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## Determining Indicators of RIDA Framework for Entrepreneurial Success in Halal Tourism

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**Keywords:** Halal Tourism, Entrepreneurial Success, RIDA Framework, Systematic Review, PRISMA Analysis.

**Abstract:** Halal tourism has increased in several countries, both Muslim and non-Muslim countries. In line with that, research on halal tourism is also growing. However, research that focuses on the RIDA Framework on the Success of Halal Tourism Entrepreneurial is still very limited because this framework is relatively new. This study aims to identify indicators in the Responsible, Immersive, Digitalization, Assurance (RIDA) Framework that can support the success of halal tourism entrepreneurship. Literature study research data comes from the Scopus database. Data analysis uses the selected reporting item approach for systematic reviews and meta-analyses (PRISMA). The results of the PRISMA study have identified 19 indicators of entrepreneurial success and then grouped them into four determining factors according to the RIDA framework. In the end, this study proves that the determining indicators based on the RIDA framework are able to support the success of halal tourism entrepreneurship. The results of this study can be responded to by the Association of Entrepreneurs and Community Organizations that do business in the Halal tourism industry by increasing their contribution to the available indicators.

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### Introduction

Tourism continues to grow (Soeswoyo et al., 2024) and can even support the country's economy (Sudiarta et al., 2021). With the increasing number of foreign tourists visiting a country, there will be an indirect inflow of money into the country. The development of tourism is increasingly rapid, especially after going through the Covid-19 pandemic. Cultural, language, and religious differences often occur in the tourism environment. Differences are not a problem, but they can produce their business potential where a new niche is found, for example, Muslim-friendly tourism (Losurdo, 2022). The concept of Muslim-friendly tourism is the same as Islamic tourism, Halal tourism, Shariah tourism, and Islamic hospitality, where the topic is similar in that the needs of Muslim tourists are the main thing that cannot be compromised anymore (Syaharani & Fahmi, 2024). However, Muslim-friendly is a tourism service that is almost similar to Halal tourism but not as strict as Halal tourism procedure, so

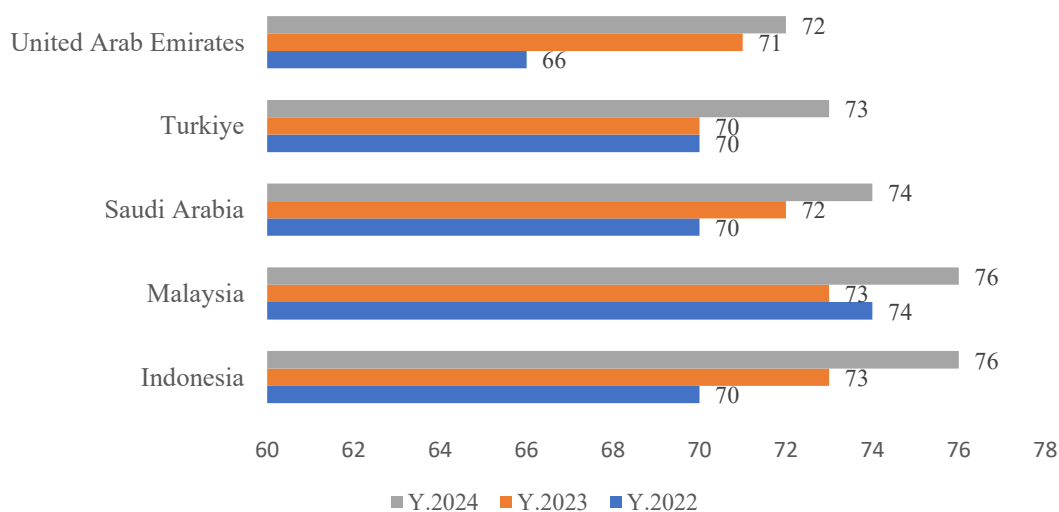
non-Muslim countries can participate in taking this business opportunity.

