



A bibliometric analysis of halal tourism research: Indonesia and Malaysia

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Abstract

Purpose – Halal tourism has grown significantly, driven by the increasing global Muslim population and disposable income. However, comprehensive analysis of the research landscape is lacking. This study bridges this gap by conducting a bibliometric analysis of halal tourism research from 2014 to 2024 and examining growth trends, key contributors, and collaborative networks.

Methodology – Using Scopus data, 244 documents from 132 sources were analyzed.

Findings – Research on halal tourism has grown at an annual rate of 34.24%. Contributions from 645 authors, averaging 3.25 co-authors per document, indicate robust collaboration. Key journals include the Journal of Islamic Marketing, Journal of Environmental Management and Tourism, and Tourism Management Perspectives. Thematic clusters include economic impact, marketing strategies, sustainability, and religious aspects. Indonesia and Malaysia, led by Universitas Airlangga and the University of Malaya, dominate the research output and citation impact. The findings suggest that enhancing visibility and impact requires focusing on high-quality projects, strategic collaboration, and active dissemination.

Implications – This study identifies key trends and research gaps, guiding future studies, and fostering interdisciplinary collaboration. For industry stakeholders, it underscores the importance of targeted marketing and sustainable practices in catering to Muslim travelers. Policymakers should be encouraged to develop standardized halal tourism frameworks, enhance international collaboration, and support research initiatives for sustainable sector growth.

Originality – This study offers a unique perspective through a comparative bibliometric analysis of halal tourism research in Indonesia and Malaysia, identifying emerging trends and collaboration networks, while providing new directions for future studies and partnerships.

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Introduction

Halal tourism is an emerging sector within the global travel industry, catering to the specific needs and preferences of Muslim travelers (Ab Rahman et al., 2009). This segment has witnessed substantial growth over the past decade, driven by the increasing global Muslim population and disposable income (Meirezeldi, 2019). According to the DinarStandard and CrescentRating's Global Muslim Travel Index, the halal tourism market is expected to reach USD 300 billion by 2026, highlighting its significant economic potential (Crescent Rating, 2020). The concept of halal tourism encompasses

various aspects including halal food, prayer facilities, Islamic-friendly services, and adherence to Islamic cultural norms. Countries such as Malaysia, Indonesia (Jaelani, 2017), Turkey, and the United Arab Emirates have been at the forefront of developing and promoting halal tourism by leveraging their cultural and religious heritage to attract Muslim travelers (Ahmad et al., 2019; Minardi, 2021; Jamal et al., 2018).

One of the primary drivers of this growth is the increasing number of Muslim tourists worldwide. This demographic shift necessitates a more profound understanding of the specific needs and preferences of Muslim travelers, which often revolves around adherence to Islamic principles while traveling (Musa et al., 2016). Muslim tourists are rapidly emerging as one of the fastest-growing segments of the global travel industry, which has prompted the development of tailored products and services that cater to their unique requirements (Meirezeldi, 2019).

From an economic perspective, halal tourism is recognized as a major contributor to economic growth. It generates foreign exchange earnings, creates employment opportunities, and stimulates infrastructure development (Aziz 2019). For example, in Indonesia, halal tourism has played a pivotal role in boosting the national economy, with the country ranked as one of the top halal tourism destinations (Fitrianto, 2019; Lahny, 2019). The broader growth of the global Islamic economy has further propelled the halal tourism sector, transforming it into a modern, dynamic industry with diverse attractions and innovative marketing strategies (Jaelani 2017).

Countries such as Indonesia and Turkey have strategically capitalized on their rich cultural and religious heritage to develop halal-friendly tourist facilities. These facilities include accommodations, food services, and recreational activities that comply with Islamic guidelines (Fitrianto 2019; Tuna 2016). Governments have also played an active role in the promotion of halal tourism. For instance, the Indonesian government has designated regions such as Lombok and Aceh as halal tourism hubs, implementing supportive policies and infrastructure to meet the needs of Muslim tourists (Hakim 2019).

