Perceived Attractiveness of Islamic Destination Features and Muslim Tourists' Revisit Intention: A Systematic Literature Review

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ABSTRACT

The rapid growth of Islamic tourism has increased academic interest in understanding the factors that encourage Muslim tourists to revisit destinations. Among these factors, Islamic destination features such as halal food availability, prayer facilities, and Muslim-friendly services are frequently highlighted as important determinants of revisit-related outcomes. However, previous studies have largely focused on the presence and performance of these features rather than examining how their perceived attractiveness shapes revisit intention. This study aims to systematically review the existing literature on the relationship between Islamic destination features and Muslim tourists' revisit intention. Using a systematic literature review approach guided by PRISMA 2020, relevant peer-reviewed journal articles were identified, screened, and analyzed to synthesize current research patterns and conceptual tendencies. The review indicates that Islamic destination features play an important role in shaping destination image, perceived value, satisfaction, trust, and revisit intention among Muslim tourists. However, the reviewed studies also reveal conceptual fragmentation and methodological variation regarding how Islamic destination features are understood, operationalized, and linked to revisit intention across different tourism contexts. However, the reviewed studies also reveal conceptual fragmentation and methodological variation regarding how Islamic destination features are understood, operationalized, and linked to revisit intention across different tourism contexts.Beyond their functional role, these features also operate as value-based signals that provide religious comfort, emotional reassurance, and cultural compatibility for Muslim travelers. The study highlights the need for future research to more explicitly conceptualize the perceived attractiveness of Islamic destination features as an important determinant of revisit intention in Islamic tourism.

Keywords: Islamic tourism, halal tourism, Islamic features, Muslim tourists, revisit intention, systematic literature review.

INTRODUCTION

Islamic tourism has gained growing attention in tourism research as Muslim travellers increasingly evaluate destinations not only by general service quality, but also by their compatibility with Islamic values and practices. In this context, destination features such as halal food availability, prayer facilities, Muslim-friendly services, and a supportive social environment are widely recognized as important elements of the travel experience. Previous studies have shown that halal-friendly destination attributes significantly shape destination image and behavioural outcomes, including revisit intention and recommendation behaviour among Muslim travellers (Han et al., 2019).

Revisit intention has become a particularly important issue because it reflects the tourist's willingness to return after a previous visit and therefore signals long-term destination competitiveness. In the context of Islamic

tourism, this issue is even more important because repeat visitation is influenced not only by leisure satisfaction, but also by the extent to which the destination consistently accommodates religious needs and creates a sense of trust, comfort, and value congruence. Earlier studies have found that halal-friendly destination performance affects perceived value, destination satisfaction, destination trust, and destination loyalty (Al-Ansi & Han, 2019), while more recent work has shown that halal tourism experience is holistic in nature, involving both halal-related and recreational dimensions that shape tourist satisfaction and future intention (Suhartanto et al., 2021).

The state of the art therefore indicates that the literature has made important progress in identifying the role of Islamic or halal-friendly destination attributes in Muslim tourist behaviour. Han et al. (2019) examined halal-friendly destination attributes and demonstrated their contribution to destination image and behavioural intention, while Al-Ansi and Han (2019) explained how destination performance influences value, satisfaction, trust, and loyalty. Suhartanto et al. (2021) further argued that Muslim tourists' intention is formed through a holistic tourism experience rather than through isolated service attributes alone. In addition, a recent bibliometric review confirms that halal tourism and hospitality research has expanded considerably, especially around themes such as destination attributes, image, satisfaction, loyalty, and religiosity (Battour et al., 2024).

However, an important issue remains insufficiently addressed. Much of the existing literature emphasizes the presence, performance, or availability of Islamic destination features, but gives less explicit attention to how their perceived attractiveness influences Muslim tourists' revisit intention. In addition, the literature continues to employ varying conceptual labels and explanatory mechanisms, creating ambiguity regarding how Islamic destination features should be interpreted in relation to Muslim tourists' revisit intention.This is a meaningful gap because a destination may provide halal-related facilities in formal terms, yet these facilities may not necessarily encourage return visits unless they are perceived as attractive, reassuring, and relevant by Muslim tourists themselves. Recent work on Muslim-friendly destination image also suggests that Muslim travellers evaluate destinations through subjective and value-laden interpretations, not merely through the objective existence of facilities (Hamdy & Eid, 2024).

