



DOI: [http://doi.org/10.14505/jemt.v13.8\(64\).08](http://doi.org/10.14505/jemt.v13.8(64).08)

## Some Insights Concerning the Halal Tourism Research. A Bibliometric Analysis

Riduan MAS'UD

State Islamic University of Mataram, Indonesia

[riduanmasud@uinmataram.ac.id](mailto:riduanmasud@uinmataram.ac.id)

M. SYAMSURRIJAL

State Islamic University of Mataram, Indonesia

[muhammad.syamsurrijal2288@gmail.com](mailto:muhammad.syamsurrijal2288@gmail.com)

### Suggested Citation:

Mas'ud, R., Syamsurrijal, M. (2022). Some Insights Concerning the Halal Tourism Research. A Bibliometric Analysis. *Journal of Environmental Management and Tourism*, (Volume XIII, Winter), 8(64): 2161 - 2173. DOI:[10.14505/jemt.v13.8\(64\).08](http://doi.org/10.14505/jemt.v13.8(64).08)

### Article's History:

Received 20<sup>th</sup> of July 2022; Received in revised form 17<sup>th</sup> of September 2022. Accepted 22<sup>nd</sup> of October 2022; Published 30<sup>th</sup> of December 2022. Copyright © 2022 by ASERS® Publishing. All rights reserved.

### Abstract:

Halal tourism has become one of the topic issues that have a level of popularity among researchers in the scientific articles published in journals indexed in the Scopus database. This research study uses a bibliometric design analysis to map some insights related to the halal tourism by evaluating articles that have been published in journals indexed in Scopus database. Furthermore, data mining (knowledge discovery) techniques are used to analyze the titles and abstracts of 127 Scopus indexed journals that have been saved in the form of a CSV file. Finally, three analyzes are produced in this study: network visualization analysis, overlay visualization, and density visualization.

This study's results indicate a significantly increased of articles on halal tourism, especially in the Islamic marketing journals. Also, the main outputs obtained through this bibliometric research related to the halal tourism, reveal which is the most popular authors, which is the most cited articles, which is the country with most publications, which is the research domain most approached. In the same manner is underline which is less approached practices, *i.e.* , halal tourism from the perspective of Islamic law, etc.

**Keywords:** bibliometric analysis; halal tourism; analyzing search result; VOSviewer; cluster.

**JEL Classification:** Z30; Z32; Z38; C18.

### Introduction

So far, the study of halal tourism has become a prevalent issue in Scopus indexed scientific publications. However, the publication of articles on halal tourism tends to be dominated by economic improvement and business management (Fatkurrohman 2017, Yasuda 2017). In line with that, the publication of articles related to halal tourism in Scopus indexed journals has created different knowledge about halal tourism's conceptualization, especially in food and beverages (Yasuda 2017). The term halal tourism had become known internationally since 2015 when a *world tourism summit* event was held in Abu Dhabi. Halal tourism is one of the market segments engaged in the tourism business, not only carried out by Muslim-majority countries but has penetrated non-Muslim countries (Chookaew *et al.* 2015). The halal tourism industry has multiplied with various businesses, including halal destinations, halal hotels, halal honeymoon, and others.

In literature, experts tend to discuss halal tourism from three different points of view. First, halal tourism has seen from the point of view of Muslim tourists (consumers), who carry out activities in traveling based on the principles and legal norms contained in sharia law (Battour 2017, 2018, Chookaew *et al.* 2015, Battour and Ismail 2016, Jaelani 2017, Samori, Md Salleh, and Khalid 2016). Second, halal tourism is viewed from the point of view as a product engaged in the tourism industry, especially halal products with friendly service, especially those related to the provision of sharia hotels, halal food, accommodation & transportation, and other attributes that

have halal standards. (Lukman Santosa 2020, Santoso and Argubi 2019, Wahidati and Sarinastiti 2018, Razzaq, Hall, and Prayag 2016, Ambali and Bakar 2014, Tieman 2011, Afrian *et al.* 2017, Adel *et al.* 2020, Henderson 2016). Third, halal tourism is viewed from an Islamic marketing point of view, which has developed rapidly, not only in Islamic-based countries but has been adopted by various non-Muslim countries as a government and private business sector that can increase people's economic income (Subarkah 2018, Mohsin, Ramli, and Alkhulayfi 2016, Gilang Widagdyo 2015, Baumgartner 2016, Ranasinghe and Sugandhika 2018).

Studies that these experts have carried out have provided a framework of thought that halal tourism in a comprehensive manner has created an increase in the economy of a country. However, theoretically, it is still limited to a discussion of tourism concerning the halal (sharia) label. In line with that, this study will complement this research's shortcomings, especially in mapping the bibliometric characteristics and trend of articles on halal tourism in the Scopus database. In line with that, to the author's knowledge, no one has conducted research using bibliometric analysis by combining analyzing search results in the Scopus database and VOS viewer for the term halal tourism. In particular, this study questions the bibliometric characteristics and trend of articles, covering research topics and future research opportunities.

This paper is based on the argument that there has been an increase in the number of articles-published every year in Scopus indexed journals, especially in the last five years from 2015 to 2020.

