inform a halal flying experience,

especially for hajj and umrah flights. They introduce services such as halal menus, in-flight call to prayer, provision of Al-Quran, halal in-flight entertainment, and separate seating arrangements for men and women will compose this halal package [50].

Jordan and Egypt are committed to halal tourism, including hotels, travel agents, and airlines operating because of the very high economic and social benefits [56].

4.3. Airlines with Halal Meals

Of course, food is one of the essential elements available on a trip through an airline. Moslem travellers or tourists should choose halal food for their consumption. Therefore, quite a lot of airlines also provide halal food to promote tourism for Moslem tourists, especially halal tourism. Here the author summarizes the list of airlines with halal meals on offer.

Table 2. Airlines with Halal Meals on Offer

No	Airline	Halal Certification
1	Air Asia	Yes - all inflight food Halal certified except for AirAsia Japan and Philippines AirAsia
2	Air Blue	Full halal menu
3	Air Canada, Air India	Verbally confirmed
4	Air China, China Airlines, Asiana Airlines, Korean Airlines, Cathay Pacific Cargo, All Nippon Airways, Sichuan Airlines, Xiamen Airlines, China Eastern Airlines, China Southern Airlines	Verbally confirmed by airline staff
5	Alitalia	All proteins guaranteed by halal certification
6	Biman Bangladesh, Delta, Emirates, Japan Airlines, Kenya Airways, Lion Air, South African Airways	Fully certified
7	Egypt Air, Etihad	All standard meals are halal
8	Garuda Indonesia, Gulf Air, Iran Air, Kuwait Airways, Malaysia Airlines, MEA, Oman Air, Pakistan	All meals are halal

	International Airlines, Qatar Airways, Royal Air Maroc, Royal Brunei, Royal Jordanian, Saudi Arabian Airlines, Shaheen Air, Tunisair, Turkish Airlines	
9	Lufthansa	Meat is halal certified

Besides that, the in-flight meal is one of the services offered by low-cost airlines, but passengers have to pay for it. Consumers are mainly at a moderate intent on halal food on low-cost airlines. Religion does have a relationship with intentions towards halal food on cheap airlines [59].

In-flight foodservice has become part of the marketing strategy. Food and drinks served or known as in-flight catering, to meet the needs of passengers while filling time on long-haul flights while travelling 600 miles per hour in the air. Passengers are entertained with various in-flight services such as food, drinks, games and in-flight shopping. In addition, the quality of in-flight service has now been improved to meet passenger satisfaction by offering better quality food and buying food that suits their tastes and desires [60]. Airline food is an important motor of attitude, and contentment can assist practitioners to evolve high-quality food that airlines focus on as an out-of-service marketing strategy and provide food that is distinct from the contestant, so that consumers maintain a sustainable relationship with a particular airline brand [61].

Virgin Atlantic (UK), one of the airlines in Europe, also serves halal food on board. This Halal meal can be provided on all flights upon request. So what the customer needs to do is inform the airline online or through their contact centre, at least 24 hours in advance. However, for the record, the airline only guarantees to fulfill special requests for main meals and not extend to other snacks served on board [62], [63].

British Airways (United Kingdom) has various food options based on the customer's flight to keep customers interested throughout the trip. While all meals may not be Halal, the airline is known for its Halal-friendly policies and offers passengers the convenience of requesting Halal dishes online. Their special airline meals must be ordered 24 hours before departure, but those operating flights require up to 48 hours advance notice. They also offer Halal Holidays, ensuring customers' vacation following Islamic Sharia Law. Among them are hotels that only serve pure halal food (no pork) and 100% without alcohol; prayer rooms or hotels have mosques nearby. These things are done to give customers comfort in their holidays without compromising their religion (halalholidays.co.uk). The same thing was also done by Air France-KLM (France), Turkish Airlines (Turkey), Lufthansa Airlines (Germany) [63].

