



## A REVIEW OF THE EFFECTIVE CONTRIBUTION OF HALAL HOLISTIC HOSPITALITY TO ATTAIN THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS (UNSDGs)

HAFIZA ANAM MASOOD AND MOHD SADAD MAHMUD\*

*Faculty of Business and Management, Universiti Sultan Zainal Abidin, 21030 Kuala Nerus, Terengganu, Malaysia.*

\*Corresponding author: [mohdsadad@unisza.edu.my](mailto:mohdsadad@unisza.edu.my)

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### ABSTRACT

Halal Holistic Hospitality (3H) incorporates Islamic ethical standards with sustainability and inclusivity. These service practices are multidimensional, including halal food and drinks, Muslim-friendly accommodation, and Sharia-compliant wellness. These three pillars ensure that Muslim travellers' spiritual, cultural, and well-being needs are fulfilled. This study seeks to assess the effectiveness of 3H in achieving the United Nations Sustainable Development Goals (UNSDGs). The current study adhered to Preferred Reporting Items for Systematic Reviews and Meta-Analyses extension for Scoping Reviews (PRISMA-ScR). A thorough keyword search was conducted across several databases, including Scopus, Dimensions, Open Alex, and ProQuest, covering the period from January 2014 to 3<sup>rd</sup> November 2024, yielding 641 research articles. After screening, 241 studies were included in the final review. The results demonstrate that Halal Holistic Hospitality significantly contributes to the UNSDGs, particularly 'Decent Work and Economic Growth' (SDG 8) and 'Sustainable Cities and Communities' (SDG 11). However, there are still significant challenges, for instance, security issues arising from inadequate preparation by local governments and a lack of digital awareness among stakeholders. There is also limited generalisability of cross-cultural tourist activities. These challenges hinder the efficacy of 3H implementation. Despite this, this framework exhibits strong potential for community well-being and promotes ethical consumption and inclusive tourism development. This research explores the conceptual framework of 3H, defines its integration with global sustainability goals, and highlights opportunities for future research. This review clearly suggests that 3H could assist in the development of halal tourism in an impartial and sustainable manner. It can be achieved by investing in digital innovation, comprehensive certification standards, and different comparative studies across regions.

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### Introduction

3H is an emerging idea within halal tourism. The practices of this idea combine hygiene standards with ethical and cultural values to meet the needs of Muslim travellers. 3H represents more than just a set of service practices. These service practices are multidimensional, including halal food and

drinks, Muslim-friendly accommodation, and Sharia-compliant wellness. They emphasise the importance of stakeholder engagement, high-quality service delivery, and community involvement. All these aspects coordinate to promote cultural inclusivity and community

well-being. Additionally, it aims to generate revenue from external sources (Alborzi, 2019; Abbasian *et al.*, 2024).

3H practices create synergy that supports broader development goals by integrating Islamic ethical principles with environmentally friendly business practices. However, its implementation is still uneven: The readiness of infrastructure, the training of local leaders, the compliance with halal certification, and the preparation of tour guides all differ from region to region (Azam *et al.*, 2019a; P. Rodrigo & Turnbull, 2019; Ahmed Osman, 2023; Sonjaya *et al.*, 2024). Halal Holistic practices have significant potential. This emerging idea is appealing to a wide range of people, not just Muslim tourists. Non-Muslim markets are also interested in halal, ethical, and sustainable hospitality (Battour *et al.*, 2018; Abbasian *et al.*, 2024).

This scoping review investigates the role of 3H practices as a framework for achieving the UNSDGs (The 17 Goals, Sustainable Development, 2024). Furthermore, this study highlights gaps and opportunities for further research in this developing area. This study aims to evaluate the effectiveness of 3H practices focused on community development, ethical consumption, and cultural inclusiveness. This research synthesises findings from various studies to elucidate essential concepts and analyse current challenges in the halal hospitality sector in achieving the UNSDGs. Problems such as safety risks, poor local government planning, and insufficient stakeholder input remain. These challenges complicate the application of the 3H principles as a framework (Stephenson, 2014; Al-Ansi, 2019; Manner-Baldeon *et al.*, 2024a).