In line with that, the publication of articles on halal tourism has not provided a clearer picture of the substance of the conceptualization of halal tourism. Following Islamic teachings' principles and values (sharia), especially in non-Muslim countries, such as Japan (Yasuda 2017). Understanding the standardization of halal tourism for Muslim tourists determines the level of participation of the Muslim world community in carrying out halal tourism. Standardization of the concept of halal tourism in the publication of Scopus indexed journal articles will create definite knowledge about the concept of halal tourism in the perspective of Islamic (Prayag 2020, Adel *et al.* 2020). When people have a different understanding of halal, it becomes a requirement for creating consumer anxiety when travelling. Thus, this study explains the topic or trend of halal tourism to provide opportunities for further research on topics that have novelty in this sense.

## 1. Literature Review

### 1.1 Halal Tourism

Studies that discuss Halal tourism have been carried out by many experts, as: Battour *et al.* (2018), Kodir, Karim, and Paksi (2019), Battour, Ismail, and Battor (2010), El-Gohary (2016), Henderson (2016), Chookaew *et al.* (2015), Faiza and Michelle (2017), Geetanjali Ramesh Chandra (2014), Jaelani (2017), Samori, Md Salleh, and Khalid (2016), Said *et al.* (2020). Halal tourism's conception is rooted in Islamic law as Santoso and Argubi 2019, Lukman Santosa 2020), demonstrate in their articles published. Boğan and Sarıışık (2019), Battour *et al.* (2018), Ambali and Bakar (2014) underline that halal tourism is built to meet the needs of Muslim tourists, including any product that is under Islamic law. Halal tourism's basic components are halal food (Takeshita 2019, Yousaf and Xiucheng 2018), halal transportation, and halal hotels (Tieman 2011). Besides, the availability of prayer facilities is also important in Halal tourism development (Wahidati and Sarinastiti 2018). The case study of halal tourism that occurred in New Zealand shows that Halal tourism is not only related to hospitality, provision of halal food, and the provision of other places of worship, but also with various product attributes that are relevant to Muslim customers (Razzaq, Hall, and Prayag 2016).

In the scientific literature, it is found that there are different views on the concept of Halal tourism regarding the terms used in the implementation of Halal Tourism in several countries in Asia. Malaysia, for example, uses the term *Islamic Tourism Center* which is the advisory body for the Ministry of Tourism. The Turkish government uses the term = *Halal Holiday* as an effort to promote its halal tourism. Meanwhile, Indonesia uses Halal Tourism as *branding* in promoting Halal Tourism in the world. The concept of halal tourism can be interpreted as Islamic teachings' values implemented as a reference in travelling without differentiating between Muslim and non-Muslim tourists (Faiza and Michelle 2017). *Halal tourism* is a concept that involves Muslims and the values of Islamic teachings as an industry reference in the tourism sector, which provides services based on Islamic law and tourist options for Muslim tourists to avoid alcoholic drinks, pork, and places that do not separate. Between men and women (Battour *et al.* 2018, Geetanjali Ramesh Chandra 2014, Jaelani 2017, Samori, Md Salleh, and Khalid 2016).

### 1.2. The Concept of Halal Food in Islam

Halal is a term taken from Arabic which means allowed (recommended) or halal. The word halal in Arabic has an opposite word (antonym), "haram", which means (forbidden), something that is not allowed (Alzeer, Rieder and

Hadeed 2018, Sigid Widyantoro, Rafika Arsyad 2019, Olya and Al-ansi 2018). Food is conceptualized as food and drink that is regulated according to the principles and values of Islamic teachings (Adinugraha, Sartika, and Kadarningsih 2018), which are sourced from the al-qur'an and al-hadith regarding the permissibility of food to be consumed by Muslims (Al-Ansi, Olya, and Han 2019; Nurjaya *et al.* 2021). In the Qur'an surah al-baqarah, 173; al-maida, 3; & an-nahl, 115, states that the Islamic ummah is commanded to consume good food (*thoyyibat*) from Allah gives to humans, and not from forbidden food, including pork, dogs, predators, dead animals, blood, and animals that are not slaughtered in the name of Allah (Sigid Widyantoro, Rafika Arsyad 2019).

In the hadith of the Prophet Muhammad SAW, it is explained that forbidden foods include; toothed animals and types of wild animals, and birds with sharp claws (hadith narrated by Muslim); *Salalah* food is all types of food that come from the type of animals with 2 and 4 legs whose food is from human faces and animal faces (hadith narrated by abu Daud, termini and Ibn Majah). In another narration, consuming food that is forbidden for Muslims is a sinful act. It implies the rejection of all kinds of worship performed by Muslims (Adinugraha, Sartika, and Kadarningsih 2018). With these two principles, Muslims who carry out tourism want all products used in halal tourism to guarantee their halal and purity according to Islamic law.

A sharia hotel, is a hotel establishment that provides all services based on the principles of Islamic sharia which refers to the commands and prohibitions of Allah that govern all forms of Muslim life in all aspects of life in the world (Usman, Sobari, and Hasan 2020, Hyrul *et al.* 2017), especially those related to food and beverages in all their forms in hotel services (Rahman 2013, Pamukcu and Sariisik 2020). Services at sharia hotels must refer to the standards of Islamic law, that is, there must be a separation of food and drinks between what is halal and haram, including rules about not allowing food and drinks containing alcohol to be sold or prepared by the hotel or in the hotel area. In line with that, sharia hotel services are required to provide separate facilities for men and women, especially in SPA services, swimming pools and others. Likewise, hotels are required to prepare places of worship such as prayer rooms, prayer rooms and Qibla direction (Yusof and Muhammad 2013).