4.4. World's Best Airline Award

In Abu Dhabi, United Arab Emirates has held the 2016 World Halal Tourism Award [64] has 16 award categories. 12 of them were won by Indonesia, which is known as a Moslem-majority country involving 1.9 million votes from 116 countries [65]. One of them is Aceh Province. Aceh is a province that implements Islamic law and has potential in the tourism sector to improve the community's economy. Aceh was also named the World Halal Tourism Award by the International Travel Week (ITW) and the Leading Halal Tourism Destination by the Indonesia Moslem Travel Index (IMTI) in 2019. One of the awards reads World's Best Airline for Halal Travellers received by Indonesia, the winner was Garuda Indonesia [18]. In addition to World's Best Airline for Halal Travellers category, there were 15 other award categories. Here's the list:

Table 1. World Halal Tourism Award 2016

No	Category	Winner	Country
1	World's Best Airline for Halal Travellers	Garuda Indonesia	Indonesia
2	World's Best Airport for Halal Travellers	Sultan Iskandar Muda International Airport	Indonesia
3	World's Best Family Friendly Hotel	The Rhadana, Kuta, Bali	Indonesia
4	World's Most Luxurious Family Friendly Hotel	The Trans Luxury Hotel and Suites	Indonesia
5	World's Best Halal Apartment Hotel	PNB Perdana Hotel and Suites	Malaysia
6	World's Best Halal Beach Resort	Novotel Lombok Resort and Villas	Indonesia
7	World's Best Halal Tour Operator	ERO Tour, West Sumatera	Indonesia
8	World's Best Halal Travel Website	www.wonderfullomboksumbawa.com	Indonesia
9	World's Best Halal Cruise Company	Halalcruise.org	Turki
10	World's Best Halal Honeymoon Destination	Semalun Valley Region, West Nusa Tenggara	Indonesia
11	World's Best Hajj and Umrah Operator	ESQ Tours and Travel	Indonesia
12	World's Best Hajj and Umrah Hotel	Tabung Haji	Malaysia

13	World's Best Halal Destination	West Sumatera	Indonesia
14	World's Best Halal Culinary Destination	West Sumatera	Indonesia
15	World's Best Halal Cultural Destination	Aceh	Indonesia
16	World's Best Non-OIC Emerging Halal Destination	Japan	Japan

The award is branding in the country's promotion strategy. The award means that it has been calibrated using global standards, then internally increases confidence, externally strengthens credibility. In the case of Indonesia, the impact is that in 2015 there were 2 million foreign tourists to NTB, 2016 rose to 2.4 million foreign tourists, in 2017 it rose again to 2.7 million [66].

In terms of facilities and services, "Friendly Lombok" in Lombok, "The Light of Aceh" in Aceh, and "Taste of Padang" in West Sumatra met the criteria and received the world's best halal tourism award. At the World Halal Travel Summit in Abu Dhabi 2015 and 2016, they became the representation from Indonesia [67].

4.5. Halal Tourism Airline Logo

Indonesia carries out the brand of destination by building the Halal Tourism Indonesia Logo, Halal Tourism Indonesia: The Halal Wonders, to announce their halal tourist destinations, next appoints three areas that are ready to become leading Islamic tourist destinations, namely "Friendly Lombok" in Lombok, "The Light of Aceh" in Aceh, and "Taste of Padang" in West Sumatra [67].

Halal tourism destination achieved by Lombok, Indonesia, in 2015 received support from various parties. An Indonesian airline put up a tourism promotion logo for Lombok and Sumbawa. The Lion Air Group airline, which oversees Lion Air, Batik Air, and Wings Air, puts a promotional logo on the fuselage's Pesona Lombok Sumbawa tourism promotion [68].

4.6. Moslem-friendly Airline based on Digital Services

The next halal tourism marketing strategy is to increase the digital service of Moslem-friendly airlines to make it easier for foreign tourists to reach tourist services. Regarding airline prices, so that visitors are not lonely, they can provide cheaper fares or online travel services, make flight ticket promotion packages or hotel rentals [69].