This research concludes several significant areas for further investigation. Future research would be robust if it further explores digital innovation, employee training programmes, and capacity-building initiatives (P. T. Rodrigo Sarah, 2019; Ananda *et al.*, 2020; Alam, 2024). These prospects are important for maintaining Islamic and ethical standards that promote 3H. Moreover, technological advancements could be useful in halal food supply chains, in the

management of clean hotels and resorts, and in facilitating wellness services in accordance with Sharia law (Abror, 2019; Amorim, 2023). That will further assist in achieving international sustainability standards such as the UNSDGs, for service quality and sustainability.

The growth of 3H practices has positive implications for the entire halal tourism industry. There is an increasing demand for ethical, culturally sensitive, and environmentally friendly activities (Battour *et al.*, 2018; Kalyan & Ekka, 2024). An additional significant implication is the establishment of a standardised assessment framework that could assist 3H operations with a more organised approach. If policymakers, regulators, and industry professionals establish such frameworks, they might be able to determine how to measure the effects of 3H practices on the community and the UNSDGs. These guidelines could also ensure that Islamic teachings are honoured across many cultures and locales.

## Material and Methods

### Protocol

A predetermined set of rules has been established to conduct a scoping review. This strategy was followed under the Joanna Briggs Institute (JBI) manual for evidence synthesis guidelines to ensure a systematic methodology (Peters *et al.*, 2020). The protocol has been established and disseminated, including an inclusion strategy, a search category, a data extraction technique, and the analysis and presentation of results (Machado *et al.*, 2022). Furthermore, this review adheres to the PRISMA-ScR to ensure transparency and information standards in knowledge creation.

### Search Strategy and Eligibility Criteria

The primary question this review sought to answer was: How does 3H advance the UNSDGs, and what gaps and opportunities remain? In addressing this question, mainly peer-reviewed research articles that addressed the relationship between 3H and the UNSDGs were considered. The screening process excluded papers that focused exclusively on general hospitality,

lacked a halal aspect, or were review articles, case studies, expert commentaries, or reports.

Multiple databases were selected, including Scopus, Dimensions, Open Alex, and ProQuest, from January 2014 to 3<sup>rd</sup> November 2024. The following search keywords were used; “holistic halal hospitality\*” OR “halal hospitality model” OR “halal tourism” OR “halal food and accommodation” OR “halal wellness services” OR “religious tourism” AND “United Nations Sustainable Development Goal” OR “UNSDG” OR “sustainable development” OR “community development\*” OR “ethical consumption\*” OR “cultural inclusivity.”

**Data Extraction and Screening**

The initial screening began after downloading all research articles from the selected databases, resulting in 514 articles. After removing the

duplicates, the first set of research articles was downloaded. This removal left 446 research articles for further screening. The author completed a comprehensive evaluation of full-text articles, validating their alignment with the study’s purpose and requirements. Using backward snowballing, an additional 244 research articles have been included, bringing the total to 641.

**Analysis and Presentation of Results**

A careful screening of extensive research articles was conducted, enabling the evaluation of 24 studies for a comprehensive review. These studies, published through 2024, indicate the growing implementation of 3H to achieve the goals of the UNSDGs, highlighting initial advantages, challenges, results, and future recommendations.

