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Descriptive Analysis of Scientific Studies on Halal Tourism in Non-Muslim Destinations: The Case of BRICS Countries

Müslüman Olmayan Destinasyonlarda Helal Turizm Konulu Bilimsel Çalışmaların Betimsel Analizi: BRICKS Ülkeleri Örneği

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Abstract

Halal tourism, which provides services consistent with the religious freedoms of those who practice Islam, has emerged as one of the fastest-growing and most productive market segments of the tourism sector, with an estimated 176 million Muslim travelers in 2024. This study provides a descriptive analysis of articles addressing the potential for halal tourism in BRICS countries. The primary drivers for focusing on BRICS countries include their religious attractions, current Muslim populations, ethnic and racial diversity, natural attractions, cultural and historical sites, availability of suitable Muslim facilities and accommodations, compliance with halal tourism norms, and other halal service centers. This research contributes to the literature by presenting a halal tourism methodology designed for BRICS countries.

This study aims to focus on the best halal destinations of BRICS countries in relation to the halal tourism sector represented by Muslim consumers, to conduct a descriptive analysis of the articles about these countries in the scientific literature and to present data on the halal market in the relevant countries.

Keywords

Halal, Halal Tourism, Islamic tourism, Muslim-friendly tourism, BRICS Countries.

Öz

İslam inancına sahip turistlerin dini hassasiyetlerine uygun hizmet almasını sağlayan Helal turizm, 2024 yılında ulaştığı 176 milyonluk ziyaretçi potansiyeli ile turizm sektörünün en hızlı büyüyen ve en verimli pazar segmentlerinden biri olarak ön plana çıkmıştır. Bu çalışma, BRICS ülkelerindeki helal turizm potansiyelini konu alan makalelerin betimsel analizini açıklamayı amaçlamaktadır. İlgili ülkelerin dini cazibe merkezleri, mevcut Müslüman nüfus, etnik-ırksal çeşitlilik, doğal cazibe merkezleri, kültürel ve tarihi alanlar, Müslüman dostu olanakların ve konaklama hizmetlerinin mevcudiyeti, helal turizm normlarına uyum ve diğer helal hizmet merkezleri BRICS ülkelerine odaklanmadaki nedensel faktörler arasında yer almaktadır. Bu araştırmanın, BRICS ülkelerine yönelik yapılmış helal turizm konulu çalışmalara dair literatüre katkıda bulunması beklenmektedir.

Bu çalışma, Müslüman tüketiciler tarafından temsil edilen helal turizm sektörü ile ilgili olarak BRICS ülkelerinin en iyi helal destinasyonlarına odaklanmayı, bilimsel literatürde bu ülkeler ile ilgili yapılmış makalelerin betimsel analizini yapmayı ve ilgili ülkelerdeki helal pazara ilişkin veriler sunmayı amaçlamaktadır.

Anahtar Kelimeler

Helal, Helal Turizm, İslami turizm, Müslüman dostu turizm, BRICS Ülkeleri.

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Introduction

Tourism, intertwined with numerous sectors, contributes significantly to both the development of regions with specific touristic characteristics and the global economy through the employment it generates (Azeez et al., 2022). Tourism provides significant added value to all national economies globally (Durberry, 2004) and fosters intercultural understanding and prosperity among countries (Yu and Lee, 2014). The economies of Muslim countries are also improving in parallel (Battour et al., 2024), and Muslim interest in tourism is also increasing (Jia and Chaozhi, 2020). This growth is driven by the increasing number of Muslim tourists, reflecting the overall increase in the global Muslim population. According to the Mastercard-CrescentRating Global Muslim Travel Index (GMTI) 2025 report, Muslim trips reached 176 million in 2024, a 25% increase from 2023, and are expected to reach 245 million by 2030. By then, total travel spending is expected to reach US\$230 billion, demonstrating the growing influence and economic potential of this vibrant market (Mastercard-CrescentRating, 2025). It is possible to say that halal tourism, a frequently studied topic in the international arena regarding the developments in the sector (Boğan et al., 2016), has achieved significant growth on a global scale (Vargas and Perano, 2018), is one of the fastest growing segments with the increase of the Muslim population (Sthapit et al., 2024) and as a result has attracted significant attention from academics and practitioners in the last two decades (Battour et al., 2024).

The concept of halal tourism is, above all, a consequence of the relationship between Islam and tourism (Turkish Tourism Encyclopedia, 2025). It is emphasized at this point that it is necessary to clarify the specific terms of this type of tourism and to understand the ethical, religious, and cultural characteristics of the tourists involved. Therefore, halal tourism has a structure that permeates the ethical sphere, compelling tourists to consider Sharia law and even pledging to respect and comply with all religiously mandated rules of conduct during travel. Therefore, it is emphasized that "Halal" refers to anything that is permissible according to the dictates of Sharia or Islamic law (Jaelani, 2017). Halal encompasses not only food, clothing, or cosmetics, but also all aspects of tourism and leisure (Dinar Standard, 2025). The global Muslim population, currently over 2 billion, is expected to reach 2.2 billion by 2030, indicating that demand for the halal tourism industry will increase significantly (Çıkı and Tanrıverdi, 2025). This demographic expansion makes halal tourism a critical and rapidly expanding segment of the global travel market (Timur et al., 2025).

