

## Artificial Intelligence in Personalizing Halal Tourism Marketing: A Study on Online Travel Platforms

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**Abstract:** This study explores the role of artificial intelligence (AI) in personalizing halal travel marketing on online travel platforms through a Systematic Literature Review (SLR) approach. This study identifies trends, challenges, and opportunities in the application of AI to enhance the Muslim traveler experience. Data were collected from indexed academic databases such as Scopus, DOAJ, and Google Scholar with a publication range of 2015-2025. Inclusion and exclusion criteria were set to ensure the relevance of the studies, while the quality evaluation of the literature was conducted using the PRISMA method. Data analysis was conducted through thematic analysis and meta-synthesis approaches to identify key patterns in AI implementation. The results show that AI contributes to recommendation systems, chatbots, and predictive analysis to improve personalization of halal tourism services. In addition, the integration of smart tourism and sharia marketing also strengthens the attractiveness of halal destinations. However, key challenges such as data limitations, technology integration difficulties, and high implementation costs remain. Research gaps include the lack of studies on the effectiveness of AI platforms in engaging Muslim travelers and the lack of universal standards in verifying the halalness of AI-based services. Therefore, future research should focus on developing more accurate AI algorithms in halal services as well as digital regulations to ensure Shariah compliance and increase Muslim travelers' trust.

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**Keywords:** Artificial Intelligence, Personalized Marketing, Halal Tourism, Online Travel Platform, Systematic Literature Review.

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### A. INTRODUCTION

Halal tourism is growing rapidly with the increasing need of Muslim travelers for sharia-compliant service (Sukirman & Zulkarnaen, 2022). Digitalization supports this growth through online platforms that make it easier to access information and book halal services. Technology makes halal tourism more flexible and competitive in the global market (Sari et al., 2024). Online travel platforms provide halal services such as accommodation booking and Muslim-friendly destinations (Putri, 2024). However, the lack of personalization makes it difficult for travelers to find suitable services. Digital marketing innovation is needed to make the user experience more relevant and satisfying (Iswahyudi et al., 2023). Artificial intelligence (AI) improves marketing effectiveness by analyzing user preferences and providing more personalized halal travel recommendations (Stafrezar, 2024). AI algorithms customize marketing content and support chatbot services to improve customer interaction (Aulia et al., 2025). AI helps Muslim travelers have a more relevant and efficient travel experience (Stafrezar, 2024).

Travel as well as sustainability and ethical challenges. Recommendation systems analyze data to provide a more personable travel experience (Kumar et al., 2024), while chatbots increase tourists' interactivity with service providers (Ilieva et al., 2024). Predictive analytics help identify trends and optimize tourism resources (Eswaran et al., 2024). However, AI also raises data privacy issues, which require stricter protection, as well as algorithmic bias, which demands human oversight to be more inclusive (Mooi Kwong et al., 2024). Thus, the utilization of AI in tourism should still consider the balance between innovation and ethics.

The implementation of AI in halal tourism faces challenges in the form of industry players' lack of understanding of regulations, certification limitations, and technological and financial barriers. The lack of awareness about the 2014 Tourism Ministerial Regulation and 2016 MUI Fatwa causes confusion in halal tourism standards (Rizha et al., 2023). Immature regulations and complex certification processes also hinder investment (Kurniawan & Safitri, 2023). In addition, limited technical training as well as financial constraints slow down the adoption of AI in the industry (Dimacali – Rojo, 2023). However, overcoming these barriers can open up opportunities for innovation and improve the competitiveness of halal tourism.

Recent research highlights the role of big data and AI in tourism and hospitality. Big data analytics uncover hidden patterns from big data (Mariani, 2020), while machine learning helps predict the readability of restaurant reviews to support customer decisions (Lee et al., 2021). The integration of big data and AI (BDAI) improves efficiency, productivity, and a more personalized travel experience (Samara et al., 2020). Various AI methods are applied, from demand forecasting to customer service improvement (Doborjeh et al., 2022). Despite challenges, proper application can strengthen industry competitiveness and innovation (Samara et al., 2020).

