

## GLOBAL RESEARCH TRENDS IN HALAL TOURISM: A BIBLIOMETRIC ANALYSIS

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**Abstract:** *Halal tourism is a specialized sector designed to meet the needs of Muslim travelers by offering services and amenities that adhere to Islamic guidelines, including halal-certified food, prayer facilities, and sharia-compliant lodging. This industry fosters cultural inclusivity and drives economic development, gaining attention from various global destinations. This research aims to explore the development, trends, and contributions of scholarly work in halal tourism using bibliometric analysis. The data for this study was sourced from the Scopus database, resulting in a total of 234 publications spanning the years 2010 to 2025. The results indicate a notable expansion in halal tourism research from its inception up to 2024. Indonesia and Malaysia emerge as the leading countries in this field, playing a crucial role in advancing halal tourism through extensive research and publication efforts. These nations are focused on creating halal-compliant tourism infrastructure and marketing strategies, while addressing the complexities of aligning tourism practices with Islamic values, establishing themselves as frontrunners in the global halal tourism industry.*

**Keywords:** *Halal Tourism, Bibliometric Analysis, VosViewer, Global Research Trend.*

## Introduction

The halal tourism industry has emerged as both a trend and a necessity, gaining traction in both Muslim-majority and non-Muslim nations. This market segment is experiencing rapid growth, extending its reach beyond Muslim countries to a global scale. In response to this phenomenon and the rising number of Muslim travelers worldwide, numerous non-Muslim nations have started adopting diverse strategies to capitalize on the opportunities presented by halal tourism (Adinugraha et al., 2021). This includes providing halal-certified food, prayer spaces, gender-segregated accommodations, and activities that align with Islamic values. As the Muslim population continues to grow, so does the demand for halal tourism, with destinations worldwide both in Muslim-majority and non-Muslim countries adapting their offerings to attract this demographic (Jia & Chaozhi, 2020). Beyond its economic potential, halal tourism also promotes cultural inclusivity and mutual understanding, creating an environment where diverse cultural and religious practices are respected.

Halal tourism is a growing segment of the global travel industry, catering to the needs of Muslim travelers by offering services and facilities that align with Islamic principles (Azam & Abdullah, 2020). To enhance the experience, destinations focus on providing halal-certified food, prayer spaces, and sharia-compliant accommodations, ensuring that these travelers can maintain their religious practices while enjoying their trips. Additionally, travel agencies and platforms specializing in halal tourism offer tailored packages, helping Muslim tourists find suitable destinations and activities that meet their needs. By leveraging these resources, destinations can attract a broader audience, foster cultural understanding, and contribute to economic growth within the tourism sector.

Current research in halal tourism focuses on the needs and preferences of Muslim travelers, particularly regarding halal food, prayer facilities, and gender-segregated accommodations. The field is evolving to integrate cultural and religious aspects into tourism development, ensuring more inclusive experiences. Advances in technology, like travel apps and digital platforms, are improving accessibility and convenience for Muslim tourists. Ongoing studies aim to understand market trends and promote sustainable growth in halal tourism.

Bibliometric analysis offers distinct advantages over traditional narrative reviews in identifying and understanding research trends, particularly due to its objective, systematic, and data-driven nature. Unlike narrative approaches that may be limited by subjective interpretation and selective coverage, bibliometric techniques allow for a comprehensive assessment of the literature by mapping co-authorship networks, analyzing citation patterns, and detecting emerging themes through co-occurrence of keywords. In the context of halal tourism research, bibliometric analysis has proven to be essential for systematically examining the development of this emerging field. It allows academics to evaluate the frequency and influence of academic publications, identify prominent contributors and institutions, and highlight underexplored areas. By tracking the evolution of theory and practice, bibliometric analysis not only enhances the academic rigor of halal tourism studies but also provides actionable insights for future research directions and policy formulation aimed at better meeting the needs of Muslim travelers. Therefore, bibliometric methods serve as a powerful tool for strengthening the foundation and direction of research in the field of halal tourism (Donthu et al., 2021; Zupic & Čater, 2015). The research questions of this study are:

Research Q1: What are the prevailing trends and developments in halal tourism research and its publications?