The BRIC group, consisting of Brazil, Russia, India, and China, which came together at its first summit in Russia in 2009, was established as a dialogue and policy coordination platform, and after South Africa joined in 2010, it evolved into a trans-regional governance mechanism with a comprehensive political, security, economic, and social agenda, known as BRICS (Chakraborty, 2018). These countries, known as the BRICS region, are believed to contribute to global stability thanks to their strong macroeconomic fundamentals. Indeed, the 2017 BRICS Xiamen Summit in China aptly highlighted the role of tourism as a growth driver (Rasool et al. 2021). Consequently, BRICS tourism has achieved an incredible position in global tourism (Pop, 2020).

The aim of this study is to provide detailed information to researchers who will conduct scientific studies in this field by performing a descriptive analysis of international articles written on halal tourism in BRICS countries through the Web of Science database, and to contribute to the literature by making suggestions related to this field. This study critically examines whether halal tourism is adequately addressed in BRICS nations, which are predominantly non-Muslim. This research presents studies on halal tourism in BRICS countries and aims to provide preliminary information for future studies. In this respect, the study's

importance and rationale are highlighted by its potential to inspire researchers in future research. The research sought to answer questions such as: How many studies have been conducted on halal tourism in BRICS countries? In which countries are these studies concentrated? In which years were these studies conducted? For the processing of data obtained from the Web of Science database regarding halal tourism, analyses from the Web of Science database were considered. This study was conducted to guide authors who wish to conduct research in the field of halal tourism. It is believed that the findings and results of this research will contribute to the halal tourism literature.

Conceptual Framework of Halal Tourism

Halal tourism, also referred to as Islamic tourism in some sources (Tekin, 2013), specifically targets individuals with Islamic beliefs. The term "halal tourism" has been used interchangeably with other names and connotations within tourism theory and practice. Islamic tourism, Sharia tourism, and Muslim-friendly tourism are the most used alternative terms. However, none of these terminologies have a universally accepted definition (Masrtercard-Crescent Rating, 2025). Furthermore, related terms such as "Halal hospitality," "Sharia-compliant hotels," and "Halal-friendly travel" also exist for services within this sector (Yusof and Muhammad, 2013). The boundaries set by Islam, which aims to bring about material and spiritual happiness and make the world a livable place through its rulings, can be briefly described as halal and haram.

The word halal and its various derivatives appear 35 times in 29 verses of the Holy Quran (Encyclopedia of Islam, 2025). Among these meanings are: "to untie" (Ta-Ha, 27), "to put off ihram" (Ma'idah, 2), "to descend" (Hud, 39; Ar-Ra'd, 31), "to go out" (Ma'idah, 2), "to be permissible" (Al-Baqarah, 196; An-Nahl, 116), "to make lawful" (Al-Baqarah, 275; At-Tahrim, 11). We see that the word halal, with its various derivatives, appears in many hadiths.

The Prophet Muhammad, who based his definition of halal on the Quran, stated in a hadith: "Halal is what Allah has made lawful in His book, and haram is what Allah has made forbidden in His book. And what He has not made a ruling on is what He has forgiven for you." Taking this general statement in the hadith into consideration, scholars of the Islamic jurisprudence (fiqh) have defined the concept of "Halal" as "permissible, permitted, and for which there is no punishment" (Kahraman, 2012). In the context of tourism, scholars have preferred the terms "Halal Tourism" and "Islamic Tourism" in the literature to refer to products and services that meet the needs of Muslim travelers (Altıntaş, 2024; Tekin, 2013).

Components of Halal Tourism

Travel and journeying are commands from God to teach us the lessons He has offered us through His creation (Quran, 29:20). Religion undoubtedly influences the daily actions and rituals of Muslims, whether at home or while traveling (Jafari & Scott, 2014). Islam recognizes the right of people to travel and encourages travel for beneficial purposes, such as Hajj and Umrah (major and minor pilgrimages, respectively), health, medical treatment, education, business, trade, leisure, and pleasure. However, words like "entertainment" and "pastime" must be interpreted with caution, as Muslims are permitted to seek entertainment and pleasure only within the limits and obligations of Islamic Sharia (Saad et al., 2010). In this context, tourism policy, development goals, and the management and operation of the sector are largely expected to conform to Islamic principles (Scott & Jafari, 2010).

Halal Hotels: These hotels are designed to meet the needs of guests who prioritize privacy. These hotels typically have separate pools, beaches, and social areas for men and women. Halal-certified meals are also

available. Alcoholic beverages are not allowed. In addition to a prayer room within the hotel, the rooms also feature amenities such as prayer rugs, prayer beads, Qurans, and Qibla signs (Zulkifli et al., 2011; El-Gohary, 2015). Businesses operating within the halal tourism concept are expected to avoid entertainment services that violate Islamic principles, such as casinos and nightclubs (Tekin, 2013).