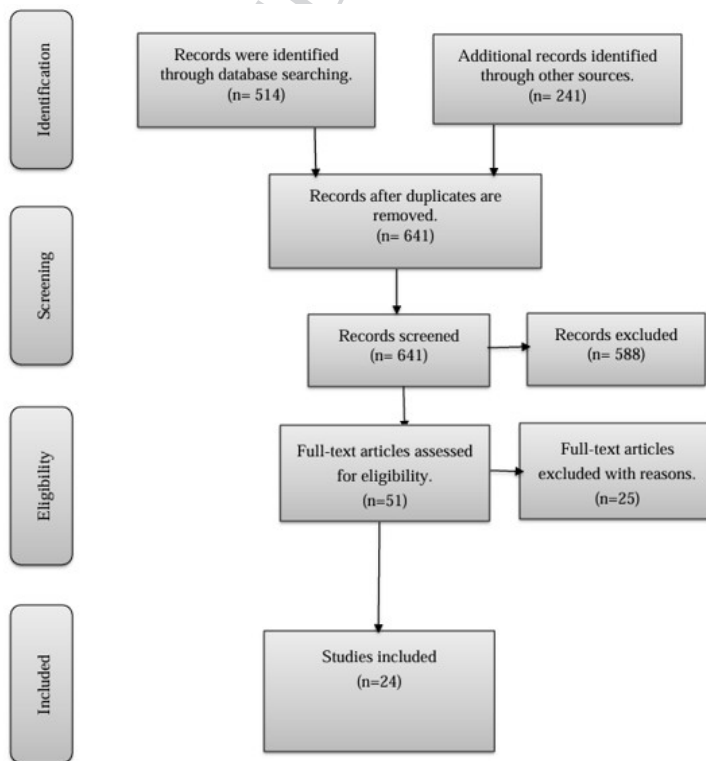


Figure 1: Four-phase Flow Diagram of Data Extraction and Filtration Process of PRISMA

**Publication Stream between 2014 and 2024**

Figure 2 shows the publication stream from 2014 to 2024 that has been used in this research.

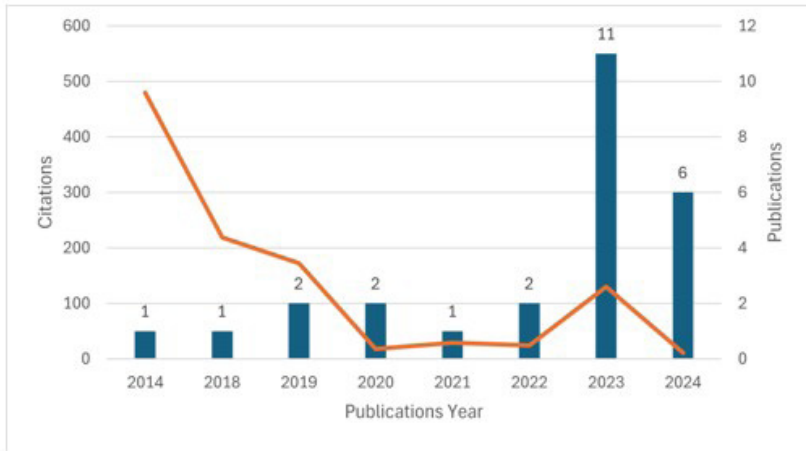


Figure 2: Publication Stream Between 2014 and 2024

**Network Visualisation and Thematic Clustering**

By utilising VOSviewer software, the network visualisation reveals significant themes and interlinkages between 3H and UNSDGs. The four clusters emerged as Sustainability and Tourism (Red), highlighting the integration of tourism with the SDGs. Second, Ecotourism and Religious Tourism (Green), which identify culture and ecology. Third, Halal Tourism and Certification (Blue), which highlights the

competitive edge of halal-compliant tourism; and lastly, Business, Economics, and Islamic Law (Yellow), which discusses the policies and laws of sustainable tourism. The interlinkages between these groups depict the connections among halal principles, sustainability, and tourism. There is a suggestion here for the industry to become more holistic in nature to provide inclusive and sustainable development.

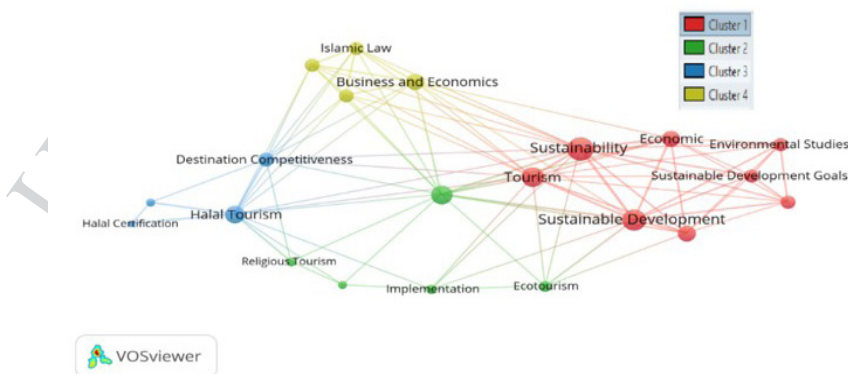


Figure 3: Network Visualisation and Thematic Clustering

*Visual Representations of Literary Terms*

The word cloud visually illustrates the most dominant terms of the literature, with larger words denoting higher frequency. The core themes of tourism, halal, development, and sustainability reflect the core agenda of harmonising halal principles with sustainable tourism compatible with the SDGs. Second-

level terms like Community, Economic, and Environmental capture the multifaceted nature of sustainability, and terms like Certification and Governance detail operational implementation frameworks. This visualisation highlights the field’s thematic diversity and new frontier areas such as entrepreneurship and innovation.



