Article QR

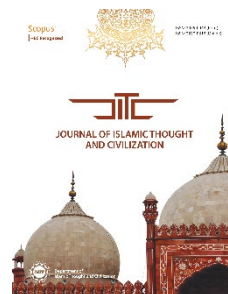|	
Title:	**Analysing Umrah Attributes in Relation to Tourist Travel Behaviour: A Systematic Literature Review of Religious Destinations and Future Perspectives**
Author (s):	Amran Harun[1], Naveed Ahmad[2], Yuary Farradia[3], and Zuhal Hussein[4]
Affiliation (s):	[1]Universiti Tun Hussein Onn Malaysia (UTHM), Malaysia [2]National College of Business Administration and Economics, Bahawalpur Sub-Campus, Pakistan [3]Universitas Pakuan, Indonesia [4]Universiti Teknologi MARA (UiTM), Malaysia
DOI:	https://doi.org/10.32350/jitc.142.06
History:	Received: July 31, 2024, Revised: October 15, 2024, Accepted: October 18, 2024, Published: December 24, 2024
Citation:	Harun, Amran., Naveed Ahmad, Yuary Farradia, and Zuhal Hussein. "Analysing Umrah Attributes in Relation to Tourist Travel Behaviour: A Systematic Literature Review of Religious Destinations and Future Perspectives." *Journal of Islamic Thought and Civilization* 14, no. 2 (2024): 72–105. https://doi.org/10.32350/jitc.142.06
Copyright:	© The Authors
Licensing:	
Conflict of Interest:	Author(s) declared no conflict of interest

Analysing Umrah Attributes in Relation to Tourist Travel Behaviour: A Systematic Literature Review of Religious Destinations and Future Perspectives

Amran Harun*
Department of Business, Faculty of Technology Management and Business
Universiti Tun Hussein Onn Malaysia, Malaysia

Naveed Ahmad
Faculty of Business Administration
National College of Business Administration and Economics
Bahawalpur Sub-Campus, Pakistan

Yuary Farradia
School of Postgraduate,
Universitas Pakuan, Indonesia

Zuhal Hussein
Faculty of Business and Management
Universiti Teknologi MARA (UiTM), Malaysia

Abstract

The study of *Umrah* religious tourism often focuses on understanding factors influencing *Umrah* travel behaviors. Despite the attention given to *Umrah* travel behavior, comprehensive reviews on this topic remain scarce. This is particularly evident with recent developments in the religious tourism industry. To address this research gap, the current study investigates *Umrah* travelers' behavior and highlights research gaps to guide researchers in developing their future studies on *Umrah* religious tourism. This study provides a holistic and comprehensive understanding of *Umrah* attributes related to tourist travel behavior. It achieves this by: 1) Identifying distribution by year, the journals' geographic distribution of publications, data analysis techniques, methodology, and theories used. 2) Proposing future research directions. 3) Offering practical guidelines for management and marketing. This systematic literature review analyzed 20 Scopus and WOS articles from 2013 to 2023. It examined attributes influencing *Umrah* travel behaviors and categorized these into seven key themes: personal, destination image, demographics, psychological factors, travel accommodation, experiences, and perceived risks. The findings emphasize the need for deeper exploration of the connections between *Umrah* attributes and travel behavior. Policymakers and destination managers can take targeted actions to improve the pilgrimage experience.

Keywords: religious destination, systematic literature review, tourist travel behavior, *Umrah* attributes

Introduction

Muslims actively participate in religious tourism by visiting Mecca for *Umrah* or Hajj. These pilgrimages hold immense spiritual and religious significance in Islam for Muslims.[1] *Umrah* is a religious tourism activity for Muslims, involving elective pilgrimages throughout the year, except during the Hajj pilgrimage period. It involves visiting specific sacred sites in Mecca and Medina,

---

*Correspondence concerning this article should be addressed to Amran Harun, Associate Professor at Department of Business, Faculty of Technology Management and Business, Universiti Tun Hussein Onn Malaysia (UTHM), Malaysia at amranh@uthm.edu.my

[1]Ghada Talat Alhothali, Islam Elgammal and Felix T. Mavondo, "Religious Servicescape and Intention to Revisit: Potential Mediators and Moderators," *Asia Pacific Journal of Tourism Research* 26, no. 3 (2021): 308–28. https://doi.org/10.1080/10941665.2020.1862885.

Saudi Arabia.[2] Prophet Muhammad advised performing *Umrah* during Ramadan, although it is neither mandatory nor time-restricted.[3] Furthermore, it involves following the teachings of Prophet Muhammad (PBUH), and visiting the sacred sites associated with the Quranic revelations.[4] *Umrah* pilgrims often seek spiritual growth and fulfillment of religious obligations through this journey.[5] *Umrah*, a rapidly growing religious tourism industry, has as immense potential for expansion, contributing to economic growth in Muslim-majority countries.[6] It became a significant and growing segment of the global market for special-interest religious tourism.[7] However, in 2019, over 2.5 million tourists visited Saudi Arabia for their spiritual journeys during the *Umrah* and Hajj.[8]

The COVID-19 pandemic drastically impacted religious tourism, reducing *Umrah* pilgrim numbers from 10,000 in 2020 to 60,000 in 2021.[9] By 2022, the figures showed a significant recovery, with 926,000 pilgrims participating.[10] However, dissatisfaction with *Umrah* services and lingering pandemic effects led to changes in travel behavior, reduced satisfaction, and lower travel frequency.[11] As a result, the overall number of pilgrims visiting Saudi Arabia for *Umrah* remains limited.[12] A

---

[2]Bashir et al., "Experience of Umrah Trip to Saudi Arabia from Kashmir India: Model Study on Management and Facilities to Pilgrims by Custodian of Holy Mosques Kingdom of Saudi Arabia," *Journal of Tourism and& Hospitality* 6, no. 6 (2017): 328. https://doi.org/10.4172/2167-0269.1000328

[3]Ghadeer Kayal, "The Personas and Motivation of Religious Tourists and Their Impact on Intentions to Visit Religious Sites in Saudi Arabia," *International Journal of Tourism Cities* 9, no. 1 (2023): 201–19. https://doi.org/10.1108/IJTC-04-2022-0092

[4]Mansour Tobaiqy et al., "Assessment of Preventative Measures Practice among Umrah Pilgrims in Saudi Arabia, 1440h-2019," *International Journal of Environmental Research and Public Health* 18, no. 1 (2021): 1–16. https://doi.org/10.3390/ijerph18010257.

[5]Islam Elgammal, Ghada Talat Alhothali, Annarita Sorrentino, "Segmenting Umrah Performers Based on Outcomes Behaviors: A Cluster Analysis Perspective," *Journal of Islamic Marketing* 14, no. 3 (2023): 871–91. https://doi.org/10.1108/JIMA-01-2021-0004

[6]Bestoon Abdulmaged Othman et al., "The Influences of Service Marketing Mix on Customer Loyalty towards Umrah Travel Agents: Evidence from Malaysia," *Management Science Letters* 9, no. 6 (2019): 865–76. https://doi.org/10.5267/j.msl.2019.3.002.

[7]M. Nur Arham et al., "Observing Umrah Worshipping Commitment with EMAI Model (Expectation, Motivation, Attitude, and Intention) among Middle-Class Muslims through Religiosity," *Review of Islamic Economics and Finance* 7, no. 1 (2024): 145–66. https://doi.org/10.17509/RIEF.V7I1.67098.

[8]Nur Shaliyana Ilias, Mohd Azraie Mohd Azmi and Khairul Nizam Mat Nor*, Development of Mobile Applications for Monitoring and Managing Hajj and Umrah Pilgrimage. Advanced Structured Materials* vol. 162. (Cham: Springer International Publishing, 2022). https://doi.org/10.1007/978-3-030-92964-0_23.

[9]Wan Farahiyah Izni W Abd Rahman and Haniff Ahamat, "Legal Protection of Malaysia Umrah Pilgrims," *International Journal of Engineering and Advanced Technology* 8, no. 5 (2019): 397–404. https://doi.org/10.35940/ijeat.E1057.0585C19

[10]ibid

[11]Sultanah M. Alshammari et al., "Measuring the Impact of Suspending Umrah, a Global Mass Gathering in Saudi Arabia on the COVID-19 Pandemic," *Computational and Mathematical Organization Theory* 30, (2021): 267–92. https://doi.org/10.1007/s10588-021-09343-y.

[12]Siti Sarah Ibrahim, Mohd Hafiz Hanafiah, and Muhammad Azlam Shah Badar "Acceptance of New Travel Norms Among Potential Umrah and Hajj Pilgrims: An Empirical Investigation," *International Journal of Religious Tourism and Pilgrimage* 10, no. 3 (2022): 90–106. https://doi.org/10.21427/ahvd-mg49.

recent study predicts the *Umrah* pilgrimage's 2–3-year recovery period.[13] In response, the Saudi Ministry of Hajj and *Umrah* is planning strategies to host 30 million pilgrims' strategies to host.[14] Understanding *Umrah* travelers' behavior is crucial for strategic planning, economic development, tourist satisfaction, and effective policymaking to optimize the *Umrah* experience.

Most of the past research on *Umrah* religious tourism primarily examined factors influencing *Umrah* travel behavior.[15] Key areas of focus include service quality on the behavior of *Umrah* travelers,[16] *Umrah* attributes of travel behavior,[17] and *Umrah* travelers' attributes based on traveler experience.[18] However, a significant gap exists in the form of comprehensive literature reviews focusing on the topic of *Umrah* travelers' travel behavior. There is a pressing need to thoroughly analyze *Umrah* travelers' travel behavior to identify research gaps and guide researchers about the development of *Umrah* religious tourism.

Although *Umrah* travel behavior has received considerable attention, the literature fails to reflect recent developments in the religious tourism industry. Comprehensive reviews on this topic, particularly considering recent developments and scenarios in the travel and religious tourism industry. A systematic review would provide researchers with the guidance that can contribute to the progress of *Umrah* religious tourism, particularly given current infrastructure improvements. Despite extensive research on *Umrah* travel behavior, understanding the study remains constrained in several ways.

For instance, previous research on *Umrah* travel behaviors has relied on various theoretical frameworks, making it challenging to compare and generalize empirical findings.[19] Furthermore,

---

[13]Alshammari et al., "Measuring the Impact of Suspending Umrah, a Global Mass Gathering in Saudi Arabia on the COVID-19 Pandemic," 267–92.

[14]Asma Abdulaziz Abdullah Abalkhail, and Sumiah Mashraf Abdullah Al Amri, "Saudi Arabia's Management of the Hajj Season through Artificial Intelligence and Sustainability," *Sustainability* 14, no. 21 (2022): 1–19. https://doi.org/10.3390/su142114142.

[15]Weni Yuliani, Syafrizal, and Sari Lenggogeni, "Loyalty Model In Umrah Religious Tourism Travel and Factors That Influence It (Study on Ajwa Tours Indonesia)," *eScience Humanity Journal* 4, no. 2 (2024): 278–87. https://doi.org/10.37296/esci.v4i2.135

[16]Aini Khalida Muslim and Amran Harun, "Challenges And Opportunities In Developing Malaysian Umrah Tourism : Implication Of Social Media Application Among Umrah Consumers And Umrah Travel Agents," *RES Militaris* 13, no. 1 (2023): 3908–20.

[17]Martin Joseph Gannon et al., "Travelling for Umrah: Destination Attributes, Destination Image, and Post-Travel Intentions," *The Service Industries Journal* 37, no. 7-8 (2017): 448–465. https://doi.org/10.1080/02642069.2017.1333601; Muslim and Harun, "Challenges And Opportunities In Developing Malaysian Umrah Tourism," 3908–20.

[18]Siti Hasnah Hassan, Siti Rohaida Mohamed Zainal, and Osman Mohamed, "Determinants of Destination Knowledge Acquisition in Religious Tourism: Perspective of Umrah Travelers" *International Journal of Marketing Studies* 7, no. 3 (2015): 84. http://dx.doi.org/10.5539/ijms.v7n3p84; Sean Lochrie et al., "Self-Expression and Play: Can Religious Tourism Be Hedonistic?" *Tourism Recreation Research* 44, no. 1 (2019): 2–16. https://doi.org/10.1080/02508281.2018.1545825.

[19]Abdelbaset M. Alkhawaldeh, "Religious Tourism Post-Covid-19 in the Context of Muslim Countries: Destination Image, Perceived Value, Intention To Revisit Makkah and Health Risk As Moderator," *Geojournal of Tourism and Geosites* 43, no. 3 (2022): 858–65. https://doi.org/10.30892/gtg.43303-897; Kayal, "The Personas and Motivation of Religious Tourists and Their Impact on Intentions to Visit Religious Sites in Saudi Arabia," 201–19.

much of this research has been quantitative, emphasizing the factors influencing such behavior.[20] Similarly, studies on religious tourism have used SLR techniques to investigate various aspects of the sector.[21]

The discussion highlights a lack of systematic literature review and synthesis to understand this topic holistically. To bridge this gap, the study established the following objectives:

1) Examine the distribution of studies by year, leading journals, geographic coverage, methodological approaches, data analysis techniques, applied theories, and attributes influencing *Umrah* travel behavior.
2) Identify potential directions for future research.
3) Provide actionable guidelines for destination management and marketing professionals in religious tourism.

The strategic importance of this phenomenon necessitates knowledge synthesis and critical examination of existing literature to develop effective practitioners' methods. The current research provides a structured approach, ensuring coherence and direction. This contribution to current literature would be multi-faceted, aiding the scholarly community in various ways. This synthesis offers a systematic approach, enabling researchers to reproduce and expand their findings. Moreover, this paradigm suggests a unified perspective for future research on *Umrah* traveler travel behavior, offering a comprehensive and holistic understanding of the subject.

Over the past decade, researchers investigating *Umrah* traveler behavior found a variety of research theories, data analysis techniques, and methodologies. These varied approaches contribute to a deeper comprehension of the subject. They also enable precise identification of research gaps, directing future research toward underexplored areas. This systematic literature review aims to thoroughly and systematically comprehend the entire phenomenon. By analyzing a wide range of relevant studies, it seeks to foster a deeper and more complete understanding of the phenomenon.