Halal Transportation: Key indicators of halal transportation include cleanliness, non-alcoholic beverages and Islamic publications, and ensuring that single male and female passengers are not seated together (Zulkifli et al., 2011). Additionally, some airlines assign seats according to gender on Hajj and Umrah flights, offer halal food, and keep Qurans on the seats (Battour et al., 2010).

Halal Tour Packages: The content of tour packages should be based on an Islamic theme. Islamic tour packages include visits to mosques and Islamic monuments during Ramadan, as well as promotions and events. Other sensitive practices include choosing alcohol-free hotels and restaurants for Muslim tourists and arranging trips according to prayer times (Hünkâr, 2025).

Halal Cruise: A cruise is a cruise ship tour featuring entertainment venues, a variety of restaurants, and comfortable living spaces. These large ships, capable of accommodating large numbers of guests, aim to offer a holiday experience in various destinations, including halal dining and adhering to Islamic sensitivities (Salam Booking Web Site).

Halal Logistics: Since logistics activities such as packaging, transportation and storage for halal products must also be in halal standards, halal logistics is defined as the execution and certification of all logistics operations and practices from the ordering stage to storage, shipment, transportation, information transfer and payment in accordance with Islamic rules (Küçük, 2019).

Halal Food Facilities: Food served in these facilities must be halal. All animals must be slaughtered according to Islamic practices (GSO, 2015).

Halal Finance: The financial resources of hotels, restaurants, travel agencies, and airlines must comply with Islamic principles. Generally, Islamic finance requires all parties involved in this financial transaction to participate in profit and loss sharing. Islamic finance also prohibits interest (Battour et al., 2010; Razalli et al., 2012). Furthermore, halal finance encompasses the Islamic insurance service known as takaful. The concept of Islamic insurance is a contract between two parties, each party protecting the other from unforeseen risks (Zulkifli et al., 2011).

Halal Products: These are products prepared according to Islamic principles, that is, the rules set forth in the Quran and Sunnah. Care must be taken at all stages of this preparation process, from production and packaging to distribution, storage, and sales (Ratanamaneichat and Rakkarn, 2013). Halal products encompass not only products that are not haram (permissible in Islam), but also products that are not contaminated with or contaminated by substances considered impure by Islam (Kaya, 2015).

| 72 | The core components of halal tourism encompass all tourism-related goods and services that are designed, produced, and marketed according to Islamic principles, as well as complying with Sharia principles (Hamza et al., 2012). Muslim tourists typically travel with family members, and therefore, the concept has been shaped around the travel needs of Muslim tourists seeking a predominantly family-friendly environment (Dinar Standard, 2025).

Halal Tourism and BRICS Countries

BRICS was founded in 2009 on the premise that international institutions have become overly influenced and dominated by Western powers and have ceased to serve developing countries. The bloc aims to coordinate the economic and diplomatic policies of its members, establish new financial institutions, and reduce dependence on the US dollar (CFR, 2025). The rise of the BRICS countries (Brazil, Russia, India, China, and South Africa) within the global economic landscape has reached a level where they influence a wide range of sectors and have reached a level of influence that has impacted the halal sector, which includes more than 1.8 billion Muslims worldwide. The BRICS bloc's expanding economic ties and growing economic influence are influencing and reshaping the halal market in regions with significant Muslim populations, such as the Middle East, North Africa, and parts of Southeast Asia (Halal Times, 2025).

Brazil

In São Paulo, Brazil, a major city in South America, significant natural, historical, and Islamic structures, including the Brazilian Mosque (built in 1929), the Jundiaí Islamic Center, Ibirapuera Park, Paranapiacaba, a preserved village steeped in Brazilian heritage, and the Seven Beaches Route in Ubatuba, which showcases the stunning natural beauty of the coastline, offer Muslim visitors spaces for worship and community engagement. In addition to these tourist attractions, accommodation and dining options that fully cater to the needs of Muslim travelers are increasingly offering basic amenities such as prayer mats, clearly marked Qibla (direction of Mecca), and readily available the Qurans in guest rooms.

Brazil, the continent's second-largest country after the United States with a population of over 211 million, has an official population of approximately 40,000 Muslims (Halal Accreditation Agency, 2025). Despite this small Muslim population, the Halal market contributes significantly to the Brazilian economy, with a significant portion of its trade directed to Muslim-majority countries. This trade is not only a commercial exchange but also a cultural bridge that fosters deep ties between Brazil and these countries. Partnerships with countries in the Middle East and beyond have been instrumental in solidifying Brazil's reputation as a reliable Halal supplier. These ties are mutually beneficial and foster economic growth and cultural understanding. As the world's leading exporter of halal meat, Brazil's agribusiness sector is a key player in the global halal trade. The country invests heavily in halal certification and supply chain improvements to ensure its meat exports comply with halal standards. Recent developments suggest that Brazil is expanding beyond its traditional Middle Eastern markets, focusing on Southeast Asia and Africa to meet growing demand (Halal Times, 2025).