Fierce competition and high oil cost more pressure to airlines so that gradually increased the competitive advantage to make the method of best marketing. The

transportation industry of airlines has been widely applied to marketing web-based, so costumers will repeat of services to attract new customers as well [70]. ICT, known as Information and Communication Technology, was suitable for tourism development. Moslem-friendly destinations were had essential online services. The service allows digital channels Moslem promote and customize the company's design [71].

Self-check-in kiosks are an essential aspect of an airline's non-contact service. Self-check-in kiosk quality significantly influences passenger approach behaviour for airlines [72]. Popular social networking websites like facebook, instagram, twitter and flickr were personal customer tools to encourage airline travel (1) the company would interact in person or (2) make discussions with personal customers to talk about the company online. The purpose is to interact by social media with companies of the travel industry and make or create many online travel communities. The travel industry was made new advertising and communication online to reach customers' communities; this customer service and marketing tools had been served [73].

Research on Air Asia, a low-cost airline in Malaysia, showed a positive relationship significant between customer satisfaction, advertising, third-party service, factors of charging tariffs, positive service relationships, and online service. So, the customers were no longer motivated to set by Air Asia because the costumers or passengers already enjoyed the facility. So, passengers have no problem because Air Asia provided fare paid. However, the customers or passengers are too concerned about service by online, advertisements, and third-party service to communicate with them [74].

Rayani Airlines, an airline operating in Malaysia, is the fourth airline to require every Moslem cabin crew to comply with sharia. Unfortunately, there are negative comments about the system's inefficiency by customers. In this case, improvement of this system is needed to restore consumer confidence and convince stakeholders to invest in the company [75].

4.7. Moslem-friendly Airline using Advertising Media

The following way to promote Moslem-friendly airlines is to use print and electronic media. For the development of halal tourism, E-marketing must act as a pillar of halal tourism in terms of planning, publicity, packages, and determining tourist destinations. E-marketing is the process of marketing a brand using the internet. There covers the marketing elements of both direct and indirect reaction marketing and uses various technologies to connect businesses to their consumers [76].

Online marketing has become increasingly important in the tourism sector year after year. This media space offers enterprises a variety of marketing tools across the tourism value system, one of which is social media. Social media may enterprises

to communicate directly with consumers through various Internet platforms and monitor and communicate with consumers ideas and service evaluations [77].

In Yogyakarta, Indonesia, PT, Garuda Indonesia attracts passengers by using newspaper advertising media, radio, outdoor billboards (billboards, x-banners, mini x-banners, roll banners, one way and banners), brochures and the like. It was done because of the effective use of advertising media, its manufacture did not take long, the public widely accessed it, and the price was affordable [78].

Indonesia has made Islamic tourism diplomacy efforts through family travels, participating in world fair, as well as through the media and the results are seen from the rising number of Middle East tourist visits as the main goal market for Islamic tourism [67].

The Tourism Marketing Communication Strategy of the Keraton Kasepuhan Foundation and the International Islamic Festival Foundation, in Cirebon, Indonesia, uses advertising, sales promotion, public relations, personal selling, direct marketing, and prioritizes product, distribution and complete facilities. It also involves public relations with the community and local media, communicative tour guides, shopping and culinary tours, companies that have well-packaged MICE products, the advantages of CSR activities that are built attractively, advertisements such as advertorials that are packaged nicely [79].

5. CONCLUSION

There are two things found in the literature; the first is about consumers' perspectives on airlines and halal tourism, the second is the relationship between halal tourism, airlines, and promotions. By using qualitative methods based on secondary data (literature), no paper specifically examined the role of airlines in promoting halal tourism. This paper finds that airlines in their role of promoting halal tourism have several forms, namely fulfilling Moslem-friendly airport facilities, providing Moslem friendly airlines, equipping airlines with halal meals, achieving world halal tourism, putting halal tourism logos, increase the digital service Moslem-friendly airline, and using advertising media, both print and electronic.

