

## HALAL TOURISM: BIBLIOMETRICS APPROACH

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### ABSTRACT

This study aims to analyze research trends on halal tourism using a bibliometric approach. Halal tourism is a growing segment of the tourism industry, driven by the increasing Muslim population and the demand for services that comply with sharia principles. Using the Scopus database, this study collected and analyzed 375 articles published in the period 2015–2025. The analysis was carried out using the bibliometric method using VOSviewer software to identify publication trends, dominant keywords, author collaboration networks, and research distribution by country and field of study. The results showed that publications on halal tourism have increased significantly, especially in the aspects of sustainability and digitalization of halal tourism services. This study found that Indonesia and Malaysia are the countries with the highest number of publications.

Key words: Halal Tourism; Bibliometrics; Publication Trends; Scopus; VOSviewer

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## INTRODUCTION

Halal tourism has emerged as an increasingly significant paradigm within the global tourism industry, emphasizing the specific needs and preferences of Muslim travelers. As awareness of the importance of inclusivity and cultural sensitivity in tourism services continues to grow, halal tourism has positioned itself as a major trend with substantial economic potential. In 2020, the number of Muslim travelers was estimated at 160 million, and projections indicate that this figure will rise to 230 million by 2026. It is anticipated that by 2026, halal tourism will contribute approximately US\$300 billion to the global economy (KNEKS, 2020). According to the World Travel & Tourism Council (WTTC), the halal tourism sector experienced an average annual growth rate of 27 percent in 2020—substantially outpacing the global tourism industry's overall annual growth of just 6.4 percent, thereby underscoring its exceptional growth trajectory and promising future. (KNEKS, 2020).

The halal tourism industry extends beyond merely offering destinations that cater to the religious needs of Muslim travelers; it encompasses a comprehensive provision of supportive facilities such as halal-certified dining establishments, accommodations that adhere to Shariah principles, and leisure activities aligned with Islamic values. As the global Muslim population continues to grow, along with increased awareness of the necessity for Shariah-compliant travel services, halal tourism has emerged as one of the fastest-growing segments within the global tourism sector. This concept encompasses multiple dimensions, including accommodation, culinary offerings, and

worship facilities tailored to the spiritual and practical needs of Muslim tourists. Muslim travelers' expenditure is projected to reach USD 225 billion by 2028, further underscoring the considerable global economic potential of this sector (Indonesia Halal Lifestyle Center *et al.*, 2021).

In tandem with the sector's rapid expansion, scholarly inquiry into halal tourism has also witnessed substantial growth. Academic studies on this topic have increased in both publication volume and methodological diversity, as well as geographic coverage. As of January 2025, a Google Scholar search revealed 15,300 articles using the Indonesian keyword *pariwisata halal*, and 26,600 articles employing the English term *halal tourism*. Notably, the first article indexed in Scopus with the keyword *halal tourism* was published in 1997 by Mohsin and Ryan. Their study investigated attitudes toward the possibility of vacationing in Australia and found that the availability of halal food and access to Islamic services were significant considerations for a segment of respondents (Mohsin & Ryan, 1997). Despite this momentum, halal tourism—particularly in Indonesia—continues to face various challenges and systemic issues. This is evidenced by Indonesia's absence from the top five countries dominating the halal tourism sector, as reported by the SGIER in 2023 (2023).

The growing body of research on halal tourism presents a compelling opportunity for comprehensive mapping and analysis. A study conducted by Apriantoro *et al.* (2024) sought to examine the growth and publication trends of halal ecotourism, utilizing a dataset derived from Scopus comprising 1,892 articles published between 2013 and 2022. The findings

identified Boley B.B. as the most prolific contributor, while China emerged as the leading country in terms of publication volume. In a related study, Febriandika and Purniasih (2024) aimed to assess the evolution of scholarly research on Muslim behavior over the five-year period from 2018 to 2022, analyzing a total of 297 documents. Their research categorized the literature into six thematic subfields: Muslim consumers, halal products, and halal tourism; Islamic finance, social finance, and banking; politics, culture, and nationalism; history, ideology, ritual, and worship; Muslim management, industry, and performance; and Muslim health and wellness.