Russia

In Russia, one of the major countries of the BRICS bloc, Islam is the second-largest religion after Christianity in terms of adherents, and most Muslims in Russia live in the North Caucasus. In Ingushetia, 98% of the Muslim population is Muslim, while in Chechnya, 96% are Muslim. In other regions of Russia, the following figures are Muslim: 94% in Dagestan, 63% in Kabardino-Balkaria, 54.5% in Bashkortostan, and 54% in Tatarstan. There are over 3 million Muslims in Moscow and approximately 2 million in Saint Petersburg (Russia Travel, 2025). These significant minorities create strong domestic demand for halal products, paving the way for the growth of the domestic halal market (Halal Times, 2025). According to information provided by the Grand Mufti of Russia, the number of Muslims living in Russia, out of a total population of 146 million, is approximately 25 million. According to local sources, in addition to the Muslim population's awareness of halal consumption, a significant portion of the country's non-

Muslim population also prioritizes halal consumption because halal products are considered natural and healthy among non-Muslims (Halal Accreditation Agency, 2025).

India

India, the world's most populous city, boasts iconic Islamic monuments from the New Delhi Sultanate (1206-1526) and Mughal Empire (1526-1858), including the Taj Mahal, Humayun's Tomb, Jama Masjid, Lahore Fort, Qutb Minar, and many more. Its flavorful and spicy food, which is halal-certified, stands out as a major draw. With a Muslim population of over 200 million, India is not only a destination but also a home away from home for Muslim tourists from abroad (HalalTrip India, 2025).

Indo-Islamic Culture, the Spiritual Heritage of Indian Art and Architecture: Culture is a multifaceted concept encompassing the shared beliefs, values, traditions, customs, art, language, and social practices of a particular people. The architecture of this period reflects a synthesis of Islamic and Indian styles. The historical background of Indo-Islamic culture is marked by periods of cultural exchange, tolerance, and synthesis. This cultural synthesis has resulted in a unique tapestry woven from India's rich traditions and Islamic ethics (HalalTrip India, 2025). India has also recently seen growth in halal initiatives and e-commerce platforms that cater to both local and global Muslim consumers (Halal Times, 2025).

China

China, home to over 20 million Muslims, has a rapidly growing domestic halal market. The country's Belt and Road Initiative (BRI) play a strategic role by connecting China with Central Asia, the Middle East, and North Africa, creating significant opportunities for cross-border trade and partnerships in halal products. With its technological and manufacturing capabilities, China is ideally positioned to lead advances in halal supply chain technologies. The implementation of blockchain-based traceability, artificial intelligence for quality control, and other innovations in food safety is expected to ensure product integrity and streamline the halal certification process (Halal Times, 2025).

The Muslim quarter of Xian city on Hoimin Street, Xinjiang, a vast and mysterious region in Western China, Hotan, famous for its jade production, and the Imam Jafar Sadiq Mosque are important places to visit for Muslim tourists (Halal Zilla, 2025).

South Africa

South Africa serves as a gateway to the African continent's rapidly growing halal market, which is estimated to cater to over 500 million Muslims. By leveraging its strategic location, South Africa can facilitate halal trade between African producers and the BRICS economies, reach new markets, and position itself as a halal hub (Halal Times, 2025).

South Africa, where the Ottoman Empire sent scholars to study Muslim affairs in the 1800s (Gençoğlu, 2023), stands out among the BRICS countries as an ideal destination for Muslim travelers with its Muslim population of nearly one million and its natural beauty. Cape Town, home to numerous halal restaurants, mosques, and places of worship, and Johannesburg, with its Apartheid Museum, Nelson Mandela Square, and vibrant Melville district, are important destinations for Muslim travelers (Halal Travel, 2025).

The combined economic clout, demographic diversity, and commitment to cooperation of the BRICS countries provide a solid foundation for the growth of the halal sector. Thanks to strategic investments, regulatory reforms, and technological advancements, BRICS countries are well-positioned to be at the forefront of the global halal market. The expansion of BRICS countries presents a significant opportunity

for the global halal sector. As these countries continue to grow economically and strengthen their trade ties, their influence on halal products, services, and finance will undoubtedly increase. By fostering partnerships, harmonizing standards, and embracing innovation, BRICS countries have the potential to reshape the future of the halal market and foster a more connected and thriving global halal economy (Halal Times, 2025).