Despite numerous opportunities presented by the growing halal tourism industry, challenges remain. Issues such as the standardization of halal certification and the need for sustainability must be addressed. Establishing a standardized halal certification is essential to provide clear guidance to Muslim travelers and ensure their overall experience (Meirezeldi, 2019). Additionally, addressing these challenges is necessary to sustain the industry's appeal and competitiveness in the global market (Meirezeldi 2019).

Academic interest in halal tourism has also surged, with researchers exploring diverse topics, such as marketing strategies, consumer behavior, economic impacts, and sustainability practices within this sector (Han et al., 2021; Hanie et al., 2023; Putit et al., 2016; Said et al., 2023; Sriprasert et al., 2014). This burgeoning field has led to a significant increase in scholarly publications, necessitating a comprehensive analysis of the research landscape to understand trends, collaborations, and thematic focus. Bibliometric analysis provides a valuable tool for evaluating research output, identifying influential authors and institutions, and uncovering collaborative networks in halal tourism research. By examining publication patterns, citation metrics, and thematic clusters, this study aims to map academic contributions to halal tourism over the past decade, offering insights that can guide future research and inform industry practices.

Literature Review

Bibliometric analysis of halal has been conducted for quite some time, and among the latest halal tourism studies conducted by Supardin et al. (2023) based on the Scopus dataset from 1997-2023 found out that, research related to halal tourism is still in its infancy (Al-Ansi et al., 2023; Moshin et al., 2020; Yagmur et al., 2020). Abdullah et al. (2023) provide a comprehensive analysis of the intersection between halal tourism and sustainability using bibliometric methods. It examined global research trends, key authors, influential institutions, document types, and citation patterns. This study highlights the multidisciplinary nature of the research, involving fields such as business, management, environmental science, and social sciences. It emphasizes the economic, cultural, and environmental factors of halal tourism and presents valuable insights for scholars, practitioners, and decision-makers. The study also identified highly cited articles, influential authors, and key

institutions shaping the field, aiming to guide future research and promote sustainable practices in halal tourism.

Fauzi and Battour (2024) conducted a comprehensive review of halal tourism using a bibliometric analysis to explore its structure and trends. This study employs network visualization through bibliographic coupling and co-word analysis to map the knowledge structure and reveal current and future trends in halal tourism. The analysis identified three main themes: fundamentals of halal tourism, communication via word of mouth, and Muslim tourist satisfaction and loyalty. The co-word analysis highlighted four key challenges: tourist satisfaction, service quality, and Muslim travelers' attraction. These findings contribute significantly to both halal and general tourism theories and practices. This review provides essential knowledge for future research on halal tourism, emphasizing the need to enhance Muslim tourist satisfaction and loyalty through improved halal-friendly services, quality, food, beverages, facilities, and privacy. The study suggests increasing tourist engagement by promoting religiosity, service quality, and perceived value, and discovering new Muslim-friendly attractions. The crucial finding is to ensure halal and Muslim-friendly tourism achieve high service standards according to Islamic practices, enhancing their value in both Muslim and non-Muslim markets.

Meanwhile, Chantarungsri et al. (2024) aimed to provide insights into research related to Muslim travelers over the past 42 years. Using 342 articles from the Scopus database spanning 1981 to 2023, this study employs Bibliometrix in RStudio and the Biblioshiny Web application to analyze research in two main categories: overview and intellectual structures. Key findings revealed that publications on Muslim travelers remained few until 2015, after which there was a notable increase. Four major research clusters were identified: halal tourism, hajj, Islamic tourism, and post-purchase tourist behavior. The themes have evolved from pilgrimage-focused to broader Islamic tourism topics, primarily related to Muslim tourist behavior. Niche themes, such as climate change and Syria, require further study. The study acknowledges the limitations due to the dynamic nature of the Scopus database but offers valuable insights for researchers and stakeholders interested in Muslim traveler research.