Whereas previous studies have predominantly focused on specific dimensions such as ecotourism or Muslim consumer behavior, the present study adopts a more comprehensive approach by examining the broader landscape of halal tourism scholarship. The objective is to identify emerging publication trends within this field by analyzing key aspects such as author contributions, publication years, keyword usage, and countries of origin.

Accordingly, this study is guided by the following research questions:

1. Research Question 1: What are the current trends in scholarly publications on halal tourism?
2. Research Question 2: What are the most frequently discussed topics within the domain of halal tourism?

## **MATERIALS AND METHODS**

The halal industry constitutes a rapidly expanding sector of the global economy, centered on the production and delivery of goods and services that comply

with Islamic Shariah principles. Its scope extends far beyond the realm of food and beverages, encompassing a wide array of sectors including pharmaceuticals, cosmetics, tourism, finance, and logistics (Qolbi et al., 2024). On a global scale, the halal industry has experienced remarkable growth, largely fueled by the increasing Muslim population and heightened consumer awareness regarding the importance of halal-certified products (Mursidah & Fartini, 2023).

Despite its accelerating acceptance over the past decade, the concept of halal tourism continues to suffer from definitional ambiguity. The absence of standardized criteria often creates confusion among Muslim travelers, resulting in varied interpretations and implementations. A considerable proportion of the existing literature has concentrated on individual destinations or comparative analyses between two locations from a halal tourism perspective. Many of these studies have highlighted that a number of so-called halal tourism destinations do not fully adhere to the foundational tenets of Islamic law. As halal tourism represents a critical sub-sector of the global tourism industry, any inconsistencies or deficiencies within this domain may exert broader negative repercussions across the tourism ecosystem. Thus, scholarly inquiry into halal tourism remains highly relevant, both within the specialized context of the halal tourism industry and within the broader framework of international tourism development (Rasul, 2019).

Furthermore, halal tourism is frequently misconstrued as a niche offering designed exclusively for Muslim travelers. In reality, the concept is inherently inclusive and can appeal to non-Muslim

tourists who seek ethical, safe, and family-friendly travel experiences. Nevertheless, the sector continues to face considerable challenges, particularly with respect to public perception and underdeveloped promotional strategies (Juliana *et al.*, 2023).

This study employs a bibliometric approach to analyze the evolution of scholarly literature pertaining to halal tourism. Bibliometric analysis is a quantitative technique utilized to explore and measure scientific publications within a given research domain. Also known as scientometric analysis, this method enables researchers to trace the development of a field and to identify emerging areas of inquiry. Through this approach, publication patterns can be discerned, and the intellectual structure across various academic disciplines can be systematically mapped and interpreted (Kurdi & Kurdi, 2021).

The data source for this research is derived from a reputable academic journal database, namely Scopus. Scopus was selected due to its status as one of the largest and most comprehensive academic databases, featuring broad international indexing. Data collection was conducted through a keyword-based search using the term "**HALAL TOURISM**", with Boolean operators (AND, OR) employed to refine and enhance the specificity of search results. Articles were filtered based on predefined inclusion criteria, as follows:

1. Only articles indexed in Scopus
2. Publication date range from 2015 to 2025
3. Focused exclusively on the topic of "Halal Tourism"
4. Published in English
5. Limited solely to journal articles

Following the application of these criteria, a total of **375 articles** were

identified as eligible for inclusion in the analysis.