Research Q2: How do halal tourism research outputs vary across different countries?

Research Q3: What are the key focus areas in halal tourism research?

Research Q4: Which sources and publications are cited the most in halal tourism research?

Research Q5: What are the most frequently used keywords in the field of halal tourism research?

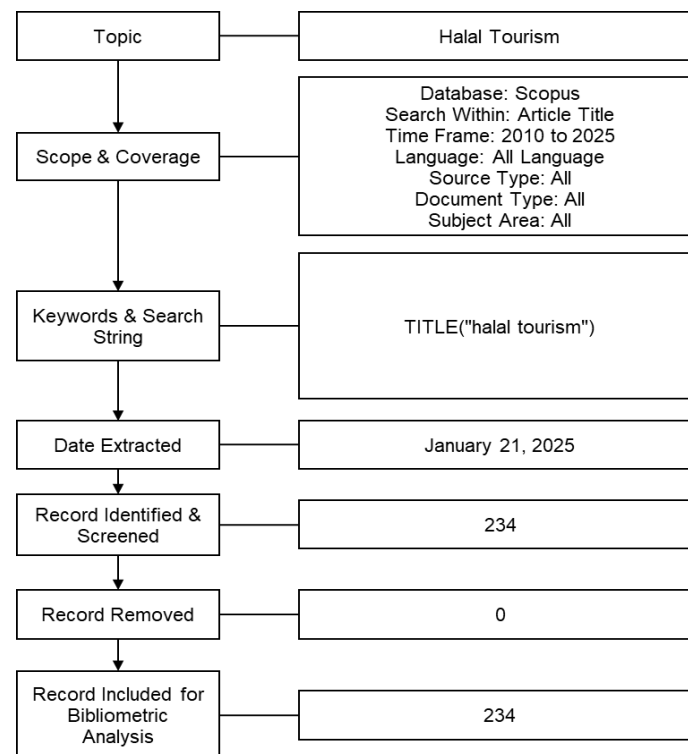
## Literature Review

Halal tourism encompasses travel services and destinations tailored to accommodate the requirements of Muslim travelers, adhering to Islamic principles. Initial studies in this field primarily concentrated on defining the concept and pinpointing the fundamental needs of Muslim tourists, including halal food, prayer facilities, and compliance with Islamic dress codes. For instance, Moshin et al. (2020) emphasized that halal tourism extends beyond halal-certified services to include products and facilities that support worship, fulfill dietary needs, and align with Islamic values.

Recent studies have expanded the scope by exploring the economic, social, and cultural impacts of halal tourism. Mohsin et al. (2016) highlighted new opportunities for destinations to develop specialized halal-friendly travel packages, emphasizing the importance of marketing strategies and infrastructure development. Additionally, Rahman et al. (2020) investigated how non-Muslim tourists' perceptions of halal products or services influence their loyalty intentions toward halal tourism destinations. Advances in tourism technology have also played a significant role, with studies showing that the Technology Acceptance Model (TAM) significantly impacts Muslim travelers' intentions to use halal tourism apps (Berakon et al., 2023). As the global Muslim population continues to grow, halal tourism research increasingly focuses on balancing religious obligations with providing competitive travel experiences.

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## Methodology



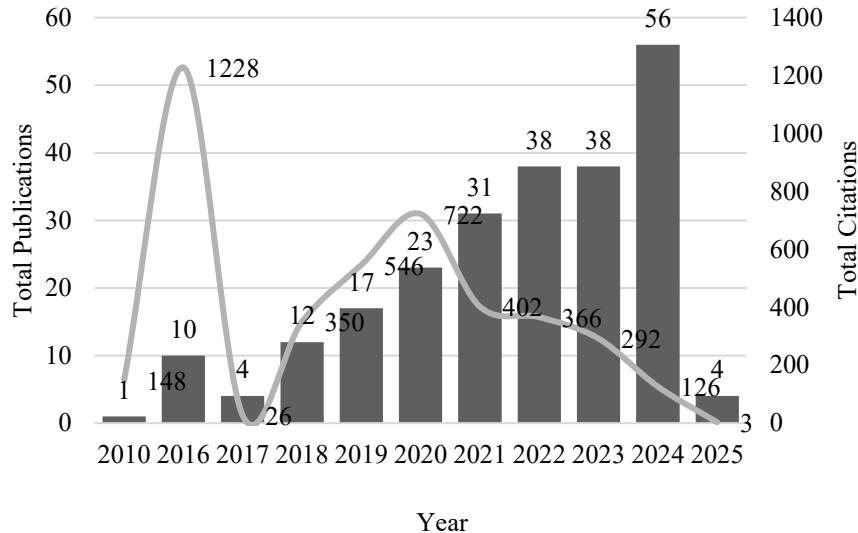
**Figure 1: Flow Diagram of the Search Strategy**