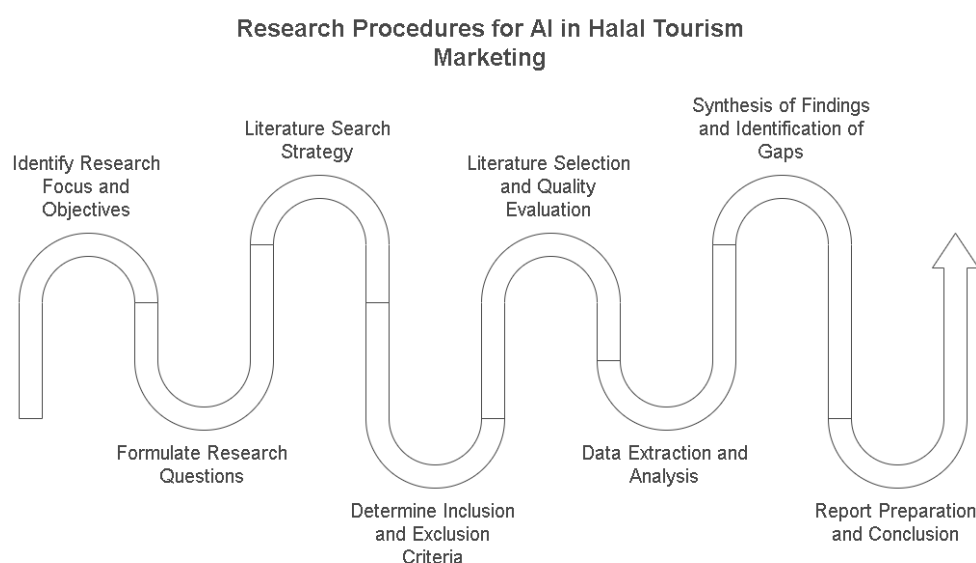
This research highlights the limited application of AI in personalizing halal tourism marketing on online travel platforms. Although AI has the potential to optimize recommendations for halal destinations, accommodation, and culinary, as well as simplify halal certification, specific studies on this matter are still minimal. In addition, the utilization of big data for a more personalized halal tourism marketing strategy has not been widely studied. Therefore, this study aims to explore the role of AI in improving recommendation accuracy, simplifying halal certification, and optimizing digital marketing strategies to improve the Muslim traveler experience more efficiently.

## **B. METHODS**

This study aims to explore the role of artificial intelligence in personalizing halal travel marketing on online travel platforms. Using the Systematic Literature Review (SLR) method, this study identifies trends, challenges, as well as opportunities in the application of AI to improve the Muslim traveler experience. This approach allows for an in-depth analysis of published research to gain a comprehensive understanding of how AI can be used to enhance halal travel marketing strategies in a more personalized and effective manner.

The literature search strategy was conducted through indexed academic databases, such as Scopus, DOAJ, and Google Scholar, with keywords related to artificial intelligence, personalized marketing, and halal tourism. Inclusion criteria included articles published

between 2015 and 2025, focusing on the application of AI in digital marketing and halal tourism, and having methodological relevance. Articles that were not in English or Indonesian, as well as those that did not address AI-based marketing or personalization aspects, were excluded. Data selection and extraction were conducted in stages by analyzing the relevance of the studies, compiling key findings, and identifying research gaps in order to formulate strategic recommendations in the development of AI-based halal tourism marketing.



**Figure 1.** Research Procedures for AI in Halal Tourism Marketing

This figure one aims to explore the application of artificial intelligence in personalizing halal tourism marketing on online travel platforms through a Systematic Literature Review (SLR) approach. The research process began with the identification of focus and objectives to understand the role of AI as well as the challenges and opportunities in this sector. Research questions were developed using relevant frameworks to direct the literature search from indexed academic databases. Inclusion and exclusion criteria were established to ensure the relevance of the analyzed studies within the 2015-2025 timeframe. Selected articles were evaluated for quality using the PRISMA method, followed by data extraction and analysis using thematic analysis or meta-synthesis. The results of the analysis were then synthesized to identify trends, challenges, and research gaps in the implementation of AI for halal tourism marketing. The final stage of this research is the preparation of a scientific report that summarizes the main findings and provides strategic recommendations to optimize the use of AI in enhancing a more personalized and effective halal tourism experience through digital platforms.

### C. RESULTS AND DISCUSSION

This table highlights various studies that address the role of AI in halal tourism marketing. The first area highlights how AI is used in the personalization of halal tourism marketing, including recommendation systems and chatbots. The second area focuses on how AI enhances the traveler experience through sentiment analysis and virtual reality. The third field discusses the integration of smart tourism concepts in halal tourism, taking into account aspects of safety and convenience. The fourth area identifies various challenges in AI implementation, such as data limitations, high costs, and staff training needs. The last area discusses AI-based marketing strategies that are aligned with Shariah principles, including halal branding and the use of social media.