The case study that occurred in Malaysia shows that the practice of sharia hotels is still experiencing obstacles, because in general, the majority of hotel owners in Malaysia are not Muslim, so that economically, the government is unable to make maximum efforts in making services using sharia hotel standards, due to their absence. Government involvement in the development of sharia hotels in Malaysia (Hyrul *et al.* 2017, Nurhidayah Che Ahmat, Ahmad Hidayat Ahmad Ridzuan 2015), even hotel owners are reluctant to use the name sharia hotels (Nor'ain Othman, *et al.* 2015), the more developed conventional hotels compared to sharia hotels. In line with that, tourism development is not enough to only have a majority population; it cannot be carried out without a good understanding of the concept of religion that is believed (El-Gohary 2016).

## 2. Research Methodology

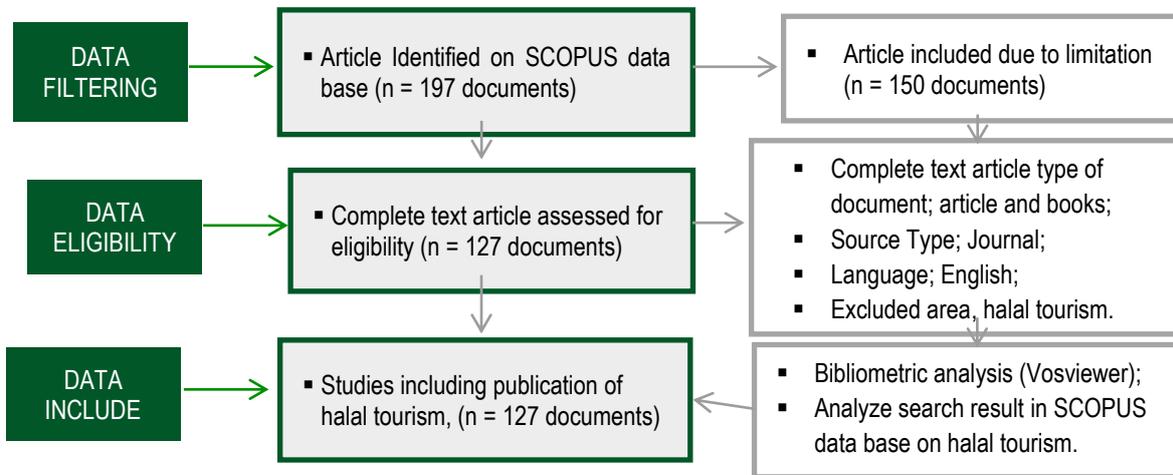
The research method used is bibliometric by applying two forms of analysis. First, analyzing search result in the Scopus database, and second, using VOSviewer. Analyzing search results is one of the menus in the Scopus database, which uses to analyze the year of publication, affiliation, author, country, sponsor and source of documents. Meanwhile, VOSviewer is software that is used to visualize the network, overlay and density. The data are taken from the Scopus database, with 127 articles selected from the 197 articles available in the Scopus database related to halal tourism. Bibliometric analysis is carried out to map and observe the distribution of journal articles or books indexed by Scopus.

This study uses bibliometric analysis with 4 (four) stages in the research process, using this procedure, first, were determined the right keywords with the research theme. Furthermore, in the second stage, a data search was carried out through the Scopus database with the keyword "halal tourism". Third, compile search results by limiting journals and books, then selecting the year, language, the scope of the study, and selecting several keywords related to halal tourism. The fourth stage is the data analysis stage using search results analysis in the Scopus database and followed by data analysis using the VOSviewer software, as shown in the Figure 1 below. This study's four steps are directly related to the selection and determination of research keywords related to halal tourism. By using the keyword, halal tourism in the Scopus data set, 197 journals, book reviews, proceedings and books related to halal tourism was obtained.

The search was carried out by providing brackets on the keywords, with the aim that the data displayed was more specific. Besides choosing the areas of social science, business, management and accounting, and art and humanities, the researchers also selected the types of articles and books as the data set, they were looking for so that 127 journals and books were found related to halal tourism. After the data is found, the authors compile the data by selecting the type of publication available, the year of publication, the language used, and the fields of study related to social science, management and accounting, and art and humanities. Finally, data

analysis uses bibliometric analysis and visualizes in the form of images obtained from the analysis of the VOSviewer software combined with the analysis of journal findings on the Scopus database.

Figure 1. Bibliometric analysis working steps using the VOSviewer software



### 3. Result and Discussion

#### 3.1. Trend Journals, Citations, Networks, Documents, Countries, and Authors

Based on data obtained from the Scopus database, it shows that the trend of the number of journals on halal tourism published in Scopus in 2015 has increased until 2020. From early 2020 to 2021, it has decreased significantly, as illustrated in Figure 2. The number of articles related to halal tourism, which is based on a minimum frequency of 2 (two) document articles, obtained 20 popular journals with quite a variety of citations, as shown in Table 1. Whereas Figure 3 shows a visualization of the journal publication level. It is related to halal tourism.