Abdul Shukor and Kattiyapornpong (2024) in their bibliometric study reviewed research on Muslim travelers over the past 42 years using 342 articles from the Scopus database (1981-2023). The analysis, conducted with Bibliometrix in RStudio and Biblioshiny Web applications, examined research in two main categories: overview and intellectual structures. Key findings indicated that the first publication appeared in 1981, with few publications until 2015, after which interest and publications increased. Four main research clusters were identified: halal tourism, hajj, Islamic tourism, and post-purchase tourist behavior. Thematic evolution shows a shift from pilgrimage-focused research to broader Islamic tourism topics, particularly Muslim tourist behavior. Niche themes such as climate change and Syria require further study. This study highlights the dynamic nature of the Scopus database, which may affect theme analysis over time, and provides valuable insights for researchers and stakeholders to understand Muslim traveler research.

In this context, our study utilized data from Scopus to conduct a bibliometric analysis of halal tourism research from 2014 to 2024. The findings will shed light on growth trajectories, key contributors, and emerging themes in halal tourism, contributing to a more comprehensive understanding of this rapidly evolving field. Despite increasing academic interest in halal tourism, there is a lack of comprehensive analysis by Suban et al. (2021) on the annual growth trends of publications in this field. This inconsistency makes it challenging to understand the evolving importance and focus of halal tourism research over the past decade.

Hence, this study aims to analyze the growth trends in halal tourism research from 2014 to 2024, providing insights into annual publication rates and identifying significant patterns and fluctuations over the past decade. It also seeks to identify key contributors and influential authors within the field by examining citation metrics and mapping collaborative networks to highlight the leading factors shaping halal tourism research. Additionally, this study aims to examine thematic clusters within halal tourism research by categorizing research themes and topics using bibliometric clustering techniques to understand their evolution and interconnections. These objectives

collectively provide a comprehensive overview of the research landscape in halal tourism, guiding future studies and informing industry practices.

Research Methods

Bibliometric indicators were applied to evaluate the bibliographic data, including the total number of authors and articles, citations, institutions, and countries. Moreover, the documents used for the analysis were obtained from the largest database of multidisciplinary peer-reviewed literature, Scopus (Denney & Tewksbury 2012). This database is popular and is often used to obtain quantitative analyses (Duran-Sanchez et al., 2019) because of the availability of a wider range of high-quality peer-reviewed articles in business and management compared to Google Scholar or others. According to Aguillo (2012), the authors prefer not to use Google Scholar because of several problems of indexing, as observed in records from different sources, lack of formal integration in many cases, and the need for a lot of cleanup efforts that are considered difficult and time-consuming.