The research method for this study is based on a bibliometric analysis of halal tourism publications extracted from the Scopus database. The search was conducted with the keyword "halal tourism" in the article titles, covering publications from 2010 to 2025. The search criteria included all languages, document types, and subject areas. A total of 234 records were identified and screened, with no records removed from the analysis. These 234 records were then included for bibliometric analysis to examine trends, patterns, and key contributions in the field of halal tourism research. The data was extracted on January 21, 2025.

This study uses two main bibliometric software, namely VOSviewer and Biblioshiny (based on R via the Bibliometrix package), to analyze and visualize the research landscape on halal tourism. VOSviewer was chosen because of its ability to build and visualize scientific networks based on citation data, co-occurrence, and relationships between authors and institutions, which are very useful in identifying thematic clusters and collaboration patterns in this field (Van Eck & Waltman, 2010). Meanwhile, Biblioshiny is used to present interactive descriptive and evaluative analyses of scientific productivity, publication trends, and the impact of sources and authors (Aria & Cuccurullo, 2017). The selection of Scopus as a data source is based on its reputation as a comprehensive scientific database, covering reputable international journals with a strict indexing system. However, it is necessary to acknowledge the potential bias in Scopus coverage, especially the dominance of English-language journals and those from Western countries, which may lead to limitations in proportionally representing the contribution of Muslim-majority countries that are centers of halal tourism development (Mongeon & Paul-Hus, 2016). Therefore, the findings of this analysis should be read with these limitations in mind.

## Results and Discussion

### Trends in Publications

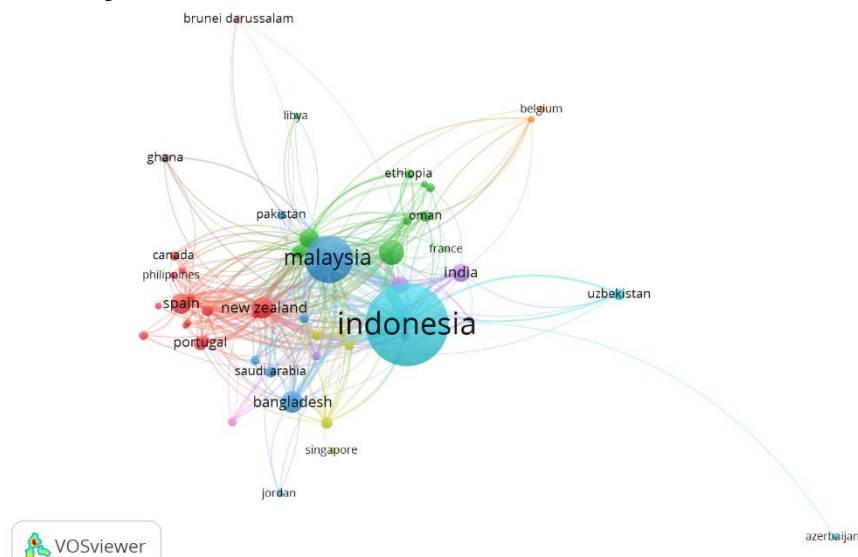


**Figure 2: Total Publications and Citations by Year**

Source: Generated by the author(s) using biblioMagika® (Ahmi, 2024)

Figure:ure 2 illustrates the growth of halal tourism research publications over time, revealing a clear upward trend that highlights the increasing academic interest in the field. In the earlier years, there was minimal publication activity, with only a few papers emerging. A slight increase in publications occurred around 2016, followed by a more substantial rise starting in 2018. The number of publications steadily surged, reaching its highest point in 2024 with 56 published papers. This growth indicates a marked rise in halal tourism research in recent years, reflecting a growing academic and industry focus on halal tourism as it gains global significance. Despite this surge, the graph also suggests that the pace of publication might stabilize or continue to evolve in the coming years, contributing to a deeper understanding of halal tourism.