Literature Review

Adhmad et al. (2025), aimed to investigate the role of social media influencers (SMIs) in building trust in halal hotels and their impact on Muslim tourist satisfaction. A quantitative research methodology was employed with data collected through surveys of 245 Muslim tourists. The proposed hypotheses were empirically examined using a combination of partial least squares structural equation modeling and necessary condition analysis (NCA). Furthermore, the innovative methodology adopted in this study included the application of partial least squares estimation, importance-performance map analysis, and NCA. The findings indicate that an SMI's attractiveness, expertise, and credibility significantly influence trust in halal hotels, and credibility serves as a significant mediator in enhancing Muslim tourist satisfaction. While halal certification visibility does not influence these relationships, its high performance and prominence highlight its value in enhancing tourist trust. This study makes three important original contributions: To the authors' knowledge, this is the first study to empirically validate how SMIs help build trust among Muslim tourists. By presenting a novel trust-mediation model and halal certification visibility moderation model, it demonstrates how influencer credibility indirectly increases Muslim tourist satisfaction. Methodologically, it pioneers the use of NCA in halal tourism to determine minimum trust thresholds for satisfaction.

Bunakov et al. (2019) analyzes the development and organization of religious and halal tourism in Muslim republics, particularly Tatarstan, Uzbekistan, and Tajikistan. Using statistical, expert judgment, and structural-functional methods, the authors investigate the factors shaping Muslim tourist behavior and the role of digital technologies in promoting halal tourism. The case of Tatarstan highlights successful practices, particularly the promotion of the Bulgar city as a halal-friendly destination and the establishment of facilities such as the Kol Gali Resort and Spa. In contrast, Uzbekistan and Tajikistan face challenges due to inadequate infrastructure and limited public awareness. The article concludes that Islamic values and cultural heritage, when combined with modern hospitality standards, can enhance tourism competitiveness. Furthermore, halal tourism not only serves religious purposes but also contributes to economic growth, cultural preservation, and international image building for Muslim-majority regions.

Dauids (2015), examines the growing recognition of Islamic tourism as an economically valuable and culturally enriching sector within the global and South African tourism sectors. While Islamic tourism has long been present in South Africa, its economic potential has only recently been officially recognized. The author distinguishes between two types of Muslim tourists: the casual tourist, who naturally encounters Islamic elements, and the specialist tourist, who seeks deeper religious or intellectual experiences. The chapter highlights the importance of local Muslim communities and small and medium-sized enterprises (SMEs) in developing and sustaining halal-friendly tourism. It argues that responsible tourism principles should ensure local participation, ethical practices, and empowerment in the sector.

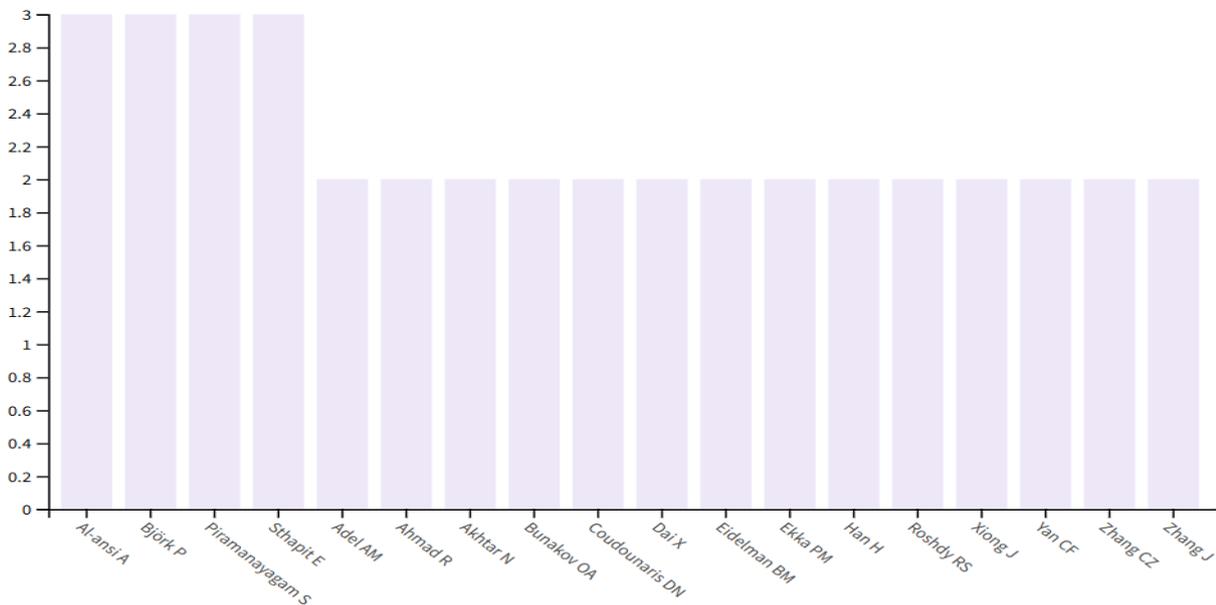
Methodology

Document analysis is a scientific research method that can be defined as the review, examination, inquiry, and analysis of various documents as a summary source of research data (O’Leary, 2017). Therefore, in this study, a qualitative methodological approach was adopted, and the document analysis technique was employed. Articles related to halal tourism and Islamic tourism in BRICS countries published between 2009 and 2025 were subjected to content analysis to compose quantifying data. Content analysis frequently used in data analysis (Bowen, 2009), is the process of quantifying data (Alanka, 2024) by systematically analyzing written or visual content (Aziz, 2015).