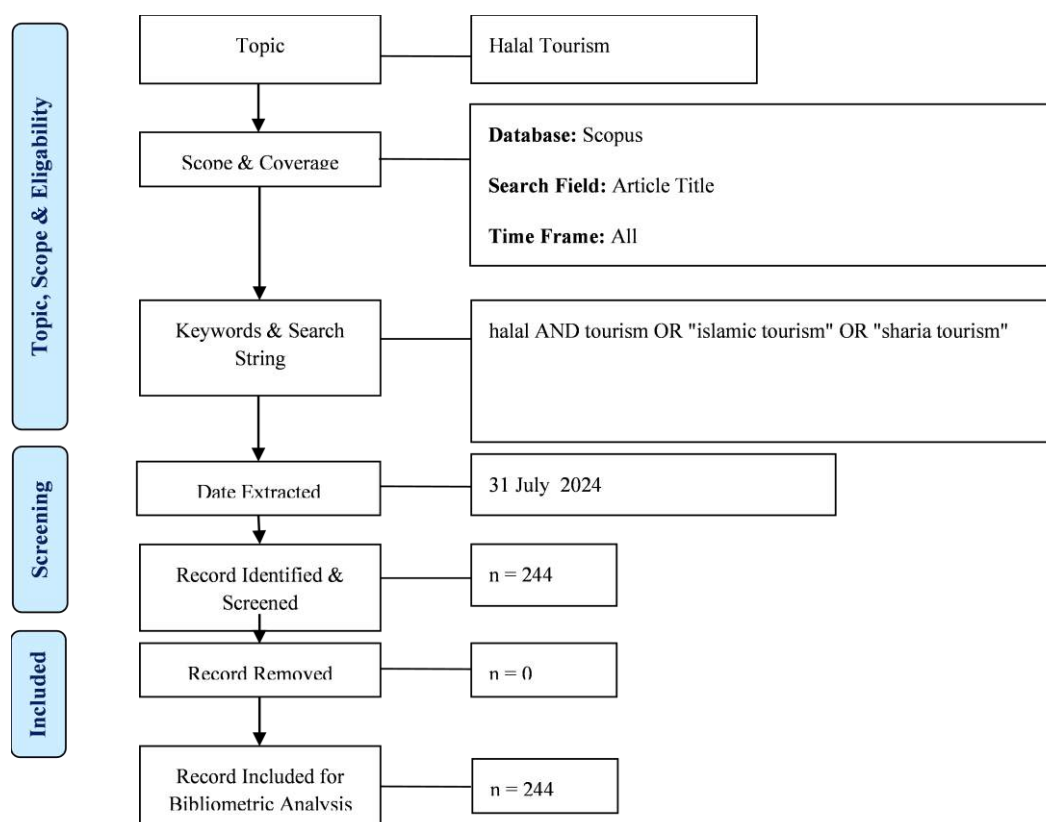


Figure 1. Flow Diagram of the Search Strategy
Source: Zakaria et al. (2020)

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The structure of the analysis used in this study is in line with that of several bibliometric studies on other topics (Verma & Gustafsson, 2020). This involved retrieving 244 articles, for the 2014–2024 period from the database using the keyword “Halal tourism” in “source name.” The documents were further examined and passed on to the VOS viewer. The design of this study is shown in Figure 1.

Results and Discussion

Descriptive analysis for main information

Table 1 provides a detailed overview of the research landscape of halal tourism from 2014 to 2024. Covering 244 documents from 132 different sources, the data showed a robust annual growth rate of 34.24%, indicating a rapidly expanding field. With an average document age of 2.91 years and 16.59 citations per document, the research is relatively recent and impactful. The dataset includes contributions from 645 authors, with 33 single-authored documents, highlighting significant collaboration, with an average of 3.25 co-authors per document and 23.77% of documents involving international co-authorship. The document types were diverse, with 167 articles, 2 books, 30 book chapters, 21 conference papers, 1 editorial, and 23 reviews. The presence of 592 distinct author keywords and 262 keywords points to a wide range of topics covered. Collectively, the documents referenced 10,472 sources, thereby demonstrating a strong research foundation. These comprehensive data underscore the dynamic and collaborative nature of halal tourism research, reflecting its growing global academic and practical significance.

Table 1. Main Information About Data

Description	Results
<i>Main information about data</i>	
Timespan	2014:2024
Sources (Journals, Books, etc)	132
Documents	244
Annual growth rate %	34.24
Document average age	2.91
Average citations per doc	16.59
References	10472
<i>Document contents</i>	
Keywords plus (id)	262
Author's keywords (de)	592
<i>Authors</i>	
Authors	645
Authors of single-authored docs	33
<i>Authors collaboration</i>	
Single-authored docs	34
Co-Authors per Doc	3.25
International co-authorships %	23.77
<i>Document types</i>	
Article	167
Book	2
Book chapter	30
Conference paper	21
Editorial	1
Review	23

Source: Authors' elaboration

Annual publication trends

The analysis of halal tourism research publications from 2014 to 2024 reveals a significant upward trend, especially from 2020 onwards. Initially, the number of articles was minimal, with only two and one in 2014 and 2015, respectively. A notable surge occurred in 2016, followed by fluctuations

in the subsequent years. However, from 2018, there was a consistent increase, peaking at 46 articles by 2023, indicating heightened academic interest and research activity in halal tourism. Despite a slight decline to 38 articles in 2024, the overall trend demonstrates substantial growth in this field, highlighting its emerging importance in tourism and hospitality studies.

