THE RELATIONSHIP OF HALAL TOURISM, ISLAMIC ATTRIBUTES, EXPERIENTIAL VALUE, SATISFACTION AND MUSLIM REVISIT INTENTION IN FRAMEWORK: A SYSTEMATIC LITERATURE REVIEW

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Abstract

Purpose/Background: This paper provides a systematic review of previous articles, books, and online news with specific focus on Muslim tourists' experiential value, Islamic attributes and halal tourist destinations.

Methodology: This paper reviews literature reviews of journal articles, conference proceedings, and booksinterrelated with the keywords and the research field.

Main Findings: The review findings suggest that tourists' satisfaction is crucial in determining destination loyalty and the decision of revisiting certain destinations. Satisfaction should be used to assess performance of destinations' products and services as Muslim tourists may take into account the availability of facilities tailored to cater their religious and personal needs but they will feel most satisfied when performance exceeds necessities.

Application: The findings from this review will benefit those in the tourism-related industries and policy makers. The specific identification of certain elements influencing the Muslim tourists' preferences would help the service providers to offer attractive packages that meet the tourist' expectations.

Limitations: This paper has its limitations as the data was obtained from tourists visiting several locations in Bandung, Padang and Lombok, Indonesia. To obtain generalized findings with regards to tourists' views of the issue, a larger sampling is recommended.

Novelty/Originality: This paper is significant as it focuses on Halal tourism by highlighting Muslim experiential values in halal tourist destinations as previous studies were focused on products and shopping malls. Hence, information from this paper will provide more light on the importance of Islamic attributes on halal tourism and Muslim tourists' intention to revisit the locations.

Keywords: Muslim tourists' experiential values, Muslim tourists' satisfaction, Islamic attributes of destination, halal tourism, revisit intention among Muslim tourists.

INTRODUCTION

Muslim tourists' preference to visit Islamic destinations is due to the security and safety offered by similar culture of an Islamic environment (Kovjanic, 2014, Shafaei & Mohamed, 2015). Consequently, halal tourism becomes significant as countries begin to lure tourists using Muslim-friendly attractions while offering competitive prices, promotions and services . Halal tourism plays a crucial role as it allows Muslim tourists to enjoy their holiday without compromising their religious requirements and obligations throughout their travels. Availability of Muslim-friendly services at holiday destinations are imperative attributable to the impact it has on the tourists' intention to revisit the locations. However, achieving tourist satisfaction could be challenging for locations situated in rural regions (Nur Famiza, Nor Samsinar, Kursimah, & Radin Firdaus, 2017).

Satisfaction plays a role in the tourism industry where tourist loyalty is the main factor drawing tourists to revisit the destinations (Oktadiana, Pearce, & Chon, 2016). However, experiential values, especially for products, have been read differently by many researchers. The review aims to identify the correlation between customer behaviour and experiential values as this correlation may contribute to loyalty intention. Thus, this matter needs to be looked into further as it may offer destinations' stockholders meaningful information in the interest of creating memorable destination experiences for Muslim tourists.

In response to the growing importance of halal tourism, this study aims in providing researchers with a summary of the trends and impacts of studies published in the halal tourism literature. The objectives of this study are to :

a) provide a comprehensive overview of the available literature on halal tourism, with a specific focus on Islamic attributes of a destination, experiential values, and satisfaction and revisit intention among Muslim tourists.
b) synthesize findings into a suitable discussion of factors and constraints influencing Muslim tourists' satisfaction and revisit intention.
c) develop a conceptual framework using Satisfaction as the mediating variable.