Figure 4: Word Cloud of All Research Articles’ Keywords

*Distribution and Emphasis of UNSDGs in Halal Holistic Hospitality Research*

The bubble chart illustrates the distribution of references to SDGs in research articles. The size of each bubble represents the number of articles for each SDG, with colour variations indicating citation frequency. SDG 8 is most prominently featured, followed by SDG 11 and Responsible Consumption and Production (SDG 12).

This analysis highlights a focus on these SDGs in sustainable tourism and hospitality research. In contrast, SDGs such as Clean Water and Sanitation (SDG 6), Reduced Inequality (SDG 10), and Life Below Water (SDG 14) receive less attention, suggesting a greater emphasis on economic and urban development over other environmental and social goals.

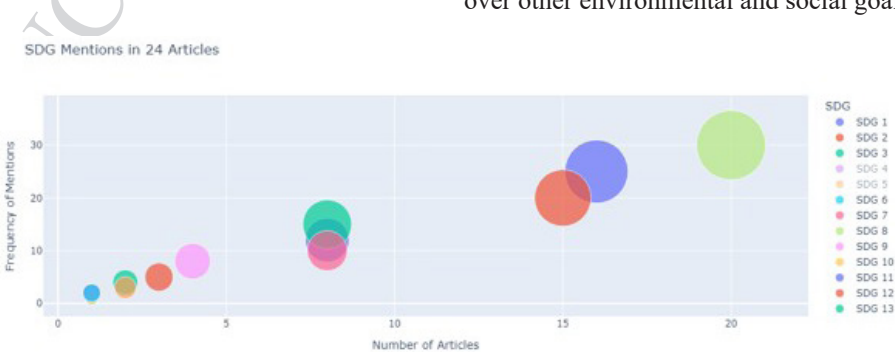


Figure 5: UNSDGs and 3H research (Appendix)

## Literature Review

Author (Year)	Country	Methodology	Key Findings	Gaps Identified	SDGs Addressed	Recommendations for Policy
Siregar <i>et al.</i> (2023)	Indonesia	Qualitative method and Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis	Significant cultural and ecological potential for halal tourism; rapid growth of the sector presents opportunities	Competitive and security challenges; insufficient local government involvement in planning	SDG 8, 11, 12, 17	Improve service quality and stakeholder engagement; enhance promotion for long-term sustainability
Sonjaya <i>et al.</i> (2024)	Indonesia	Case study using records, reports, and interviews	Weak links in the halal value chain for Small and Medium-sized Enterprises (SMEs); insufficient halal options for ecotourism during suhoor months; inadequate infrastructure constraining logistics and supply chains	Insufficient incorporation of Islamic principles in tourism operations	SDG 5, 8, 9, 11	Partner with Islamic financial institutions; facilitate halal certification and training for SMEs; create tailored tourism packages for Muslim travellers
Sari <i>et al.</i> (2022)	Indonesia	Performance auditing of SDGs based on policy coherence, reflexivity, and stakeholder interaction	Governance challenges, policy incoherence, and a lack of reflexivity hinder SDG implementation	Limited stakeholder participation; conflicts unresolved due to lack of reflexivity	SDG 2, 9, 13, 15	Integrate SDG regulations, improve governance structures, and enhance collaboration among stakeholders
Salaheldeen <i>et al.</i> (2023)	Malaysia	Mixed methods with exploratory and confirmatory factor analyses	Developed the Halal Entrepreneurship Success Scale (HESS) with dimensions of Islamic, economic, social, and environmental factors	Lack of comprehensive methodologies for halal enterprise success; limited generalisability due to a small qualitative dataset	SDG 8, 11, 12	Develop frameworks for halal entrepreneurship; enhance digital applications for halal marketing; empower Muslim women entrepreneurs