Halal tourism has increased in several countries (Anggara et al., 2024), both Muslim and non-Muslim countries. In line with that, research on halal tourism is also growing (Misbah & Johari, 2024). Halal tourism has begun to be understood as an important part of a lifestyle that must be fulfilled (Jailani & Adinugraha, 2022). For Muslim travelers who are very aware of halal, of course, they do not want to sacrifice their basic faith-based needs when traveling. The needs of Muslim travelers include prayer facilities, halal food certification, ablution or wudu facilities, non-halal activities, and recreational facilities with privacy (Lu et al., 2023).

In general, entrepreneurs are individuals who can have unique and practical ideas to start and manage a business (McMullen & Kier, 2017). Meanwhile, halal entrepreneurship is a series of activities that involve realizing a business in the halal industry, which means it does not deviate from Islam's guidelines (Abdullah & Azam, 2021). As with economic principles, there will always be a balance between supply and demand, so entrepreneurial success is those who can capture the opportunities of many requests and serve them well until they are completed in the entrepreneurial ecosystem (Khuong & Van, 2022). Market dynamics occur and their relationship to entrepreneurial opportunity (Mehrabani, 2024).

It also applies to Halal entrepreneurship, where business actors respond to many requests from Muslim consumers for halal products well and appropriately to gain profit. Non-Muslim countries still care and prioritize the needs of Muslim tourists: Japan provides prayer facilities at airports and shopping centers with mobile application facilities as prayer location pointers (Rizki & Aminah, 2023). Then, South Korea provides prayer places in hotels (Marlinda et al., 2021). Ultimately, Thailand provides prayer places in major tourist attractions in Bangkok (Islam & Ashton, 2024). This shows that non-Muslim countries are trying to seize opportunity and to provide the best service for the comfort of worship for Muslim tourists (Sungnoi & Soonthonsmai, 2024).

Based on the GMTI ranking for the last three years, the number of potential Muslim travelers growth by the Top five destinations has increased in the five countries. Various efforts have been made and practiced to increase the number of halal tourism visits. Figure 1 details these efforts.



**Figure 1.** Muslim Traveler Growth by Top 5 Destinations

Source: Global Muslim Travel Index, 2024

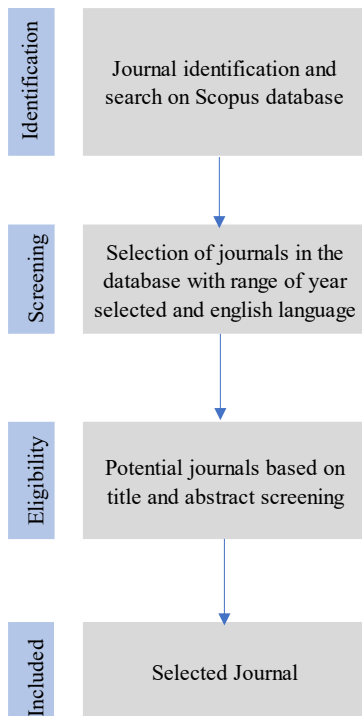
The latest study is the GMTI report (2024), the RIDA framework. In Arabic, the word Rida translates to "contentment" or "satisfaction," embodying harmony, peace, and fulfillment. It is more than just an acronym; it has deep cultural and spiritual meaning. The RIDA (Responsible, Immersive, Digitalization, Assured) framework is a strategic model that aims to assess and improve the quality and competitiveness of halal tourism. The RIDA framework stands out for its holistic approach that integrates various aspects of travel, from ethical and sustainable practices to digital innovation and service assurance. Comprehensive, practical, and adaptable, this approach can be used by destinations and service providers to attract and satisfy Muslim travelers, ultimately leading to a more inclusive and sustainable tourism industry. Scholars can use the RIDA framework(2024) to sustainably develop and enhance Halal tourism. This framework includes R (Responsible), I (Immersive), D (Digitalization), and A (Assured).

Although RIDA is a newly introduced framework designed to increase the number of Muslim tourist trips, no explicit study has been conducted on how each element of RIDA can support entrepreneurs' success. Thus, there is a gap in analysis between the supporting framework and the entrepreneur's success. Therefore, this study is important to be developed and completed in order to obtain the expected results.