Figure 2. Analysis yearly trend article halal tourism in Scopus

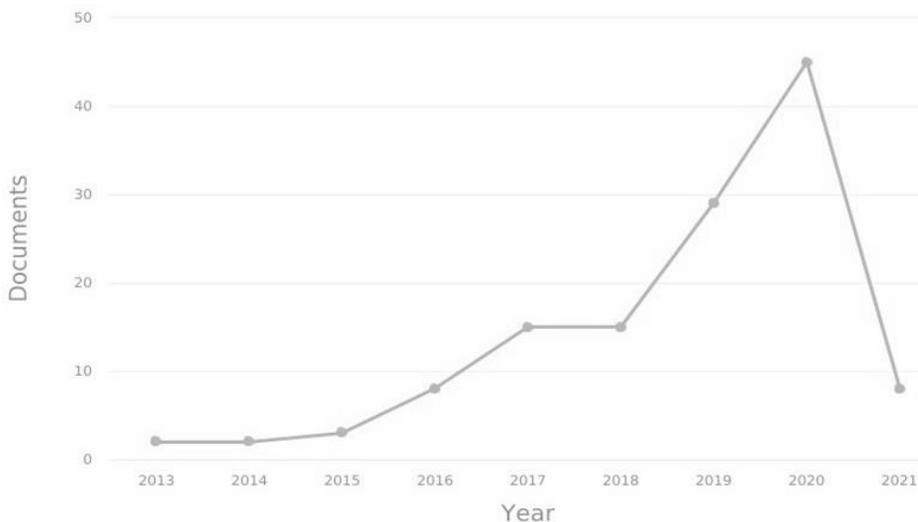
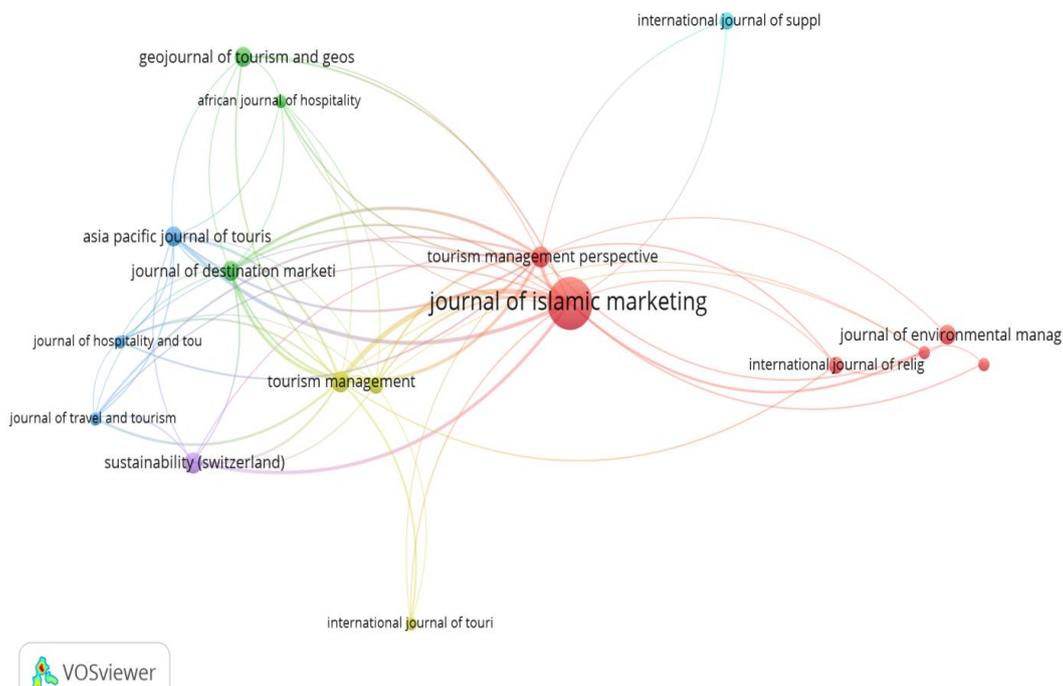


Table 1 shows the 20 most popular journals among authors from various countries, including Malaysia, Indonesia, South Korea, Turkey, United Kingdom, China, Australia, Italy, and New Zealand, South Korea, Thailand, Spain, United State, and the Russian Federation. Of the 127 articles used as data sets in this study, most (n = 81) published in these 20 journals. On the other hand, (n = 46) articles were scattered in various journals. The most popular journal that publishes halal tourism documents is the journal of Islamic marketing with 28 documents, 171 citation numbers with 88 strength links. On the other hand, even though the documents in Islamic marketing journals have the greatest number of documents when viewed from the number of citations, they are under the journal tourism management as many as 292 citations, with only five documents number of link strengths of 83.

Table 1. Top 20 Journal and their publication in Scopus

No	Source Journal	Document	Citation	Link Strength
1	Journal of Islamic Marketing	28	171	88
2	Tourism Management	5	292	83
3	Tourism Management Perspective	5	86	63
4	Asia Pacific of Tourism Journal Research	4	74	36
5	Journal of Destination Marketing and Management	4	47	35
6	Sustainability (Switzerland)	5	10	26
7	Tourism Recreation Research	3	38	26
8	Journal of Travel and Tourism Market	2	31	18
9	Journal And Hospitality and Tourism Research	2	0	13
10	International Journal of Culture	2	24	12
11	GeoJournal of Tourism GeoCites	4	8	10
12	African Journal of Hospitality	2	2	9
13	International Journal of Tourism	2	14	8
14	International Journal of Religious	3	0	6
15	International Journal of Business	2	4	3
16	International Journal of Supply	3	8	2
17	Journal of Environmental Management	4	5	2
18	Advanced Science Letters	5	1	0
19	International Journal of Innovation	2	12	0
20	WSEAS Transaction of Business	2	1	0