Rodrigo and Turnbull (2019)	Sri Lanka	Thematic analysis of perceived value among Muslim travellers	Service quality, hospitality, and halal compliance are crucial for Muslim travellers; the emotional importance of family and recreation influences travel choices	No significant deficiencies were noted in the contexts analysed	Not referenced	Develop Sharia-compliant offerings; improve accessibility, safety, and service quality for Muslim travellers
Rachmiatie <i>et al.</i> (2024)	Indonesia	Descriptive qualitative methods within a constructive paradigm	Halal tourism potential in Dayeuh Kolot Village; collaboration and management crucial for tourism development	Low awareness of halal tourism among rural communities; limited business engagement	SDG 1, 8, 11, 12, 16, 17	Promote educational programmes; support halal certification; foster community understanding of Islamic jurisprudence
Nurul Herawati <i>et al.</i> (2023)	Indonesia	Quantitative approach with intentional sampling and direct observations	Coastal halal tourism in Madura has substantial financial potential	Insufficient laws for halal tourism; need for better service amenities and public awareness	SDG 8, 11, 12, 13	Collaborate with stakeholders; enhance public awareness; implement extensive halal education programmes and certifications
Mutmainah <i>et al.</i> (2020)	Indonesia	Mixed methods with Multi-Dimensional Scaling (MDS)	Identify market access as a key economic factor; tourism offers enhanced local revenue potential	Low awareness of halal tourism; insufficient marketing and infrastructure management	SDG 8, 11, 12	Expand government initiatives in halal tourism; emphasise workforce inclusiveness and marketing accessibility
Mulyani <i>et al.</i> (2021)	Indonesia	Mixed-methods interdisciplinary approach	Significant community and business involvement in ecotourism; slow local government response to ecotourism growth	Fragmentation in the tourism sector; limited community input in planning	SDG 1, 8, 12, 13, 17	Enhance collaboration among government, businesses, and communities; improve ecotourism planning and execution

Muhammad Nusran <i>et al.</i> (2024)	Indonesia	Mixed-methods approach with descriptive statistics	Diverse halal-friendly attractions: The government advances halal tourism through certification and infrastructure development	Standardisation issues, human resource development, and infrastructure-related challenges	SDG 8, 11, 12, 13, 17	Promote specialised marketing for halal tourism; enhance halal infrastructure and prayer facilities
Manner-Baldeen <i>et al.</i> (2024)	Global	Quantitative with Spearman correlation and multiple regression	Community satisfaction boosts resilience to shocks; sustainable tourism advancement is linked to community resistance; employment prospects enhance income	Lack of in-depth statistical analysis; insufficient integration of economic, social, and environmental resilience into tourism strategies	SDG 8, 11, 12, 13, 17	Develop capacity-building programmes; adhere to sustainable tourism standards; promote cultural enterprises
Li <i>et al.</i> (2023)	Global	Thematic coding and content analysis of 2,201 tweets	Social media's influence on sustainable tourism: identified three components: administration, growth, and categorisation of tourism	Limited qualitative analysis; need for more comprehensive exploration of sustainable growth in tourism	SDG 11, 12, 13, 14, 15	Promote multidisciplinary research on sustainable tourism; utilise social media for policy development.
Lestari <i>et al.</i> (2023)	Indonesia	Quantitative approach with Partial Least Squares Structural Equation Modelling (PLS-SEM)	Trust links core resources and attractors to halal tourism intentions; limited data from Indonesian Muslim travellers	Lack of awareness of halal tourism principles and facilities; insufficient engagement with non-Muslim audiences	SDG 8, 11, 12, 13, 17	Enhance destination management; focus on infrastructure and accessibility; include stakeholders in tourism development
Kalyan and Ekka (2024)	India	Semi-structured interviews and thematic analysis	Cultural identity and religion influence Indian millennials' halal tourism choices; environmental sustainability is important	Limited understanding of halal tourism; need for customised products and services; lack of interfaith awareness	SDG 8, 11, 12, 13, 17	Develop halal-compliant tourism services; foster interfaith dialogue; promote ecologically responsible tourism