This study was only conducted in one kind of halal transportation, it is airlines that had experience to developing halal tourism industry. More comprehensive lessons might be learnt if future research undertook comparison of other halal transportation, such as train, cruise, and so on. And this used qualitative method, especially based on secondary data. Maybe the observation or interview can be used to completing this qualitative method. Also, quantitative method can be used for the further research.

REFERENCES.

- M. N. Battour, M. & Ismail, "The role of destination attributes in Islamic tourism," *SHS Web Conf.*, vol. 12, pp. 1–77, 2014, [Online]. Available: <http://dx.doi.org/10.1051/shsconf/20141201077>.
- M. Battour, M., Ismail, M. N., Battor, M. & Awais, "Islamic tourism: An empirical examination of travel motivation and satisfaction in Malaysia," *Curr. Issues Tour.*, pp. 1–18, 2014.
- A. F. Rusydiana, A. S., Sari, M., Seputra, Y. A., & Wachyudi, "How Far has Halal Transportation been Researched?," 2021.
- WorldTravelandTourismCouncil, "Economic impact," 2018. www.wttc.org/economicimpact/.
- A. Fitri, "Sekilas Tentang Wisata Halal," 2016. www.disbudpar.acehprov.go.id.
- A. Adinugraha, H. H., Sartika, M., & Kadarningsih, "Desa wisata halal: konsep dan implementasinya di Indonesia," *Hum. Falah*, vol. 5, no. 1, pp. 28–48, 2018.
- F. K. S. Fitria Khairum Nisa, "Islamic branding as communication strategy of halal tourism promotion in non-Muslim country," *Dusunen Adam J. Psychiatry Neurol. Sci.*, no. October, pp. 133–136, 2017, doi: 10.5350/DAJPN2010230209t.
- J. C. Martín, C. Orden-Cruz, and S. Zergane, "Islamic finance and halal tourism: An unexplored bridge for smart specialization," *Appl. Sci.*, vol. 12, no. 14, pp. 1–15, 2020, doi: 10.3390/su12145736.
- H. E. Saad, "Sharia-compliant hotels in Egypt: Concept and challenges," *Adv. Hosp. Tour. Res.*, vol. 2, no. 1, pp. 1–15, 2014.
- M. N. Battour, M., & Ismail, "Halal tourism: Concepts, practises, challenges and future," *Tour. Manag. Perspect.*, vol. 19, pp. 150–154, 2016, [Online]. Available: <https://doi.org/10.1016/j.tmp.2015.12.008>.
- A. N. Abukhalifeh, A. Puad, M. Som, and K. Chandran, "Towards a Muslim Friendly Destination : Halal Certification and its Imperative to Hotel Industry in South Korea," vol. 14, no. 7, pp. 1360–1373, 2020.