CONCEPTUAL FRAMEWORK

The conceptual framework for this study was created to identify the link between Islamic Attributes of Destination, Experiential Values on Revisit Intention among Muslim Tourists that used satisfaction as the mediating variable. The studies reviewed showed that tourists' satisfaction is crucial in determining destination loyalty and the decision of revisiting certain destinations. Satisfaction should be used to assess performance of destinations' products and services as Muslim tourists may take into account the availability of facilities tailored to cater their religious and personal needs but they will feel most satisfied when performance exceeds necessities. Performance may refer to Islamic attributes where the quality of services offered satisfies the Muslim tourists hence creating the feeling of fulfilment. Various factors are contributors to Muslim tourists' satisfaction during their travels. The factors are Islamic attributes of a destination, service providers such as Muslim-friendly packages and high quality halal food. It is notable to highlight that what the tourists' experience during and after the travels satisfies them, which will ensure that they not only revisit but will share their positive experiences with others.
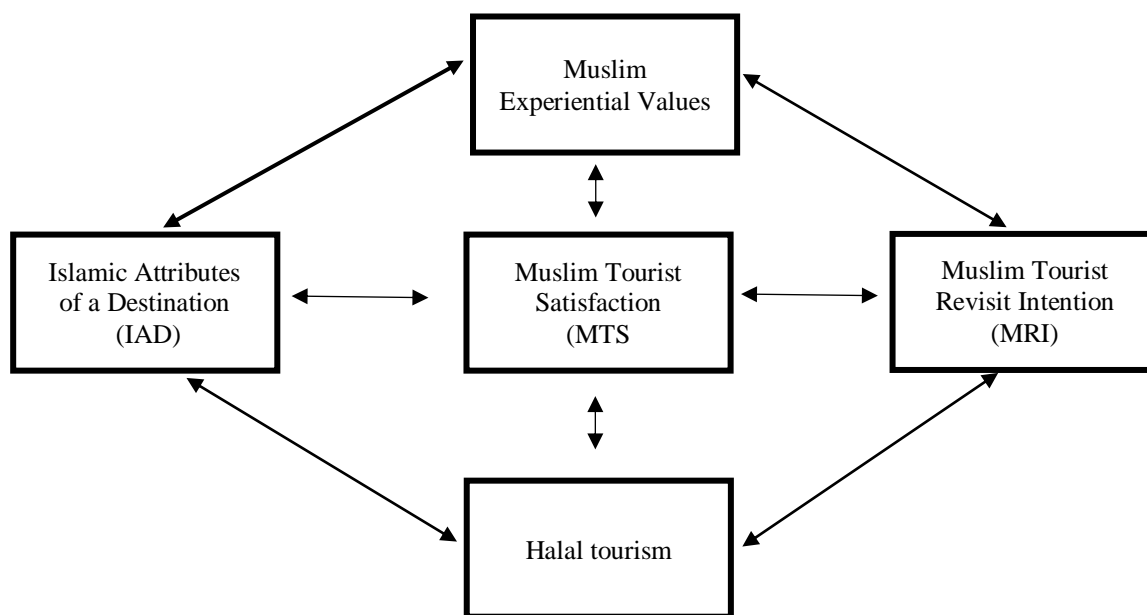

Figure 1: Conceptual Framework

RESEARCH METHODOLOGY

There are a number of established methods to carry out a literature review, which can be generally characterized into the meta-analysis, traditional narrative review, and systematic quantitative review (Pickering & Byrne, 2013). Systematic review is chosen as it allows topics related to specific researches to be reviewed thoroughly together with administrative effects for professionals in the industry and it provides direction for future researches in the related field (Wang, Wang, & Tai, 2016). Systemic review is also a form of research as it reviews extant literature of an area of interest with the use of specific set of research approaches and procedures (Amstrong, Hall, Doyle & Waters, 2011). The objective of this review is to identify the gap in the literature and provide relevant information related to the subject based on the findings obtained from previous researches.

An extensive search for relevant literature was carried out where the researchers focused in scrutinising issues related to halal tourism and its impact on Muslims experiential values, satisfaction and revisit intentions. Researches included in this review are published from 1993 to 2019. In order to enable the research to be relevant and extensive, assistance was obtained from a professional library science expert and several electronic databases (Elsevier and Scopus) were used in the process of constructing a major catalogue.

SELECTION OF ARTICLES

The articles selected for review must discuss the following:

i.   Focuses on experiential values and satisfaction among Muslim tourists
ii. Studies on halal tourism
iii. Factors related to revisit intentions among Muslim tourists

Articles selected for review are published in peer-reviewed journals and written in English. Hence, grey articles such as literature papers, conceptual articles, Masters' and Doctoral theses, and governmental reports are omitted.