Figure 3. Analysis citation network of publication source



According to VOSviewer, 58 sources of journal articles obtained. If it filtered with a minimum number of citations of 2, 20 journal article sources would meet the author citation sources' threshold of documents. Figure 3 divided into 6 clusters. The red cluster is the most (most popular) used as a source of citations in producing publications, which is networked with six journal sources including; the *Journal of Islamic Marketing*, *Journal of Environmental Management*, *Tourism Management Perspective*, *International Journal of Culture*, *International Journal of the Religious*, *International Journal of Business and Society*. The green cluster is a networked cluster with three journal sources, namely, the *African Journal of Hospitality*, the e-journal of *Tourism Geocities*, *Journal of Destination Marketing*. The blue cluster is a cluster network with the *Asia Pacific of Tourism Journal Research*, *Journal and Hospitality and Tourism Research*, *Journal of Travel and Tourism Market*. The yellow cluster is networked with the *International Journal of Tourism*, *Tourism Management*, *Tourism Recreation Research*.

Meanwhile, the purple cluster of the *Sustainability* (Switzerland) and the Tosca cluster of the *International Journal of Supply* has not networked with other sources.

Figure 4. Analysis document article halal tourism per year by source

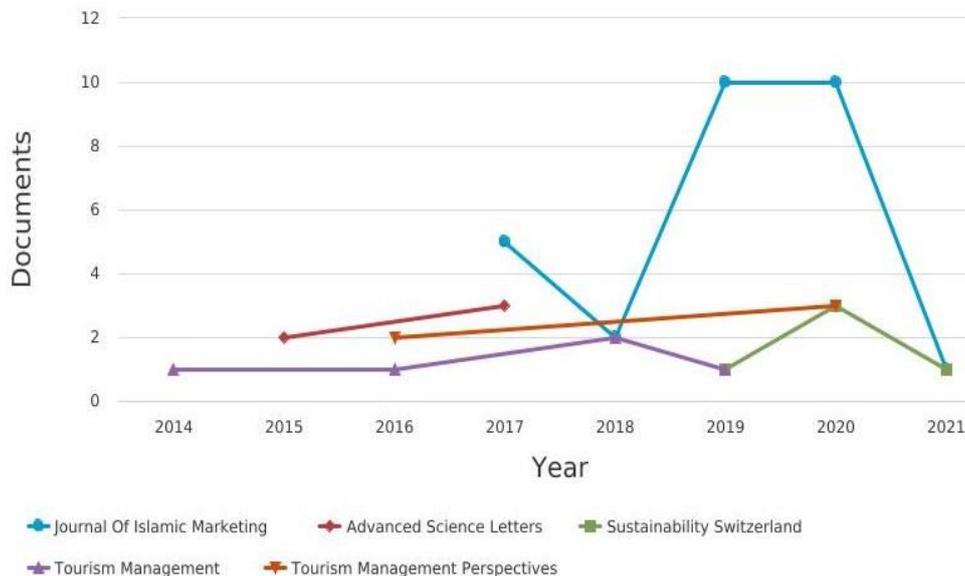
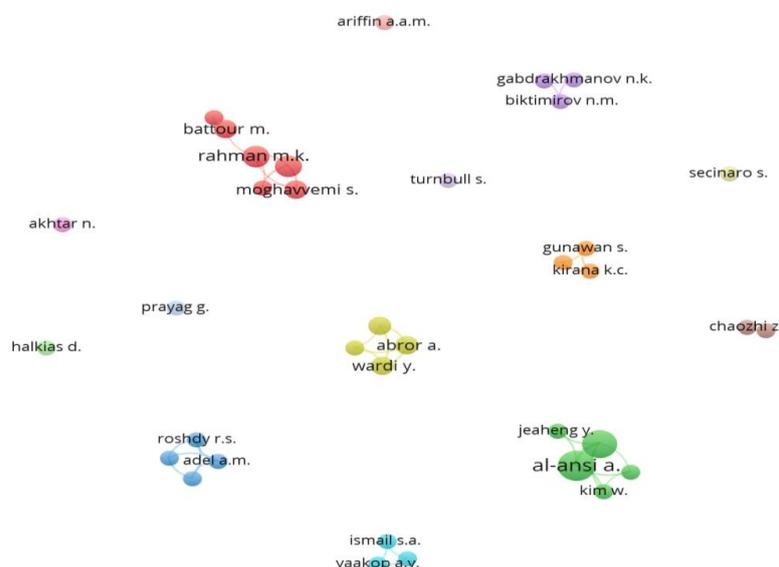


Figure 4 shows that the trend of the number of articles published between 2014 and 2021 has increased. This increase began in 2015, which was published by the journal *Advanced Science Letters* with two articles of documents so that it has increased from one article in 2014 published by *Tourism Management*. In 2016 the *Tourism Management* journal published one document, while the *Tourism Management Perspective* journal published two documents. In 2017, the *Journal Advanced Science Letters* published 3 document articles, while the *Journal of Islamic Marketing* published five documents. In 2018 the *Tourism Management* published 2 document articles and was followed by the *Tourism Management Perspectives*, which published two documents. In 2019 the *Tourism Management* journal published only one document, and in the same year, the *Islamic Marketing* journal published ten article documents. Likewise, entering 2020, the *Islamic Journal Marketing* published ten documents, followed by journeys on *Tourism Management* with three perspectives and three documents from the *Sustainability*. In early 2021, the *Switzerland Sustainability* published only one journal, while the *Islamic Marketing Journal* published one document.