- R. Herningtyas, “Korean Gastro Diplomacy: Strategy To Enhance Country Promotion Toward Moslem Countries,” vol. 353, no. IcoSIHESS, pp. 247–252, 2019, doi: 10.2991/icosihess-19.2019.42.
- S. D. Khoiriati, . S., I. M. Krisnajaya, and D. Dinarto, “Debating Halal Tourism Between Values and Branding: A Case Study of Lombok, Indonesia,” *KnE Soc. Sci.*, vol. 3, no. 5, p. 494, 2018, doi: 10.18502/kss.v3i5.2352.
- M. Battour, “Muslim Travel Behavior in Halal Tourism,” *Mobilities, Tour. Travel Behav. - Context. Boundaries*, no. October 2017, 2018, doi: 10.5772/intechopen.70370.
- E. Boğan, “Halal Tourism: The Practices of Halal Hotels in Alanya, Turkey,” *J. Tour. Gastron. Stud.*, vol. 8, no. 1, pp. 29–42, 2020, doi: 10.21325/jotags.2020.534.
- S. (2018). Wibyaninggar, S. A., & Aminah, “Halal tourism as Japan’s Economic and Diplomatic Strategy,” *Proc. ASIA PACIFIC Res. Soc. Humanit.*, pp. 149–155, 2016, [Online]. Available: <http://www.oapen.org/download?type=document&docid=639549#page=395>
- D. Valeriani, Hidayati, M. Yusnita, and A. Wulandari, “Potential of Bangka Belitung tourism towards the world Halal tourism award through tourist perception with SWOT analysis,” *J. Crit. Rev.*, vol. 7, no. 6, pp. 1093–1098, 2020, doi: 10.31838/jcr.07.06.190.
- A. Bastaman, “MARKETING OF HALAL TOURISM BASED ON LOCAL WISDOM AND UNIQUENESS (A COMPARATIVE STUDY AT WEST SUMATRA AND LOMBOK ISLAND INDONESIA HALAL DESTINATIONS),” 2017.
- B. Kim, S., Im, HH, dan King, “Muslim Travelers in Asia: The Destination Preferences and Brand Perceptions of Malaysian Tourists,” *J. Vacat. Mark.*, vol. 21, no. 1, pp. 3–21, 2015.
- S. Bhoola, “Halal Food Tourism : Perceptions of Relevance and Viability for South African Destinations,” *African J. Hosp. Tour. Leis.*, vol. 9, no. 3, pp. 288–301, 2020.
- A. Jaelani, “Halal Tourism Industry in Indonesia: Potential and Prospects,” *SSRN Electron. J.*, 2017, doi: 10.2139/ssrn.2899864.

- A. Vargas-Sánchez and M. Moral-Moral, "Halal tourism: literature review and experts' view," *J. Islam. Mark.*, vol. 11, no. 3, pp. 549–569, 2019, doi: 10.1108/JIMA-04-2017-0039.
- H. Han, A. Al-Ansi, H. G. T. Olya, and W. Kim, "Exploring halal-friendly destination attributes in South Korea: Perceptions and behaviors of Muslim travelers toward a non-Muslim destination," *Tour. Manag.*, vol. 71, no. October 2018, pp. 151–164, 2019, doi: 10.1016/j.tourman.2018.10.010.
- HalalFlight, "Halal Flight: Halal Islam Compliant Airline Kitchen Catering," 2016. <http://www.halalflight.com/>.
- A. A. Harum, S. N. Abdul Halim, M. A. Jamaludin, and B. K. Muflih, "Exploring the elements of muslim-friendly airline services," *J. Halal Ind. Serv.*, vol. 1, no. 1, pp. 1–11, 2018.
- S. Okazaki, "From the editor," *J. Advert.*, vol. 44, no. 4, pp. 297–299, 2015.
- M. Thamagasorn and C. Pharino, "An analysis of food waste from a flight catering business for sustainable food waste management: A case study of halal food production process," *J. Clean. Prod.*, vol. 228, no. 2019, pp. 845–855, 2019, doi: 10.1016/j.jclepro.2019.04.312.
- S. S. Hwang, J., & Hyun, "First-class airline travellers' perception of luxury goods and its effect on loyalty formation," *Curr. Issues Tour.*, vol. 20, no. 5, pp. 497–520, 2017, doi: 10.1080/13683500.2014.918941.
- T. Liu, C. H. S., & Lee, "Service quality and price perception of service: Influence on word-of-mouth and revisit intention," *J. Air Transp. Manag.*, vol. 52, pp. 42–54, 2016, doi: 10.1016/j.jairtraman.2015.12.007.
- S. Liasidou, "Decision-Making for Tourism Destinations: Airline Strategy Influences," *Tour. Geogr.*, vol. 15, no. 3, pp. 511–528, 2013, doi: 10.1080/14616688.2012.726266.
- M. T. Țeljko Tiosavljević, "Halal Tourism - A New Chance of Serbia," p. 283, 2016.
- A. R. Salleh, M., Omar, K., Yaakop, A. Y., & Mahmmod, "Tourist satisfaction in Malaysia," *Int. J. Bus. Soc. Sci.*, vol. 4, no. 5, 2013.
- A. Alivernini, A., D'Ignazio, A. and Migliardi, "Cheap Flights to Smaller Cities: Good News for Local Tourism? Evidence from Italy," *Bancaditalia*, vol. 1, no. 1, pp. 1 – 44, 2012.