Jaelani <i>et al.</i> (2023)	Indonesia	Legal analysis with primary and secondary data	Halal tourism legislation is complex; Indonesia's green tourism regulations show limited effectiveness	Ineffective implementation of green tourism laws; insufficient support for ecotourism in Indonesia	SDG 1, 7, 8, 12, 13, 17	Strengthen tourism laws; increase government support for green tourism; improve community participation in tourism planning
Jaelani A. <i>et al.</i> (2020)	Indonesia	Document review and trend analysis	Sharia marketing strategy enhances tourism; festivals boost local economic development.	Lack of standardised evaluation in halal tourism marketing	SDG 1, 8, 11, 12, 13	Encourage Sharia-compliant marketing strategies; foster partnerships between the public and private sectors
Hassan (2023)	Horn of Africa	Literature review and interviews	Halal ecosystem products have economic growth potential; customer trust in halal products is low; political instability hinders industry development	Inadequate research on the halal ecosystem; underdeveloped infrastructure for halal certification	SDG 1, 8, 11, 12, 17	Promote infrastructure for halal products; ensure stakeholder collaboration for effective halal industry development
(Battour <i>et al.</i> 2018)	Malaysia	Semi-structured interviews	Non-Muslim travellers view halal tourism as beneficial, but with cultural misunderstandings; Muslim visitors prefer halal-compliant destinations for religious and cultural reasons	Lack of research on non-Muslim perceptions of halal tourism; need for more cultural understanding in Muslim-majority destinations	SDG 8, 11, 12	Promote halal tourism to non-Muslim tourists; improve understanding of cultural differences in Muslim-majority countries
Azam <i>et al.</i> (2019)	Global	Literature review and analysis of secondary data	Halal tourism supports the SDGs, appeals to both Muslims and non-Muslims, and suggests a universal definition of "Halal"	Challenges in defining and implementing halal tourism standards	SDG 5, 8, 11, 12, 13	Create uniform halal tourism standards; incorporate sustainability into policy formulation; support Muslim women entrepreneurs

(Abdul Kadir Jaelani <i>et al.</i> 2023)	Indonesia	Normative legal research methodology, both statutory and conceptual approaches	Tax allowance policy is ineffective in facilitating halal tourism recovery; there is a need for more equitable business opportunities and alignment with constitutional provisions	Lack of investment in the tourism sector; ineffective policy support for halal tourism in some regions	SDG 1, 8, 9, 11, 17	Enhance tax policies; improve alignment with constitutional provisions; invest in high-priority tourism destinations
Abbasian <i>et al.</i> (2024)	Sweden	Mixed-methods approach using convenience sampling	Swedish hoteliers show scepticism toward halal tourism due to cultural and financial concerns; it requires comparative studies with other Nordic countries	Lack of studies in the Scandinavian hotel industry regarding halal tourism	SDG 8, 10, 11, 12	Address cultural and financial challenges; promote understanding of halal tourism; foster collaboration with the tourism industry
Stephenson (2014)	Global	Mixed-methods approach integrating qualitative and quantitative analyses	There is latent demand for Islamic hospitality in Western markets; challenges arise due to Islamophobia and inconsistencies in Sharia-compliant hotel practices	Lack of official certification for Sharia-compliant hotels; insufficient halal product monitoring processes	Not referenced	Develop universal certification standards for halal products; encourage Sharia-compliant practices in Western hospitality
Wardhani <i>et al.</i> (2023)	Indonesia	Qualitative descriptive methodology using Quantitative Strategic Planning Matrix (QSPM)	Digital methods can enhance the development of halal tourism in SMEs; the social role of religion influences tourism destination development	Lack of digital literacy and infrastructure; insufficient sustainability practices among SMTEs	SDG 8, 9, 11, 12, 17	Invest in digital transformation; improve infrastructure and halal certification for SMTEs; ensure sustainability practice
Zulvianti <i>et al.</i> (2023)	Indonesia	Quantitative methodology with PLS-SEM	Tourist satisfaction is significantly correlated with sustainable tourism practices, pro-environmental behaviour, and electronic word of mouth impact on sustainable tourism	Lack of emphasis on waste management and insufficient focus on tourist satisfaction and sustainability	SDG 8, 11, 12, 13, 14, 15	Enhance community involvement; prioritise environmental education and sustainable tourism practices