## Method

This study was designed as a systematic literature review (SLR). This research design was used to identify indicators in the RIDA framework that support the success of entrepreneurs in the halal tourism industry. The data source comes from a collection of reference journals in the Scopus database. The Scopus database was chosen because not all available databases can support every analysis. So far, the Scopus database source is considered reliable and most supportive of all types of multidisciplinary research, as the most comprehensive data sources for various purposes (Pranckutė, 2021). In this study, the analysis began with Bibliometric mapping through Co-occurrence maps to measure the research gap that focuses on "halal tourism" and "entrepreneurs." as an initial identification, which was then added to each RIDA element. Through the maps, groups will be seen based on keywords. In the process, a bright yellow color will also be seen as a sign that many researchers have conducted studies according to these keywords, and vice versa; a less bright or dim color is a sign that only a few researchers focus on the field of study based on these keywords

Bibliometric data analysis in this study applies PRISMA-P (Preferred Reporting Items for Systematic Reviews and meta-analysis protocols). Based on the PRISMA-P approach, the data selection process is carried out through four stages: identification, screening, eligibility, and inclusion. Because this study focuses on the RIDA framework, the items to be reviewed consist of four elements, namely R (Responsible), I (Immersive), D (Digitalization), and A (Assured). In detail for each element, where the PRISMA procedure can be seen in Figure 2.



**Figure 2.** PRISMA Flow Diagram

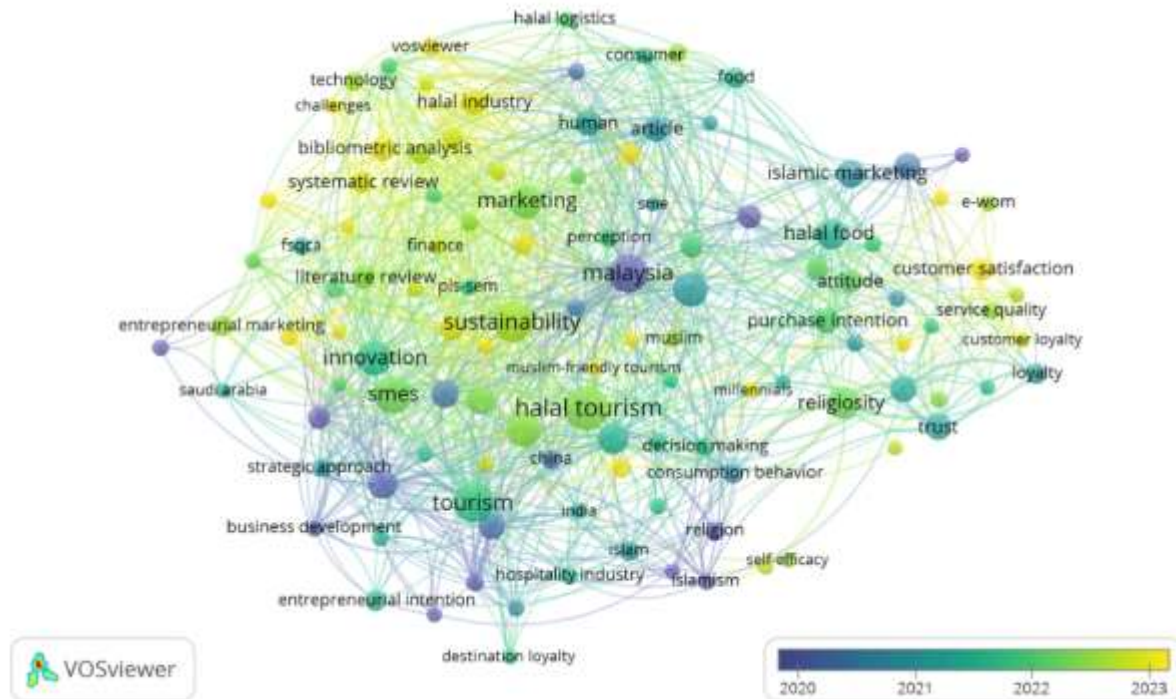
Source: Bahri et al. (2022)