EXTRACTION OF DATA

The search of data and articles was based on the keywords and relevant abstracts. The researchers used keywords such as *Muslim tourists' experiential values, Muslim tourists' satisfaction, Islamic attributes of destination, halal tourist destination and revisit intention among Muslim tourists.* The searches found 51 articles that match the study. 13 articles for Muslim tourists' experiential values, 13 articles for Muslim tourists' satisfaction, 13 articles for Islamic Attributes of Destination, 2 articles for halal tourism and 25 articles form revisit intentions among Muslim tourists. These keywords were obtained from previous researches in similar areas of interests and were narrowed down to (i) author(s) name, (ii) location of study (iii)) key findings.

RESULTS AND DISCUSSIONS

Synthesis of study's findings

Fifty three (53) articles were selected to be reviewed and the inclusion was based on the relevance of the topic and findings. Articles included in the review dated from 1993 to 2019. The articles are novel peer-reviewed publications related to the topic of the study. Eighteen articles were obtained from thirteen journals. Three articles were accessed from Annals of Tourism Research, two articles from Tourism Management, two articles from Journal of Travel Research and another two articles from International Journal of Contemporary Hospitality Management. Nine articles were accessed from Journal of Consumer Research, Tourism and Hospitality Research, Anatolia,Journal of Applied Management. Journal of Travel & Tourism Marketing, Journal Of Technical And Vocational Education , International Journal of Accounting & Business Management , Current Issues in Tourism, Pertanika Journals of Social Science, Procedia Economics and Finance and Tourism Economics. The remaining articles were attained from inTechopen,Turizam, conference proceedings, and books published by Wiley and Sons and ERIC Clearinghouse.

Journals	No. of articles
Annals of Tourism Research	5
Journal of Travel Research	3
International Journal of Contemporary Hospitality Management	2
Journal Of Technical And Vocational Education	1
International Journal of Accounting & Business Management	1
Journal of Consumer Research,	1
Tourism and Hospitality Research	1
Anatolia	1
Journal of Hospitality and Tourism Research	1
Current Issues in Tourism	1
Pertanika Journals of Social Science	1
Procedia Economics and Finance and Tourism Economics	1
InTechopen	1
SHS Web of Conferences	1
Wiley and Sons	2
ERIC Clearinghouse	1
International Journal of Business Administration	1
Journal of Applied Management	1
Journal of Travel & Tourism Marketing	1
Tourism Management	7
International Journal of Hospitality Management	2
Event Management	1
Journal of Hospitality & Leisure Marketing	1
Turizam	1
International Journal of Marketing Studies	2
Higher Education Research & Development	1
Tourism management perspectives	1
Conference Proceedings	1
Worldwide Hospitality and Tourism Themes	1
Tourism Economics	1
Journal of Reviews on Global Economics	1
GEOGRAFIA OnlineTM. Malaysia Journal of Society and Space	1
International Journal of Management and Marketing Research	1
International Journal of Contemporary Hospitality Management	2
Journal of Hospitality & Tourism Research	2

SYNTHESIS OF FINDINGS

Based on the reviews, the studies were carried out in various tourist destinations worldwide. Studies carried out in the United States on were by (Lewis & Chambers, 2000); (S.-H. Kim, Holland, & Han, 2013); (Deng & Pierskalla, 2011); (Getty & Thompson, 1994). Studies performed in Australia are (Ross, 1993) and (Chen & Hu, 2010).