**Table 1.** Research Results based on focus on the field

No	Field or Focus	Author Name	Research Insights or Variables
1	Personalized AI Marketing in Halal Tourism	Kumar et al. (2024), Battour et al. (2023), Setiawan (2024)	Recommendation system, chatbot, predictive analysis in halal tourism marketing
2	AI in Traveler Experience Optimization	Samala et al. (2022), Naquitasia et al. (2022), Bulchand-Gidumal et al. (2024)	Sentiment analysis, virtual reality, customer experience optimization
3	Integration of Smart Tourism with Halal Tourism	Qomariyah et al. (2024), Sjuchro et al. (2023), Fikri et al. (2019)	Safety, comfort, infrastructure, integration of smart tourism with halal tourism
4	Challenges of AI Implementation in Halal Tourism	Battour et al. (2023), Bulchand-Gidumal et al. (2024), Ivanova & Vovchanska (2023)	Data limitations, AI integration difficulties, implementation costs, staff training
5	AI and Sharia-based Marketing Strategy	Mursid et al. (2024), Indrarini et al. (2018), Huang & Rust (2021)	Shariah-based marketing, halal branding, social media strategy

The results of this analysis show that AI has great potential in improving halal tourism marketing, but challenges in implementation and ethics of its use still need to be considered so that this technology can be applied effectively and in accordance with Islamic values.

#### 1. Artificial Intelligence (AI) Applied in Personalizing Halal Tourism Marketing on Online Travel Platforms

The application of AI in personalized halal travel marketing on online travel platforms improves user experience and brand loyalty. Recommendation systems analyze data to serve halal preference-based travel suggestions, while chatbots and virtual assistants provide real-time assistance (Kumar et al., 2024). Predictive analytics enable more relevant travel package offerings. However, challenges such as data privacy (Semwal et al., 2024) and economic barriers for small travel agencies remain (Florido-Benítez & del Alcázar Martínez, 2024). Therefore, a balance between personalization, ethics, and privacy needs to be maintained so that the benefits of AI can be optimized without compromising user trust.

Artificial intelligence (AI) is transforming tourism marketing through hyper-segmentation and hyper-personalization, allowing content to be customized in real-time (Florido-Benítez & del Alcázar Martínez, 2024). AI is applied in demand forecasting, destination analysis, and tourist behavior prediction (Doborjeh et al., 2022), as well as improving services with chatbots, virtual reality, and language translators (Samala et al., 2022). The impact on hotel marketing includes internal process optimization and customer service transformation (Bulchand-Gidumal et al., 2024). Although AI improves efficiency, human interaction remains crucial in experiential tourism (Samala et al., 2022). Therefore, the implementation of AI should consider appropriate strategies as well as ethical aspects of its use.

Research shows that AI plays an important role in personalizing halal travel marketing through recommendation systems, chatbots, and predictive analytics, improving user experience and brand loyalty. AI also supports hyper-segmentation and demand forecasting, but faces challenges such as data privacy and economic barriers for small travel agencies. While AI improves efficiency, human interaction remains crucial in experiential travel. Therefore, AI implementation must be balanced, considering data security, inclusivity, and ethics, so that the benefits can be optimized without compromising customer trust.

## **2. The Most Effective AI-Based Marketing Strategy in Enhancing Halal Tourism Experience for Muslim Travelers**

The integration of AI in halal tourism marketing enhances the Muslim traveler experience through personalized travel recommendations, including dietary restrictions and worship facilities (Battour et al., 2023). Sentiment analysis helps assess traveler reviews related to halal food and hygiene (Naquitasia et al., 2022). Marketing strategies that emphasize halal awareness and Islamic values increase customer satisfaction and ensure consumer privacy (Mursid et al., 2024). Dynamic marketing models that adjust to post-COVID-19 behavioral changes strengthen the attractiveness of halal tourism (Sjuchro et al., 2023). However, the application of AI must pay attention to ethics and regulations to remain in line with Islamic values and Muslim travelers' expectations.

Recent studies highlight AI in halal tourism marketing, which improves personalization and operational efficiency through chatbots and predictive analytics (Setiawan, 2024). The integration of smart tourism with halal tourism creates safer and more convenient destinations for Muslim travelers (Qomariyah et al., 2024). The main factors of visitation include uniqueness, infrastructure, transportation, promotion, and safety (Fikri et al., 2019). Shariah marketing through branding and social media can strengthen the attractiveness of halal destinations (Indrarini et al., 2018). However, challenges such as limited digital infrastructure and data privacy need to be addressed for the optimization of AI-based marketing.