In this study, the analysis begins with Bibliometric mapping through Co-occurrence maps to measure the research gap that focuses on "halal," "tourism," and "entrepreneur" as an initial identification, which is then added to each RIDA element at the screening stage. The discussion continued with the findings of identifying all indicators of entrepreneur success in the halal industry that reflect the RIDA framework. In the end, a conceptual model of the success of business actors in the halal tourism industry is presented based on the RIDA framework accompanied by indicators according to the results of the selected articles.

## Result and Discussion.

### Result

The results obtained through bibliometrics consist of many articles selected based on keywords. Furthermore, to facilitate observation, a tool is needed in the form of visualization, also known as visualization of co-occurrence, as seen in Figure 3.



**Figure 3.** Overlay visualization of co-occurrence

Source: Scopus Data Based, 2024

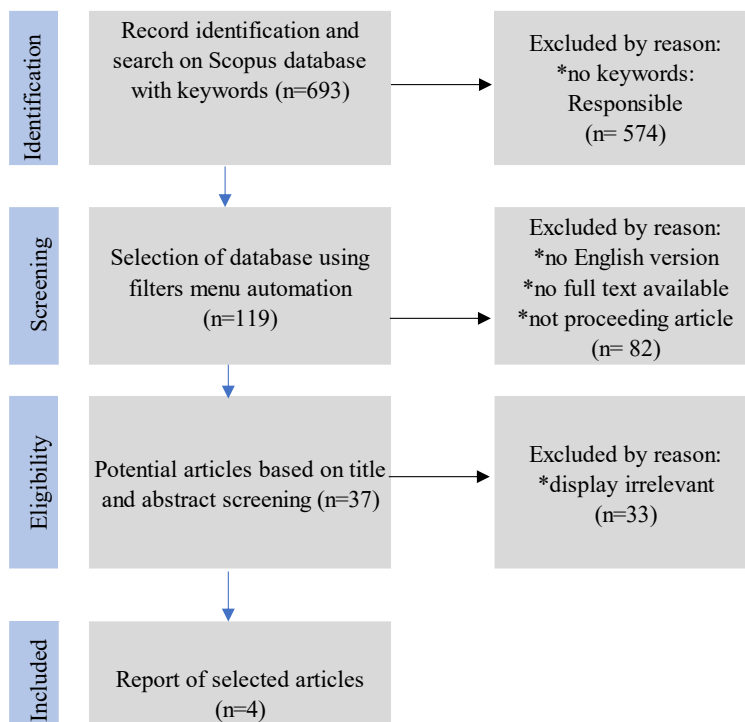
Visual bibliometric data analysis is essential in today's world. Researchers can obtain research performance through mapping tools, images, and various information on the development of scientific fields. According to the RIDA concept, visualizing bibliometrics has four parts.

#### Mapping by RIDA keywords

An initial search on the Scopus database using the "All Fields" menu and keywords: "entrepreneur," "tourism," and "halal" found 693 documents. The search results of 693 documents are still too broad in scope. However, generally and comprehensively, the keywords that appear most often are those used in frequent research, such as halal tourism, Sustainability, and tourism. Based on visualization, keywords still relatively new are those in yellow, such as Sustainability, halal industry, and customer satisfaction. Meanwhile, slightly older keywords, such as Islamic marketing, religion, and Malaysia, are marked with darker colors. Between yellow and dark colors, slightly resembling green, are keywords that have a meaning that is not too new and also not too old, such as halal tourism, SMEs, marketing, and religiosity. This selection process is still in the identification stage, so it needs to be continued to the next stage, namely the screening stage. The stage after the identification or screening stage will be continued with additional searches that are adjusted based on the RIDA concept, such as keywords: Responsible (R), Immersive (I), Digitalization (D), and Assured (A).