### Publication by Countries



**Figure 3: Network Visualization Map of the Citations Based on Countries**

The figure shows the distribution of halal tourism research publications by country is dominated by Indonesia, which has the largest node size, reflecting its significant contribution to the field. Malaysia follows closely, showing extensive research activity and strong collaborative connections with Indonesia and other countries. Additionally, countries like India, Bangladesh, and Saudi Arabia demonstrate notable research involvement, as indicated by their interconnected clusters. Smaller but relevant contributions are observed from countries such as Spain, France, and Belgium. The figure emphasizes the global nature of halal tourism research, with Indonesia and Malaysia playing central roles and growing contributions from countries across Asia, Europe, and the Middle East.

### Publications by Subject Area

**Table 1: Publications by Subject Area**

Subject Area	TP	%
Business, Management and Accounting	146	62,39%
Social Sciences	88	37,61%
Economics, Econometrics and Finance	48	20,51%
Environmental Science	40	17,09%
Arts and Humanities	36	15,38%
Computer Science	19	8,12%
Earth and Planetary Sciences	14	5,98%
Energy	14	5,98%
Engineering	14	5,98%
Decision Sciences	7	2,99%
Agricultural and Biological Sciences	5	2,14%
Multidisciplinary	4	1,71%
Biochemistry, Genetics and Molecular Biology	3	1,28%
Mathematics	3	1,28%
Physics and Astronomy	3	1,28%
Medicine	2	0,85%
Pharmacology, Toxicology and Pharmaceutics	1	0,43%
Veterinary	1	0,43%

Publications on halal tourism are predominantly focused on Business, Management, and Accounting, comprising 62.39% of the total, followed by Social Sciences at 37.61%, and Economics, Econometrics, and Finance at 20.51%. Other subject areas, such as Environmental Science (17.09%) and Arts and Humanities (15.38%), also contribute significantly. Smaller percentages are seen in fields like Computer Science (8.12%) and Decision Sciences (2.99%), reflecting the interdisciplinary nature of halal tourism research while highlighting its primary focus on business and social perspectives.

### Publications by Sources Titles and Highly Cited Documents

**Table 2: Most Active Source Titles**

Source Title	TP	NCA	NCP	TC	C/P	C/CP	h	g	m
Journal of Islamic Marketing	35	108	32	870	24,86	27,19	16	29	2,000
Journal of Environmental Management and Tourism	11	30	9	59	5,36	6,56	5	7	0,625
Tourism Management Perspectives	10	25	10	1326	132,6	132,6	10	10	1,000



Notes: TP=total number of publications; NCP=number of cited publications; TC=total citations; C/P=average citations per publication; C/CP=average citations per cited publication; h=h-index; and g=g-index.