Since BRICS was established in 2009, studies from the period 2009–2025 were taken into consideration. The keywords “halal tourism,” “Islamic tourism,” and “Muslim-friendly tourism” were used, and English was selected as the language preference in the Web of Science database. Ultimately, 43 relevant articles were identified. However, only 18 of the relevant articles cover halal tourism assessments in BRICS countries. Therefore, these 18 articles were included in the analysis of the study. The content analysis of the articles was conducted based on the parameters of author contribution, year of publication, topic, author information, and country, as defined by Akin & Sezerel (2015).

Findings

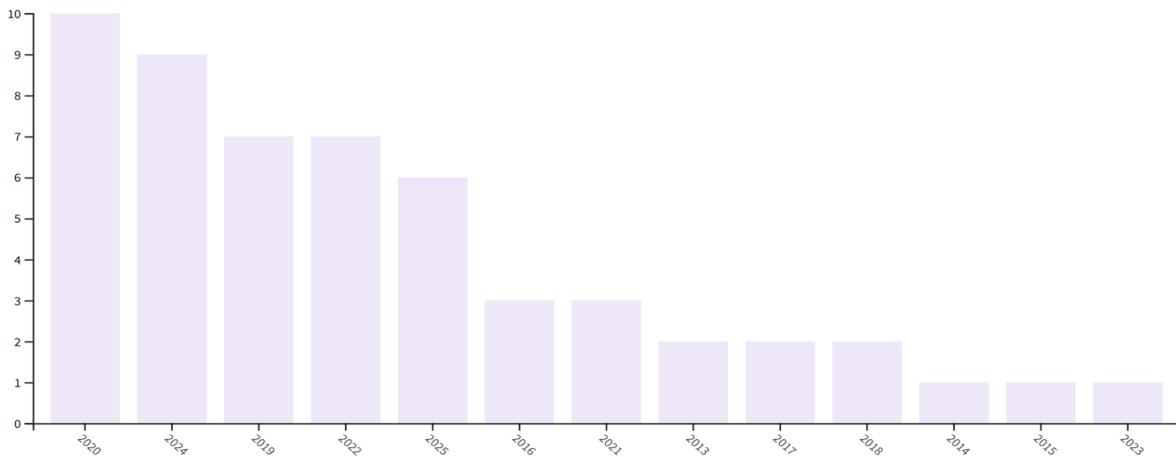
After selecting BRICS countries as the country, 54 articles were obtained. The data were analyzed according to the criteria in the Web of Science database, and since BRICS was established in 2009, studies between 2009 and 2025 were considered. Among the studies contributed by 155 authors, the table below lists the 18 authors who authored at least two or three studies. The number of authors who have contributed at least one work to the study was determined to be 137.



Graph 1. Analysis graph of publications contributed by authors

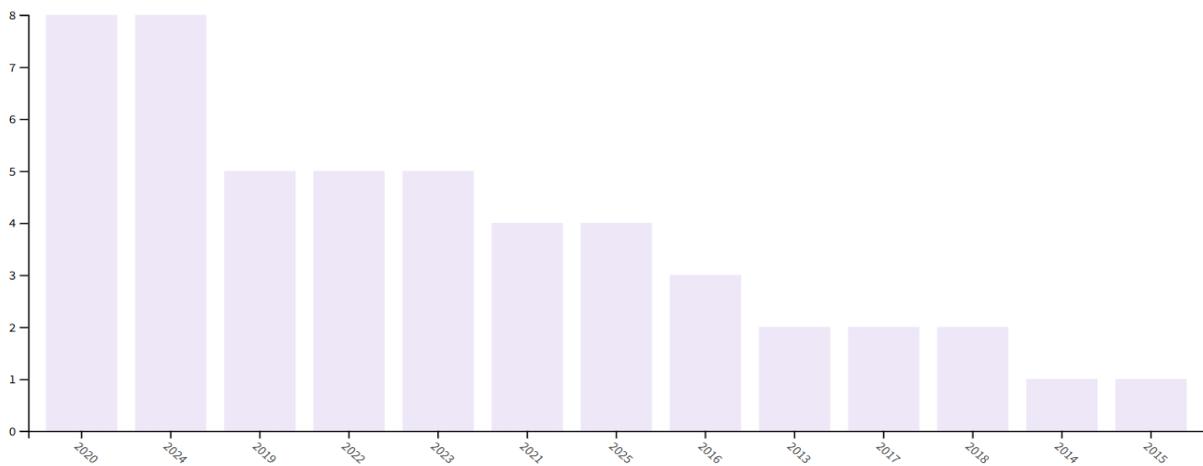
When the studies conducted by year were examined, it was determined that 10 articles were published in 2020, creating a clear peak; 9 articles in 2024; 7 articles in 2022 and 2025; 3 articles in 2016 and 2021; 2 articles in 2013, 2017, 2018 and 2021; one article each in 2014, 2015 and 2023. Although the period 2009 to 2025 was considered, it was observed that no article on halal tourism and Islamic tourism was published in the BRICS countries before 2013. The year-by-year table of publications is as follows.