Based on this gap, the present study adopts a perceptual perspective by highlighting the perceived attractiveness of Islamic destination features as an important lens for understanding Muslim tourists' revisit intention. Rather than treating Islamic destination features solely as objective destination provisions, this study positions them as evaluative cues that may shape tourists' behavioural responses through perceptions of appeal, comfort, and religious compatibility. Accordingly, this paper aims to systematically review the literature on Islamic destination features and Muslim tourists' revisit intention in order to identify the current research pattern, clarify the underexplored conceptual gap, and show why the perceived attractiveness of Islamic destination features deserves stronger attention in future Islamic tourism research. To achieve this objective, the study employs a systematic literature review approach to synthesize relevant findings from previous peer-reviewed studies.

METHODOLOGY

This study employed a systematic literature review (SLR) method, which provides a structured approach for identifying, selecting, and synthesizing existing studies related to a particular research topic. SLR is widely used to examine the development of knowledge in a field through transparent and replicable procedures, particularly by applying predefined criteria to determine which studies are eligible for review (Kitchenham & Charters, 2007).

To ensure methodological transparency, this study followed the PRISMA 2020 guidelines in defining the eligibility criteria, identifying information sources, formulating the search strategy, conducting the screening process, and describing the procedures of data collection and analysis. PRISMA, or Preferred Reporting Items for Systematic Reviews and Meta-Analyses, was introduced to improve the clarity and transparency of systematic review reporting by guiding researchers in documenting the rationale, process, and outcomes of the review. The updated PRISMA 2020 statement further provides refined recommendations for identifying, assessing, and synthesizing relevant studies through a 27-item checklist (Page et al., 2021).

The review process in this study was carried out in several stages adapted to the objective of the present research. First, the review focus and scope were defined. In this stage, the study was designed to examine how Islamic destination features have been discussed in relation to Muslim tourists' revisit intention, with particular attention to the underexplored conceptual role of perceived attractiveness in the existing literature. Second, the eligibility criteria and information sources were determined. Third, the search strategy was established by identifying relevant keywords and database coverage. Fourth, the retrieved studies were screened and selected based on the predefined inclusion and exclusion criteria. Finally, the selected articles were analyzed and synthesized in line with the objectives of the review in order to identify major themes, conceptual patterns, and research gaps in the literature.

To guide the analysis in a more systematic manner, this review was organized using several analytical categories rather than formal research questions. These categories were designed to capture the main dimensions of the literature, including the conceptualization of Islamic destination features, the theoretical explanations used to discuss revisit intention, the characteristics of the reviewed studies, the dominant topics addressed in previous research, and the conceptual as well as empirical gaps identified across the literature. Through this structure, the review was able to remain focused on the core objective of clarifying how Islamic destination features have been linked to revisit intention and why the notion of perceived attractiveness deserves stronger scholarly attention.

Table 1. Review Focus and Analytical Categories

Review Scope	Analytical Focus
Conceptual Focus	How are Islamic destination features conceptualized in the literature?
Conceptual Focus	How is Muslim tourists' revisit intention discussed in relation to Islamic destination features?
Theoretical Focus	What theories, models, or conceptual perspectives are used in previous studies?
Research Characteristics	What are the publication trends, research contexts, and methodological approaches found in the literature?
Topic Dimensions	What dimensions or attributes of Islamic destination features are most frequently examined?
Topic Dimensions	What main findings have been reported regarding the relationship between Islamic destination features and revisit intention?
Research Gap	What conceptual and empirical gaps remain, particularly regarding the perceived attractiveness of Islamic destination features?