The publication of articles in several Scopus journals on halal tourism shows that authors in publishing involve themselves and build networks with authors from other countries, as shown in Figure 5. Whereas Figure 6 shows that affiliations based on the author's country consist of 15 countries.

Figure 5. Analysis co-authorship network visualization of author



The author is most popular and has contributed a lot to halal tourism affiliated with several research institutions and higher education institutions in Indonesia and internationally, as visualized in the picture. Figure 7 shows the citation network by the author based on the most popular journal article sources. Figure 8 shows the author's source network in quoting some of the same article documents in the Scopus journal regarding halal tourism.

Figure 5 above shows that the author's network is grouped into 14 clusters and 8 authors who have networks with other authors, namely; cluster 1 is red which shows that the authors are networked with 6 authors (battour, bogan. Mahavvemi, rahman, musa g. and zailani), cluster 2 is green which indicates that the author is networked with 5 authors (al-ansi, kim, han h ., jeaheng y., and olya hgt), cluster 3 in blue, indicating that the author is networked with four authors (adel am, dai x., roshdy rs, yan c.), cluster 4 in yellow, indicating that the authors are networked together four authors (abror a., patrisia d., trinanda o., wardi y.), cluster 5 in purple, indicates that the author is networked with three authors (biktimirov nm, gabarakhmanov nk, rozhko mv), cluster 6 in light blue, shows that the author networked with three authors (ismail, mahadi, yaakop), cluster 7 in orange, indicating that the author networked with three authors (gunawan, kirana, ratnasari), and cluster 8 was gray, indicating that the authors networked with two the author (ch auzi z, zia x.). Meanwhile, Clusters 9 to 14 do not have a network in writing and publication.

Figure 6. Analysis co-authorship network of document country



In Figure 6 above, the big nodes show significant countries in publishing articles on halal tourism. The links nodes show the relationship between countries and the thickness of the links, and the distance between the nodes shows a degree of collaboration between countries. Countries that collaborate in publishing were divided into 4 clusters. Cluster 1 (red) shows the cooperation network between Italy, Turkey, United Arab Emerald, and United Kingdom. Cluster 2 (green) shows that Australia, Indonesia, New Zealand and Spain work together in publishing. Cluster 3 (blue) shows that Malaysia, South Korea and Thailand have networked collaborative publications. Cluster 4 (yellow) indicates that China, Egypt, and the United States are working together and networked for publication. The four clusters above were based on the VOSviewer analysis results, which found 32 countries published. If filtered with a minimum number of documents of 4, then 15 countries meet the threshold, as shown in Table 2.

Table 2. Top country of co-authorship network of document

No	Country	Document	Citation	Link Strength
1	Malaysia	38	184	11
2	Indonesia	36	163	9
3	Egypt	6	26	8
4	United Kingdom	8	195	7
5	United Arab Emirates	5	113	6
6	Turkey	8	49	5
7	Australia	5	48	4
8	Italia	5	39	4
9	China	7	56	2
10	New Zealand	5	44	2
11	South Korea	8	205	2
12	Thailand	4	9	2
13	Spain	4	14	1
14	United State	4	72	1
15	Russian Federation	4	22	0

Based on the VOSviewer analysis, 3,128 sources are obtained. If filtered with a minimum number of citations of 20, 30 sources meet the threshold.