This paper is structured as: the next section describes the employed for the systematic literature review (SLR). The subsequent section presents the findings of this review in two subsections: (1) descriptive quantitative analysis and (2) qualitative literature synthesis. Section four highlights the strengths and limitations of the current literature. Section five identifies critical research gaps and proposes future research directions. Finally, the current study delves into the practical implications of the findings before proceeding to the conclusion section.

2. Systematic Literature Review

The current study employs a systematic Literature review (SLR) to determine the attributes of *Umrah* travelers' behavior. It analyzes traveler attributes, geography, leading journals, publication timelines, methodologies, analysis techniques, theories used in research articles. A systematic review

---

[20]Norhasliza Ghapa, "Consumer Protecton Measures for Umrah Package Travellers in Malaysia," *PalArch`s Journal of Archaeology of Egypt/Egyptology* 17, no. 4 (2020): 274–89.

[21]Rajkumari Mittal, and Parul Sinha, "Framework for a Resilient Religious Tourism Supply Chain for Mitigating Post-Pandemic Risk," *International Hospitality Review* 36, no. 2 (2022): 322–39. https://doi.org/10.1108/IHR-09-2020-0053; Ali Heidari et al., "Developing Strategic Relationships for Religious Tourism Businesses: A Systematic Literature Review," *EuroMed Journal of Management* 2, no. 1 (2017): 77–98. https://doi.org/10.1504/EMJM.2017.084273; Bona Kim, Seongseon Kim, and Brian King, "Religious Tourism Studies: Evolution, Progress, and Future Prospects," *Tourism Recreation Research* 45, no. 2 (2020): 185–203. https://doi.org/10.1080/02508281.2019.1664084

is the most dependable, efficient, and high-quality method for reviewing extensive literature.[22] Initially used in medical science, the researcher feels it is also appropriate and valuable for developing accessible knowledge in a variety of other areas, including business management research.[23]

The fundamental goal of a systematic literature review (SLR) is to synthesize large datasets into comprehensible summaries, addressing practical and context-specific challenges. SLR allows researchers to comprehend the depth and breadth of the studied phenomenon.[24] Therefore, SLR can integrate information generated through both qualitative and quantitative approaches. While numerous researchers have emphasized the significance of SLR in the field of tourism and hospitality.[25]

However, its application to *Umrah* traveler behavior is limited, highlighting the need for this review.[26] Therefore, an SLR will be conducted on *Umrah* attributes related to tourist travel behavior. SLR offers objective and actionable insights, serving as a foundation for researchers and practitioners to inform policy and future research.[27] Similarly, this strategy is beneficial for defining the broader scope of the outfield.[28] This study follows a five-stage SLR process adapted from previous research, outlined in Figure 1.[29]

---

[22]Roshini Nandasena, Alastair Morrison, and J. Andres Coca-Stefaniak, "Transformational Tourism: A Systematic Literature Review and Research Agenda," *Sustainable Development* 29, no. 5 (2021): 1001–17. https://doi.org/10.1002/sd.2190.

[23]Naveed Ahmad et al., "Drivers and Barriers of Travel Behaviors during and Post COVID-19 Pandemic: A Systematic Literature Review and Future Agenda," *Journal of Tourism Futures*, (2022): 1–23. https://doi.org/10.1108/JTF-01-2022-0023.

[24]Wondimagegn Mengist, Teshome Soromessa, and Gudina Legese, "Method for Conducting Systematic Literature Review and Meta-Analysis for Environmental Science Research," *MethodsX* 7 (2020): 100777. https://doi.org/10.1016/j.mex.2019.100777.

[25]Sivakumar Pertheban, Ganthan Narayana Samy, and Bharanidharan Shanmugam, "A Systematic Literature Review: Information Accuracy Practices in Tourism," *Journal of Quality Assurance in Hospitality and Tourism* 21, no. 1 (2020): 1–30. https://doi.org/10.1080/1528008X.2018.1563016; Eko Rahmadian, Daniel Feitosa, and Andrej Zwitter, "A Systematic Literature Review on the Use of Big Data for Sustainable Tourism," *Current Issues in Tourism* 25 no. 11, (2022): 1711–30. https://doi.org/10.1080/13683500.2021.1974358; Ahmad et al., "Drivers and Barriers of Travel Behaviors during and Post COVID-19 Pandemic," 1–23.

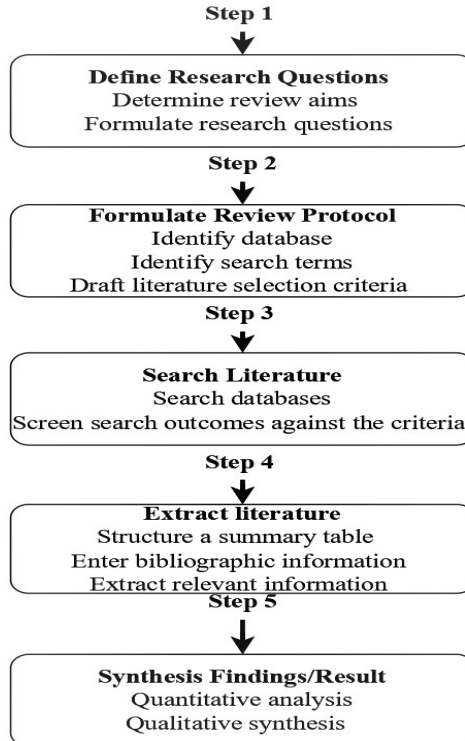[26]Ahmad et al., "Drivers and Barriers of Travel Behaviors during and Post COVID-19 Pandemic," 1–23.

[27]Hafiz Muhammad Usman Khizar, Muhammad Jawad Iqbal, and Muhammad Imran Rasheed, "Business Orientation and Sustainable Development: A Systematic Review of Sustainability Orientation Literature and Future Research Avenues," *Sustainable Development* 29, no. 5 (2021): 1001–17. https://doi.org/10.1002/sd.2190.

[28]Sumera Ahmad et al., "Modeling of Business Intelligence Systems Using the Potential Determinants and Theories with the Lens of Individual, Technological, Organizational, and Environmental Contexts-a Systematic Literature Review," *Applied Sciences* 10 no. 9, (2020): 3208. https://doi.org/10.3390/app10093208.

[29]Catherine Pickering and Jason Byrne, "The Benefits of Publishing Systematic Quantitative Literature Reviews for PhD Candidates and Other Early-Career Researchers," *Higher Education Research and Development* 33, no. 3 (2014): 534–48. https://doi.org/10.1080/07294360.2013.841651.

2.1. Method

This systematic literature review (SLR) investigates the prior research on *Umrah* attributes influencing tourist travel behavior to Saudi Arabia's religious destinations. Furthermore, it focuses on various aspects, including the distribution of studies over time, leading journals', geographic distribution of publications, data analytical techniques, methodological approaches, and theoretical frameworks employed in research articles exploring *Umrah* traveler' behavior.

Step 1

Define Research Questions
Determine review aims
Formulate research questions

Step 2

Formulate Review Protocol
Identify database
Identify search terms
Draft literature selection criteria

Step 3

Search Literature
Search databases
Screen search outcomes against the criteria

Step 4

Extract literature
Structure a summary table
Enter bibliographic information
Extract relevant information

Step 5

Synthesis Findings/Result
Quantitative analysis
Qualitative synthesis

Figure 1. Systematic Literature Review Methodology Research Process

The SLR established the review objectives, as elaborated in the preceding section. This literature review tackled the following research questions:

2.2. Step 1: Research Questions

To facilitate analysis, our main research question is divided into three sections. Accordingly, the present SLR addresses the following research questions (RQs):

1) What research distribution by year, leading journals, the geographic distribution of publications, methodology approaches, data analysis techniques, and theories have been employed in studying *Umrah* travelers' behaviour?

2) What are the key attributes associated with *Umrah* travelers' behaviour?

3) What are the existing gaps and limitations identified in the literature? Additionally, what potential avenues for further research can be identified?

2.3. Step 2: Literature Review Protocol

2.3.1. Database Searching Steering

The current study conducted a comprehensive search of multiple databases to gather articles on *Umrah* travel behavior, ensuring broad coverage from reliable sources. A meticulous selection of reputable online databases was undertaken to encompass a broad spectrum of publications. The data collection was carried out in August 2023, focusing on two well-known databases: Web of Science (WoS) and Scopus. Web of Science (WoS) is a popular search engine for literature reviews, though it may lack sufficient tourism-related journals. The selection of journals in the WoS is determined by various factors, including their reputation, impact, editorial quality, and overall scholarly significance.[30] Hence, the Scopus index has been added to the database to provide a more comprehensive coverage of tourism journals.[31] Scopus is recognized for its extensive collection of tourism research, making it a valuable resource for this study.[32] Both WoS and Scopus are commonly used in management-related systematic literature reviews[33].

2.3.2. Suitable Search Term

This systematic literature review (SLR) utilized Scopus and the Web of Science (WoS) databases to identify relevant literature. The databases were chosen for their Boolean search capabilities, API features a Boolean syntax, allowing researchers to combine terms with operators like 'AND,' 'OR' and 'NOT.'[34] To enhance the search, all potential synonyms of the key terms were included. The search string used terms such as "*Umrah* performers," "*Umrah* traveler," "*Umrah* tourist," "Muslim religious site travel," "*Umrah* tourist revisit intention," "Makkah," "*Umrah* visit intention," "*Umrah* future visit," "Medina," and "Muslim traveler intention." Due to the fast-paced nature of research in the field, it is essential to note that there have been significant developments in immersive experiences due to the COVID-19 pandemic. While the SLR had to create date boundaries to complete the analysis. Readers are encouraged to stay updated on recent literature[35] in this fast-expanding study area.

2.3.3. Inclusion/Exclusion Criteria

The inclusion criteria targeted studies published in English within international peer-reviewed journals. No restriction was imposed on the year of publication. This SLR aims to identify original research papers that specifically examine immersive experiences. The main inclusion criteria were applied to filter publications that address the Research Question and should focus on *Umrah*'s attributes/factors associated with *Umrah* traveler behavior. Furthermore, essential concepts were expected to be explored and extended in full journal papers, which would be included in the SLR

---

[30]Bob McKercher, "A Citation Analysis of Tourism Scholars." *Tourism Management* 29, no. 6 (2008): 1226–32. https://doi.org/10.1016/j.tourman.2008.03.003.

[31]Hafiz Muhammad Usman Khizar et al., "Bad Bosses and Despotism at Workplace: A Systematic Review of the Despotic Leadership Literature," *Heliyon* 9 no. 9 (2023): 19535. https://doi.org/10.1016/j.heliyon.2023.e19535.

[32]Khizar, Iqbal, and Rasheed, "Business Orientation and Sustainable Development," 1001–17.

[33]Ahmad et al., "Drivers and Barriers of Travel Behaviors during and Post COVID-19 Pandemic," 1–23; Khizar, Iqbal, and Rasheed, "Business Orientation and Sustainable Development," 1001–17.

[34]Goda Lukoseviciute, Luís Nobre Pereira, and Thomas Panagopoulos, "The Economic Impact of Recreational Trails: A Systematic Literature Review," *Journal of Ecotourism* 21 no. 4 (2022): 1–28. https://doi.org/10.1080/14724049.2022.2030745.
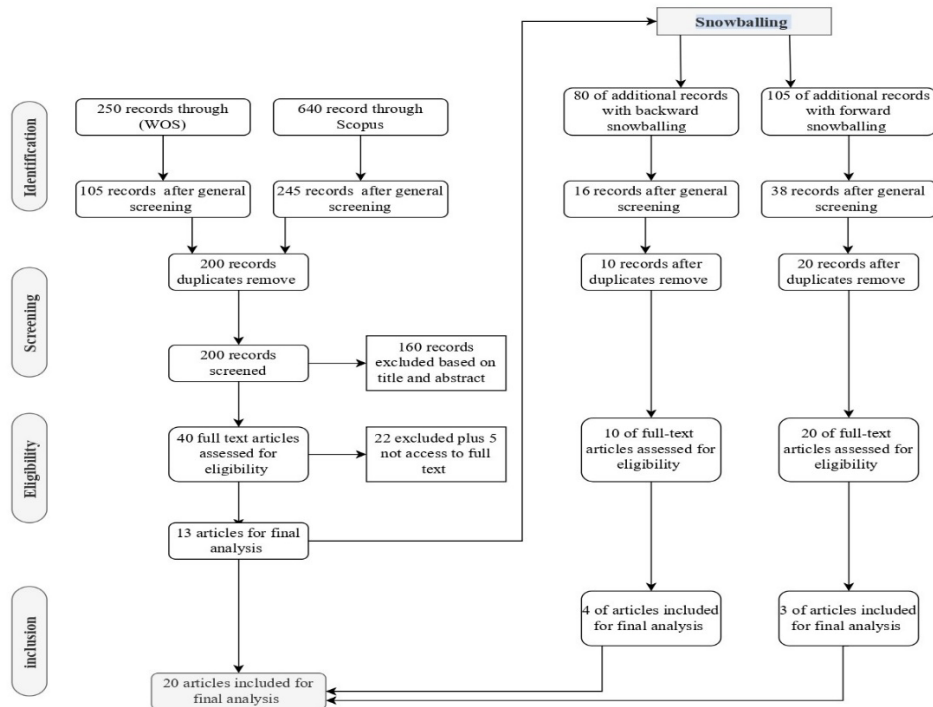
[35]Rahmadian, Feitosa, and Zwitter, "A Systematic Literature Review on the Use of Big Data for Sustainable Tourism," 1711–30.

utilizing this approach. Moreover, this study applied the exclusion criteria: Conference proceedings, duplicate studies, reports, and dissertations were removed from the SLR due to the difficulty in evaluating their quality.[36]

2.4. Step 3: Literature Screening

The current study identified 890 relevant research articles, adhering to PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-analyses) and incorporated the established methodologies in tourism research.[37] The PRISMA was chosen due to its comprehensive nature, widespread use across various disciplines worldwide, and its ability to improve review consistency.[38] A PRISMA flowchart for the literature screening process is depicted in Figure 2.

Figure 2. Result of Systematic Literature Review (SLA) based on PRISMA Methodology

---

[36]Mengist, Soromessa, and Legese, "Method for Conducting Systematic Literature Review," 100777.