Data analysis was conducted using bibliometric tools such as **VOSviewer** and Scopus's built-in analytical features. These tools facilitate the identification of citation patterns, co-authorship networks, and keyword co-occurrence trends within the relevant body of literature (Sari, 2024). The analysis process included several stages: (1) an exploration of publication trends by examining the annual volume of articles; (2) a **co-word analysis** aimed at uncovering thematic linkages within the literature; (3) a **collaboration network analysis** to map the relationships among contributing authors and academic institutions; and (4) a **citation analysis** to determine the most influential articles and authors shaping the trajectory of research in the halal tourism domain

## RESULT AND DISCUSSION

Halal tourism has emerged as one of the most rapidly growing segments within the global tourism industry, propelled by the expanding Muslim population and heightened awareness regarding the necessity of Shariah-compliant travel services. In parallel with the sector's expansion, scholarly interest in halal tourism has witnessed a notable surge, both in terms of publication volume and thematic scope. Research in this field spans a wide array of topics, including destination management, Muslim traveler behavior, halal tourism marketing strategies, and the role of sustainability within the industry. To gain a more nuanced understanding of the scholarly evolution of halal tourism, a bibliometric analysis was conducted to map research trends based on publication output, leading authors, academic

disciplines, as well as contributing countries and institutions. The following discussion presents a systematic overview of the key findings from the bibliometric analysis, while also identifying prospective avenues for future research.

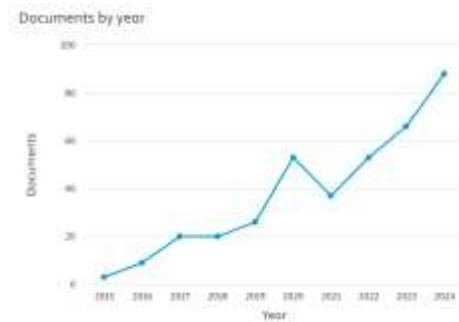
### 1.1. ANNUAL PUBLICATION VOLUMES

Tabel 1 Annual Number of Publication

Year	Number of Publication
2024	88
2023	66
2022	53
2021	37
2020	53
2019	26
2018	20
2017	20
2016	9
2015	3

Source: Scopus (2025)

Based on data retrieved from the Scopus database, it is evident that in 2015, scholarly publications related to halal tourism were limited to only three articles. The number of publications steadily increased in subsequent years, reaching a notable peak in 2020 with a total of 53 articles. However, a decline was observed in 2021, with the number of publications dropping to 37 articles. This decrease can be attributed to the widespread impact of the COVID-19 pandemic, which began to escalate in 2020 and severely disrupted various sectors of the global economy, particularly the tourism industry. In the following year, 2022, the number of publications rebounded, once again reaching 53 articles, and continued to rise steadily through 2024.



Picture 1. Documents by Year

Source : Scopus (2025)

The publication trend of articles related to halal tourism demonstrates a consistent upward trajectory, as illustrated in the accompanying graph. The highest number of publications was recorded in 2024, with a total of 88 scholarly articles. Notably, a significant portion of the research in 2024 focused on the theme of sustainability, as evidenced by studies conducted by (Handayani et al., 2024), (Setiawan et al., 2024), (Pongsakornrungsilp et al., 2024), (Apriantoro et al., 2024), (Madjid et al., 2024), (Chowdhury et al., 2024).

### 1.2. AUTHORS

Table 1. Authors

Authors	Number of Publication
Ratnasari, R.T.	13
Han, H.	11
Al-Ansi, A.	9
Abror, A.	8
Battour, M.	7
Suhartanto, D.	6
Abdullah, M.	5
Alam, A.	5
Jubba, H.	5
Rahman, M.K.	5
Sulong, Z.	5
Wardi, Y.	5

Source: Scopus (2025)

In this bibliometric study, the three most prolific authors contributing to the discourse on halal tourism are Ratnasari, Han.H, and, to a lesser extent, Wardi.Y. Each author demonstrates a distinct research orientation in exploring various dimensions of halal tourism.

Ratnasari investigates halal tourism through the lens of digital marketing, systematic literature reviews, and the spiritual and experiential dimensions of sharia-compliant hospitality. The article "Analysis of Halal Ecotourism Digital Campaigns in a Mosque by an Online Environmental Community" (Alam, Mellinia, et al., 2024) illustrates how digital campaigns can be leveraged to promote halal ecotourism within mosque communities. Meanwhile, in "Systematic Literature Review on Halal Label Studies of Halal Tourism" (Alam, Ratnasari, et al., 2024), Ratnasari conducts a comprehensive review of scholarly works on halal labeling in the tourism sector. Another study, "Exploring the Spiritual and Experiential Dimensions of Sharia-Compliant Hotels in Indonesian Halal Tourism: A Netnographic Analysis of TripAdvisor Reviews" (Alam et al., 2023), utilizes netnography to examine the experiences of travelers in sharia-compliant hotels in Indonesia.