- Siti Intan Nurdiana Wong Abdullah and E. Lui, "Satisfaction Drivers and Revisit Intention of International Tourists in Malaysia," *J. Tour. Hosp. Environ. Manag.*, vol. 3, no. 9, pp. 1–13, 2018.
- S. Mansouri, "Role of Halal Tourism Ideology in Destination Competitiveness: A Study on Selected Hotels in Bangkok, Thailand," 2014.
- A. Wijayanti, H. Widyaningsih, M. Faturrahman Hakim, and M. Arif Fiyan, "Past, Present, and Future Perspectives on The Concept of Halal Tourism," vol. 259, no. Isot 2018, pp. 30–36, 2019, doi: 10.2991/isot-18.2019.7.
- O. Meirezaldi, "Halal Tourism Industry in Indonesia:," vol. 154, no. AICoBPA 2019, pp. 126–129, 2020, doi: 10.2991/aebmr.k.201116.027.
- A. M. Adel, X. Dai, R. S. Roshdy, and C. Yan, "Muslims' travel decision-making to non-Islamic destinations: perspectives from information-seeking models and theory of planned behavior," *J. Islam. Mark.*, vol. 12, no. 4, pp. 918–940, 2020, doi: 10.1108/JIMA-04-2020-0095.
- K. M. and Zulkifli, W.S.W.; Rahman, A.S.; Awang and Y. B. C. Man, "Developing the Framework for Halal Friendly Tourism in Malaysia. Medwell Journals, 2011," *Int. Bus. Manag.*, vol. 5, no. 6, pp. 295–302, 2013.
- A. Amir Abdullah, M. Daud Awang, and N. Abdullah, "Islamic Tourism: The Characteristics, Concept and Principles," *KnE Soc. Sci.*, vol. 2020, pp. 196–215, 2020, doi: 10.18502/kss.v4i9.7326.
- I. B. A. G. Azmi and S. H. S. B. A. Musadik, *Impulse Buying Behaviour from Islamic Perspective: A Conceptual Paper*, no. December. 2018.
- J. Idris and S. S. A. RAHMAN, "Analyzing Marketing Macro Environment of Islamic Tourism Industry in Malaysia," *Int. Conf. Manag. Muamalah*, vol. 2018, no. ICoMM, pp. 435–442, 2018.
- R. Nurrachmi, "The Potential Industry Of Islamic Tourism In Asean Countries," *Int. J. Islam. Bus. Ethics*, vol. 4, no. 2, pp. 627–639, 2019, [Online]. Available: <http://dx.doi.org/10.30659/ijibe.4.2.627-639>.
- Y. A. Alsharari, "Current Trends in the Marketing of Islamic Tourism," *J. Contemp. Sci. Res.*, vol. 3, no. 4, pp. 1–11, 2019.