[37]Zain ul Abedin Janjua, Gengeswari Krishnapillai, and Mobashar Rahman, "A Systematic Literature Review of Rural Homestays and Sustainability in Tourism," *SAGE Open* 11, no. 2 (2021): 21582440211007117. https://doi.org/10.1177/21582440211007117; Rahmadian, Feitosa, and Zwitter, "A Systematic Literature Review on the Use of Big Data for Sustainable Tourism," 1711–30; Ahmad et al., "Drivers and Barriers of Travel Behaviors during and Post COVID-19 Pandemic," 1–23.

[38]David Moher et al., "Preferred Reporting Items for Systematic Reviews and Meta-Analyses: The PRISMA Statement," *BMJ* (Online) 339, no. 7716 (2009): 332–36. https://doi.org/10.1136/bmj.b2535.

After applying the general inclusion and exclusion criteria (Figure 2), the number of articles narrowed to (n=359). Duplicate articles were then removed, reducing the total to (n=200) for further analysis. Among these, (n=160) were excluded based on their titles and abstracts. Afterwards, 40 articles were left for further evaluation.

Two authors independently reviewed these40 articles. They followed strict inclusion/exclusion criteria to ensure accuracy. As a result, they attained a consensus and selected (n=13) papers for the eligibility phase. The second group of articles on the snowballing method was used for the additional search for the articles. The ensuing search revealed an additional (n=185) paper because of the backward and forward snowballing/searches. As shown in Figure 2, this approach included the exact search and selection steps as the original search. After evaluating the general and first-level inclusion criteria, (n=54) papers were subjected to a full-text review. To address this, the review process ensured that repeated searches across multiple databases yielded consistent results. After completing all steps, a final **n=20** articles were selected for systematic review.

Among the (n=30) papers reviewed, (n=7) were deemed eligible for the final collection of articles for the "SLR." A recent study found no definitive answer to when to conclude a search and how to assess its comprehensiveness and thoroughness.[39] While one researcher may consider 30 articles sufficient, another may find it insufficient. Some researchers proposed methods to conclude a search when multiple searches utilizing identical terms across various databases yield consistent results.[40] Therefore, after completing all the rigorous stages, the final study selected and included the remaining (n=20) articles for analysis of the SLR.

2.5. Step 4: Extract Relevant Literature Information

The data extraction involved collecting information from (n=20) articles on *Umrah* travelers' behavior. This included examining key attributes, as publication trends by year, leading journals, geographic distribution, data analysis techniques, methodologies, and theoretical frameworks. The extracted data was systematically organized into a Microsoft Excel sheet to address the research questions. Descriptive analysis of the extracted data was also performed using Excel.[41]

To synthesize the information, qualitative and mixed-method methodologies were employed. These approaches allowed for iterative comparisons across primary data sources, as recommended by existing literature. The current study employed an integrative review strategy that combined quantitative[42], qualitative, and mixed-methods research designs. This facilitated the identification of key trends and patterns in the literature. Additionally, future research opportunities and challenges were also highlighted. The researcher conducted both quantitative and qualitative analyses and also presented them in subsequent sections.

---

[39]Hayrol Azril Mohamed Shaffril, Samsul Farid Samsuddin, and Asnarulkhadi Abu Samah, "The ABC of Systematic Literature Review: The Basic Methodological Guidance for Beginners," *Quality and Quantity* 55, no. 4 (2021): 1319–46. https://doi.org/10.1007/S11135-020-01059-6.

[40]Shalom Levy, and Yaniv Gvili, "Online Shopper Engagement in Price Negotiation: The Roles of Culture, Involvement and EWOM," *Journal of Tourism Futures* 39, no. 2 (2022): 1–23. https://doi.org/10.1108/JTF-01-2022-0023.

[41]Robin Whittemore, and Kathleen Knafl, "The Integrative Review: Updated Methodology," *Journal of Advanced Nursing* 52, no. 5 (2005): 546–53. https://doi.org/10.1111/J.1365-2648.2005.03621.X.

[42]Naveed Ahmad, and Amran Harun, "Reasons for Tourist Intention to Use E-Bike Sharing Services: An Application Behavioral Reasoning Theory (BRT)," *Tourism Review* 79, no. 9 (2023): 1542–59. https://doi.org/10.1108/TR-03-2023-0165.

2.6. Step 5: Reporting the Result

Research has systematically reviewed literature on *Umrah* travelers' behavior toward Saudi Arabia as a religious destination. This review provides an updated understanding of the subject by analyzing relevant studies from diverse sources. The review identified n=20 articles published between 2013 and 2023. These articles focus on the travel behavior of *Umrah* pilgrims visiting Saudi Arabia for worship. The researcher thoroughly examined (n=20) articles, paying particular emphasis on the abstracts, results, and discussion sections. The findings are presented in two parts: (1) descriptive quantitative analysis, (2) qualitative synthesis of key themes and patterns identified in the literature. Subsequently, the qualitative synthesis further explored attributes influencing *Umrah* travelers' behavior.

3. Descriptive Quantitative Analysis

During the initial phase of data synthesis, this SLR conducted a quantitative analysis. It assessed the distribution of publications by year, leading journals, geographic distribution, research methods, data analysis techniques, theories applied, and attributes of tourist travel behavior.

3.1. Articles Included in the Review by Timeline

Figure (3), illustrates the timeline of reviewed articles, starting from the first publication in 2013.[43]. Numerous papers were published between 2021 and 2023, with 11 articles. The graph indicates a steady upward trend in annual publications. This growth reflects the rising interest of researchers in the subject *Umrah* travelers' behavior. The number of publications resulting from the SLR is shown by the year of submission to the journal.
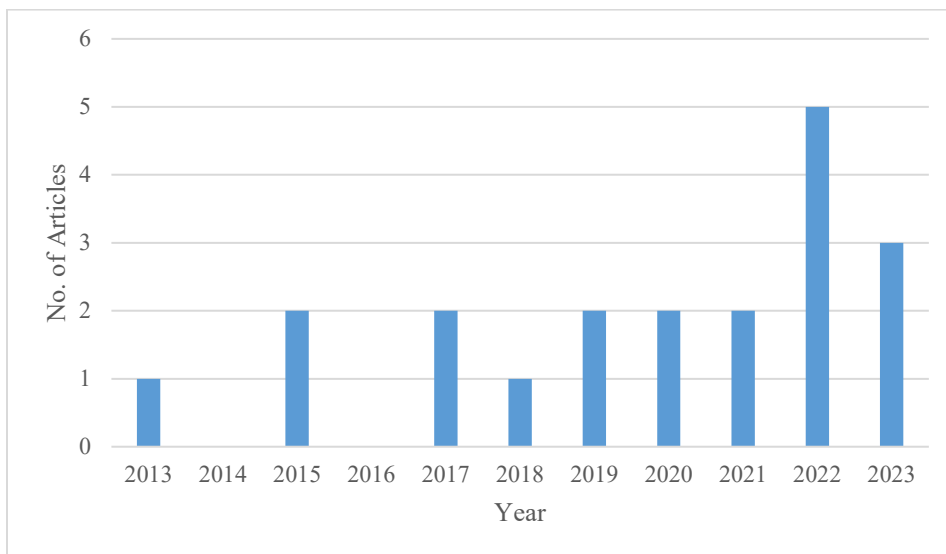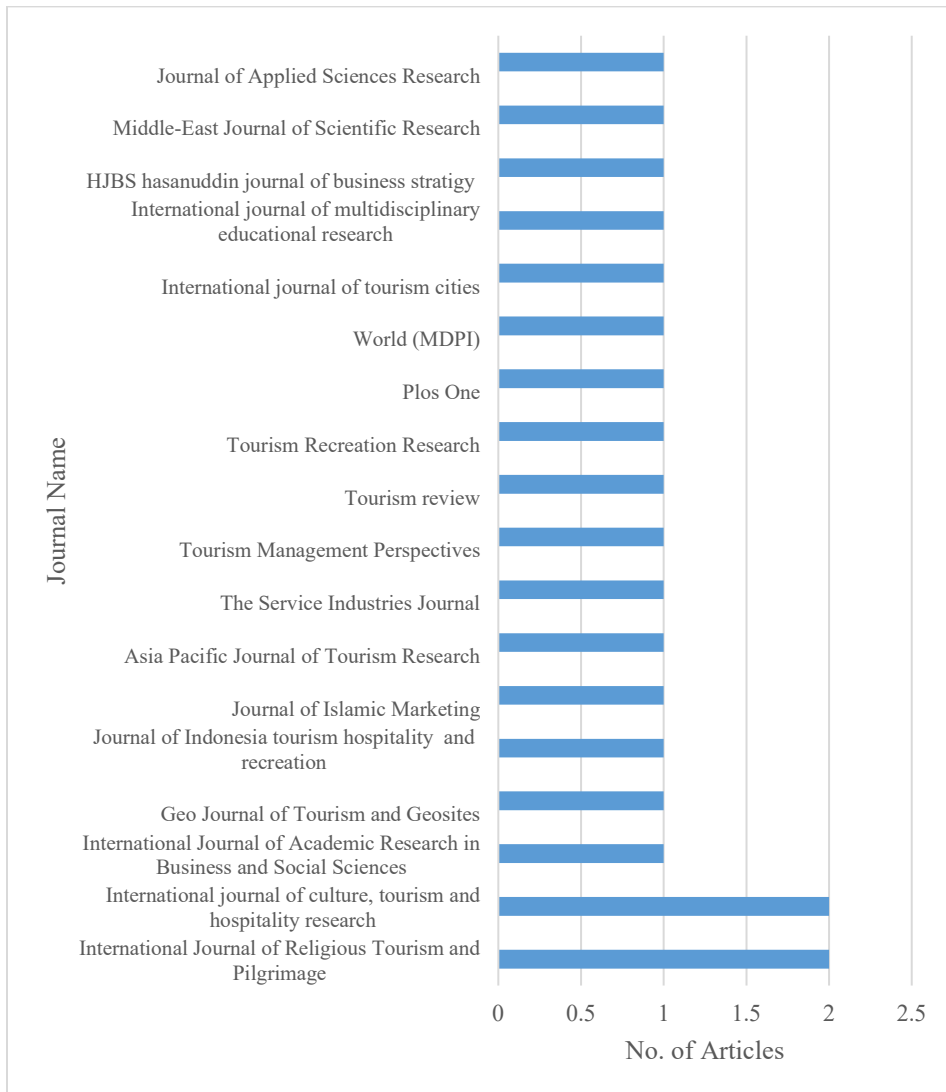

Figure 3. Number of Publications by Year

---

[43]Norhaliza Abdul Wahab, Nursilah Ahmad, and Kamaruzaman Jusoff, "The Roles of Socio-Economic Characteristics in Satisfying Repeat Umrah Visitors," *Middle East Journal of Scientific Research* 13 (2013): 18–22. https://doi.org/10.5829/idosi.mejsr.2013.13.1876.

3.2. Published Article by the Journal

As a result, shown in Figure 4, articles about *Umrah* traveler travel behavior ties have appeared in 20 publications. Out of 20 articles, the *International Journal of Religious Tourism and Pilgrimage* and the *International Journal of Culture*, *Tourism*, and *Hospitality* Research have published four (4) articles out of twenty (20). The rest of each journal published one)1) article, for instance, The *International Journal of Academic Research in Business and Social Sciences*, *Geo Journal of Tourism and Geo Sites*, *Journal of Indonesia Tourism Hospitality and Recreation*, and *Journal of Islamic Marketing*.
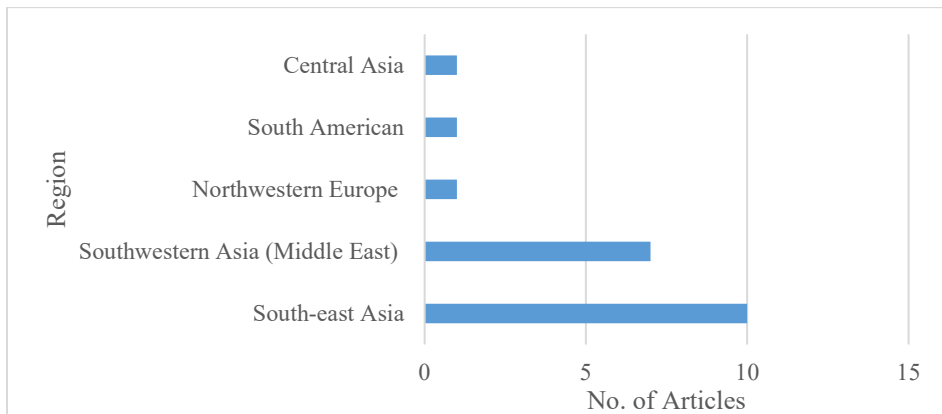