The results show that AI plays an important role in personalizing halal tourism marketing, enhancing the tourist experience through travel recommendations, chatbots, and sentiment analysis to assess the quality of halal services. The integration of smart tourism with the concept of halal tourism also supports the comfort and safety of Muslim travelers, while

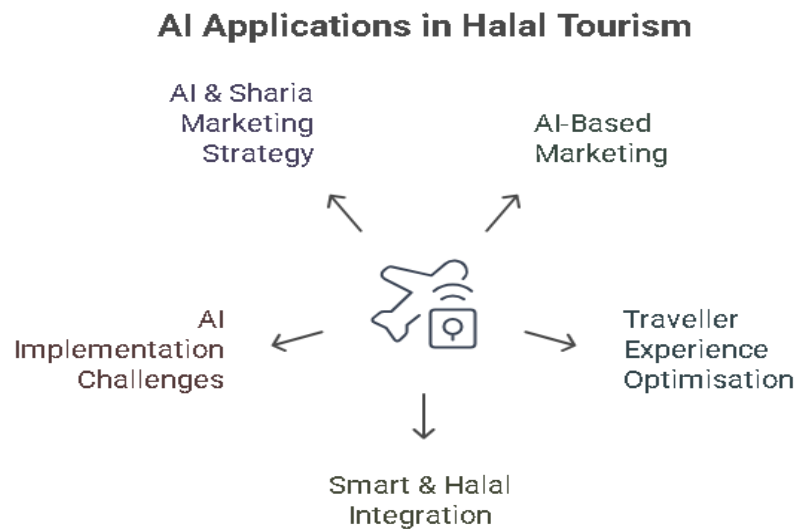
sharia marketing strategies through branding and social media strengthen destination attractiveness. However, there are still significant challenges, such as limited digital infrastructure and data privacy protection, which may hinder the optimization of AI in this industry. Therefore, the implementation of AI must be accompanied by the strengthening of regulations, ethical use, and adaptation of dynamic marketing models to remain aligned with Islamic values and meet the expectations of Muslim travelers in a sustainable manner.

### **3. Key Challenges in Implementing AI for Personalized Halal Tourism Marketing**

The application of AI in halal tourism marketing faces technological, cultural, and operational challenges. Limited data on Muslim travelers' preferences and AI integration difficulties may hinder the effectiveness of service personalization (Battour et al., 2023). AI must also understand religious and cultural needs to keep marketing strategies relevant (Bulchand-Gidumal et al., 2024). Operationally, staff training and high implementation costs are obstacles for small companies (Ivanova & Vovchanska, 2023). However, overcoming these challenges can encourage innovation, create more personalized experiences that are in line with Islamic values, and increase the loyalty of Muslim travelers.

Artificial intelligence (AI) revolutionizes tourism marketing through hyper-segmentation and hyper-personalization, supporting service optimization, decision-making, and emotional analysis of customers (Huang & Rust, 2021). AI enhances experiential services, simplifies travel, and personalizes tourist services (Samala et al., 2022). Although AI strengthens marketing and customer satisfaction, human interaction remains crucial in experiential tourism. The integration of AI and robotics offers opportunities for more innovative services, but also faces challenges in technology implementation and adaptation.

Research shows that AI plays an important role in personalizing halal tourism marketing, but still faces technological, cultural, and operational challenges. Data limitations, integration difficulties, and high implementation costs are the main obstacles in optimizing AI-based services. In addition, AI must understand religious and cultural needs to keep marketing strategies relevant. On the other hand, AI is revolutionizing tourism marketing through hyper-segmentation and personalization of services, but human interaction remains crucial in experiential tourism. Therefore, the implementation of AI in halal tourism should be strategic and ethical, balancing technological innovation and Islamic values to increase Muslim traveler satisfaction and loyalty.



**Figure 2.** AI Applications in Halal Tourism

This figure illustrates that the role of AI in halal tourism marketing highlights five key aspects in the application of AI. AI-based marketing personalization through recommendation systems and chatbots to improve services according to Muslim travelers' preferences. Optimization of traveler experience using virtual reality and sentiment analysis to improve travel convenience. Smart tourism integration ensures access to halal information and traveler safety. However, there are implementation challenges, such as data limitations and high costs. Therefore, an Islamic marketing strategy is needed to keep AI aligned with Islamic values through halal branding and Shariah-based social media marketing. This mindmap shows that AI can improve the effectiveness of halal tourism marketing if implemented with a strategic approach and in accordance with sharia principles.

#### **D. CONCLUSION**

AI plays a major role in personalizing halal tourism marketing through recommendation systems, chatbots, and predictive analysis, and supports the integration of smart tourism and sharia-based marketing. However, challenges such as data limitations, integration difficulties, and high costs are still major obstacles. Although AI improves efficiency, human interaction remains important in experiential tourism. Research gaps include the lack of studies on the effectiveness of AI platforms in Muslim traveler engagement and universal standards to ensure the halalness of services. Future research needs to focus on developing more accurate AI algorithms in halal services as well as digital regulations that ensure sharia compliance to increase Muslim travelers' trust and loyalty.

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