## Discussion

This scoping review provides a detailed analysis of the current use of 3H practices to achieve the UNSDGs. The existing research emphasises that while halal tourism contributes significantly to economic growth and cultural inclusivity, there are still gaps in infrastructure, stakeholder collaboration, and public awareness (Mulyani *et al.*, 2021; Sonjaya *et al.*, 2024). Similarly, studies in Malaysia and other countries underscore the need for consistent Sharia-compliant service standards and improved digital literacy among tourism operators (Wardhani *et al.*, 2023).

Furthermore, several studies highlight the broader appeal of halal tourism beyond Muslim-majority regions. Research by Battour *et al.* (2018) indicates that non-Muslim tourists find halal tourism attractive because of its focus on ethical, high-quality services.

In addition, while unexploited natural resources attract tourism, insufficient human resource capabilities in rural regions and variations in perceptions of halal tourism across stakeholders are obstacles to the effectiveness of 3H (Rachmattie *et al.*, 2024).

Nevertheless, the 3H enhances critical UNSDGs by integrating local businesses into the corporate value chain, thereby ensuring SDG 8: Decent Work and Economic Growth (Mutmainah *et al.*, 2020; Hassan, 2023; Manner-Baldeon *et al.*, 2024b; Sonjaya *et al.*, 2024). Similarly, these 3H practices support ethical consumption among tourists and support sustainable communities that incorporate SDG 12: Responsible Consumption and Production, and SDG 11: Sustainable Cities and Communities (Mutmainah *et al.*, 2020; Mulyani *et al.*, 2021; Nurul Herawati *et al.*, 2023; Nusran & Suwardi, 2024; Sonjaya *et al.*, 2024).

The studies by Rachmattie *et al.* (2024) and Wardhani *et al.* (2023) highlight the insufficient scalability of the halal tourism industry due to the lack of digital literacy among residents, specifically in Indonesia and Malaysia, which hampers global investment, and inconsistent halal certification due to regulatory challenges,

which is another obstacle to a 3H framework (A. Jaelani *et al.*, 2020; A. K. Jaelani *et al.*, 2023).

At the same time, the rapid growth of halal tourism presents opportunities for innovation and policy development. Promoting digital transformation, enhancing stakeholder engagement, and fostering collaboration between the public and private sectors are recommended to optimise 3H's potential (Wardhani *et al.*, 2023; Sonjaya *et al.*, 2024).

## Conclusions

This scoping review has emphasised the implications of integrating a 3H framework in the field of global tourism to attain the UNSDGs and has drawn the following conclusions:

- a) Capacity-building and digital innovation: Further research should focus on capacity-building and the development of advanced digital programmes to enhance 3H's effectiveness and optimise its potential in the tourism industry.
- b) Sustainability and community development: 3H can play a key role in advancing both by bridging Islamic ethics with global sustainability goals through practical implementation.
- c) Technology and talent development: Implementing technological innovations and investing in talent development will empower the halal hospitality sector to overcome existing challenges and contribute significantly to achieving the UNSDGs.

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## Conflict of Interest Statement

The authors declare that there is no conflict of interest, financial or personal, that could have influenced the results of this study.

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- Appendix: United Nations Sustainable Development Goals (UNSDGs) (UNSDGs, 2024)**
1. SDG 1: No Poverty
  2. SDG 2: Zero Hunger
  3. SDG 3: Good Health and Well-being
  4. SDG 4: Quality Education
  5. SDG 5: Gender Equality
  6. SDG 6: Clean Water and Sanitation
  7. SDG 7: Affordable and Clean Energy
  8. SDG 8: Decent Work and Economic Growth
  9. SDG 9: Industry, Innovation, and Infrastructure
  10. SDG 10: Reduced Inequality
  11. SDG 11: Sustainable Cities and Communities
  12. SDG 12: Responsible Consumption and Production
  13. SDG 13: Climate Action
  14. SDG 14: Life Below Water
  15. SDG 15: Life on Land
  16. SDG 16: Peace, Justice, and Strong Institutions
  17. SDG 17: Partnerships for the Goals