Han.H, on the other hand, adopts a more macro-level approach to halal tourism, focusing on research trends, sociocultural challenges, and Muslim travelers' experiences. In "Two Decades of Research on Halal Hospitality and Tourism: A Review and Research Agenda" (Al-Ansi et al., 2023), Han.H reviews two decades of academic literature and proposes a future research agenda for halal hospitality and tourism. In "Islamophobia: Differences

across Western and Eastern Community Residents toward Welcoming Muslim Tourists" (Al-Ansi et al., 2022), he addresses the issue of Islamophobia and varying degrees of hospitality towards Muslim tourists across different cultural contexts. Furthermore, "Inconvenient Experiences among Muslim Travelers: An Analysis of the Multiple Causes" (Al-Ansi et al., 2021) delves into the various barriers encountered by Muslim travelers during their journeys.

Wardi.Y, with a comparatively smaller number of publications, concentrates primarily on marketing dimensions and the impact of the COVID-19 pandemic. In "Antecedents of Word of Mouth in Muslim-Friendly Tourism Marketing: The Role of Religiosity" (Abror et al., 2020), Wardi.Y explores the determinants of word-of-mouth marketing in Muslim-friendly tourism, with a particular emphasis on religiosity. Additionally, "Halal Tourism and Coronavirus: Understanding the Influence of Halal Reputation and Fear of COVID-19 on Tourist's Revisit Intention" (Wardi & Trinanda, 2022) analyzes how halal reputation and pandemic-related fears shape tourists' intentions to revisit destinations.



Picture 2 Authors Relations

Source: VOSviewer (2025)

Although various dimensions of halal tourism have been addressed by these

three authors, several pertinent research gaps remain underexplored. One significant area that warrants further investigation is the role of government policy in fostering the development of halal tourism ecosystems across different national contexts. In particular, there is a lack of comprehensive studies examining how regulatory frameworks, public sector initiatives, and cross-sectoral collaboration contribute to the institutionalization of halal tourism. Furthermore, the integration of Islamic financial technology (FinTech) into the halal tourism industry has yet to receive adequate scholarly attention. This includes the utilization of sharia-compliant payment systems, halal-based investment instruments, and digital financial inclusion strategies tailored to the specific needs of Muslim travelers and tourism entrepreneurs.

Another understudied aspect concerns the experiences of non-traditional Muslim tourists—namely, those originating from countries with Muslim-minority populations. These travelers may encounter unique challenges and have distinct expectations compared to those from Muslim-majority nations. Lastly, the systematic incorporation of sustainability principles within halal tourism remains insufficiently addressed. Future research could thus benefit from a deeper inquiry into how environmental, social, and governance (ESG) considerations are being aligned with Islamic values to promote a more holistic and ethically grounded tourism model.

### 1.3. COUNTRIES

Table 2. Countries

Countries	Number of Publication
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<b>Indonesia</b>	200
<b>Malaysia</b>	97
<b>Turkiye</b>	16
<b>Thailand</b>	15
<b>South korea</b>	14
<b>United Kingdom</b>	13
<b>Bangladesh</b>	12
<b>United Emirates Arab</b>	12
<b>China</b>	11
<b>New Zealand</b>	10

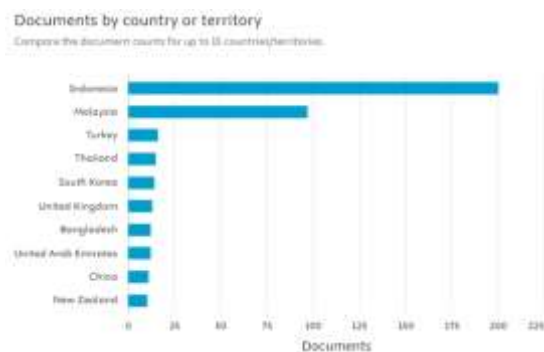
Source: Scopus (2025)