Figure 7. Analysis co-citation network of publication source

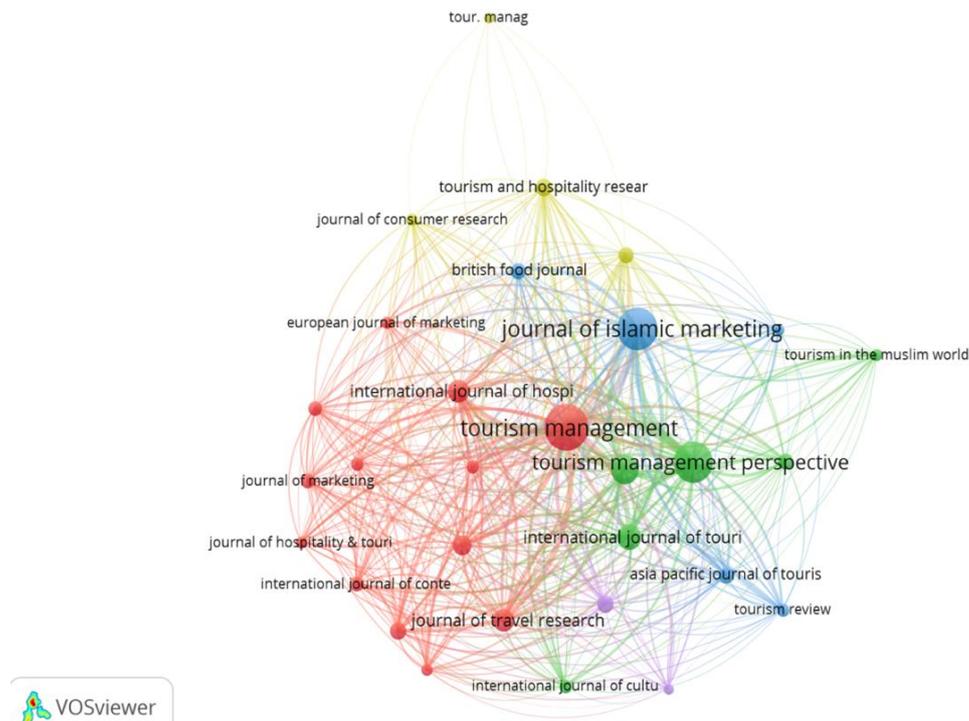


Figure 7 above shows the 30 nodes that have a co-citation journal network. The nodes' size shows the frequency of the journal and the number of articles published, as shown in Figure 6. The distance between the two nodes reflects the closeness of the journal relationship. The closer the two journals are, the greater the frequency of citations. The color of the nodes shows 5 clusters, namely, clusters of red, green, blue, purple, and yellow. The most active journal in the red cluster is *tourism management* which has 29 links, 368 citations, and 10,119 links. The most active journal in blue knots is the journal *Islamic marketing*. The journal has 29 links, 306 citations and a total link strength of 6,448. The most active journal in the green node is a *tourism management perspective* with 28 links, 286 citations, with a total link strength of 7,412.

Figure 8. Analysis bibliographic-coupling network of document

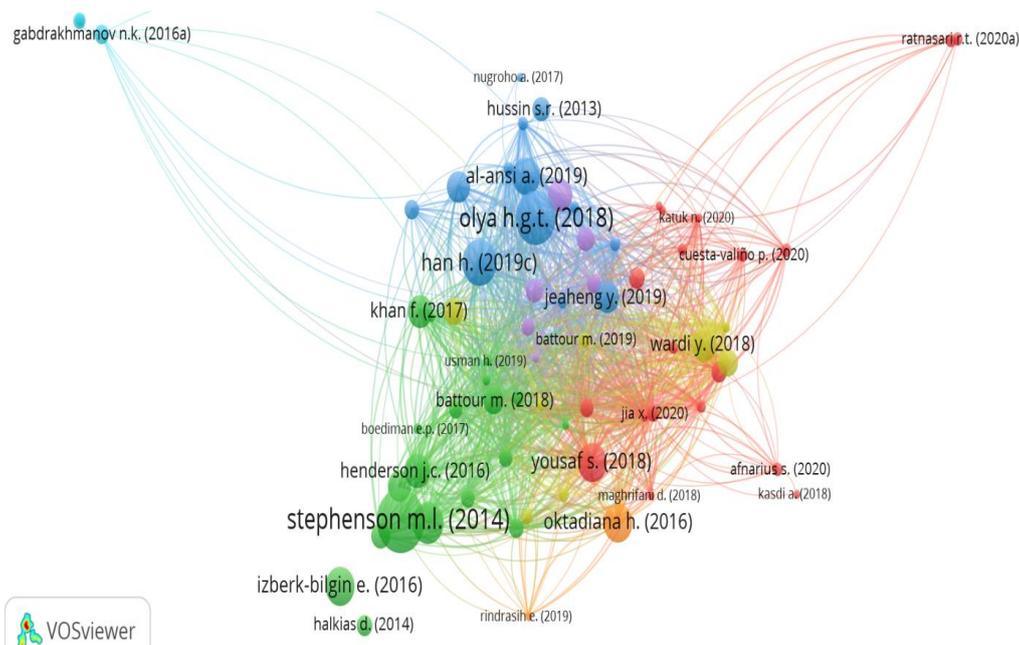
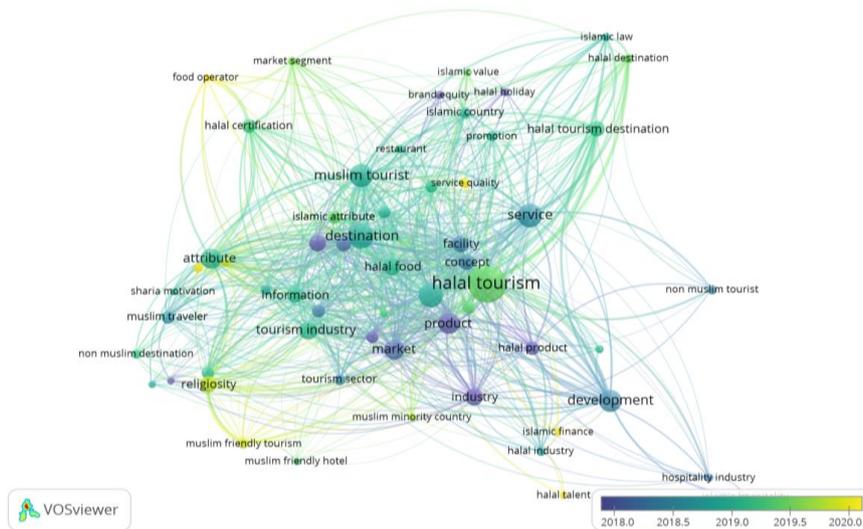




Figure 10. Analysis co-occurrent overlay visualization of keywords author



Thus, the topic areas about halal tourism are more likely to be discussed from an economic and business perspective, as shown in Figure 11.