Figure 4. Number of Publications by Journal

3.3. Context

The following section, Figure 5, highlights the countries featured in the analyzed dataset. The findings emphasize that Southeast Asia plays central role in researching *Umrah* travelers' behavior towards Saudi Arabian destinations for religious tourism (see Table 5). A significant portion, precisely 10 out of the 20 studies, originate from Southeast Asia. This constitutes 50% of the studies eligible for this review. This highlights the leading influence of Asian countries, particularly Malaysia and Indonesia, in shaping insights into *Umrah* traveler' behavior. towards Saudi Arabia as a religious tourism destination. Southwest Asia ranks as the second-largest contributor in this domain. Meanwhile, South America and Central Asia occupy the fourth and fifth positions regarding their contributions to the *Umrah* travel behavior studies.
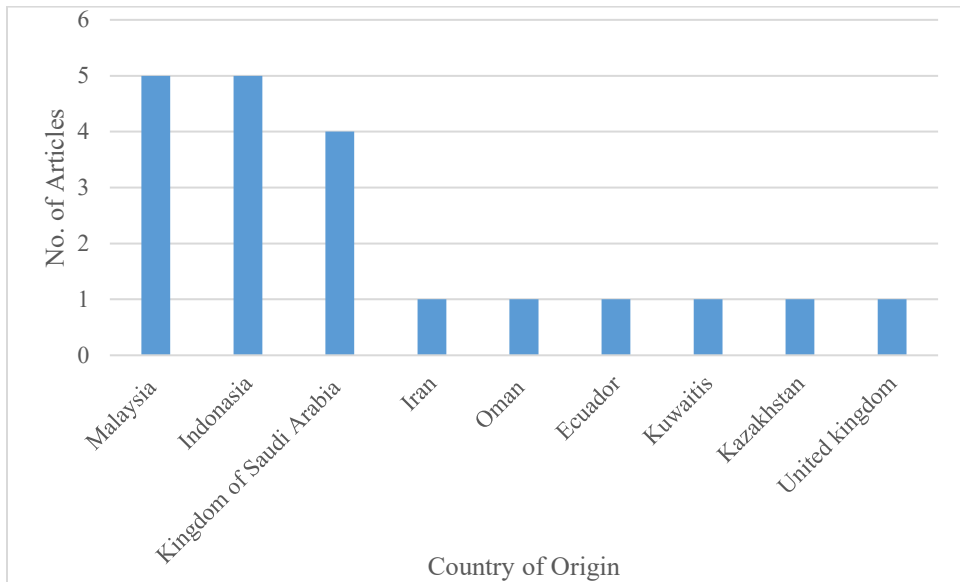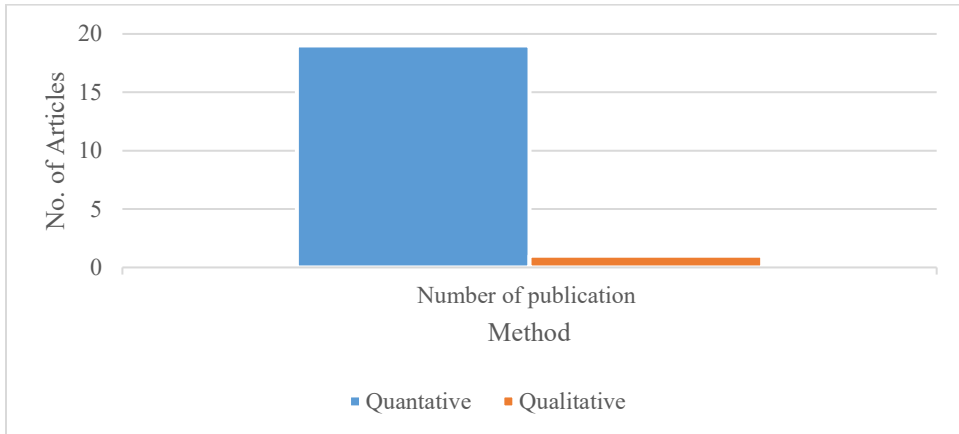

Figure 5. Number of Publications by Origin

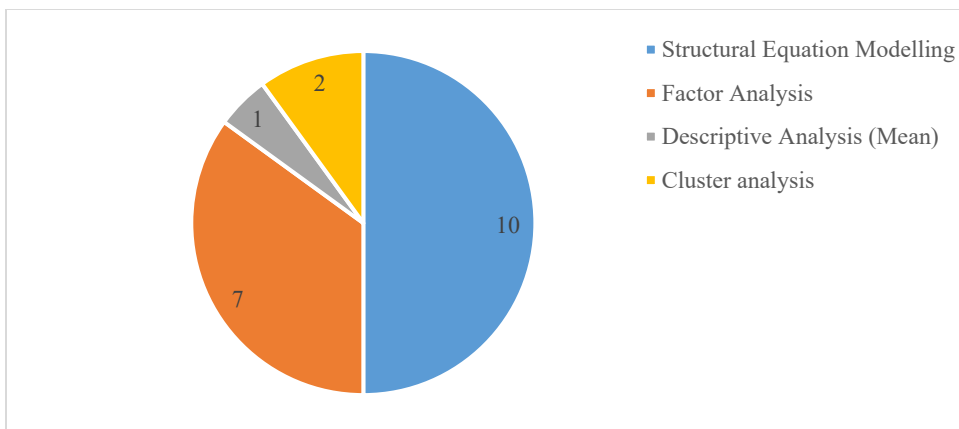**Figure 6.** Number of publications by region

3.4. Method

This section summarizes the reviewed studies, primarily emphasizing the research method employed to elucidate *Umrah* travelers' behavior toward Saudi Arabian religious destinations. The findings reveals that many previous studies employed a quantitative approach (19 studies), while only one used a qualitative methodology.

Figure 7. Number of Publications by Method

3.5. Data Analysis Techniques

This section presents an overview of the examined studies, highlighting the analytical techniques used to explore the travel behavior of religious site tourists. Figure 8 shows the various analytical methodologies used in studies of *Umrah* traveler behavior towards Saudi Arabia. The majority of research on *Umrah* travelers' behavior has applied structural equation modelling (SEM) techniques, as evidenced by (9 articles). The second most used technique in *Umrah* traveler behavior research is factor analysis (7 articles), followed by descriptive analysis (1 Article) and cluster analysis (2 Articles).

Figure 8. Number of Publications by Analysis Techniques

3.6. Theories Used in Past Literature

Figure 9, shows that most of the prior studies used a variety of theories, including Maslow's Hierarchy of Needs theory,[44] motivation theory,[45] Stimulus-–Organism–Response (S–O–R),[46] Theory of Planned Behavior,[47] Social Theory,[48] Service Marketing Theory,[49] and EMT[50] (Effective Medium Theory).
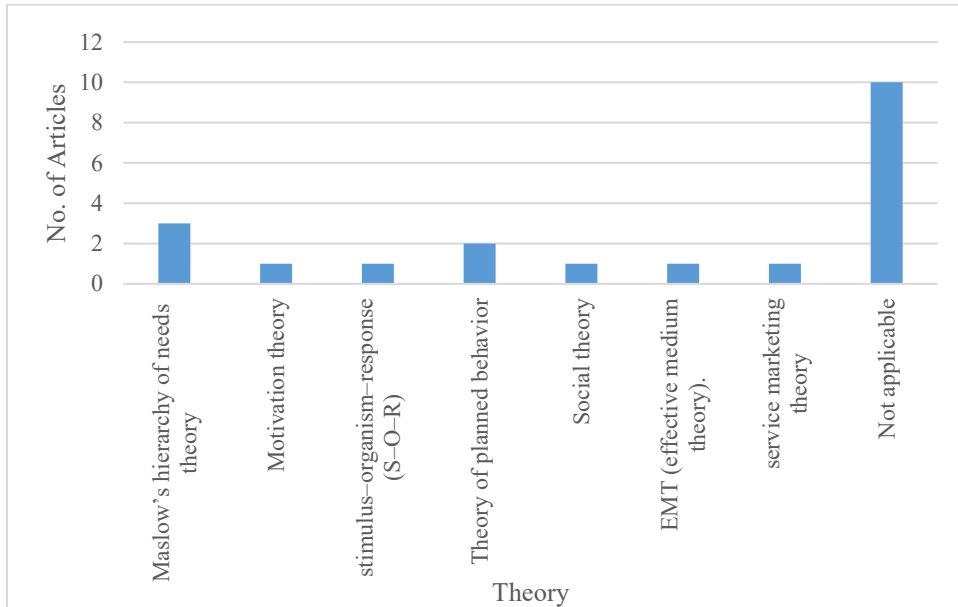
Figure 9. Number of Publications by Theories Used

---

[44]Ibrahim, Badar, and Hanafiah, "Acceptance of New Travel Norms Among Potential Umrah and Hajj Pilgrims," 90–106; Kayal, "The Personas and Motivation of Religious Tourists and Their Impact on Intentions to Visit Religious Sites in Saudi Arabia," 201–19; Liza Rybina, "Understanding Religious Traveling from Central Asia to Saudi Arabia Using Cluster Analysis," *Journal of Applied Sciences Research* 14, no. 6 (2018): 5–10. https://doi.org/10.22587/jasr.2018.14.6.2.

[45]Cedric Hsi-Jui Wu, and Ali Mursid, "Loyalty Motivations for Religious Tourism: Indonesian Muslim Travelers Umrah Participating in Umrah Pilgrimage to Mecca, Saudi Arabia," *Tourism Review* 75, no. 2 (2020): 466–78. https://doi.org/10.1108/TR-11-2018-0155.

[46]Alhothali, Elgammal, and Mavondo, "Religious Servicescape and Intention to Revisit," 308–28.

[47]Alkhawaldeh, "Religious Tourism Post-Covid-19 in the Context of Muslim Countries," 858–65.

[48]Gannon et al., "Travelling for Umrah: Destination Attributes, Destination Image, and Post-Travel Intentions," 448–465.

[49]Siti Rahayu, and Sugeng Hariadi, "Experiential Pilgrim's Influence on The Intention To Travel Umrah," *International Journal of Multidisciplinary Educational Research* 8, no. 7 (2019): 138–53.

[50]Yudha Dwi Nugraha, and Yulia A. Widyaningsih, "The Moderating Role of Gender and Religiosity on the EMA Model: An Indonesian Muslim Pilgrim Perspective," *Journal of Islamic Marketing* 13, no. 6 (2022): 1201–23. https://doi.org/10.1108/JIMA-03-2020-0076/FULL/HTML.

3.7. Attributes Used in the Articles Related to *Umrah* Traveler Travel Behavior to Makkah

Table 1. Attributes that Affect Tourist Travel Behaviour/Intention

Author	Construct (attributes)	*Umrah* intention/ behavior
51	Local transportation, food and beverages, and shopping activities.	Repeat *Umrah* visitors
52	Muslims' involvement, awareness of Islamic destinations, and image of the Islamic destination attributes.	Loyalty toward destinations
53	Travel motivation, cognitive and affective image.	Intention to visit
54	Perceived spiritual/religious practices, thank fullness to a higher power.	*Umrah* travel intention
55	Self-identity, cosmopolitanism, desire for social interaction, and perceived destination image.	Post-travel intention
56	Religious motivation, secular motives, and satisfaction.	Intention to visit
57	Play- ecstasy, play- communitas, play- flow, self-expression, and hedonism.	Travel intention
58	Pilgrim experiential risk, experiential pilgrim motivation, experiential pilgrim satisfaction, experiential pilgrim trust, celebrity attachment, and experiential pilgrim.	Intention to travel
59	Perceived value, expected organization rewards, enjoyment of helping other *Umrah* travelers, participation of *Umrah* travelers, and satisfaction.	*Umrah* Travelers' Loyalty (UTL)
60	Price and trust.	Loyalty

---

[51]Wahab, Ahmad, and Jusoff, "The Roles of Socio-Economic Characteristics in Satisfying Repeat Umrah Visitors," 18–22.

[52]Fatemah Shafaei and Badaruddin Mohamed, "Involvement and Brand Equity: A Conceptual Model for Muslim Tourists," *International Journal of Culture, Tourism, and Hospitality Research* 9, no. 1 (2015): 54–67. https://doi.org/10.1108/IJCTHR-06-2014-0050.

[53]Mohamed A. Nassar, Mohamed M. Mostafa, and Yvette Reisinger, "Factors Influencing Travel to Islamic Destinations: An Empirical Analysis of Kuwaiti Nationals," *International Journal of Culture, Tourism, and Hospitality Research* 9, no. 1 (2015): 36–53. https://doi.org/10.1108/IJCTHR-10-2014-0088.

[54]Hamed Mohammed Almuhrzi, and Abdulaziz Mohammed Alsawafi, "Muslim Perspectives on Spiritual and Religious Travel beyond Hajj: Toward Understanding Motivations for Umrah Travel in Oman," *Tourism Management Perspectives* 24 (2017): 235–42. https://doi.org/10.1016/j.tmp.2017.07.016.

[55]Gannon et al., "Travelling for Umrah: Destination Attributes, Destination Image, and Post-Travel Intentions," 448–465.

[56]Rybina, "Understanding Religious Traveling from Central Asia to Saudi Arabia Using Cluster Analysis," 5–10.

[57]Lochrie et al., "Self-Expression and Play: Can Religious Tourism Be Hedonistic?" 2–16.

[58]Siti and Hariadi, "Experiential Pilgrim's Influence on The Intention To Travel Umrah," 138–53.

[59]Wu and Mursid, "Loyalty Motivations for Religious Tourism," 466–78.

[60]Ifah Finatry Latiep, Maat Pono, and Jusni, "Effect Covid-19: Loyalty of Prospective Umrah Pilgrims to Umrah and Hajj Travel Companies," *Hasanuddin Journal of Business Strategy* 2, no. 3 (2020): 31–37. https://doi.org/10.26487/hjbs.v2i3.353.

Author	Construct (attributes)	*Umrah* intention/ behavior
61	Psychological risks, physical risks, travel-related risks, and perception.	Willingness to travel
62	Servicescape and service experience.	Intention to revisit
63	*Umrah* visit expectations, *Umrah* visit motivations, attitude, gender, and religiosity.	*Umrah* visit
64	Destination image, perceived value, and health risk.	Revisit intention
65	Religious services cape, service convenience, positive word of mouth, and Kaaba attractiveness.	Intention to revisit
66	Emotional experience, religiosity, satisfaction, personal values, and motivation.	Tourist behavior
67	Psychological needs, safety needs, self-actualization, and new norms.	Travel behavior
68	Motivations in religious tourism (religious, social, cultural, and shopping) age, marital status, average daily expenditure per person, and satisfaction.	Loyalty
69	Emotional wellness, financial wellness, intellectual wellness, physical wellness, social wellness, and spiritual wellness.	*Umrah* travel intention
70	Self-esteem needs, relationship needs, and physiological needs.	Intentions to visit

---

[61]Ezwani Azmi et al., "COVID-19: Exploring Pilgrims' Travel Risks Perception," *International Journal of Academic Research in Business and Social Sciences* 11, no. 10 (2021): 93–107. https://doi.org/10.6007/ijarbss/v11-i10/10912.

[62]Alhothali, Elgammal, and Mavondo, "Religious Servicescape and Intention to Revisit," 308–28.

[63]Nugraha and Widyaningsih, "The Moderating Role of Gender and Religiosity on the EMA Model," 1201–23.

[64]Alkhawaldeh, "Religious Tourism Post-Covid-19 in the Context of Muslim Countries," 858–65.

[65]Ghada Talat Alhothali, Felix Mavondo, and Islam Elgammal, "Sustainability of Religious Travel and Tourism: A Profile Deviation Perspective," *Journal of Islamic Marketing* 14, no. 6 (2023): 1551–76. https://doi.org/10.1108/JIMA-09-2021-0312.

[66]Ardiwansyah Nanggong, Putra Reski Hiola, and Syaiful Pakaya, "The Experience and Religiosity toward Tourist Satisfaction: The Case of Umrah Pilgrimage," *Journal of Indonesian Tourism, Hospitality and Recreation* 5, no. 2 (2022): 209–18.