Based on publication data, **Indonesia and Malaysia** occupy the top positions in terms of scholarly output on halal tourism, with 200 and 97 publications respectively. The dominance of these two countries may be attributed to their strategic roles in the global halal tourism industry. Indonesia, home to the largest Muslim population in the world, has actively developed numerous halal-friendly destinations supported by government policies and tourism infrastructure aligned with sharia principles (Absah et al., 2024; Adinugraha et al., 2023; Adnani et al., 2023; Afnarius et al., 2023; Ahyani & Slamet, 2021). Meanwhile, Malaysia consistently ranks at the top of the Global Muslim Travel Index (GMTI) and plays a proactive role in both academic research and policy implementation related to halal tourism, incorporating it as a central component of its national tourism strategy (Abas et al., 2017; Abdul Rahim et al., 2022; Abdullah et al., 2024).

In addition to Indonesia and Malaysia, other countries such as Turkey (16 publications), Thailand (15 publications), and South Korea (14 publications) have also contributed to the academic discourse on halal tourism. Turkey, with its rich Islamic heritage and

robust tourism industry, has developed various halal tourism facilities to attract Muslim travelers globally. Thailand and South Korea, although not Muslim-majority nations, have demonstrated growing interest in halal tourism by incorporating Muslim-friendly services as part of their tourism market diversification strategies.

The presence of research contributions from both Muslim-majority and non-Muslim-majority countries underscores the global relevance and expanding scope of halal tourism, reflecting its potential beyond religious boundaries and highlighting its appeal as an ethical and inclusive travel experience.



Picture 3 Documents by Country of Territory

Source: Scopus (2025)

Meanwhile, the presence of publications from countries such as China (11 publications) and New Zealand (10 publications) reflects the growing global interest in halal tourism. China, with a significant Muslim population in regions such as Xinjiang, Ningxia, and Gansu, has a vested interest in the development of halal tourism to cater to both domestic and international Muslim travelers. New Zealand, despite its relatively small Muslim population, has recognized the potential of the halal tourism market as part of its broader economic tourism strategy.

These findings highlight that research on halal tourism is not confined to Muslim-majority countries but has also attracted attention in various parts of the world seeking to accommodate the needs of Muslim travelers more comprehensively. This global expansion of scholarly interest illustrates the increasing relevance of halal tourism as an inclusive and economically viable segment within the international tourism industry.

#### 1.4. SUBJECT AREA

Table 3 Subject Area

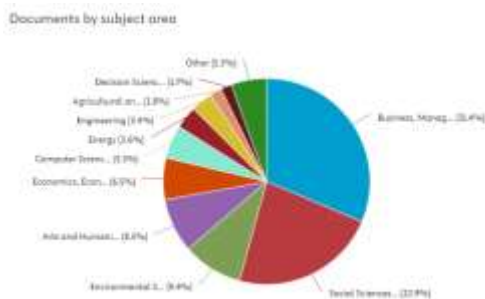
Subject Area	Number of Publication
<b>Business, Management and Accounting</b>	221
<b>Social Sciences</b>	161
<b>Environmental Science</b>	66
<b>Arts and Humanities</b>	60
<b>Economics, Econometrics and Finance</b>	46
<b>Computer Science</b>	37
<b>Energy</b>	25
<b>Engineering</b>	24
<b>Agricultural and Biological Sciences</b>	13
<b>Decision Sciences</b>	12
<b>Other</b>	39

Source: Scopus (2025)

Publication data by subject area reveal that research on halal tourism is most prevalent within the fields of Business, Management, and Accounting (221 publications) and Social Sciences (161 publications). This trend indicates that the majority of studies focus on aspects related to the management of the halal tourism industry, marketing strategies, and Muslim consumer behavior in choosing halal-friendly destinations and services. In

addition, social science research plays a crucial role in exploring the societal impacts of halal tourism, including perceptions of both Muslim and non-Muslim tourists and the cultural dynamics in destinations adopting halal tourism concepts.