Studies related to elements of tourism were also carried out extensively in the United Kingdom. The studies are (Beeho & Prentice, 1997); (Bramwell, 1998); and (Bowen & Shoemaker, 2003) . Another set of studies were carried out in Asia specifically Hong Kong (Yau & Chan, 1990); (Um, Chon, & Ro, 2006) ;Taiwan (Yuan & Wu, 2008) ; (Lin, 2012) ; Japan (Toyama & Yamada, 2012) ; Thailand (Sangpikul, 2017); (Thiumsak & Ruangkanjanases, 2016); India (Khoo-Lattimore & Ekiz, 2014) ; Indonesia (Putra, Hati, & Daryanti, 2016); (Mujihestia, Troena, & Hussein, 2018); Malaysia (Mat Som, Marzuki, Yousefi, & Abukhalifeh, 2012); (Battour, Battor, & Ismail, 2012);(Battour, 2014); (Rahman, 2014); (Rajaratnam, Nair, Sharif, & Munikrishnan, 2015); (Hassan, 2015); (Suid, Mohd Nor,& Omar, (2017); (Shirazi & Mat Som, 2019); and China (Yoon & Uysal, 2005); (Sun, Chi, & Xu, 2013).

Several studies were also conducted in Egypt (Eid and El-Gohary ,2015); Jordan (Bazazo et. al (2017); Spain Sampol (1996); (Martin, Collado, & Bosque, 2013); (Kozak & Rimmington, 2000); (Kozak, 2001); Portugal (Loureiro, 2014); New Zealand (Kandampully & Suhartanto, 2000); Romania (Obada, 2013).

Location of study	Researchers
United States	Lewis & Chambers (2000) ; S.-H. Kim, Holland, & Han (2013); Deng & Pierskalla (2011); Getty & Thompson (1994) .
Australia	Ross, 1993 ; Chen & Hu (2010).
United Kingdom	Beeho & Prentice (1997); Bramwell (1998); Bowen & Shoemaker (2003)
Hong Kong	Yau & Chan (1990); Um, Chon, & Ro (2006)
Taiwan	Yuan & Wu (2008) ; Lin (2012)
Japan	Toyama & Yamada (2012)
Thailand	Thiumsak & Ruangkanjanases, (2016); Sangpikul (2017)
India	(Khoo-Lattimore & Ekiz, 2014)
Indonesia	(Putra, Hati, & Daryanti, 2016 ; Mujihestia, Troena, & Hussein, 2018
Malaysia	Mat Som, Marzuki, Yousefi, & Abukhalifeh (2012); Battour, Battor, & Ismail (2012);Battour (2014); Rahman (2014); Rajaratnam, Nair, Sharif, & Munikrishnan (2015); Hassan (2015); Suid, Mohd Nor, Omar (2017(Shirazi & Mat Som (2019)
China	Yoon & Uysal (2005); Sun, Chi, & Xu (2013)
Egypt	Eid and El-Gohary (2015)
Jordan	Bazazo et. al (2017)
Spain	Sampol (1996) ; Martin, Collado, & Bosque, (2013); Kozak & Rimmington (2000) ; Kozak (2001)
Portugal	Loureiro (2014)
New Zealand	Kandampully & Suhartanto (2000)
Romania	Obada (2013)

Characteristics associated with Experiential Values

(Lewis & Chambers, 2000) stated that experience is considered as "the full result for the customer from the combination of the environment, goods, and services purchased". However, the definition of customers may be different based on experiences gained through encounters with service providers. In addition, (Yuan & Wu, 2008) claimed that customers can obtain experiential values of different varieties of experiences. In line with this, (Sangpikul, 2017) advised that travel experience refers to the travellers' contact with the environment and their constant contact with service providers by engaging, involving, and participating in events or activities at the destination.

In tourism's case, positive travel experiences would impress the tourists and would influence their decision to return to the destination in the future (A. K. Kim & Brown, 2012). Subsequently, these happy and satisfied tourists returning from the trips may spread positive verbal promotion to network of peers or relations (A. K. Kim & Brown, 2012);(Martin et al., 2013), The same trends were also found by (Sangpikul, 2017) on the significance of travel experience to island destinations as it is one of the destination's main competitive influences and otherwise state travel experience's quality as the most influential in attracting potential travellers to specific destinations (Noypayak, 2015) as cited in (Sangpikul, 2017).