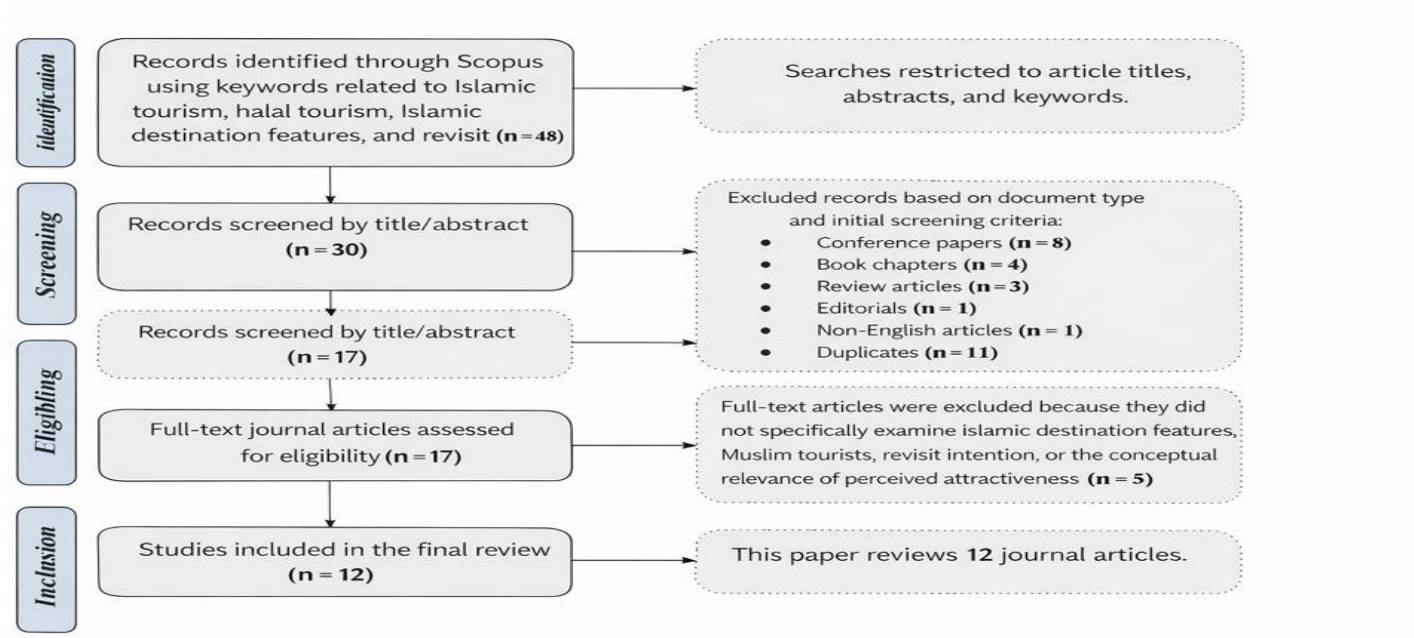


Figure 1. PRISMA Flow Diagram of the Literature Search and Selection Process

Table 2. List of Reviewed Journal Articles

No	Title	Author
1	Exploring halal-friendly destination attributes in South Korea: Perceptions and behaviors of Muslim travelers toward a non-Muslim destination	(Han et al., 2019)
2	Role of halal-friendly destination performances, value, satisfaction, and trust in generating destination image and loyalty	(Al-Ansi & Han, 2019)
3	Holistic tourist experience in halal tourism: Evidence from Indonesian domestic tourists	(Suhartanto et al., 2021)
4	Halal destination attributes and revisits intention: the role of destination attractiveness and destination perceived value	(Mursid & Anoraga, 2022)
5	Managing Islamic attributes through the satisfaction of Muslim tourists in a non-Muslim country	(Dabphet, 2021)
6	Factors influencing halal tourism destinations revisit intentions among Muslim travelers: the mediating role of emotional attachments	(Hasan, 2024)
7	Halal-friendly attributes: a comparative study of different Muslim genders' intentions to visit non-Islamic destinations	(Jumani et al., 2024)
8	Unveiling the dynamics of revisit intention and word-of-mouth in Muslim-friendly hotels	(article in Journal of Hospitality and Tourism Insights, 2024)
9	Muslim-friendly tourist destination image in travel and hospitality industry: Conceptualization and scale development	(Hamdy & Eid, 2024)
10	Marketing a Destination Brand Image to Muslim Tourists: Does Accessibility to Cultural Needs Matter In Developing Brand Loyalty?	(Wisker et al., 2023)
11	Islamophobia: Differences across Western and Eastern non-Muslim destinations in Muslim tourists, image, and future intention	(Al-Ansi et al., 2022)
12	Digital halal literacy and halal destination attribute as the antecedents of revisit intention through satisfaction	(Gaffar et al., 2025)