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Graph 2. Graph showing the analysis of publications by year

The table in question was created without considering articles that were made available for early access. Based on the data obtained, including early access, it was determined that 8 articles were published in 2020 and 2024; 5 articles in 2019, 2022 and 2023; 4 articles in 2021 and 2025; 3 articles in 2013, 2017 and 2018; and 1 article each in 2014 and 2015. The year-by-year table of publications except for early access is as follows.



Graph 3. Graph showing the analysis of publications by year except for early access

No studies incorporating descriptive analysis were found in the research. Eighteen of the published articles were published without contributions from authors in other countries. In other words, only studies conducted by researchers working in BRICS countries were considered. Despite Brazil's economic role, the search yielded no academic articles specifically addressing its halal tourism sector.

Although the database specifically selected five BRICS countries, it was determined that there were also articles from other countries, and that authors working at universities in these countries also conducted studies related to other countries. In other words, studies were conducted in the relevant countries, but these studies were related to halal tourism in other countries. Among these countries, Ghana, Saudi Arabia, Thailand, Brunei, and the Philippines can be mentioned. The table below lists articles covering only BRICS countries, from newest to oldest. Studies by authors contributing from outside BRICS countries were not included in the table.

Table 1. The Table of Writer and Countries according to years

Order	Subject	Year	Writer(s)	Country
1	The role of social media influencers in building trust for halal hotels and their impact on Muslim tourist satisfaction	2025	Ahmad, Khalil Gharde, Yachna Ramesh More, Mahendra Narayan Nikalje, Vaishali Kumar, Vivek	Hindistan
2	Impact of pull-push motivations on tourist satisfaction and loyalty: the moderating role of Islamic attributes in shaping destination image	2025	Jameel, Arif Hussain, Abid Kanwel, Shahida Guo, Wenjing Khan, Sania	Çin
3	Modelling halal tourism as a reflective-reflective second-order construct: linking attributes to tourist outcomes using structural model analysis	2025	Qureshi, Reyaz Ahmad Dada, Zubair Ahmad Bhat, Waseem Ahmad Soudager, Mohammed Ayub	Hindistan
4	Customers' satisfaction as a critical success factor in halal tourism: literature review and research agenda	2024	Ekka, Punit Moris Bhardwaj, Shikha	Hindistan
5	The intersection of faith and tourism: an exploratory study on halal tourism motivations among Indian millennials	2024	Kalyan, Preeti Ekka, Punit Moris	Hindistan
6	Satisfaction unveiled: decoding the antecedents and consequences of halal tourism - a metaanalytical approach	2024	Gautam, Nikshit Verma, Mohit Ray, Bhumika	Hindistan
7	Foreign Muslim Workers' Perspectives of the Basic Needs of Muslim-Friendly Tourist Services: An Empirical Analysis of a Non-Muslim Destination (Retracted Article)	2022	Yen, Huang-Ping Chang, Jing-Wen Ho, Kung-Cheng Hung, Hao-Kai	Çin
8	Assessment of the Prospects for the Development of Religious Tourism at the Regional Level (based on the Materials of the Republic of Tatarstan, Russia)	2020	Rubtzov, Vladimir Biktimirov, Niyaz Mustafin, Marat Rozhko, Mikhail Bautista, Hugo	Rusya
9	Halal tourism?: is it the same trend in non-Islamic destinations with Islamic destinations?	2020	Xiong Jia Zhang Chaozhi	Çin
10	What Do Sufi Muslim Leaders Think About Visitors At Their Sacred Sites? A Research Need	2020	Fattah, Ahmed Abdel Eddy-U, Mary	Çin
11	The needs of Muslim hotel customers: evidence from Russian guests	2019	Shnyrkova, Anna Predvoditeleva, Marina	Rusya
12	Consideration of a religious factor when determining the tourist motivation	2019	Baibakov, Eduard Ildarovich Rubtzov, Vladimir Anatolyevich Biktimirov, Niyaz Minnahmatovich Rozhko, Mikhail Viktorovich	Rusya
13	Religious And Halal Tourism Organization Peculiarities In Muslim Republics	2019	Bunakov, Oleg A. Aslanova, Dilbar K. Zaitseva, Natalia A. Larionova, Anna A. Chudnovskiy, Alexey D. Eidelman, Boris M.	Rusya
14	The effect of non-verbal messages on Muslim tourists' interaction adaptation: A case study of Halal restaurants in China	2019	Akhtar, Naeem Sun, Jin Ahmad, Wasim Akhtar, Muhammad Nadeem	Çin
15	Influence Of Consumer Attitude And Intentions On Destination Image Of Muslim Tourists	2019	Ansari, Nabila Joshi, Mihir Tyagi, Shagun Singh, Vinod Kumar	Hindistan