With regards to travel experience, (Loureiro, 2014) argued that experience is regarded as a single and differentiated construct since the 1990s. Mihaly Csikszentmihalyi, a psychologist, was the first person who observed the construct of consumer/tourist experience. He further pronounced how experience can offer a sense of pleasure and be treasured for a long time and predicted this as a form of "optimal experience" (Csikszentmihalyi, 1975,1998) as cited in (Obadă, 2013). Csikszentmihalyi later used his understandings of consumer behaviour, claiming "consuming is a process of exchange for existential or experiential rewards" (Csikszentmihalyi, 2000).

As previously mentioned, there are some attributes that can affect tourists experience from the destination. This includes how the destination is managed. It should create a sense of enjoyment and satisfaction for the visitors. This is really a crucial factor to attract tourists, so they can experience a positive travel and decide to come back one day later. If they are happy and satisfied, they would likely recommend the place to others (Bramwell, 1998); (Postma & Jenkins, 1997).

Having reviewed several studies investigating the relationship between travel experiences, tourist satisfaction and loyalty purposes (Khoo-Lattimore & Ekiz, 2014); (A. K. Kim & Brown, 2012); (Martin et al., 2013) it seems that these researchers had not investigated this relationship in the context of halal tourism. Most of their studies only scrutinised travel experiences' influence on tourism loyalty, satisfaction and purpose.

Characteristics associated with tourists' satisfaction

In the context of tourism industry, many studies show empirical evidences that tourist satisfaction is a major reason of their decision to review and endorse the destination to others (Yau & Chan, 1990); (Ross, 1993); (Sampol, 1996); (Beeho & Prentice, 1997); (Bramwell, 1998); (Kozak & Rimmington, 2000); (Kozak, 2001); (Yoon & Uysal, 2005). The travellers most probably revisit the places and are keen in sharing their travelling experiences with friends and family.

Travellers' happiness with all attributes they get to a destination also significantly affected their loyalty to the destination. Some studies revealed that travellers' fulfilment are significant on tourist loyalty compared to the destination's image. For example, (S.-H. Kim et al., 2013), who carried out a study on Orlando's theme park, discovered that the destination's image was significantly linked to destination loyalty through satisfaction as a controlling variable. The findings also showed that destination's image and satisfaction were essential variables which affected tourist loyalty at the theme park. Another study was carried out by (Sun et al., 2013) in Hainan Island, China and the findings showed that the destination's image highly influenced satisfaction, which subsequently affected Chinese domestic tourists' loyalty.

Another study by (Baker & Crompton, 2000) investigated link between quality, satisfaction and behavioural intentions in a context of the festival, revealed that performance's quality positively affected satisfaction. However, satisfaction did not completely mediate the influence of quality on behavioural intentions. In particular, quality did have a more significant influence on behavioural intentions compared to satisfaction. This finding suggests that good performance and motivated participants are more likely to be more loyal. Loyalty is shown through their decision of revisiting the places and spreading positive stories about the festival. A similar study by (Rajaratnam et al., 2015) investigated the immediate impacts of the quality of destination on tourist behavioural intentions at countryside tourism spots in Malaysia. Their study found that the quality of rural tourism destinations had a major positive effect on tourist satisfaction which later ominously affected their behavioural intentions. Furthermore, the findings also revealed that tourists satisfaction was an essential variable facilitating the influence of rural destination quality on behavioural intentions.

(Deng & Pierskalla, 2011) studied on the comparison between past experiences on the perceived values, overall satisfaction and destination loyalty for travellers who visit the place and local people to attend the National Cherry Blossom Festival (USA). Their research found that a group of visitors was different from the groups of residents in terms of their perceived values, overall satisfaction and loyalty objectives. The study also found that overall satisfaction perceived values effects mediated in the destination tourists' loyalty first and repeatedly group, regardless of past experiences that are considered quality (Baker & Crompton, 2000); (Rajaratnam et al., 2015), and travel experiences (Deng & Pierskalla, 2011) (Toyama & Yamada, 2012).

Characteristics associated with Islamic attributes of destination

Islamic attributes are significant for Muslims when choosing their travel destinations (Battour, Ismail, & Battor, 2011). Islamic attributes bring a positive effect on Muslim tourist's satisfaction, the results clearly indicate that Muslim tourist satisfaction with a halal destination has significant influence on Muslim tourists' satisfaction.