The literature search was conducted using selected academic databases relevant to tourism, hospitality, and Islamic marketing research, including Scopus, ScienceDirect, Emerald Insight, and Google Scholar. The search strategy combined keywords related to Islamic tourism, halal tourism, destination attributes, perceived attractiveness, and revisit intention. The main search terms included: "Islamic tourism", "halal tourism", "Muslim-friendly destination", "Islamic destination attributes", "halal destination attributes", "destination attractiveness", "perceived attractiveness", "revisit intention", and "behavioral intention". Boolean operators were applied to refine the search, for example: ("Islamic tourism" OR "halal tourism" OR "Muslim-friendly destination") AND ("destination attributes" OR "Islamic features" OR "halal destination attributes") AND ("revisit intention" OR "behavioral intention").

The inclusion criteria were: (1) peer-reviewed journal articles, (2) articles written in English, (3) studies published between 2019 and 2025, (4) studies focusing on Islamic tourism, halal tourism, Muslim-friendly destinations, or Islamic destination attributes, and (5) studies discussing revisit intention, behavioral intention, satisfaction, destination image, perceived value, trust, loyalty, or related post-visit outcomes. Meanwhile, the exclusion criteria included conference papers, book chapters, theses, non-English publications, duplicate records, articles without clear relevance to Islamic destination features, and studies that did not address tourist behavioral outcomes.