- M. and Ö. K. Akyol, "Internet and Halal Tourism Marketing," *Int. Period. Lang. Lit. Hist. Turkish or Turkic*, vol. 9, no. 8, pp. 171–186, 2014.
- M. L. Stephenson, "Deciphering 'Islamic hospitality': Developments, challenges and opportunities," *Tour. Manag.*, vol. 40, pp. 155–164, 2014.
- X. Jia and Z. Chaozhi, "'Halal tourism': is it the same trend in non-Islamic destinations with Islamic destinations?," *Asia Pacific J. Tour. Res.*, vol. 25, no. 2, pp. 189–204, 2020, doi: 10.1080/10941665.2019.1687535.
- Oxford Analytica, "South-east Asia halal tourism growth needs investors," *Expert Briefings*, 2016, [Online]. Available: <https://doi.org/10.1108/OXAN-DB210606>.
- E. Nursanty, "Halal Tourism , the New Product in Islamic Leisure Tourism and Architecture," 2007.
- WorldTravelMarket, "The World Travel Market Global Trend Report 2007," 2007.
- M. M. Battour, M. N. Ismail, and M. Battor, "Toward a halal tourism market," *Tour. Anal.*, vol. 15, no. 4, pp. 461–470, 2010, doi: 10.3727/108354210X12864727453304.
- L. S. Yan, N. A. Zahari, A. S. Ismail, and N. M. Zain, "Halal Tourism: A New World for Tourism Industry," *Int. J. Asian Soc. Sci.*, vol. 7, no. 8, pp. 643–657, 2017, doi: 10.18488/journal.1.2017.78.643.657.
- M. Battour and M. N. Ismail, "Halal tourism: Concepts, practises, challenges and future," *Tour. Manag. Perspect.*, vol. 19, pp. 150–154, 2016, doi: 10.1016/j.tmp.2015.12.008.
- R. Smith, "Japan opens up to halal tourism," 2016. <https://www.thenationalnews.com/business/travel-and-tourism/japan-opens-up-to-halal-tourism-1.145084> (accessed Jul. 14, 2021).
- IslamicTourismCentre, "Muslim Friendly Airlines – Islamic Tourism Centre of Malaysia | ITC," 2021. <https://itc.gov.my/muslim-friendly-directory/muslim-friendly-airlines/> (accessed Jul. 14, 2021).
- Qaddahat et al., "Halal Tourism: Evaluating Opportunities and Challenges in the Middle East 'Jordan and Egypt,'" *J. Fac. Tour. Hotel. Fayoum Univ.*, vol. 10, 2016.

- AlternativeAirlines, “Halal In-Flight Meals,” 2021. <https://www.alternativeairlines.com/halal-airline-meals> (accessed Jul. 14, 2021).
- HalalTrip, “Airlines in East Asia Offering Halal In-Flight Meals,” 2018. <https://www.halaltrip.com/other/blog/airlines-in-east-asia-halal-in-flight-meals/> (accessed Jul. 14, 2021).
- Z. A. Abdul Latiff, M. Vanisha Masril, R. Vintisen, M. Zahidi Baki, and N. Muhamad, “Consumers’ Intention towards Halal Food in Low-Cost Airlines in Kelantan, Malaysia,” *J. Contemp. Res. Soc. Sci.*, vol. 1, no. 4, pp. 82–86, 2019, doi: 10.33094/26410249.2019.14.82.86.
- M. Halizahari, M. H. Mohamad, W. Anis, and A. Wan, “A Study on In-flight Catering Impacts on Food Waste,” *Solid State Technol.*, vol. 64, no. 2, pp. 4656–4667, 2021.
- H. Han, H. Moon, A. Ariza-Montes, and S. Lee, “Sensory/health-related and convenience/process quality of airline meals and traveler loyalty,” *Sustain.*, vol. 12, no. 3, 2020, doi: 10.3390/su12030857.
- VirginAtlantic, “Halal Holidays Virgin Atlantic,” *HalalHolidays.co.uk.*, 2021. <https://www.halalHolidays.co.uk/airlines/virgin-atlantic>.
- UmrohTravelHalal, “Maskapai Penerbangan Eropa yang Menyediakan Makanan Halal,” 2019. <https://www.umrohtravelhalal.com/wisata-halal/dunia/maskapai-penerbangan-eropa-yang-menyediakan-makanan-halal/>.
- Tempo.coJakarta, “World Halal Tourism Award 2016 di Abu Dhabi, Uni Emirat Arab. 8 December 2016,” 2016.
- Rhana dan Mochammad, “The Implementation of Halal Tourism in Indonesia National Park. Advances in Economics, Business and Management Research (AEBMR),” *Int. Conf. Adm. Sci.*, vol. 43, 2017.
- S. Maris, “Penjelasan Terkait Wisata Halal Muslim atau Muslim Friendly Tourism,” 2019. <https://www.liputan6.com/news/read/4055282/penjelasan-terkait-wisata-halal-muslim-atau-muslimfriendly-tourism>.