#### Responsible

Measurement of article data sources was carried out using the PRISMA Diagram (as seen in Figure 4) using the keyword: "Responsible" to obtain selected articles.



**Figure 4.** PRISMA Diagram by 'Responsible' keywords

Source: Scopus Data Based, 2024

Thus, it was obtained at the included stage to become four articles. Table 1 shown four selected articles, reflecting as many as eight indicators.

**Table 1.** List of Articles Entrepreneurial Success by Responsibility Category

No	Indicator	Source	Category
1.	Ability to have persistence		
2.	Ability to have convictions		
3.	Ability to have fairness	Islam et al. (2023)	Responsible
4.	Ability to have integrity		
5.	Ability to be honest		
6.	Ability to have self-reliance	Sutomo et al. (2024)	
7.	Ability to care for others	Widadi et al. (2021)	
8.	Ability to provide the travelers needs with Shariah compliance	Akram (2022)	

Source: PRISMA Analysis Results

### Immersive

Measurement of article data sources was carried out using the PRISMA Diagram (as seen in Figure 5) using the keyword: "Immersive" to obtain selected articles.

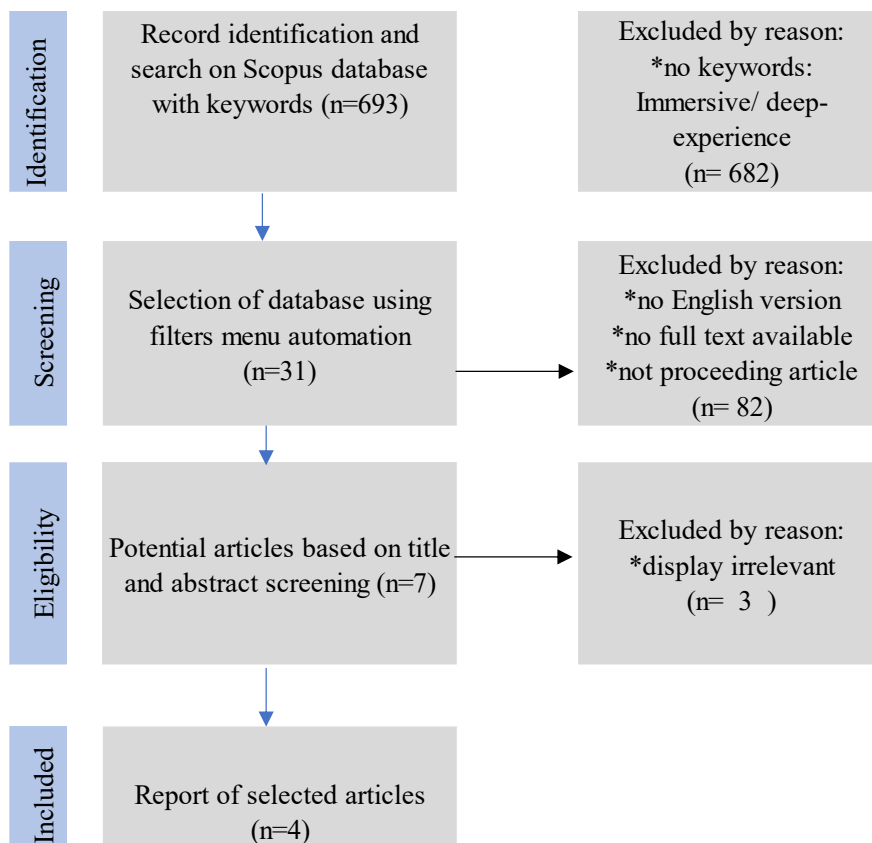


Figure 5. PRISMA Diagram by 'Immersive' keywords.

Source: Scopus Data Based (2024).

Furthermore, it was obtained at the included stage to become four articles. Table 2 shows four selected articles, reflecting as many as five indicators.