Beyond business and social perspectives, halal tourism research also contributes to the fields of Environmental Science (66 publications) and Arts and Humanities (60 publications). These findings suggest a growing interest in the intersection between halal tourism and environmental sustainability, particularly in the context of halal ecotourism that promotes eco-friendly destinations aligned with Islamic principles. In the humanities, studies often examine historical, cultural, and Islamic heritage elements that shape the halal tourism experience. Meanwhile, the presence of Computer Science research (37 publications) reflects the increasing role of technology in halal tourism development, including halal-based reservation systems, AI-driven destination recommendations, and mobile applications tailored to the needs of Muslim travelers.



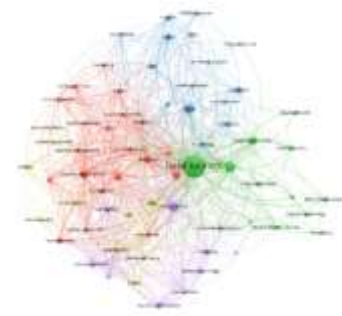
Picture 4 Documents by Subject Area  
Source: Scopus (2025)

Although various academic disciplines have addressed halal tourism, certain areas remain relatively underexplored. For instance, in the fields of Engineering (24 publications) and Energy (25 publications), research on halal

tourism is still limited. Future studies in these domains could focus on the development of more sustainable halal tourism infrastructure, such as energy-efficient Sharia-compliant hotel designs or the implementation of green technologies in halal destinations.

Similarly, Decision Sciences (12 publications), which pertains to decision-making analysis, has yet to extensively explore optimization models for investment and operational strategies within the halal tourism industry. In the area of Agricultural and Biological Sciences (13 publications), there is also untapped potential for research into the relationship between halal tourism and the halal food sector—particularly in examining the halal supply chain in tourism catering services. These areas present valuable opportunities for interdisciplinary collaboration in advancing the scope and impact of halal tourism studies.

**1.5. KEYWORDS**



Picture 5 keywords  
Source: VOSviewer (2025)

Based on the VOSviewer analysis of 375 articles, five keyword clusters were identified. Cluster 1 consists of 20 items, Cluster 2 contains 14 items, Cluster 3 also comprises 14 items, Cluster 4 includes 10 items, and Cluster 5 encompasses 9 items. The most frequently used keywords are presented in attachment 1. The keyword

with the highest occurrence is “halal tourism”, with a total link strength of 346, followed by “Indonesia”, which holds the second-highest frequency with a total link strength of 133.

### CONCLUSION AND IMPLICATION

Based on the bibliometric analysis, research on halal tourism has shown significant growth in recent years, reflecting increasing academic interest in this industry. Publication trends indicate that this topic is predominantly explored within the fields of business, management, and accounting, as well as the social sciences, highlighting issues such as marketing strategies, Muslim consumer behavior, and policy development within the halal tourism sector. In addition, there is a growing contribution from environmental sciences and the arts and humanities, which address themes of sustainability and cultural heritage in the context of halal tourism.

Geographically, the majority of publications originate from countries with well-established halal tourism industries, such as Indonesia and Malaysia. Meanwhile, non-Muslim countries like South Korea and New Zealand have begun to show growing interest in developing research in this field. In terms of institutional affiliation, universities in Malaysia and Indonesia serve as key research centers for halal tourism studies, with Universiti Teknologi MARA and Universitas Airlangga being the most prolific institutions.

Despite the breadth of topics already explored, several research gaps remain. These include the need for in-depth studies on government policies supporting halal tourism ecosystems, the role of Islamic financial technology in facilitating

halal tourism services and investments, and the travel experiences of Muslim tourists from minority-Muslim countries. The integration of sustainability principles within the halal tourism industry also presents a promising area for further investigation.

With the global Muslim travel population continuing to grow and their needs becoming increasingly complex, future research is expected to focus more on innovation, digitalization, and inclusive approaches to support the sustainable development of the halal tourism sector.

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