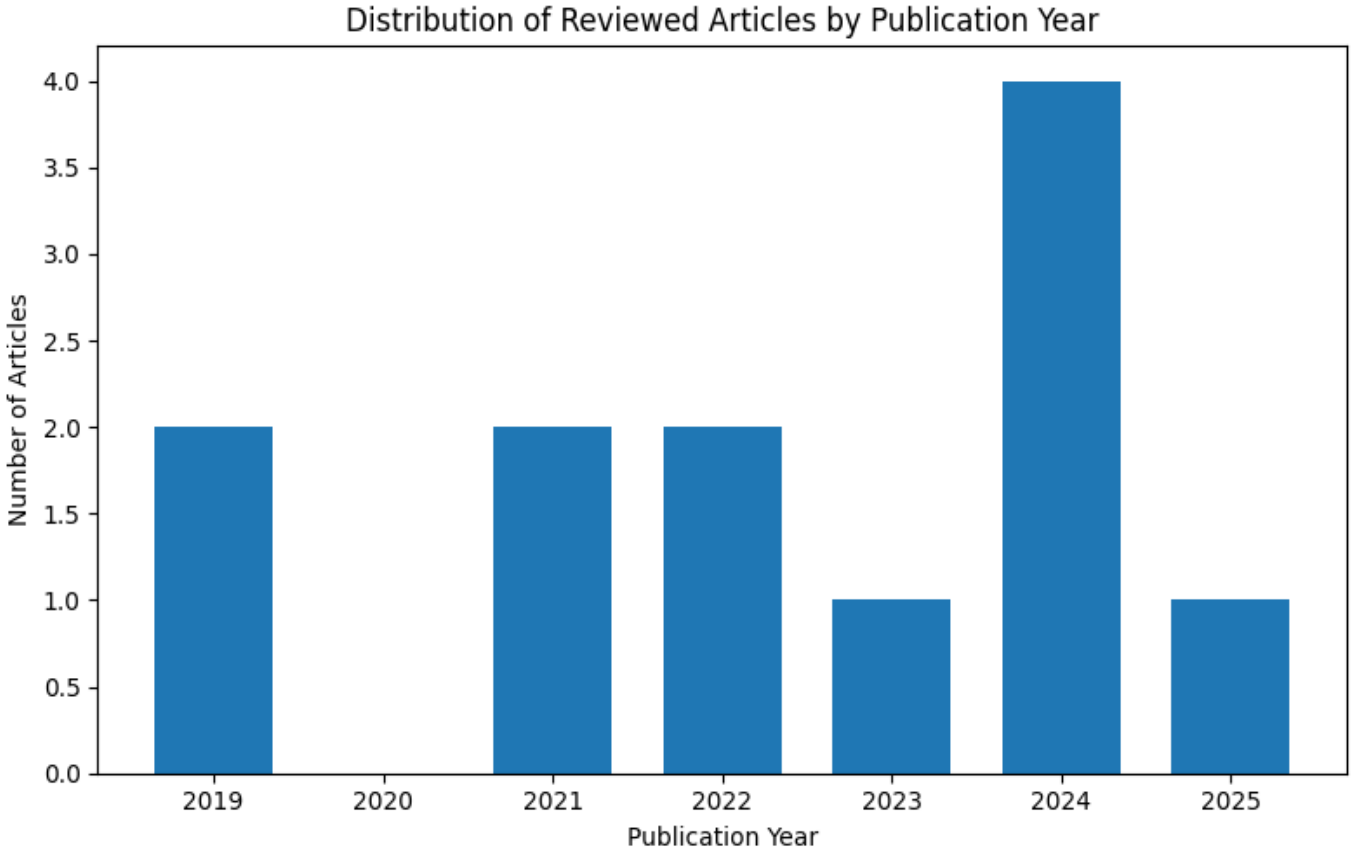
To ensure the quality of the reviewed articles, the selected studies were assessed based on several criteria, including relevance to the research objective, clarity of research design, appropriateness of theoretical or conceptual framework, methodological transparency, and contribution to the understanding of Islamic destination features and revisit-related outcomes. Only studies that met these criteria were included in the final synthesis.

RESULTS

The initial database search identified 48 records. After removing duplicates and screening titles and abstracts, 17 articles remained for full-text assessment. Following the eligibility assessment process, 12 journal articles met the final inclusion criteria and were included in the final review. These studies were published between 2019 and 2025, indicating that scholarly attention to Islamic destination features and Muslim tourists' revisit intention has developed more clearly in recent years. Overall, the reviewed studies show that the literature has increasingly examined the role of destination-related Islamic attributes not only as service provisions, but also as important elements shaping Muslim tourists' evaluations and future behavioral responses.

As shown by the distribution of publication years, the reviewed studies were not evenly spread across the period. Publications appeared in limited numbers in the earlier years, while a stronger concentration emerged in the later period of the review. This trend suggests that scholarly interest in halal tourism, Muslim-friendly destination attributes, and revisit-related outcomes has become more prominent in recent years.

Figure 2. Distribution of Reviewed Articles by Publication Year



The figure shows that the highest number of publications appeared in **2024**, while earlier years contained fewer studies. This pattern indicates that the topic has attracted growing academic attention, particularly in relation to the expanding discussion of halal tourism, destination image, and Muslim tourist behavior. The increasing publication trend also suggests that the relationship between Islamic destination features and revisit intention is becoming a more established area of inquiry within tourism research.

In addition to publication trends, the reviewed studies reveal that the literature does not employ a single uniform term when referring to destination-related Islamic characteristics. Instead, several closely related terms are used, including halal-friendly destination attributes, halal destination attributes, Islamic attributes, Muslim-friendly destination image, and halal destination features. Although the terminology varies, these studies generally refer to destination characteristics that enable Muslim tourists to fulfill religious obligations and experience greater comfort, confidence, and compatibility during travel.

This terminological variation suggests that the field has not yet reached conceptual convergence regarding the meaning, evaluative role, and operational interpretation of Islamic destination features within Muslim tourist behavior research.