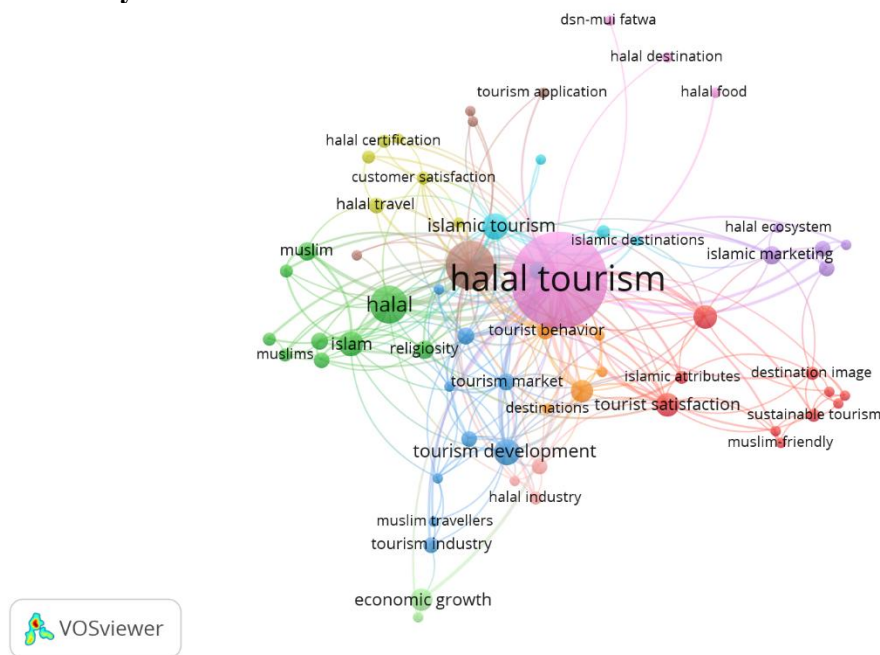
The data indicates that the Journal of Islamic Marketing leads in halal tourism research publications, contributing 35 total papers, 870 total citations, and a citation per paper (C/P) ratio of 24.86. The Journal of Environmental Management and Tourism follows with 11 papers, 59 total citations, and a lower C/P ratio of 5.36, reflecting a more modest impact. Meanwhile, Tourism Management Perspectives stands out with only 10 publications but an impressive 1326 citations, achieving a C/P ratio of 132.6, indicating a substantial influence per paper. These journals play a pivotal role in advancing halal tourism research, showcasing their significance within the field.

**Table 3: Top Highly Cited Article**

No.	Author(s)	Title	Source Title	TC	C/Y
1	Battour M.; Ismail M.N. (2016)	Halal tourism: Concepts, practises, challenges and future	Tourism Management Perspectives	336	33,60
2	El-Gohary H. (2016)	Halal tourism, is it really Halal?	Tourism Management Perspectives	212	21,20
3	Mohsin A.; Ramli N.; Alkhulayfi B.A. (2016)	Halal tourism: Emerging opportunities	Tourism Management Perspectives	189	18,90

The data highlights three highly cited articles that have significantly contributed to halal tourism research. The most cited article is by Battour & Ismail (2016), titled "Halal tourism: Concepts, practices, challenges and future," published in Tourism Management Perspectives, with 336 total citations and an average of 33.60 citations per year. Following this is El-Gohary (2016) work, "Halal tourism, is it really Halal?" also in Tourism Management Perspectives, which has garnered 212 total citations, averaging 21.20 citations per year. Lastly, Mohsin et al. (2016) article, "Halal tourism: Emerging opportunities," from the same journal, has achieved 189 total citations with an annual citation rate of 18.90. These articles underscore the critical role of Tourism Management Perspectives in shaping scholarly discourse on halal tourism.

### Most Used Keyword



**Figure 4: Network Visualization Map of the Co-Occurrence by Keywords**

Based on the figure, the most frequently used keyword in halal tourism research is "halal tourism," positioned centrally, reflecting its dominance in the field. Related terms such as "Islamic tourism," "halal," and "tourist satisfaction" are also prominent, indicating their significance in scholarly discussions. Keywords like "Islamic marketing," "halal certification," and "halal food" highlight the marketing and operational aspects of halal tourism. Meanwhile, terms such as "tourism development," "destination image," and "sustainable tourism" emphasize strategic and economic growth perspectives. Concepts like "religiosity," "Muslim travelers," and "Islamic attributes" further underline the cultural and religious dimensions central to this field of research.

## Conclusion

The analysis of halal tourism research reveals its rapid growth and increasing significance in both academic and industry contexts. Indonesia and Malaysia emerge as leading contributors, reflecting their strategic focus on halal-friendly tourism development. Business, Management, and Accounting dominate the subject areas, underscoring the economic and managerial emphasis in this field. Key journals, such as the *Journal of Islamic Marketing and Tourism Management Perspectives*, play pivotal roles in advancing scholarly discourse, with highly cited articles highlighting critical challenges and opportunities in halal tourism. Central themes include the integration of Islamic principles, the role of religiosity, and the importance of tailored services like halal food and prayer facilities. As the field continues to expand, future research is expected to further explore sustainable practices, technological advancements, and the global dynamics of halal tourism, enhancing its contribution to both academic knowledge and practical applications.



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