According to (Battour, 2014), in Islam, Muslims should travel to various places so that they can appreciate and thank God for the magnificent and beautiful creation. Based on Quranic practices, Muslims must be hospitable and generous towards visitors. For this reason, religion appears to be a very essential factor to consider when a Muslim makes a decision to travel overseas (WTM 2016) as cited in Battour (2017). A study by Bazazo et al (2017) examined Islamic religious attributes among tourists in Jordan by looking at four dimensions: worship infrastructures, halal meal, alcohol and gambling free, and Islamic morality. Similar to this study, Battour et al (2011) examined the impact of Muslim destination attributes on Muslim tourists' choice in Malaysia by using four indicators: worship facilities, halal meal availability, alcohol consumption and gambling restriction, and sexual tolerance.

The goal of marketing destinations for Muslim travellers can be achieved by following Islamic shari'a in the tourism programs. This study was an effort to unravel which Islamic attributes of destinations could be employed as a foundation to tailor Halal tourist programs. This is taking that faith remains firm for one of the vital factors in the decision-making process with regard to travel destinations (Collins & Tisdell, 2002). According to (Eid & El-Gohary, 2014) , it is highly necessary to make sure that Islamic religious attributes are available in those destinations.

(Rahman, 2014) conducted a research project investigating Islamic attributes such as service quality, destinations' features, tourists' satisfaction, destination loyalty and participants' demographic variables. In his case, it is used to identify motivational components that affect Muslim tourists' satisfaction and revisit intention. Islamic attributes were also used in

endorsing and formulating tactics to improve Malaysia's Islamic tourism industry . It was found that Islamic attributes and service quality correlates highly to Muslim tourist satisfaction and destination loyalty, while destination characteristics were found to be insignificant (Hassan 2015). Furthermore, (Bazazo, Elyas, Awawdeh, Faroun, & Qawasmeh, 2017) found that Islamic attributes of destination and tourists' satisfaction have direct substantial influence on destination loyalty. They also found that tourists' satisfaction has substantial influence on travellers' destination loyalty.

In line with this, (Battour, 2014) revealed that tourism motivations are essentially and positively linked to tourist satisfaction. Religious factor positively moderates the connection between pull motivation and travellers' satisfaction. The moderating influence of religion on the relationship between push motivation and travellers' satisfaction was not confirmed. In the same vein,(Hassan, 2015) asserted that prayer amenities, Muslim-friendly tour packages, religious-associated sites, halal food and over-all morality influences Muslim tourists satisfaction.

Meanwhile, (Putra et al., 2016) revealed that only traditional values significantly and directly influences customer satisfaction with a halal destination, while Islamic values have no significant influence on customers satisfaction. Islamic values, specifically non-physical Islamic attributes, significantly affect customers' satisfaction only under the control of religiosity.

Characteristics associated with Halal tourism

Halal word originated from an Arabic word meaning "permissible" or "lawful". 70% of the Muslims interpret this concept as a part of their lives as a Muslim. Today, the term halal is used on a larger scale, not only limited to food and beverages but also replicated and executed in every facet of everyday life. Jeffery Vasser, leader of World Travel Market, defines halal tourism as a kind of spiritual based tourism representing acceptable activities under the Islamic instructions in terms of behaviour, dressing codes, conduct and diet as cited (Battour et al., 2012). In reality, however, there is no official description of halal tourism. Yet, it is widely understood in such a way in the Muslim world by Muslims with leisure purposes.

Factors and constraints influencing Muslim tourists' satisfaction and revisit intention

Many studies reported that Islamic attributes of destinations influences tourist satisfaction and result in revisits, however, more studies are necessary to obtain more data on the factors that influences the Muslim tourists' satisfaction and revisit intentions (Suid, Mohd Nor, Omar, 2017).