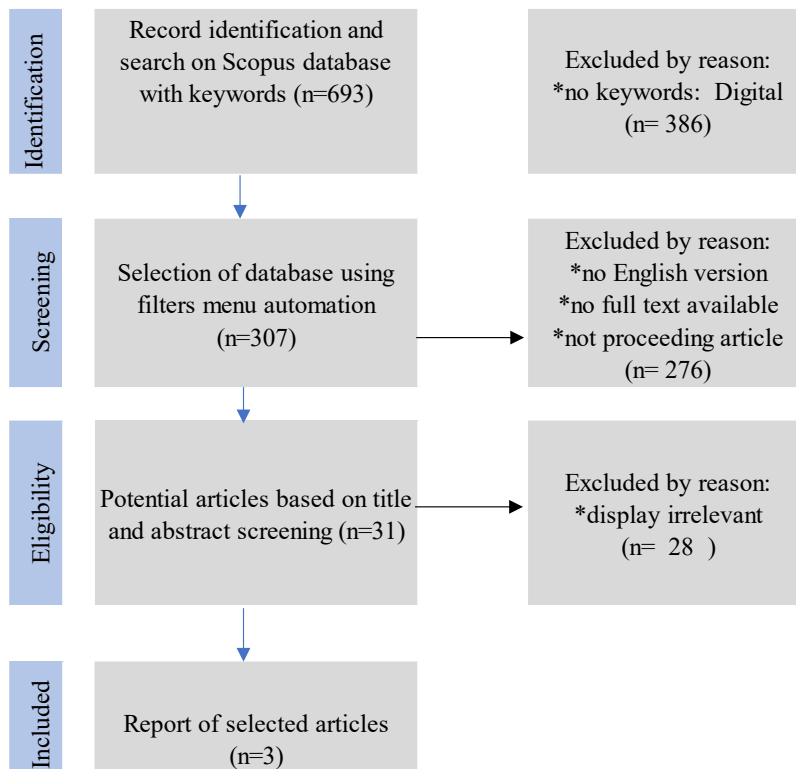
Table 2: List of Articles Entrepreneurial Success by Immersive Category

No	Indicator	Source	Category
1.	Ability to channel the traveler's global mindset to inform the experience	Yang et al. (2022)	
2.	Ability to create a trusted destination	Sodawan & Hsu (2022)	Immersive
3.	Ability to create a perceived value		
4.	Ability to provide customers with in-depth knowledge	Zhang et al. (2024)	
5.	Ability to improve the quality of tourism experience for promoting sustainable development.	Zhou & Wang (2024)	

Source: PRISMA Analysis Results.

### Digital

Measurement of article data sources was carried out using the PRISMA Diagram (as seen in Figure 6) using the keyword: "Digital" to obtain selected articles.



**Figure 6.** PRISMA Diagram by 'Digital' keywords

Source: Scopus Data Based (2024).

Thus, it was obtained at the included stage to become three articles. Table 3 shown three selected articles, reflecting as many as three indicators.