16	Halal culinary and tourism marketing strategies on government websites: A preliminary analysis	2018	Yousaf, Salman Fan Xiucheng	Çin
17	Muslim travellers' needs: What don't we know?	2016	Oktadiana, Hera Pearce, Philip L. Chon, Kaye	Çin
18	Islamic Tourism In South Africa: An Emerging Market Approach	2015	Davids, M. Noor University of South Africa	Güney Afrika

Conclusions and Recommendations

The aim of this study is to provide a body of knowledge expected to have an original and widespread impact on the relevant literature through content analysis of international articles on halal tourism in BRICS countries, based on parameters such as author contribution, publication year, subject, author information, and country. The articles examined reveal increasingly diverse topics and an interdisciplinary research structure in the field of halal tourism. An examination of author contributions shows that although the research output is distributed across a broad pool of academics, there is a distinct core group contributing regularly and consistently to the field. This indicates that halal tourism is beginning to institutionalize as an academic subfield and that a stable research community is forming.

An evaluation of publication frequencies by year reveals that the halal tourism literature has followed a fluctuating trajectory over time; however, the notable increase in publications in 2024 and 2025 signals a renewed research momentum. This demonstrates that interest in halal tourism continues and that the topic maintains its relevance in parallel with developments in the global tourism sector.

The thematic focus of the articles examined shows that early research tended to explore conceptual frameworks, definitions, and basic requirements, while more recent studies have shifted towards applied and data-driven topics such as tourist motivations, consumer behavior, destination image, social media influence, satisfaction, and marketing strategies. Methodologically, there has been a significant diversification from qualitative analyses to quantitative models, with a noticeable increase in structural equation modeling and comparative analyses. This indicates that the field has gained scientific depth and transformed into a structure open to interdisciplinary knowledge production.

Regarding author and country distribution, most articles have been produced by researchers based in Asian countries and Russia. This reflects both the large Muslim populations in these regions and their increasing interest in halal tourism as an economic opportunity. Additionally, studies from South Africa support the idea that halal tourism is becoming a global phenomenon and that there is a growing need for research in non-Muslim countries as well. The prevalence of multi-author and interdisciplinary studies further illustrates the multidimensional nature of halal tourism and its transformation into a research field supported by contributions from multiple disciplines. Overall, the findings indicate that the halal tourism literature is progressing toward a more mature, internationally expanding, and increasingly practice-oriented structure—both thematically and methodologically.

However, this study also has several limitations. First, the analysis is restricted to articles indexed in the Web of Science database. Since conducting surveys in the relevant countries was not feasible, the study relied solely on secondary data sources. Second, although this research focuses on the halal tourism market, the target countries—except for Russia—have minority Muslim populations, making it impossible to include the perspectives of Muslim tourists. Moreover, despite Brazil's significant investments in halal meat production, no related academic articles were identified. In line with these

findings and conclusions, the following recommendations have been developed within the scope of this study:

- Future research should integrate halal tourism with disciplines such as marketing, sociology, and consumer behavior, producing broader interdisciplinary studies.
- Researchers should focus on emerging topics such as sustainability, digitalization, and artificial intelligence applications, beyond commonly studied themes like satisfaction and motivation.
- Time-series and trend analysis methods should be used to identify the reasons for annual fluctuations in publication output.
- More field studies should be conducted to examine the experiences of Muslim tourists in non-Muslim countries.
- Social media data should be analyzed using big data and machine learning techniques to generate stronger insights into tourist behavior.
- Halal certification and service standards across different countries should be compared to clearly reveal global variations in practice.
- Policy- and practice-oriented research that provides actionable outcomes for tourism businesses and destination managers should be increased.
- To address regional imbalances in the literature, more academic research on halal tourism should be conducted in regions such as Africa, the Middle East, and Latin America.
- Future research should expand the scope of the literature review by including databases other than Web of Science.
- Field visits to relevant countries should be planned for primary data collection, or online surveys and interview methods should be used to increase data diversity.
- Sampling studies should be conducted in countries with large Muslim populations to better understand the experiences of Muslim tourists.
- Academic research should be encouraged in countries such as Brazil, which play an important role in halal production, in order to fill existing gaps in the literature.
- Qualitative research and in-depth interviews should be conducted to assess the halal tourism potential of countries where Muslims constitute a minority.

Finally, creating the necessary conditions for the future development of the halal tourism sector in BRICS countries, and especially lifting restrictions on Muslims in China and India, is essential. The positive atmosphere that will arise from the lifting of these restrictions is likely to increase Muslim tourist interest in the region, and the data obtained will encourage further scientific studies.

*Descriptive Analysis of Scientific Studies on Halal Tourism in Non-Muslim Destinations:
The Case of BRICS Countries*

Contribution Rate Declaration

The authors declare that they have contributed equally to this article.

Conflict of Interest Statement

The authors of the article declare that there is no conflict of interest among them.

Ethical Approval

Ethics committee approval is not required for this article.

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