[67]Ibrahim, Badar, and Hanafiah, "Acceptance of New Travel Norms Among Potential Umrah and Hajj Pilgrims," 90–106.

[68]Tahani Hassan et al., "Sociodemographic Relationships of Motivations, Satisfaction, and Loyalty in Religious Tourism: A Study of the Pilgrimage to the City Mecca," *PLoS ONE* 18, no. 3 (2023): 1–17. https://doi.org/10.1371/journal.pone.0283720.

[69]Siti Hasnah Hassan, Thurasamay Ramayah, and Muhammad Imran Qureshi, "Elucidating Well-Being Measurement from the Wellness Perspective of Religious Travelers," *World* 4, no. 1 (2023): 171–84. https://doi.org/10.3390/world4010012.

[70]Kayal, "The Personas and Motivation of Religious Tourists and Their Impact on Intentions to Visit Religious Sites in Saudi Arabia," 201–19.

4. Qualitative Synthesis of Literature Review focused on Crucial *Umrah* Attributes/Factors of Tourist Travel Behavior

The main objective of the current study was to explore the, *Umrah* attributes that influence tourists' travel behavior. Hence, this research conducted a thorough SLR through quantitative analysis of (n=20) relevant papers. These papers focused on key *Umrah* attributes and their relationship with tourist behavior in Saudi Arabia. These vital attributes related to *Umrah* travel behavior were thoroughly synthesized using qualitative synthesis approaches.

4.1. Synthesize Attributes Related to *Umrah* Travel Behavior

This section outlines the various *Umrah* attributes that influence tourist behavior, as identified in studies across tourism, hospitality, and management literature. Travel behavior can be understood as a series of choices, shaped by numerous attributes and factors such as the destination environment, accommodation options, key activities, travel duration, and expenditure. By excluding unrelated studies and focusing on those directly related to *Umrah* traveler behavior, this qualitative synthesis provide valuable insights into the key attributes influencing tourists during their *Umrah* to Saudi Arabia destination. Our study highlights seven key themes related to *Umrah* attributes: (1) personal attributes (2) destination-related factors (3) demographic attributes (4) psychological influences (5) accommodation, food, transportation, safety, and security (6) experiential factors, and (7) perceived risks. The above seven main themes emerged from the literature sheds light on *Umrah* traveler behavior showing distinctive attributes and patterns.[71]

4.1.1. Personal Attributes

Personal drivers are the core beliefs, ideals, or forces that motivate an individual to act in a particular manner.[72] Previous research highlights numerous personal factors that positively influence *Umrah* travelers' intentions and behaviors. The present study categorizes these factors as personal attributes/motives. For instance, one study found that spiritual/religious practices and gratitude towards a higher power significantly strengthen the intention to perform *Umrah*.[73] Furthermore, a previous study found that the positive effects of self-identity, cosmopolitanism, and the desire for social interaction were shown to increase *Umrah*'s post-travel intention.[74]

A study revealed that religious motivation and secular motives significantly impact the travel intentions of *Umrah* pilgrims toward religious destinations.[75] These elements contribute to a person's decision-making process and intention to visit a destination. Religious and secular motivations shape the way a person perceives the worth and appeal of a destination. The interplay of these personal elements uniquely contributes to the travel intention. Likewise, a previous study revealed that experiential pilgrim level, trust, and celebrity attachment significantly shape the travel intentions of *Umrah* travelers.[76] These factors highlight the importance of tourist opinions and feelings that can influence the decision-making process. Trust in the pilgrimage and celebrity attachment are essential

---

[71]Nina K. Prebensen et al., "Experience Quality in the Different Phases of a Tourist Vacation: A Case of Northern Norway," Tourism Analysis 17 no. 5, (2012): 617–27. https://doi.org/10.3727/108354212X13485873913921

[72]Shafaei and Mohamed, "Involvement and Brand Equity," 54–67.

[73]Almuhrzi and Alsawafi, "Muslim Perspectives on Spiritual and Religious Travel beyond Hajj," 235–42.

[74]Gannon et al., "Travelling for Umrah," 448–465.

[75]Rybina, "Understanding Religious Traveling from Central Asia to Saudi Arabia Using Cluster Analysis," 5–10.

[76]Siti and Hariadi, "Experiential Pilgrim's Influence on the Intention to Travel Umrah," 138–53.

personal factors that influence their intention to travel. Research on Kuwaiti travelers revealed that motivation plays a critical role in their preference for Islamic destinations.[77].Trust has a significant effect on the loyalty of *Umrah* pilgrims.

Personality traits such as motivation and attitude significantly influence the intention to visit *Umrah* destination.[78] Moreover, two studies found that religiosity also has a strong influence on this decision.[79] However, satisfaction is another crucial factor that shapes travel intentions for *Umrah*.[80] Likewise, positive word of mouth plays an important role in encouraging visits to religious destination.[81]

Moreover, the current research has shown that personal values and motivation affect the intention to travel to *Umrah* destinations.[82] Moreover, another study highlighted that, psychological needs, self-actualization, and adapting to new norms shape travel behavior. These factors are deeply connected to an individual's personality and mindset. They determine how travelers perceive and experience their journey. Additionally, emotional, financial, intellectual, physical, social, and spiritual wellness were found to affect *Umrah* travelers' intentions. These wellness dimensions are also considered essential personal attributes influencing travel behavior.[83]

The current research indicates that self-esteem, relationship, physiological needs, and personal attributes greatly influence the intentions to visit religious destinations.[84] Furthermore, tourists' positive perception of the *Umrah* destination also play a crucial role in shaping their travel intention. The study highlights that how an individual's sense of self-worth, the desire for social connections, and basic physiological requirements can shape their motivation and intention to engage in religious travel experiences.[85] These motivations and emotional responses reflect the traveler's mindset, preferences, and feelings, influencing their desire for a pilgrim experience

---

[77]Nassar, Mostafa, and Reisinger, "Factors Influencing Travel to Islamic Destinations," 36–53; Latiep, Pono, and Jusni, "Effect Covid-19, " 31–37.

[78]Nugraha and Widyaningsih, "The Moderating Role of Gender and Religiosity on the EMA Model, 1201–23."

[79]Nanggong, Hiola, and Pakaya, "The Experience and Religiosity toward Tourist Satisfaction," 209–18.

[80]Rana Muhammad Shahid Yaqub et al., "Oliver's Four Stage Loyalty Model to Access the Impact of Umrah Services: Evidence from Umrah Travelling Agencies Operating in Pakistan," *Journal of Business and Social Review in Emerging Economies* 9 no. 1, (2023): 39–52. https://doi.org/10.26710/jbsee.v9i1.2537; Nanggong, Hiola, and Pakaya, "The Experience and Religiosity toward Tourist Satisfaction," 209–18.

[81]Alhothali, Mavondo, and Elgammal, "Sustainability of Religious Travel and Tourism," 1551–76.

[82]Nanggong, Hiola, and Pakaya, "The Experience and Religiosity toward Tourist Satisfaction," 209–18.

[83]Hassan, Ramayah, and Qureshi, "Elucidating Well-Being Measurement from the Wellness Perspective of Religious Travelers," 171–84.

[84]Kayal, "The Personas and Motivation of Religious Tourists and Their Impact on Intentions to Visit Religious Sites in Saudi Arabia," 201–19.

[85]Siti and Hariadi, "Experiential Pilgrim's Influence on The Intention to Travel Umrah," 138–53.

Table 2. Personal Attributes Affect Tourist Intention/Behavior

Authors	Attributes	Intention/behavior
86	Self-identity, cosmopolitanism, and desire for social interaction.	Post-travel intention
87	Religious motivation, and secular motives.	Intention to visit
88	Play- ecstasy, play- communitas, play- flow, self-expression, and hedonism.	Travel intention
89	Experiential pilgrim trust and celebrity attachment.	Intention to travel
90	Travel motivation.	Kuwaiti travelers' intention to visit Islamic destinations
91	Trust.	Loyalty
92	*Umrah* visit motivations, attitude, and religiosity.	*Umrah* visit
93	Religiosity.	Tourist behavior
94	Positive word of mouth.	Intention to revisit
95	Personal values, motivation.	Intention to travel
96	Psychological needs, self-actualization, and new norms.	Travel behavior
97	Emotional wellness, financial wellness, intellectual wellness, physical wellness, social wellness, and spiritual wellness.	*Umrah* travel intention
98	Self-esteem needs, relationship needs, and physiological needs.	Intentions to visit

[86]Gannon et al., "Travelling for Umrah," 448–465.

[87]Rybina, "Understanding Religious Traveling from Central Asia to Saudi Arabia Using Cluster Analysis," 5–10.

[88]Lochrie et al., "Self-Expression and Play: Can Religious Tourism Be Hedonistic?" 2–16.

[89]Siti and Hariadi, "Experiential Pilgrim's Influence on the Intention to Travel Umrah," 138–53.

[90]Nassar, Mostafa, and Reisinger, "Factors Influencing Travel to Islamic Destinations," 36–53.

[91]Latiep, Pono, and Jusni, "Effect Covid-19," 31–37.

[92]Nugraha, and Widyaningsih, "The Moderating Role of Gender and Religiosity on the EMA Model," 1201–23.

[93]Nanggong, Hiola, and Pakaya, "The Experience and Religiosity toward Tourist Satisfaction," 209–18.

[94]Alhothali, Elgammal, and Mavondo, "Religious Servicescape: Does Convenience Matter for Revisit Intentions and Positive Word of Mouth?"

[95]Nanggong, Hiola, and Pakaya, "The Experience and Religiosity toward Tourist Satisfaction," 209–18.

[96]Ibrahim, Badar, and Hanafiah, "Acceptance of New Travel Norms Among Potential Umrah and Hajj Pilgrims: An Empirical Investigation," 90–106.

[97]Hassan, Ramayah, and Qureshi, "Elucidating Well-Being Measurement from the Wellness Perspective of Religious Travelers," 171–84.

[98]Kayal, "The Personas and Motivation of Religious Tourists and Their Impact on Intentions to Visit Religious Sites in Saudi Arabia," 201–19.

Authors	Attributes	Intention/behavior
[99]	Experiential pilgrim motivation and experiential pilgrim perception.	Intention to travel

4.1.2. Demographic Attributes

A demographic attribute refers to personal traits or characteristics that categorize individuals. These include factors such as age, gender, marital status, income, education, and occupation.[100] Furthermore, gender plays a significant role in influencing the intention to visit *Umrah* destinations.[101] Additionally, the research identifies factors such as age, marital status, and average daily expenditure influence tourists' loyalty to religious sites.

Table 3. Demographic Attributes Affect Tourist Intention/ Behavior

Authors	Attributes	Intention/behavior
[102]	Gender	*Umrah* visit
[103]	Age, marital status, and average daily expenditure per person.	Loyalty

4.1.3. Psychological Attributes

Psychological attributes are traits and qualities related to an individual's mental and emotional state.[104] Similarly, factors such as Play- Ecstasy, Play- Communitas, Play- Flow, Self-Expression, and Hedonism significantly affect *Umrah* travelers' intentions to visit religious destinations.[105] These psychological aspects enhance travel intention by improving the emotional, social, and experiential dimensions of the journey.

Table 4. Psychological Attributes Affect Tourist Intention/Behavior

Authors	Attributes	Intention/ behavior
[106]	Play- ecstasy, play- communities, play- flow, self-expression, and hedonism.	Travel intention

---

[99]Siti and Hariadi, "Experiential Pilgrim's Influence On The Intention To Travel Umrah," 138–53; Azmi et al., "COVID-19," 93–107.

[100]Neethiahnanthan Ari Ragavan, Hema Subramonian, and Saeed Pahlevan Sharif, "Tourists' Perceptions of Destination Travel Attributes: An Application to International Tourists to Kuala Lumpur," *Procedia - Social and Behavioral Sciences* 144 (2014): 403–11. https://doi.org/10.1016/j.sbspro.2014.07.309.

[101]Nugraha and Widyaningsih, "The Moderating Role of Gender and Religiosity on the EMA Model," 1201–23.

[102]Ibid.

[103]Hassan et al., "Sociodemographic Relationships of Motivations, Satisfaction, and Loyalty in Religious Tourism," 1–17.

[104]Mazlina Jamaludin, Azlizam Aziz, and Manohar Mariapan, "Millennial Travelers Decision Making Influenced Through User-Generated Contents and Psychological Attributes on Destination Loyalty to A Tropical Island," *Journal of Tourism, Hospitality and Environment Management* 3, no. 8 (2018): 44–55.

[105]Lochrie et al., "Self-Expression and Play: Can Religious Tourism Be Hedonistic?" 2–16.

[106]Gannon et al., "Travelling for Umrah: Destination Attributes, Destination Image, and Post-Travel Intentions," 448–465.

4.1.4. Destination Image Attributes

Destination-related attributes refer to the unique characteristics and features of a. travel destination.[107] These attributes help distinguish one destination from another, influencing travelers' perceptions and choices. Furthermore, the current study discovered that positive cognitive and emotional images can greatly impact Kuwaiti travelers' intentions.[108] A positive cognitive image highlights the destination's appeal based on facts and features. Meanwhile, positive emotional images evoke excitement and favorable emotions, encouraging travel decisions. Another study found that factors such as attraction, self-expression, and centrality influence Islamic destination brand equity.[109] Additionally, the current research discovered that the image of a destination significantly influences the intention of tourists to revisit that destination for *Umrah* sites.[110]

Similarly, *Umrah* visit expectations play a vital role in shaping intentions to travel to the destination.[111] A strong link has been identified between the service environment and revisit intention to *Umrah* destination.[112] The physical setting and atmosphere at the *Umrah* destination are crucial in motivating travelers' revisit. Studies show that religious service escape, ease of access, and *Kaaba* attractiveness significantly affect revisit intentions. Moreover, religiosity was found to strongly influence tourist behavior.[113]

Table 5. Destination Image Attributes Affect Tourist Intention/Behavior

Authors	Attributes	Intention/behavior
[114]	Cognitive and affective image.	Kuwaiti travelers' intention to visit Islamic destinations.
[115]	Destination image.	Revisit intention.
[116]	Involvement with travelling to Islamic destinations (attraction, self-expression, and centrality).	Islmic brand equity.
[117]	*Umrah* visit expectations.	*Umrah* visit.
[118]	Servicescape.	Intention to revisit.