- A. R. Subarkah, Junita Budi Rachman, and Akim, "Destination Branding Indonesia Sebagai Destinasi Wisata Halal," *J. Kepariwisata Destin. Hosp. dan Perjalanan*, vol. 4, no. 2, pp. 84–97, 2020, doi: 10.34013/jk.v4i2.53.
- E. Priherdityo, "Maskapai Indonesia Dukung Wisata Halal Lewat Lomba Baca Quran," 2016. <https://www.cnnindonesia.com/gaya-hidup/20160720200706-269-145979/maskapai-indonesia-dukung-wisata-halal-lewat-lomba-baca-quran>).
- F. Fathony, "Strategi Pemasaran Pariwisata Halal Aceh di Masa Pandemi," 2020. <http://s2es.uin.ar-raniry.ac.id/index.php/id/posts/strategi-pemasaran-pariwisata-halal-aceh-di-masa-pademi>.
- W. H. Tsai, W. C. Chou, and J. Der Leu, "An effectiveness evaluation model for the web-based marketing of the airline industry," *Expert Syst. Appl.*, vol. 38, no. 12, pp. 15499–15516, 2011, doi: 10.1016/j.eswa.2011.06.009.
- P. Cuesta-Valiño, F. Bolifa, and E. Núñez-Barriopedro, "Sustainable, smart and muslim-friendly tourist destinations," *Sustain.*, vol. 12, no. 5, pp. 1–13, 2020, doi: 10.3390/su12051778.
- H. L. L. & Heesup H. Hyoungeun Gemmy Moon, "Self-check-in kiosk quality and airline non-contact service maximization: how to win air traveler satisfaction and loyalty in the post-pandemic world?," pp. 383–398, 2021, doi: 10.1080/10548408.2021.1921096.
- Androniki Kavoura and Efstathios Kefallonitis, "The Effect of Social Media Networking in the Travel Industry," *Adv. Methodol. Technol. Digit. Mark. Entrep.*, p. 14, 2019, doi: 10.4018/978-1-5225-7766-9.ch040.
- J. Munusamy and S. Chelliah, "an Investigation of Impact of Service Strategy on Customer Satisfaction in the Budget Airline Industry in Malaysia: a Case Study of Air Asia," *Contemp. Mark. Rev.*, vol. 1, no. 1, pp. 1–13, 2011, [Online]. Available: www.cmr.businessjournalz.org.
- S. N. B. M. Hassan *et al.*, "Analysis of Inefficiency in Management Systems (Case Study: Rayani Air)," vol. III, no. 2, p. 2016, 2016.
- Y. M. Nugraha, "Analisis Potensi Promosi Pariwisata Halal Melalui E-," *J. Penelit. dan Karya Ilm. Lemb. Penelit. Univ. Trisakti*, vol. 3, no. 2, pp. 63–68, 2018.

- K. A. Hvass and A. M. Munar, "The takeoff of social media in tourism," *J. Vacat. Mark.*, vol. 18, no. 2, pp. 93–103, 2012, doi: 10.1177/1356766711435978.
- E. dan W. Mufti, "Media Iklan Yang Digunakan Pt Garuda Indonesia Branch Office Yogyakarta Untuk Menarik Minat Penumpang," 2015, [Online]. Available: <http://etd.repository.ugm.ac.id/penelitian/detail/85636>.
- D. Triguno, "Strategi Komunikasi Pemasaran Pariwisata Yayasan Keraton Kasepuhan dan Yayasan Festival Islam Internasional Cirebon dalam Mendukung Brand Destinasi Wisata Halal Cirebon," *J. Mater. Process. Technol.*, vol. 1, no. 1, pp. 1–8, 2018, [Online]. Available: <http://dx.doi.org/10.1016/j.cirp.2016.06.001.196/hi.5293>