Figure 11. Analysis search result of topic halal tourism in Scopus

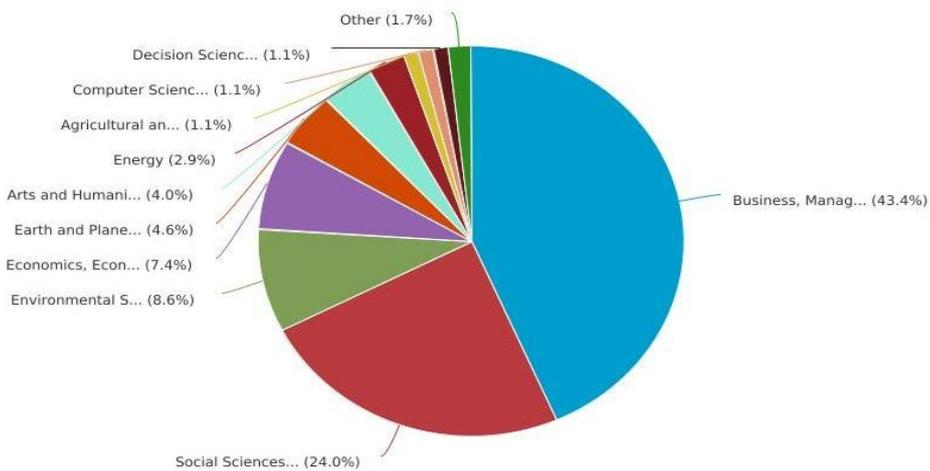


Figure 12. Analysis Co-occurrent Density Visualization of keyword

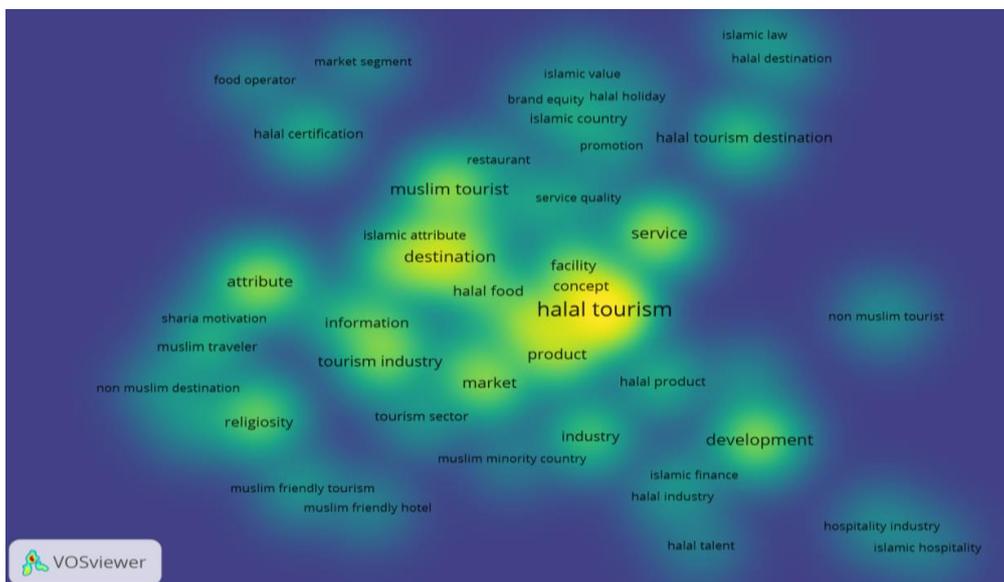


Figure 12 shows the depth of research, the clearer and more intense the colors in the image, indicating that the research had widely discussed and researched. Figure 9, Figure 10, Figure 12 show the keywords that often appear as Islamic law, non-Muslim tourism, halal talent, halal industry, Islamic hospitality, halal destination, sharia motivation, Muslim traveler and service quality. From this data, we can look for research with the novelty of the appearance of keywords that often appear from the still unclear colors in Figure 12. For example, in research on Islamic law's perspective in halal tourism practice, very few have conducted research. For this reason, future research can be carried out on the concept and implementation of Islamic law in the implementation of halal tourism in the world, especially for non-Muslim countries - besides, the availability of information on each topic area by entering more specific keywords. For example, it is related to the perspective of Islamic law in implementing halal tourism. Existing studies have provided many descriptions of the positive impact of developing halal tourism in improving the world community's economy. However, not many have contributed knowledge to halal tourism's implementation from the perspective of Islamic law, especially for non-Muslim countries.

### Conclusion Limitation and Future Work

The publication of articles on halal tourism has experienced a significant increase; however, it turns out that the increase in the number of publications has not been accompanied by support from academics (writers) in the development of halal tourism as tourism that adheres to and practices the teachings of Islam (Islamic law). All articles that have published in the Scopus database have not yet addressed substantive topics, especially in providing standardization of the concept of halal tourism. Topics in articles related to halal tourism tend to be subjective to improve the economy and business. Bibliometric analysis in this study shows that the journals with the most popular authors, the author's country of origin, and the source of the most popular citations have identified using analyzing search results VOSviewer. Correspondingly, a bibliometric analysis with VOSviewer was carried out to identify the seven clusters of the analysis results on the titles and abstracts of the 127 articles used. The seven clusters show the tendency of research on issues related to economy and business. However, very few discuss Islamic law's perspective in the area of halal tourism research, thus providing direction for future research.

This study has several limitations on using the Scopus database source as the only source of data collection, excluding sources from other publications indexed by Google Scholar, Sinta, Crossref, and Web of Science. In searching for the data, the authors may have missed some unpublished study areas in the Scopus database. The selection of keywords may not be accurate for the halal tourism area, so the authors found only 197 journals, which were then adjusted to the areas of social science, management and business, and art & humanities. Finally, 127 journals were assigned to be analyzed. In this study, despite using two formal tools (analyzing search results and VOS viewer), the authors' subjective judgments remained, which could lead to errors. Thus, using a larger sample must be done by expanding the keywords in the accessed database, such as the use of Harzing's Publish or Perish, which was recommended as one of the sources in the search for data sets.

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