Another notable result is that the reviewed studies were conducted in both Muslim-majority and non-Muslim-majority destination settings. This indicates that the relevance of Islamic destination features extends beyond destinations explicitly branded as halal or Islamic. In many cases, non-Muslim destinations also attempt to attract Muslim travelers by providing halal food, prayer facilities, Muslim-friendly services, and a socially supportive environment. This broad contextual distribution shows that Islamic destination features have become an important concern in diverse tourism settings.

The results further indicate that several dimensions of Islamic destination features are repeatedly emphasized in the literature. Among the most common are halal food availability, prayer facilities, Muslim-friendly services, Islamic ambience, social environment, and broader value-related aspects such as emotional comfort and destination compatibility with Islamic expectations. These recurring dimensions suggest that Islamic destination features are understood not merely as physical or technical provisions, but also as experiential and symbolic attributes that shape the tourist's overall perception of a destination.

Table 3. Main Dimensions of Islamic Destination Features Identified in the Reviewed Studies

No	Dimension	Brief Description
1	Halal food availability	Availability of halal-certified or halal-assured food and beverage options
2	Prayer facilities	Access to prayer rooms, mosques, ablution facilities, and prayer-related support
3	Muslim-friendly services	Services that accommodate Muslim needs, including staff sensitivity and religious convenience
4	Islamic ambience	Presence of an environment perceived as consistent with Islamic values and modesty
5	Social environment	A surrounding atmosphere that supports comfort, safety, and cultural or religious compatibility
6	Alcohol-free and non-permissible-free setting	Reduced exposure to non-halal elements such as alcohol, gambling, or inappropriate entertainment
7	Emotional and value-related comfort	Feelings of reassurance, trust, and suitability with Islamic lifestyle expectations

As summarized in Table 3, the reviewed literature consistently highlights both functional and symbolic dimensions of Islamic destination features. Functional dimensions refer to tangible attributes such as halal food and prayer facilities, whereas symbolic and experiential dimensions refer to ambience, comfort, and value congruence. This distinction is important because it suggests that Muslim tourists may evaluate destinations not only on the basis of service availability, but also on the extent to which those services are perceived as meaningful and attractive.

The results also show that the relationship between Islamic destination features and revisit intention is seldom explained as a purely direct relationship. Instead, many of the reviewed studies indicate that this relationship is frequently connected through intermediate constructs such as destination image, perceived value, tourist satisfaction, trust, emotional attachment, and destination attractiveness. This means that Islamic destination features often operate as antecedent conditions that shape tourists' internal evaluations, which then influence their willingness to revisit.

Table 4. Main Findings on the Relationship between Islamic Destination Features and Revisit Intention

No.	Main Pattern Identified	Explanation
1	Direct positive relationship	Some studies indicate that Islamic destination features directly encourage revisit intention

2	Indirect relationship through satisfaction	Destination features enhance tourist satisfaction, which then strengthens revisit intention
3	Indirect relationship through destination image	Muslim-friendly or halal-related attributes improve destination image, influencing future intention
4	Indirect relationship through perceived value	Islamic destination features increase perceived value, which supports revisit-related outcomes
5	Indirect relationship through trust	Consistent Islamic attributes build trust and confidence in the destination
6	Indirect relationship through emotional attachment	Positive Islamic travel experiences create emotional bonds that encourage revisit intention
7	Role of destination attractiveness	Some studies suggest that destination attractiveness helps explain how halal-related attributes influence revisiting behavior

Table 4 indicates that the literature generally supports a positive relationship between Islamic destination features and revisit intention, whether directly or indirectly. However, the reviewed studies more often explain this relationship through evaluative and emotional variables than through simple direct effects alone. This pattern suggests that destination-related Islamic features are important not only because they exist, but because they shape how tourists feel about the destination and how they assess its suitability for future visits.