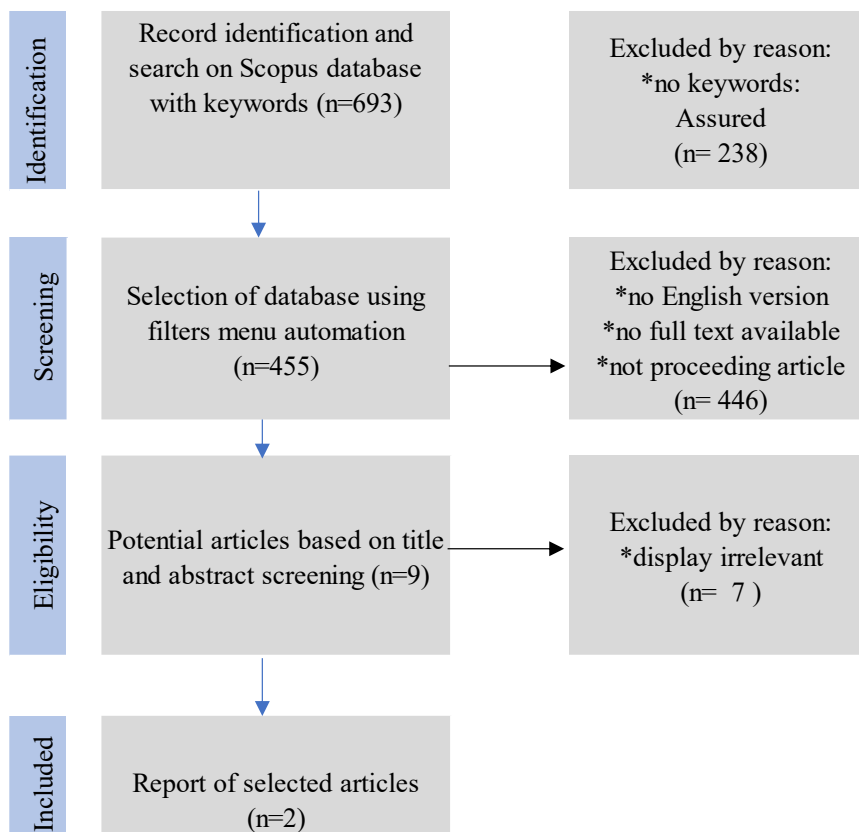
**Table 3.** List of Articles Entrepreneurial Success by Digital Category

No	Indicator	Source	Category
1.	Ability to Innovate	Al-Shaikh & Hanaysha (2023)	
2.	Ability to promote through social media	Suartina et al. (2022)	Digital
3.	Ability to provide new digital platform for Muslim travelers needs	Battour et al. (2022)	

Source: PRISMA Analysis Results

**Assured**

Measurement of article data sources was carried out using the PRISMA Diagram (as seen in Figure 7) using the keyword: "Assured" to obtain selected articles.



**Figure 7.** PRISMA Diagram by 'Assured' keywords  
Source: Scopus Data Based (2024).

In the end, it was obtained at the included stage to become two articles. Table 4 shown two selected articles, reflecting as many as three indicators.

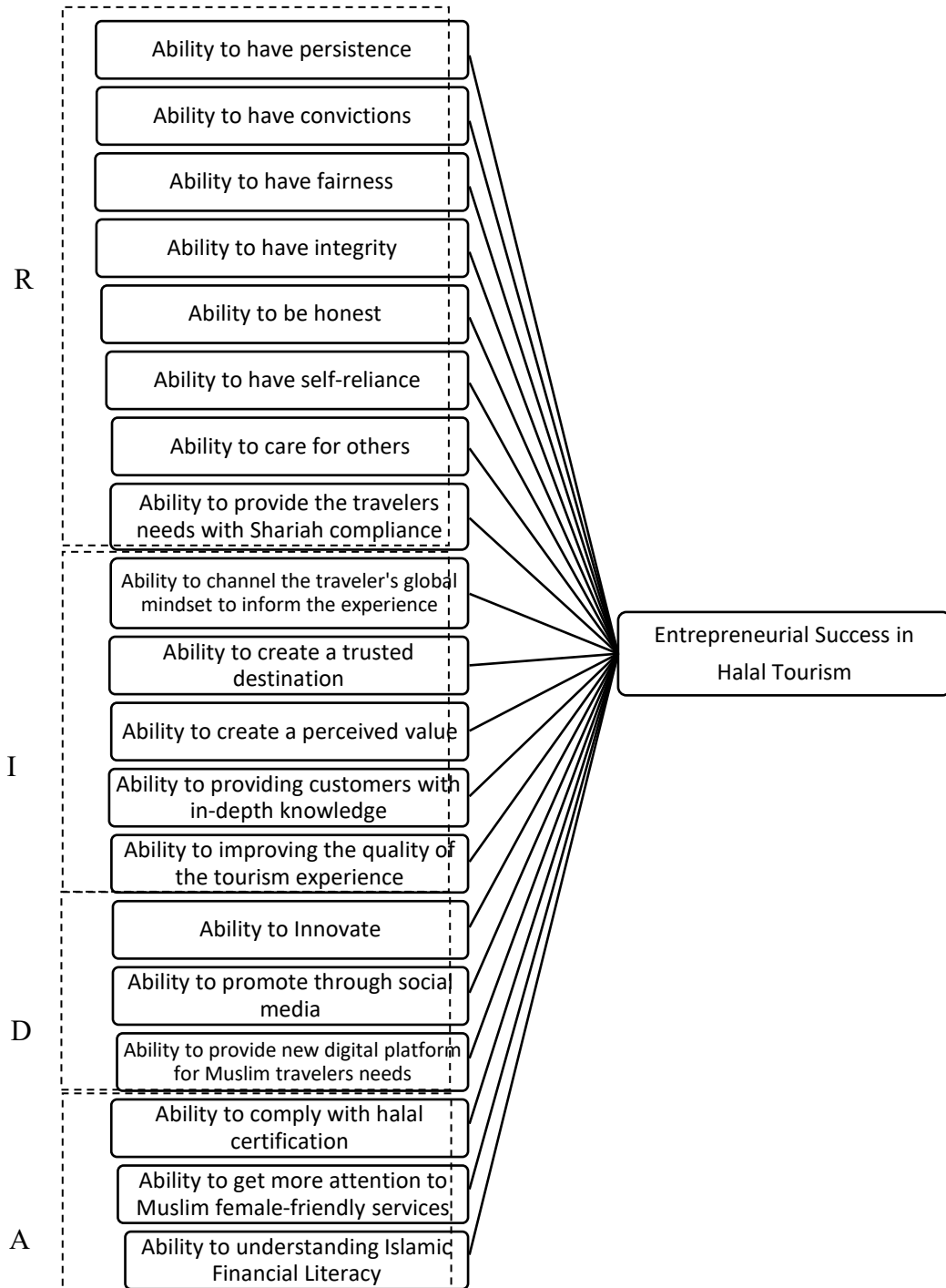
**Table 4.** List of Articles Entrepreneurial Success by Assured Category