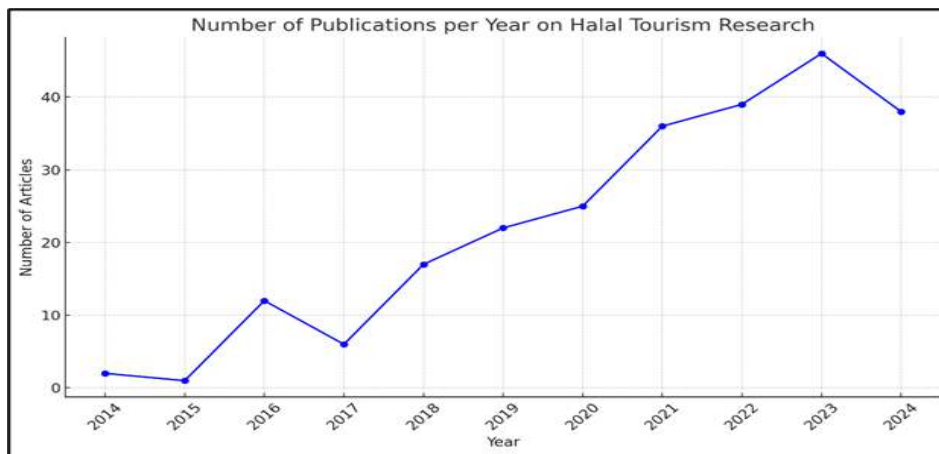


Figure 2. Annual publication trends
Source: Authors' elaboration

The annual growth rate of 34.24% in halal tourism research publications from 2014 to 2024 significantly enriches the field by expanding academic discourse, identifying trends and gaps, informing policy and practice, fostering interdisciplinary collaboration, and promoting global impacts. This surge in research highlights the growing recognition of halal tourism, offering diverse insights that enhance the understanding and development of inclusive tourism services. Consequently, this contributes to a more comprehensive body of knowledge, guiding industry innovations and fostering cultural exchange and understanding worldwide.

Most relevant sources

Figure 3 shows an analysis of the most relevant sources for halal tourism research, revealing that the *Journal of Islamic Marketing* is the leading source of 34 documents, highlighting its central role in this field. Other significant contributors include the *Journal of Environmental Management and Tourism* (11 documents) and *Tourism Management Perspectives* (10 documents), indicating the interdisciplinary nature of research on halal tourism. Diverse sources, such as the *International Journal of Religious Tourism and Pilgrimage, Sustainability (Switzerland)*, and *The Routledge Handbook of Halal Hospitality and Islamic Tourism*, also play crucial roles. This spread across various journals and conference proceedings underscores global and multifaceted interest in halal tourism, integrating perspectives from marketing, environmental management, religious studies, and sustainability.

Researchers aiming for visibility in the field of halal tourism should consider publishing in the most influential and recognized journals. The *Journal of Islamic Marketing* stands out as the leading source of the 34 documents, making it an excellent target for researchers seeking high visibility within this niche. Additionally, journals such as the *Journal of Environmental Management and Tourism* and *Tourism Management Perspectives* are significant, with 11 and 10 documents, respectively, indicating robust readership and citation potential. Publishing in these journals can enhance a researcher's visibility and impact, as these publications are well regarded within the academic community for their interdisciplinary approach, covering aspects from marketing and management to sustainability and religious studies. The diversity of journals, including specialized sources such as the *International Journal of Religious Tourism and Pilgrimage*, and comprehensive resources such as *The Routledge Handbook of Halal Hospitality and Islamic Tourism*, further indicates that targeting these publications can help researchers reach a broader audience and contribute significantly to the ongoing discourse on halal tourism.