DISCUSSION

Beyond the general positive findings identified in the reviewed literature, several conceptual, contextual, and methodological differences also emerged across the studies. Although the reviewed studies generally support the positive role of Islamic destination features in shaping revisit-related outcomes, the evidence is not conceptually or methodologically uniform. First, the reviewed studies differ in their destination contexts. Studies conducted in Muslim-majority settings, such as Indonesia, tend to emphasize the functional and experiential role of halal tourism attributes, including halal food, prayer facilities, and holistic Muslim tourist experiences. In contrast, studies conducted in non-Muslim destinations, such as South Korea or other non-Islamic contexts, place stronger emphasis on reassurance, trust, cultural accessibility, and the ability of destinations to reduce uncertainty among Muslim tourists. This contextual difference suggests that Islamic destination features may not operate in the same way across all destination settings.

Second, the reviewed studies vary in the mechanisms used to explain revisit intention. Some studies explain revisit intention through satisfaction, while others emphasize destination image, perceived value, trust, emotional attachment, or destination attractiveness. This indicates that the relationship between Islamic destination features and revisit intention is not merely direct, but often mediated by psychological, emotional, and evaluative constructs. However, the use of different mediating variables also shows that the literature remains theoretically fragmented.

Third, methodological differences can also be observed across the reviewed studies. Most of the empirical studies employ quantitative survey designs, while fewer studies focus on conceptual development or scale validation. This creates an imbalance in the literature, where Islamic destination features are frequently tested as predictors of tourist behavior, but their conceptual meaning and measurement boundaries remain less clearly established. As a result, the field still requires stronger conceptual clarification, particularly regarding whether Islamic destination features are being examined as objective attributes, perceived service quality, destination image components, or attractiveness-based evaluations.

The findings of this review suggest that the literature has developed beyond viewing Islamic destination features as merely supplementary facilities. Instead, the reviewed studies collectively indicate that such features are increasingly treated as meaningful destination attributes that shape Muslim tourists' evaluations and future behavioral responses. This means that halal food, prayer facilities, Muslim-friendly services, and Islamic ambience are not simply operational components of destination management, but are closely related to how Muslim tourists assess the desirability and suitability of a destination.

The publication trend also demonstrates that research on this topic has intensified in recent years. This growing attention reflects the broader development of halal tourism and Muslim-friendly destination studies, where

researchers have become more interested in understanding not only whether destinations provide Islamic attributes, but also how those attributes influence satisfaction, image, trust, and loyalty-related outcomes. Thus, the literature increasingly recognizes that destination-based Islamic features are part of a wider evaluative process rather than isolated service elements.

An important point emerging from the results is the continued conceptual fragmentation of the field. Although many studies address similar issues, they use different labels such as halal-friendly destination attributes, halal destination attributes, Islamic attributes, and Muslim-friendly destination image. While these terms refer to overlapping ideas, the variation suggests that the field has not yet fully converged on a unified conceptual language. This makes it more difficult to understand whether the literature is examining the objective existence of Islamic features, the perceived quality of those features, or their broader symbolic and emotional significance.

This is precisely where the notion of perceived attractiveness becomes important. The reviewed findings indicate that Islamic destination features do not influence revisit intention only through their formal availability. Instead, their influence appears to depend on how such features are evaluated by Muslim tourists in terms of appeal, comfort, trustworthiness, and compatibility with religious expectations. In other words, what matters is not merely the presence of Islamic attributes, but the extent to which they are perceived as attractive and meaningful within the destination experience.

In the context of this review, perceived attractiveness of Islamic destination features refers to Muslim tourists' evaluative perception of the appeal, suitability, comfort, and religious compatibility of Islamic-related destination attributes within the overall travel experience. This concept differs from the mere availability of Islamic facilities. For example, the existence of halal food or prayer facilities indicates functional availability, whereas perceived attractiveness refers to the extent to which these features are viewed as meaningful, reassuring, convenient, and appealing by Muslim tourists.

This distinction is important because Islamic destination features may exist formally, but they may not necessarily influence revisit intention unless tourists perceive them positively. A destination may provide halal food, prayer rooms, or Muslim-friendly services, yet these features may fail to encourage repeat visitation if they are perceived as limited, inconvenient, poorly integrated, or lacking emotional and religious relevance. Therefore, perceived attractiveness provides a more evaluative lens for understanding how Islamic destination features influence Muslim tourists' behavioral responses.