No	Indicator	Source	Category
1.	Comply with halal certification	Basarud-din et al. (2022)	Assured
2.	More attention to Muslim female-friendly services	Basarud-din et al. (2022)	
3.	Understanding Islamic Financial Literacy	Mujiatun et al. (2023)	

Source: PRISMA Analysis Results (2024).

## Discussion

The research results were grouped into four RIDA dimensions and nineteen indicators (as shown in Figure 8). This grouping then forms a conceptual framework.



**Figure 8.** Conceptual Framework

Through nineteen indicators that have been obtained for entrepreneurial success have been identified. Figure 8 shown selected articles, reflecting nineteen indicators. Entrepreneurial success is related to the halal concept in the tourism industry. Therefore, entrepreneurial success can be seen based on the indicators in the RIDA framework. Based on the analysis results with the PRISMA approach, nineteen indicators were found.

**Table 5.** Entrepreneurial Success by RIDA framework

No	Category	Indicator
1.	R (Responsible)	8
2.	I (Immersive)	5
3.	D (Digital)	3
4.	A (Assured)	3
Total		19

Source: Scopus Data Based (2024).

## Conclusion

In general, the entrepreneurial success indicators in this study align with previous research, including Ability, Entrepreneurial opportunity, digital platform, Entrepreneurial attitude, business partners, and finance. In measuring the success of entrepreneurs in the Halal tourism industry, they no longer encounter difficulties and obstacles. The results of this research can describe the indicators of entrepreneurial success in the halal tourism industry. Based on the PRISMA analysis, 19 indicators are reflected in the RIDA frameworks as determinants for entrepreneurial success in Halal tourism. Ultimately, this study proves that the determining indicators based on the RIDA framework can support the success of Muslim-friendly tourism entrepreneurs. The Association of Entrepreneurs and Community Organizations that do business in the Halal tourism industry can respond to the results of this study by increasing their contribution to the available indicators. On the other hand, future research needs to focus on RIDA frameworks with other models that are not explained in this research.

## Acknowledgments

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