---

[107]Hongmei Zhang, Yan Wu, and Dimitrios Buhalis, "A Model of Perceived Image, Memorable Tourism Experiences and Revisit Intention," *Journal of Destination Marketing and Management* 8 (June 2018): 326–36. https://doi.org/10.1016/j.jdmm.2017.06.004.

[108]Nassar, Mostafa, and Reisinger, "Factors Influencing Travel to Islamic Destinations," 36–53.

[109]Shafaei and Mohamed, "Involvement and Brand Equity," 54–67.

[110]Alkhawaldeh, "Religious Tourism Post-Covid-19 in the Context of Muslim Countries," 858–65.

[111]Nugraha and Widyaningsih, "The Moderating Role of Gender and Religiosity on the EMA Model," 1201–23.

[112]Alhothali, Elgammal, and Mavondo, "Religious Servicescape and Intention to Revisit," 308–28.

[113]Nanggong, Hiola, and Pakaya, "The Experience and Religiosity toward Tourist Satisfaction," 209–18.

[114]Nassar, Mostafa, and Reisinger, "Factors Influencing Travel to Islamic Destinations," 36–53.

[115]Alkhawaldeh, "Religious Tourism Post-Covid-19 in the Context of Muslim Countries," 858–65.

[116]Shafaei and Mohamed, "Involvement and Brand Equity," 54–67.

[117]Nugraha and Widyaningsih, "The Moderating Role of Gender and Religiosity on the EMA Model," 1201–23.

[118]Alhothali, Elgammal, and Mavondo, "Religious Servicescape and Intention to Revisit: Potential Mediators and Moderators," 308–28.

[119]	Religious services cape, service convenience, and Kaaba attractiveness.	Revisit intention
[120]	Religiosity.	Tourist behavior

4.1.5. Experiences Attributes

Destination experience attributes are the features and characteristics of a destination that shape travelers' overall experiences.[121] These aspects influence perceptions, emotions, and interactions, ultimately influencing their satisfaction, engagement, and memories of the trip. Research shows that perceived destination image significantly influences post-travel intentions.[122] This image is shaped by visitors' prior knowledge, expectations, and experiences[123]. Experiential pilgrimage influences travelers' intentions to visit a destination.[124] In our study perspective, experiencing pilgrimage can be viewed as a specific destination-related attribute because it is a distinctive and compelling element of specific places, particularly those with religious or cultural importance. Studies also found that *Umrah* satisfaction affects the traveler's intention toward the religious destination.[125] Furthermore, pricing is an important factor affecting tourist loyalty.[126]

A past study found that experiential pilgrims affect travel intentions.[127] This refers to the feelings, emotions, and overall affective responses that individuals experience during and after the pilgrimage. Another study highlighted that the perceived image of a destination has a strong impact on post-travel intentions.[128] This implies that travelers' perceptions of a destination's attributes notably impact their intentions to return or participate in related activities. However, a perceived quality of Islamic offerings and Islamic value was found to significantly affect loyalty to the *Umrah* destination.[129]

---

[119]Alhothali, Mavondo, and Elgammal, "Sustainability of Religious Travel and Tourism," 1551–76.

[120]Nanggong, Hiola, and Pakaya, "The Experience and Religiosity toward Tourist Satisfaction," 209–18.

[121]Jong-Hyeong Kim, Yisan Wang, and Hanqun Song, "Understanding the Causes of Negative Tourism Experiences," *Current Issues in Tourism* 24, no. 3 (2021): 304–20. https://doi.org/10.1080/13683500.2020.1711711

[122]Gannon et al., "Travelling for Umrah: Destination Attributes, Destination Image, and Post-Travel Intentions," 448–465.

[123]Lochrie et al., "Self-Expression and Play: Can Religious Tourism Be Hedonistic?" 2–16.

[124]Siti and Hariadi, "Experiential Pilgrim's Influence on The Intention to Travel Umrah," 138–53.

[125]Rybina, "Understanding Religious Traveling from Central Asia to Saudi Arabia Using Cluster Analysis," 5–10; Nanggong, Hiola, and Pakaya, "The Experience and Religiosity toward Tourist Satisfaction," 209–18; Hassan et al., "Sociodemographic Relationships of Motivations, Satisfaction, and Loyalty in Religious Tourism," 1–17.

[126]Latiep, Pono, and Jusni, "Effect Covid-19," 31–37.

[127]Siti and Hariadi, "Experiential Pilgrim's Influence on The Intention To Travel Umrah," 138–53.

[128]Gannon et al., "Travelling for Umrah: Destination Attributes, Destination Image, and Post-Travel Intentions," 448–465.

[129]Shafaei and Mohamed, "Involvement and Brand Equity," 54–67.

Moreover, emotional experience significantly affects tourist behavior.[130] Furthermore, experiential pilgrim has been linked to an increased intention to revisit.[131] The study has discovered that perceived value significantly affects revisit intention[132]. This finding indicates that travelers' perceptions of the value they receive from a travel experience have a noteworthy impact on their intentions to revisit the same destination or engage in similar activities in the future.

Table 6. Experiences Attributes Affect Tourist Intention/Behavior

Authors	Attributes	Intention/behavior
[133]	Satisfaction.	Intention to visit, intention to travel.
[134]	Price.	Loyalty.
[135]	Perceived destination image.	Post-travel intention.
[136]	Perceived quality of Islamic offerings and perceived Islamic value.	Loyalty towards destination.
[137]	Emotional experience.	Tourist behavior.
[138]	Experiential pilgrim.	Revisit intention.
[139]	Perceived value.	Revisit intention.

4.1.6. Travel Fundamentals Attributes (Accommodation, Food, Transportation, Safety, and Security)

Travel fundamentals include the key components that are crucial for planning, organizing, and enjoying a successful trip.[140] Factors like local transportation, food, beverages, and shopping significantly affect repeat *Umrah* visits.[141] These elements contribute to the broader travel experience and influence travelers' decisions to revisit the *Umrah* destination. Moreover, safety needs play a

---

[130]Nanggong, Hiola, and Pakaya, "The Experience and Religiosity toward Tourist Satisfaction," 209–18.

[131]Rahayu Siti, "Experiential Pilgrim's Influence On The Intention To Travel Umrah."

[132]Alkhawaldeh, "Religious Tourism Post-Covid-19 in the Context of Muslim Countries," 858–65.

[133]Siti and Hariadi, "Experiential Pilgrim's Influence On The Intention To Travel Umrah," 138–53; Rybina, "Understanding Religious Traveling from Central Asia to Saudi Arabia Using Cluster Analysis," 5–10; Nanggong, Hiola, and Pakaya, "The Experience and Religiosity toward Tourist Satisfaction," 209–18; Hassan et al., "Sociodemographic Relationships of Motivations, Satisfaction, and Loyalty in Religious Tourism," 1–17.

[134]Latiep, Pono, and Jusni, "Effect Covid-19," 31–37.

[135]Gannon et al., "Travelling for Umrah: Destination Attributes, Destination Image, and Post-Travel Intentions," 448–465.

[136]Shafaei and Mohamed, "Involvement and Brand Equity," 54–67.

[137]Nanggong, Hiola, and Pakaya, "The Experience and Religiosity toward Tourist Satisfaction," 209–18.

[138]Siti and Hariadi, "Experiential Pilgrim's Influence on The Intention to Travel Umrah," 138–53.

[139]Alkhawaldeh, "Religious Tourism Post-Covid-19 in the Context of Muslim Countries," 858–65.

[140]John C. Falcocchio, Louis J Pignataro, and Edmund J Cantilli "Modal Choices And Travel Attributes Of Inner-City Poor," *Transportation Research Record* 403 (1972): 6–17.

[141]Wahab, Ahmad, and Jusoff, "The Roles of Socio-Economic Characteristics in Satisfying Repeat Umrah Visitors," 18–22.

vital role in shaping travel behavior.[142] Rooted in Maslow's hierarchy, these needs focus on security, protection, and the absence of freedom from harm, both physical or emotional harm.

Table 7. Travel Fundamentals Attributes Affect Tourist Intention/Behavior

Authors	Attributes	Intention/behavior
[143]	Local transportation, food and beverages, and shopping activities.	Repeat *Umrah* visitors
[144]	Safety needs.	Travel behavior

4.1.7. Perceived Risk Attributes

Perceived risk attributes are the factors that individuals associate with uncertainty or potential negative outcomes of a decision.[145] However, a past study found that pilgrim's experiential risk significantly affects the intention to travel to the destination.[146] Moreover, psychological, physical, travel-related risks also affect the willingness to travel.[147] Lastly, another study highlights that health risks can strongly affect tourists' intentions to revisit a destination.[148]

Table 8. Perceived Risk Attributes Affect Tourist Intention/Behavior

Authors	Attributes	intention/behavior
[149]	Pilgrim experiential risk.	Travel intention
[150]	Psychological risks, physical risks, travel-related risks, and travel risks.	Willingness to travel
[151]	Health risk.	Revisit intention

4.2. Summary of Findings

This study identified seven exclusive themes related to *Umrah* attributes. Personal attributes emerged as the most frequently researched topic in existing *Umrah* literature. In contrast,

---

[142]Ibrahim, Badar, and Hanafiah, "Acceptance of New Travel Norms Among Potential Umrah and Hajj Pilgrims: An Empirical Investigation," 90–106.

[143]Wahab, Ahmad, and Jusoff, "The Roles of Socio-Economic Characteristics in Satisfying Repeat Umrah Visitors," 18–22.

[144]Ibrahim, Badar, and Hanafiah, "Acceptance of New Travel Norms Among Potential Umrah and Hajj Pilgrims: An Empirical Investigation," 90–106.

[145]Thowayeb H. Hassan, and Amany E. Salem, "The Importance of Safety and Security Measures at Sharm El Sheikh Airport and Their Impact on Travel Decisions after Restarting Aviation during the Covid-19 Outbreak," *Sustainability* 13, no. 9 (2021): 5216. https://doi.org/10.3390/su13095216.

[146]Siti and Hariadi, "Experiential Pilgrim's Influence On The Intention To Travel Umrah," 138–53."

[147]Azmi et al., "COVID-19," 93–107.

[148]Alkhawaldeh, "Religious Tourism Post-Covid-19 in the Context of Muslim Countries," 858–65.

[149]Siti and Hariadi, "Experiential Pilgrim's Influence on The Intention to Travel Umrah," 138–53.

[150]Azmi et al., "COVID-19," 93–107.

[151]Alkhawaldeh, "Religious Tourism Post-Covid-19 in the Context of Muslim Countries," 858–65.

psychological attributes have received comparatively less attention. Table 9 below summarizes the new *Umrah* attributes based on SLR research of *Umrah* travel behavior.

Table 9. Summary of the Findings

No	New Attributes
1	Personal (self-identity, cosmopolitanism, desire for social interaction, religious motivation, secular motives, experiential pilgrim trust, celebrity attachment, travel motivation, trust, *Umrah* visit motivations, attitude, positive word of mouth, personal values, motivation, psychological needs, self-actualization, new norms, emotional wellness, financial wellness, intellectual wellness, physical wellness, social wellness, spiritual wellness, self-esteem needs, relationship needs, physiological needs, experiential pilgrim motivation, experiential pilgrim perception).
2	Destination-image-related (cognitive and affective image, destination image, attraction, self-expression, centrality, *Umrah* visit expectations, service cape, religious services cape, service convenience, Kaaba attractiveness, religiosity).
3	Demographic (age, marital status, average daily expenditure per person, gender).
4	Psychological (play-ecstasy, play-communitas, play-flow, self-expression, hedonism).
5	Travel accommodation attributes (safety needs, local transportation, food and beverage, shopping activities).
6	Experiences (satisfaction, price, perceived destination image, perceived quality of Islamic offerings and perceived Islamic value, emotional experience, experiential pilgrim, perceived value).
7	Perceived risks (health risk, psychological risks, physical risks, travel-related risks, and travel risks, pilgrim experiential risk).

4.3. Thematic Framework
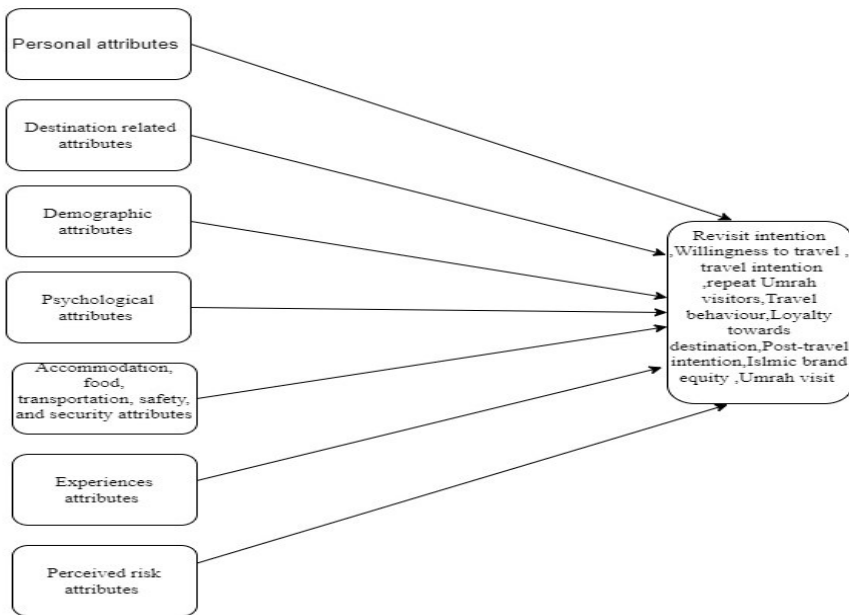
Figure 10. The Thematic Framework of the *Umrah* Attribute Affects Tourist Travel Behavior

5. Strengths And Limitation

This review is a groundbreaking effort to consolidate existing research on *Umrah* attributes associated with *Umrah* traveler behavior, while assessing the magnitude of this evidence. A key strength of the study lies in its alignment between research methods and objectives, ensuring a thorough exploration of the available literature. Moreover, the current study employed systematic searching, screening, and data extraction processes following the PRISMA guidelines.