The concept also differs from destination image, satisfaction, and perceived value. Destination image refers to the overall impression of a destination, satisfaction reflects post-visit evaluation, and perceived value concerns the benefits received relative to sacrifices made. Perceived attractiveness, however, focuses more specifically on how Islamic destination features are judged as appealing and compatible with Muslim tourists' religious and experiential expectations. In this sense, perceived attractiveness may function as an important evaluative mechanism linking Islamic destination features with revisit intention.

The review also shows that Islamic destination features involve both material and symbolic dimensions. Halal food and prayer facilities represent tangible provisions, while ambience, social environment, and emotional reassurance represent more interpretive and affective aspects of the travel experience. This explains why similar destination attributes may generate different behavioral outcomes across different contexts. The tourist's response depends not only on what is provided, but also on how those features are experienced and interpreted.

From a theoretical perspective, the reviewed findings may also be interpreted through the Theory of Planned Behavior (TPB), particularly regarding the role of evaluative beliefs in shaping behavioral intention. Islamic destination features may function as salient belief-based attributes that influence Muslim tourists' attitudes toward revisiting a destination. In this regard, perceived attractiveness may represent a more context-specific evaluative mechanism explaining how Islamic destination features are psychologically interpreted before influencing revisit intention. Based on these findings, this study contributes by clarifying that the current literature already provides considerable evidence on the importance of Islamic destination features, yet still

leaves conceptual space regarding how these features should be understood from the tourist's evaluative perspective. Accordingly, the present review highlights the need for future studies to position the perceived attractiveness of Islamic destination features more explicitly as a meaningful construct in explaining Muslim tourists' revisit intention. Future research may therefore examine this concept more directly across different destination settings and in relation to variables such as destination image, satisfaction, trust, and emotional attachment.

CONCLUSION

A systematic literature review reveals that the study of Islamic destination features and Muslim tourists' revisit intention has become an increasingly important subject in contemporary tourism research. Its growing relevance reflects the expansion of Islamic tourism as well as the rising scholarly interest in understanding how destination-related Islamic attributes influence Muslim tourists' post-visit evaluations and future behavioral responses.

This study has examined the existing literature through a systematic literature review approach. The findings indicate that Islamic destination features are consistently recognized as important elements in shaping revisit-related outcomes among Muslim tourists. Across the reviewed studies, these features are commonly represented through dimensions such as halal food availability, prayer facilities, Muslim-friendly services, Islamic ambience, social environment, and other forms of destination support that align with Islamic values. At the same time, the review shows that the relationship between Islamic destination features and revisit intention is rarely explained as a purely direct association. Instead, it is more often linked through intervening constructs such as destination image, perceived value, satisfaction, trust, emotional attachment, and destination attractiveness.

Notably, the review also shows that the conceptual treatment of Islamic destination features remains varied across the literature. Different studies use different terms and explanatory lenses, indicating that the field has not yet fully converged in how these destination attributes should be understood. In this regard, the present study highlights that the perceived attractiveness of Islamic destination features deserves stronger scholarly attention, as it offers a more focused way to explain how destination attributes are not only provided, but also evaluated, appreciated, and interpreted by Muslim tourists in shaping their intention to revisit.

The review further indicates that the literature remains conceptually fragmented, as previous studies employ different terminologies, mediating mechanisms, and evaluative perspectives when examining Islamic destination features. This suggests the need for stronger conceptual convergence in future Islamic tourism research.

This study therefore contributes to the literature by providing a clearer synthesis of the relationship between Islamic destination features and Muslim tourists' revisit intention, while also identifying an underexplored conceptual direction for future research. Further studies are recommended to examine perceived attractiveness more explicitly across different destination settings and to explore its relationship with destination image, satisfaction, trust, and other post-visit behavioral outcomes. For destination managers and tourism practitioners, these findings underline the importance of not only providing Islamic destination features, but also ensuring that such features are perceived as meaningful, attractive, and compatible with Muslim tourists' expectations.

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