Characteristics associated with Revisit intentions among Muslim tourists

This study will focus on revisit intention in the context of halal tourism destination as part of consumer behaviour research. This will be conducted through an investigation in a global context and see how its implications for both practitioners and staff members. The concept of return intent comes from behavioural intention. Baker and Crompton in (Lin, 2012) explained that the revisit intention is the likelihood of tourists to repeat the same activity or return to a destination. There are two dimensions proposed by which are; Intention to recommend (desire to commend to others), and Intention to revisit (desire to return to photograph the breeze). (Eid & El-Gohary, 2014) and (Um et al., 2006) found in their study that loyalty is an indicator that can be tied up to revisit intention and the recommendation for a name and address.

According to (Mujihestia et al., 2018), based on previous studies above, visitors' revisit intention can be divided into two dimensions: behavioural dimension and attitudinal dimension. The behavioural dimension represents the consumers' decision to revisit the name and address and the attitudinal dimension represents the whole of customers' behaviour, not only their intentions to revisit but also the possibilities for them to recommend the destination to others (Getty & Thompson 1994); (Bowen & Shoemaker, 2003); (Kandampully & Suhartanto, 2000). Behavioural intention can be understood as an individual's planned future behaviour (Shirazi & Mat Som, 2019). Behavioural intentions can also be seen as a kind of commitment. Loyalty, as seen through the intention, has been widely examined by consumer behaviour researchers, including researchers in the field of tourism (Baker & Crompton, 2000). Customer loyalty is an essential goal to achieve by companies as it is an important element to make a company sustainablele (Chen & Hu, 2010).

In line with this, (Mat Som et al., 2012) highlighted that willingness to recommend a destination is every bit a sign of destination loyalty. Destination loyalty refers to customer loyalty in tourism context (Sangpikul, 2017). The study on revisiting intention is substantially crucial for tourism businesses. Authorities should fundamentally understand how to develop better tourism marketing strategies as well as to build up travel motivation effectively and efficiently. They should also understand how to deal with the promotion costs in making the existing tourists are certainly less than with first-time tourists.

Ensuring loyal tourists to revisit is highly essential to grow revenue in tourism destinations as well as reducing marketing expenses. Retaining existing clients is widely admitted to deliver a lower cost than obtaining new ones (Fornell and Wernerfelt, 1987 cited in (Chi & Qu, 2008) (Thiumsak & Ruangkanjanases, 2016). In line with this, (Um et al., 2006) in their study highlighted that many destinations rely strongly on repeated visitations as the cost is not that expensive to retain repeat tourists compared to attract new ones. To stress further, (Baker & Crompton, 2000) illustrated that at that place are hard connections between consumer loyalty and profitability contributed reality in the tourism industry.

It is mostly understood that satisfaction results in repeated purchase and constructive word-of-mouth promotion, which are the primary indicators of commitment. Many studies have found that there are significant positive links between customer satisfaction and commitment or retention (Anderson and Sullivan, 1993; Cronin, Brady and Hunt, 2000; Taylor and Baker, 1994) as cited in Cronin (Cronin. Jr, Brady, & Hult, 2000). In line with other empirical studies, evidences of tourist satisfaction are a clear sign of their intents to make another visit and suggest the destination to their friends or relatives (Yau & Chan, 1990); (Ross, 1993); (Sampol, 1996); (Beeho & Prentice, 1997); (Bramwell, 1998); (Kozak & Rimmington, 2000); (Kozak, 2001); (Yoon & Uysal, 2005).

CONCLUSION

The findings from the review showed that there are several elements that could influence Muslim tourists' revisit intentions. The elements are availability of halal food, muslim-friendly family packages, easy access to prayer facilities and attractive religious sites to visit. Despite that, the review also revealed that there is studies focusing on Muslim tourists and the factors behind their satisfaction levels with the offerings during travels to different destinations are still lacking. It is hoped that the findings in this review will help travel service providers to take into account the expectations of Muslim tourists. It is also recommended that future researches include destinations popular among Muslim tourists focusing on specific characteristics such as hospitality and tour packages which can help in understanding the reasons behind the tourists' decision to revisit.

ACKNOWLEDGEMENT

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