This research review has several limitations. Initially, only twenty (n=20) publications from peer-reviewed journals were deliberately chosen for inclusion in this study. Papers from conferences, dissertations, and other research venues were excluded based on strict criteria. As a result, studies outside peer-reviewed journals may have been overlooked. Similarly, research published in languages other than English was not included, potentially missing valuable insights. Furthermore, this review did not follow a predetermined conceptual framework. The data relied on secondary references, analyzing results from other researchers' investigations based on *Umrah* travelers' behaviors. Moreover, in qualitative research, common themes were interpreted of findings, potentially differing from themes interpreted by the authors. These interpretations might differ from those of other researchers.

6. Key Research Gap Future Research Direction

A recent study highlights the importance of focusing on prospects in any systematic literature review (SLR).[152] The analysis of research on *Umrah* travelers' behavior has revealed key areas requiring further exploration. While significant advancements have been made in understanding the core aspects of *Umrah* traveler behavior, some gaps remain. Future researches are needed to explore these unexplored areas. The systematic literature review (SLR) identified five critical research gaps that demand attention.

First, the current study revealed seven main *Umrah* attributes that significantly affect traveler behavior. These include (personal, destination-related, demographic, and psychological attributes. Other themes include accommodation, food, transportation, safety, security experiences, and perceived risks. Future research should focus on delving into the intricate connections between *Umrah* attributes and tourist travel behavior. There is no empirical evidence evaluating these seven attributes on *Umrah* travel behavior simultaneously in one inclusive framework. These attributes can be influential factors for *Umrah* behavior, such as repeat *Umrah* visitors, travel behavior, loyalty towards the destination, revisit intention and willingness to travel. Understanding these connections could help researchers identify key motivational factors behind *Umrah* travel decisions.

Second, most previous studies conducted in Southeast Asian countries have discovered a correlation between *Umrah* traveler behavior and their attributes. Research on *Umrah* traveler behavior has primarily been dominated by Southeast Asian countries such as Malaysia and Indonesia. Around 50% of research in this field has been conducted within these countries. Although some research exists in other Muslim-majority countries like Pakistan, India and Turkey remain underexplored. There has been relatively less focus on investigating the behavior of *Umrah* travelers in regions where Muslims constitute a significant percentage of the population and where the number of *Umrah* travelers is high. For example, countries like Pakistan, India, Turkey, and others with major Muslim populations have received limited attention in this regard. Researchers in these countries should extensively investigate these seven key attributes *Umrah* pilgrims. The research outcomes will help academics comprehend the significant differences between these attributes when considering different profiles and study locations. This approach will highlight the diversity and

---

[152]Mengist, Soromessa, and Legese, "Method for Conducting Systematic Literature Review," 100777.

unique aspects of *Umrah* travel behavior. Such studies will highlight the diversity and unique aspects of *Umrah* travel behavior.

Third, previous studies have primarily focused on analyzing the travel behavior of *Umrah* travelers toward their destination. However, there is limited research on their actual behavior at the *Umrah* destination. Future research must address this gap. A potential avenue for exploration could involve employing qualitative approaches like the ZMET (Zaltman Metaphor Elicitation Technique) to uncover the semi-conscious metaphors that indeed underlie the purchase intentions.[153] ZMET is a technique that enables the extraction of conscious and subconscious thoughts by analyzing individuals' metaphorical or non-literal expressions. Therefore, future researchers should investigate the actual behavior of *Umrah* travelers when they are in the two holy cities: Medina and Makkah. Such research may uncover new attributes that describe the authentic *Umrah* traveler's behaviour. This would significantly enhance the literature pertaining to understand the authentic pilgrim's behavior.

Fourth, most *Umrah* travel studies rely on structural, factor, and descriptive analysis techniques. The frequency of cluster analysis, techniques has decreased compared to the past. Only two studies have explored cluster analysis in this, focusing on travelers from Kazakhstan and Saudi Arabia. Cluster analysis groups individuals based on similar behaviors, preferences, or attributes of *Umrah* travelers. The current research on these techniques is limited to two studies, highlighting a significant gap in the existing body of knowledge. To elaborate, cluster analysis techniques involve a data-driven approach where individuals or entities are grouped into clusters based on similarities in their attributes, behaviors, or characteristics.

In the context of *Umrah* traveler's behavior, cluster analysis helps in identifying distinct patterns of travelers with similar preferences, motivations, or spending patterns, thereby offering valuable insights for industry stakeholders and policymakers. Accordingly, for the *Umrah* industry, segmentation of *Umrah* travelers by travel attributes is essential. It enables the creation of targeted marketing strategies to improve traveler behavior. Therefore, it is highly recommended that future research should prioritize cluster analysis techniques. The industry's current 'one size fits all' approach may overlook the diversity of customer needs. Using segmentation, stakeholders can better serve travelers from varied backgrounds and purchasing powers.

Fifth, Previous research on tourist travel behavior often employs various theoretical perspectives to analyze this phenomenon. However, it is worth noting that market segmentation theory has been relatively underexplored. This theory focuses on dividing a diverse market into smaller, more uniform segments based on shared traits. The current research highlights the necessity of delving deeper into market segmentation theory to comprehend *Umrah* traveler behaviors better. Applying this theory can provide critical insights into the distinct preferences, motivations, and behaviors, leading to more tailored strategies and offerings within the travel and tourism industry.

Sixth, most existing studies have employed quantitative and qualitative methods to examine *Umrah* traveler behaviors. However, there is a clear gap in research employing mixed-method strategies in this area. A mixed-method approach, combining the capabilities of both quantitative and qualitative methodologies, is essential for gaining a deeper and more comprehensive understanding of the complexities *Umrah* traveler behavior. Future research should prioritize this mixed-method research design to better understand the authenticity of *Umrah* traveler behaviour.

---

[153]Gerald Zaltman, and Robin Higie Coulter, "Seeing the Voice of the Consumer: Metaphor-Based Advertising Research," *Journal of Advertising Research*, 35, no. 4 (1995): 35–51.

7. Conclusion and Implication

The current study aims to consolidate existing research to offer a holistic understanding of *Umrah* attributes related to tourist travel behavior. It reviews the prior research on *Umrah* traveler behavior, covering aspects such as geographic distribution, leading journals, publication years, methodologies, analysis techniques, and theoretical frameworks. The methodology aligns closely with the research objectives, facilitating an extensive exploration of the literature.

Furthermore, this review followed a systematic process for searching, screening, and data extraction, employing the well-established PRISMA guidelines.[154] The current study analyzed 20 articles published between 2013 and 2023, focusing on *Umrah* attributes influencing tourist travel behavior in Saudi Arabia. Seven key themes were identified related to *Umrah* tourist travel behavior: (1) personal attributes (2) destination-related attributes (3) demographic attributes (4) psychological attributes (5) accommodation, food, transportation, safety, and security attributes (6) experiences attributes (7) perceived risk attributes. Nonetheless, this review solely investigates the direct impacts of *Umrah* attributes on the travelers' behavior.

This systematic review offers valuable insights for destination governments and marketing managers. This study i highlights various *Umrah*-related attributes that influence tourist's behavior. These attributes are categorized into seven themes (1) personal attributes (2) destination-related attributes (3) demographic attributes (4) psychological attributes (5) accommodation, food, transportation, safety, and security attributes (6) experiential attributes (7) perceived risk attributes. As *Umrah* is a vital religious pilgrimage for Muslims to Mecca, understanding these influencing factors can help governments and marketers develop targeted strategies to enhance the overall pilgrimage experience.

Furthermore, the Ministry of Hajj in Saudi Arabia is currently strategizing to manage the anticipated influx of 30 million pilgrims for the 2030 season.[155] Moreover, our SLR has identified key attributes that significantly affect the travel behavior of *Umrah* travelers. By understanding these influential attributes, authorities can optimize resource allocation and enhance their efforts. For attributes that significantly shape *Umrah* travelers' behavior, tailored strategies can be implemented to maximize their effects. Our research has the potential to have a pivotal impact on shaping the trajectory of *Umrah* tourism. By offering guidance to authorities. The current study can steer them toward a more strategic, well-informed, and all-encompassing approach to accommodate the rising influx of pilgrims. The insights gained from this study are expected to play a significant role in the success of the 2030 season and in the extended development of *Umrah* tourism.

Conflict of Interest

The authors of the manuscript have no financial or non-financial conflict of interest in the subject matter or materials discussed in this manuscript.

Data Availability

The data associated with this study will be provided by the corresponding author upon request.

---

[154]Moher et al., "Preferred Reporting Items for Systematic Reviews and Meta-Analyses," 332–36.

[155]Abalkhail and Al Amri, "Saudi Arabia's Management of the Hajj Season through Artificial Intelligence and Sustainability," 1–19.

Acknowledgment

Bibliography

Abalkhail, Asma Abdulaziz Abdullah., and Sumiah Mashraf Abdullah Al Amri. "Saudi Arabia's Management of the Hajj Season through Artificial Intelligence and Sustainability." *Sustainability (Switzerland)* 14, no. 21 (2022): 1–19. https://doi.org/10.3390/su142114142.

Abd Rahman, Wan Farahiyah Izni W., and Haniff Ahamat. "Legal Protection of Malaysia *Umrah* Pilgrims." *International Journal of Engineering and Advanced Technology* 8, no. 5 (2019): 397–404. https://doi.org/10.35940/ijeat.E1057.0585C19.

Ahmad, Naveed, and Amran Harun. "Reasons for Tourist Intention to Use E-Bike Sharing Services; an Application Behavioral Reasoning Theory (BRT)." *Tourism Review* 79, no. 9 (2023): 1542–59. https://doi.org/10.1108/TR-03-2023-0165.

Ahmad, Naveed., Amran Harun, Hafiz Muhammad, Usman Khizar, and Junaid Khalid. "Drivers and Barriers of Travel Behaviors during and Post COVID-19 Pandemic : A Systematic Literature Review and Future Agenda," (2022): 1–23. https://doi.org/10.1108/JTF-01-2022-0023.

Ahmad, Sumera., Suraya Miskon, Tawfeeq Abdullah Alkanhal, and Iskander Tlili. "Modeling of Business Intelligence Systems Using the Potential Determinants and Theories with the Lens of Individual, Technological, Organizational, and Environmental Contexts-a Systematic Literature Review." *Applied Sciences* 10, no. 9 (2020): e3208. https://doi.org/10.3390/app10093208.

Alhothali, Ghada Talat., Islam Elgammal, and Felix T. Mavondo. "Religious Servicescape: Does Convenience Matter for Revisit Intentions and Positive Word of Mouth?" *International Journal of Religious Tourism and Pilgrimage* 10, no. 1 (2022): 1–12.

—. "Religious Servicescape and Intention to Revisit: Potential Mediators and Moderators." *Asia Pacific Journal of Tourism Research* 26, no. 3 (2021): 308–28. https://doi.org/10.1080/10941665.2020.1862885.

Alhothali, Ghada Talat., Felix Mavondo, and Islam Elgammal. "Sustainability of Religious Travel and Tourism: A Profile Deviation Perspective." *Journal of Islamic Marketing* 14, no. 6 (2023): 1551–76. https://doi.org/10.1108/JIMA-09-2021-0312.

Alkhawaldeh, Abdelbaset M. "Religious Tourism Post-Covid-19 in the Context of Muslim Countries: Destination Image, Perceived Value, Intention To Revisit Makkah and Health Risk As Moderator." *Geojournal of Tourism and Geosites* 43, no. 3 (2022): 858–65. https://doi.org/10.30892/gtg.43303-897.

Almuhrzi, Hamed Mohammed., and Abdulaziz Mohammed Alsawafi. "Muslim Perspectives on Spiritual and Religious Travel beyond Hajj: Toward Understanding Motivations for *Umrah* Travel in Oman." *Tourism Management Perspectives* 24 (2017): 235–42. https://doi.org/10.1016/j.tmp.2017.07.016.

Alshammari, Sultanah M., Waleed K. Almutiry, Harsha Gwalani, Saeed M. Algarni, and Kawther Saeedi. "Measuring the Impact of Suspending *Umrah*, a Global Mass Gathering in Saudi Arabia on the COVID-19 Pandemic." *Computational and Mathematical Organization Theory* 30, (2021): 267–92. https://doi.org/10.1007/s10588-021-09343-y.

Arham, M. Nur., Syaparuddin Razak, Hukmiah Husain, and Arifin Sahaka. "Observing *Umrah* Worshipping Commitment with EMAI Model (Expectation, Motivation, Attitude, and

Intention) among Middle-Class Muslims through Religiosity." *Review of Islamic Economics and Finance* 7, no. 1 (2024): 145–66. https://doi.org/10.17509/RIEF.V7I1.67098.

Azmi, Ezwani., Mashita Abdul Jabar, Dayana Nor Azhar, Rina Syahirah Rosli, and Muhammad Nuruddin Zanki Armas. "COVID-19: Exploring Pilgrims' Travel Risks Perception." *International Journal of Academic Research in Business and Social Sciences* 11, no. 10 (2021). 93–107. https://doi.org/10.6007/ijarbss/v11-i10/10912.

Bashir, Haamid., Rouf Ahmad Beigh, Rumysa, et al. "Experience of *Umrah* Trip to Saudi Arabia from Kashmir India: Model Study on Management and Facilities to Pilgrims by Custodian of Holy Mosques Kingdom of Saudi Arabia." *Journal of Tourism & Hospitality* 6, no. 6 (2017): e328. https://doi.org/10.4172/2167-0269.1000328

Elgammal, Islam., Ghada Talat Alhothali, and Annarita Sorrentino. "Segmenting *Umrah* Performers Based on Outcomes Behaviors: A Cluster Analysis Perspective." *Journal of Islamic Marketing* 14, no. 3 (2023): 871–91. https://doi.org/10.1108/JIMA-01-2021-0004.

Falcocchio, John C., Louis J Pignataro, and Edmund J Cantilli. "Modal Choices And Travel Attributes Of Inner-City Poor," *Transportation Research Record* 403, (1972): 6–17.

Finatri, Ifah., Maat Pono, and Jusni Jusni. "Effect Covid-19: Loyalty of Prospective *Umrah* Pilgrims to *Umrah* and Hajj Travel Companies." *Hasanuddin Journal of Business Strategy* 2, no. 3 (2020): 31–37. https://doi.org/10.26487/hjbs.v2i3.353.

Gannon, Martin Joseph., Ian W. F Baxter, Elaine Collinson et al. "Travelling for *Umrah*: Destination Attributes, Destination Image, and Post-Travel Intentions." *Service Industries Journal* 37, no. 7–8 (2017): 448–65. https://doi.org/10.1080/02642069.2017.1333601.

Ghapa, Norhasliza. "Consumer Protecton Measures for *Umrah* Package Travellers in Malaysia." *PalArch`s Journal Of Archaeology of Egypt/Egyptology* 17, no. 4 (2020): 274–89.

Hassan, Siti Hasnah., Siti Rohaida Mohamed Zainal, and Osman Mohamed. "Determinants of Destination Knowledge Acquisition in Religious Tourism: Perspective of *Umrah* Travelers." *International Journal of Marketing Studies* 7, no. 3 (2015): e84. https://doi.org/10.5539/ijms.v7n3p84.

Hassan, Siti Hasnah., Thurasamy Ramayah, and Muhammad Imran Qureshi. "Elucidating Well-Being Measurement from the Wellness Perspective of Religious Travelers." *World* 4, no. 1 (2023): 171–84. https://doi.org/10.3390/world4010012.

Hassan, Tahani., Mauricio Carvache-Franco, Orly Carvache-Franco, and Wilmer Carvache-Franco. "Sociodemographic Relationships of Motivations, Satisfaction, and Loyalty in Religious Tourism: A Study of the Pilgrimage to the City Mecca." *PLoS ONE* 18, no. 3 (2023): 1–17. https://doi.org/10.1371/journal.pone.0283720.

Hassan, Thowayeb H., and Amany E. Salem. "The Importance of Safety and Security Measures at Sharm El Sheikh Airport and Their Impact on Travel Decisions after Restarting Aviation during the Covid-19 Outbreak." *Sustainability* 13, no. 9 (2021): e5216. https://doi.org/10.3390/su13095216.

Heidari, Ali., Hamid Reza Yazdani, Fatemeh Saghafi, and Mohammad Reza Jalilvand. "Developing Strategic Relationships for Religious Tourism Businesses: A Systematic Literature Review." *EuroMed Journal of Management* 2, no. 1 (2017): 77–98. https://doi.org/10.1504/emjm.2017.084273.

Ibrahim, Siti Sara., Muhammad Azlan Shah Badar, and Mohd Hafiz Hanafiah. "Acceptance of New

Travel Norms Among Potential *Umrah* and Hajj Pilgrims: An Empirical Investigation." *International Journal of Religious Tourism and Pilgrimage* 10, no. 3 (2022): 90–106. https://doi.org/10.21427/ahvd-mg49.

Ilias, Nur Shaliyana., Mohd Azraie Mohd Azmi, and Khairul Nizam Mat Nor. *Development of Mobile Applications for Monitoring and Managing Hajj and Umrah Pilgrimage. Advanced Structured Materials*. Vol. 162. Cham: Springer International Publishing, 2022. https://doi.org/10.1007/978-3-030-92964-0_23.

Jamaludin, M, A Aziz., and M Mariapan. "Millennial Travelers Decision Making Influenced Through User-Generated Contents and Psychological Attributes on Destination Loyalty to A Tropical Island." *Journal of Tourism, Hospitality and Environment Management* 3, no. 8 (2018): 44–55.

Janjua, Zain ul Abedin., Gengeswari Krishnapillai, and Mobashar Rahman. "A Systematic Literature Review of Rural Homestays and Sustainability in Tourism." *SAGE Open* 11, no. 2 (2021): 21582440211007117. https://doi.org/10.1177/21582440211007117.

Kayal, Ghadeer. "The Personas and Motivation of Religious Tourists and Their Impact on Intentions to Visit Religious Sites in Saudi Arabia." *International Journal of Tourism Cities* 9, no. 1 (2023): 201–19. https://doi.org/10.1108/IJTC-04-2022-0092.

Khizar, Hafiz Muhammad Usman., Ayesha Khan Tareen, Hana Mohelska, Farrah Arif, Jalal Rajeh Hanaysha, and Uroosa Akhtar. "Bad Bosses and Despotism at Workplace: A Systematic Review of the Despotic Leadership Literature." *Heliyon* 9, no. 9 (2023): e19535. https://doi.org/10.1016/j.heliyon.2023.e19535.

Khizar, Hafiz Muhammad Usman., Muhammad Jawad Iqbal, and Muhammad Imran Rasheed. "Business Orientation and Sustainable Development: A Systematic Review of Sustainability Orientation Literature and Future Research Avenues." *Sustainable Development* 29, no. 5 (2021): 1001–17. https://doi.org/10.1002/sd.2190.

Kim, Bona., Seongseop Kim, and Brian King. "Religious Tourism Studies: Evolution, Progress, and Future Prospects." *Tourism Recreation Research* 45, no. 2 (2020): 185–203. https://doi.org/10.1080/02508281.2019.1664084.

Kim, Jong Hyeong., Yisan Wang, and Hanqun Song. "Understanding the Causes of Negative Tourism Experiences." *Current Issues in Tourism* 24, no. 3 (2021): 304–20. https://doi.org/10.1080/13683500.2020.1711711.

Levy, Shalom, and Yaniv Gvili. "Online Shopper Engagement in Price Negotiation: The Roles of Culture, Involvement and EWOM." *International Journal of Advertising* 39, no. 2 (2020): 232–57. https://doi.org/10.1080/02650487.2019.1612621.

Lochrie, Sean., Ian W.F. Baxter, Elaine Collinson, et al. "Self-Expression and Play: Can Religious Tourism Be Hedonistic?" *Tourism Recreation Research* 44, no. 1 (2019): 2–16. https://doi.org/10.1080/02508281.2018.1545825.

Lukoseviciute, Goda., Luís Nobre Pereira, and Thomas Panagopoulos. "The Economic Impact of Recreational Trails: A Systematic Literature Review." *Journal of Ecotourism* 21, no. 4 (2022): 1–28. https://doi.org/10.1080/14724049.2022.2030745.

McKercher, Bob. "A Citation Analysis of Tourism Scholars." *Tourism Management* 29, no. 6 (2008): 1226–32. https://doi.org/10.1016/j.tourman.2008.03.003.

Mengist, Wondimagegn., Teshome Soromessa, and Gudina Legese. "Method for Conducting

Systematic Literature Review and Meta-Analysis for Environmental Science Research." *MethodsX* 7 (2020): e100777. https://doi.org/10.1016/j.mex.2019.100777.

Mittal, Rajkumari., and Parul Sinha. "Framework for a Resilient Religious Tourism Supply Chain for Mitigating Post-Pandemic Risk." *International Hospitality Review* 36, no. 2 (2022): 322–39. https://doi.org/10.1108/ihr-09-2020-0053.

Shaffril, Hayrol Azril Mohamed., Samsul Farid Samsuddin, and Asnarulkhadi Abu Samah. "The ABC of Systematic Literature Review: The Basic Methodological Guidance for Beginners." *Quality and Quantity* 55, no. 4 (2021): 1319–46. https://doi.org/10.1007/S11135-020-01059-6.

Moher, David., Alessandro Liberati, Jennifer Tetzlaff, and Douglas G. Altman. "Preferred Reporting Items for Systematic Reviews and Meta-Analyses: The PRISMA Statement." *BMJ (Online)* 339, no. 7716 (2009): 332–36. https://doi.org/10.1136/bmj.b2535.

Muslim, Aini Khalida., and Amran Harun, "Challenges and Opportunities in Developing Malaysian *Umrah* Tourism : Implication of Social Media Application Among *Umrah* Consumers and *Umrah* Travel Agents" *RES Militaris* 13, no. 1 (2023): 3908–20.

Nandasena, Roshini., Alastair M. Morrison, and J. Andres Coca-Stefaniak. "Transformational Tourism: A Systematic Literature Review and Research Agenda." *Journal of Tourism Futures* 8, no. 3 (2022): 282–97. https://doi.org/10.1108/JTF-02-2022-0038.

Nanggong, Ardiwansyah., Putra Reski Hiola, and Syaiful Pakaya. "The Experience and Religiosity toward Tourist Satisfaction: The Case of *Umrah* Pilgrimage." *Journal of Indonesian Tourism, Hospitality and Recreation* 5, no. 2 (2022): 209–18.

Nassar, Mohamed A., Mohamed M. Mostafa, and Yvette Reisinger. "Factors Influencing Travel to Islamic Destinations: An Empirical Analysis of Kuwaiti Nationals." *International Journal of Culture, Tourism, and Hospitality Research* 9, no. 1 (2015): 36–53. https://doi.org/10.1108/IJCTHR-10-2014-0088.

Nugraha, Yudha Dwi., and Yulia Arisnani Widyaningsih. "The Moderating Role of Gender and Religiosity on the EMA Model: An Indonesian Muslim Pilgrim Perspective." *Journal of Islamic Marketing* 13, no. 6 (2022): 1201–23. https://doi.org/10.1108/JIMA-03-2020-0076/FULL/HTML.

Othman, Bestoon Abdulmaged., Amran Harun, Wirya Najm Rashid, Safdar Nazeer, Abdul Wahid Mohd Kassim, and Kadhim Ghaffar Kadhim. "The Influences of Service Marketing Mix on Customer Loyalty towards *Umrah* Travel Agents: Evidence from Malaysia." *Management Science Letters* 9, no. 6 (2019): 865–76. https://doi.org/10.5267/j.msl.2019.3.002.

Pertheban, Sivakumar., Ganthan Narayana Samy, and Bharanidharan Shanmugam. "A Systematic Literature Review: Information Accuracy Practices in Tourism." *Journal of Quality Assurance in Hospitality and Tourism* 21, no. 1 (2020): 1–30. https://doi.org/10.1080/1528008X.2018.1563016.

Pickering, Catherine, and Jason Byrne. "The Benefits of Publishing Systematic Quantitative Literature Reviews for PhD Candidates and Other Early-Career Researchers." *Higher Education Research and Development* 33, no. 3 (2014): 534–48. https://doi.org/10.1080/07294360.2013.841651.

Prebensen, Nina K., Eunju Woo, Joseph S. Chen, and Muzaffer Uysal. "Experience Quality in the Different Phases of a Tourist Vacation: A Case of Northern Norway." *Tourism Analysis* 17, no. 5 (2012): 617–27. https://doi.org/10.3727/108354212X13485873913921.

Ragavan, Neethiahnanthan Ari, Hema Subramonian, and Saeed Pahlevan Sharif. "Tourists' Perceptions of Destination Travel Attributes: An Application to International Tourists to Kuala Lumpur." *Procedia - Social and Behavioral Sciences* 144 (2014): 403–11. https://doi.org/10.1016/j.sbspro.2014.07.309.

Rahayu, Siti., and Sugeng Hariadi, "Experiential Pilgrim's Influence On The Intention To Travel Umrah," *International Journal of Multidisciplinary Educational Research* 8, no. 7 (2019): 138–53.

Rahmadian, Eko., Daniel Feitosa, and Andrej Zwitter. "A Systematic Literature Review on the Use of Big Data for Sustainable Tourism." *Current Issues in Tourism* 25 no. 11, (2022): 1711–30. https://doi.org/10.1080/13683500.2021.1974358

Rybina, Liza. "Understanding Religious Traveling from Central Asia to Saudi Arabia Using Cluster Analysis." *Journal of Applied Sciences Research* 14, no. 6 (2018): 5–10. https://doi.org/10.22587/jasr.2018.14.6.2.

Shafaei, Fatemeh, and Badaruddin Mohamed. "Involvement and Brand Equity: A Conceptual Model for Muslim Tourists." *International Journal of Culture, Tourism, and Hospitality Research* 9, no. 1 (2015): 54–67. https://doi.org/10.1108/IJCTHR-06-2014-0050.

Tobaiqy, Mansour., Ahmed H. Alhasan, Manal M. Shams, et al. "Assessment of Preventative Measures Practice among *Umrah* Pilgrims in Saudi Arabia, 1440h-2019." *International Journal of Environmental Research and Public Health* 18, no. 1 (2021): 1–16. https://doi.org/10.3390/ijerph18010257.

Wahab, Norailis Ab., Nursilah Ahmad, and Kamaruzaman Jusoff. "The Roles of Socio-Economic Characteristics in Satisfying Repeat *Umrah* Visitors." *Middle East Journal of Scientific Research* 13, (2013): 18–22. https://doi.org/10.5829/idosi.mejsr.2013.13.1876.

Whittemore, Robin, and Kathleen Knafl. "The Integrative Review: Updated Methodology." *Journal of Advanced Nursing* 52, no. 5 (2005): 546–53. https://doi.org/10.1111/J.1365-2648.2005.03621.X.

Wu, Cedric Hsi Jui, and Ali Mursid. "Loyalty Motivations for Religious Tourism: Indonesian Muslim Travelers *Umrah* Participating in *Umrah* Pilgrimage to Mecca, Saudi Arabia." *Tourism Review* 75, no. 2 (2020): 466–78. https://doi.org/10.1108/TR-11-2018-0155.

Yaqub, Rana Muhammad Shahid., Bilal Arshad, Muhammad Awais Javeed, and Hassan Mujataba Nawaz Saleem. "Oliver's Four Stage Loyalty Model to Access the Impact of *Umrah* Services: Evidence from *Umrah* Travelling Agencies Operating in Pakistan." *Journal of Business and Social Review in Emerging Economies* 9, no. 1 (2023): 39–52. https://doi.org/10.26710/jbsee.v9i1.2537.

Yuliani, Weni., Syafrizal Syafrizal, and Sari Lenggogeni. "Loyalty Model In *Umrah* Religious Tourism Travel and Factors That Influence It (Study on Ajwa Tours Indonesia)." *EScience Humanity Journal* 4, no. 2 (2024): 278–87. https://doi.org/10.37296/ESCI.V4I2.135.

Zaltman, Gerald., and Robin Higie Coulter. "Seeing the Voice of the Consumer: Metaphor-Based Advertising Research." *Jounal of Adertising Research* 35, no. 4 (1995): 35–51.

Zhang, Hongmei., Yan Wu, and Dimitrios Buhalis. "A Model of Perceived Image, Memorable Tourism Experiences and Revisit Intention." *Journal of Destination Marketing and Management* 8, (2018): 326–36. https://doi.org/10.1016/j.jdmm.2017.06.004.