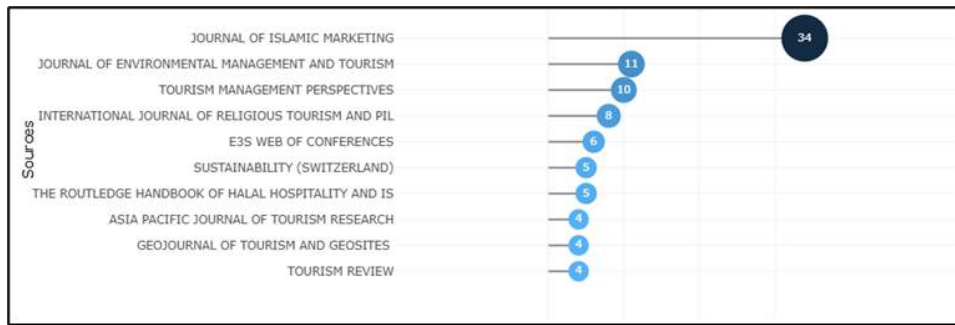


Figure 1. Most Relevant Sources
Source: Authors' elaboration

For researchers, aligning their studies with the thematic focus of these top journals and presenting innovative and relevant research can increase their chances of acceptance and recognition in the field, thereby enhancing their academic visibility and influence. Targeting high-impact journals is crucial to enhance the visibility of research publications in the halal tourism field. The Journal of Islamic Marketing, the Journal of Environmental Management and Tourism, and Tourism Management Perspectives stand out. These journals not only have a high citation count, but also rank highly in terms of influence and prestige within their respective fields. Researchers publishing in these journals expect their work to reach a broader audience and have a greater impact.

For instance, the Journal of Islamic Marketing is particularly relevant for halal tourism research given its focus on marketing within Islamic contexts. By publishing in such high-impact journals, researchers can significantly enhance their visibility and contribute more effectively to the growing body of knowledge on halal tourism. Utilizing tools such as the Scopus Compare Journals feature can help identify the best journals for publication, ensuring that the research reaches its intended audience and garners the recognition it deserves. This strategic approach aligns with the broader trend of increasing publications and interests in halal tourism, reflecting its emerging importance in both academic and industrial circles.

Source impact

Figure 4 shows the analysis of the h-index for halal tourism research journals, revealing key insights into their impact and performance. The Journal of Islamic Marketing leads with an h-index of 15, indicating that it has published numerous influential articles that are widely cited in the field. Tourism Management Perspectives follow an h-index of 10, showing a significant impact and relevance in tourism management, including halal tourism. Other journals, such as the International Journal of Religious Tourism and Pilgrimage (h-index 5) and Journal of Environmental Management and Tourism (h-index 4), demonstrate moderate influence, contributing valuable research on the religious and environmental aspects of halal tourism. Journals with an h-index of 3-4, such as the African Journal of Hospitality, Tourism and Leisure, and Asia Pacific Journal of Tourism Research, have a foundational impact and are recognized for their contributions to the field. Researchers aiming for visibility and impact should consider publishing their work in these journals.

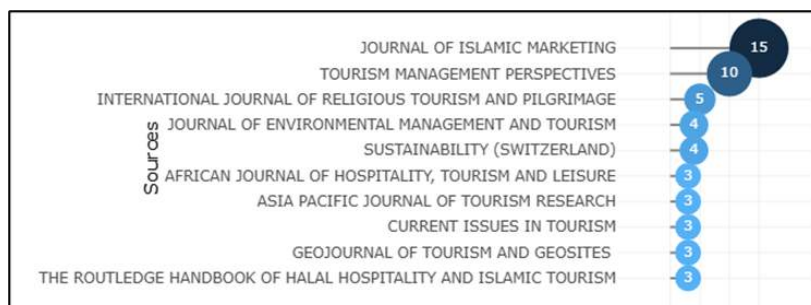


Figure 4. Source Impact
Source: Authors' elaboration

Source dynamics

Figures 5, 6, and 7 illustrate the number of publications in the five journals relevant to halal tourism research from 2014 to 2023. The Journal of Islamic Marketing has shown the most significant growth, starting with publications in 2018 and reaching 22 articles by 2023, indicating its increasing influence in the field. The Journal of Environmental Management and Tourism has steadily grown from 1 article in 2018 to 11 in 2023, reflecting the increasing importance of environmental aspects in halal tourism. Tourism Management Perspectives have maintained a consistent output since 2016, suggesting that they are a stable source for tourism management research. The International Journal of Religious Tourism and Pilgrimage started contributing in 2020 and has shown steady growth, emphasizing the religious dimensions of tourism. The E3S Web of Conferences began publishing related research in 2021, maintaining a stable output, indicating that conferences are a significant platform for sharing research on halal tourism. Overall, these trends highlight the expanding academic interest in and diverse aspects of halal tourism research.

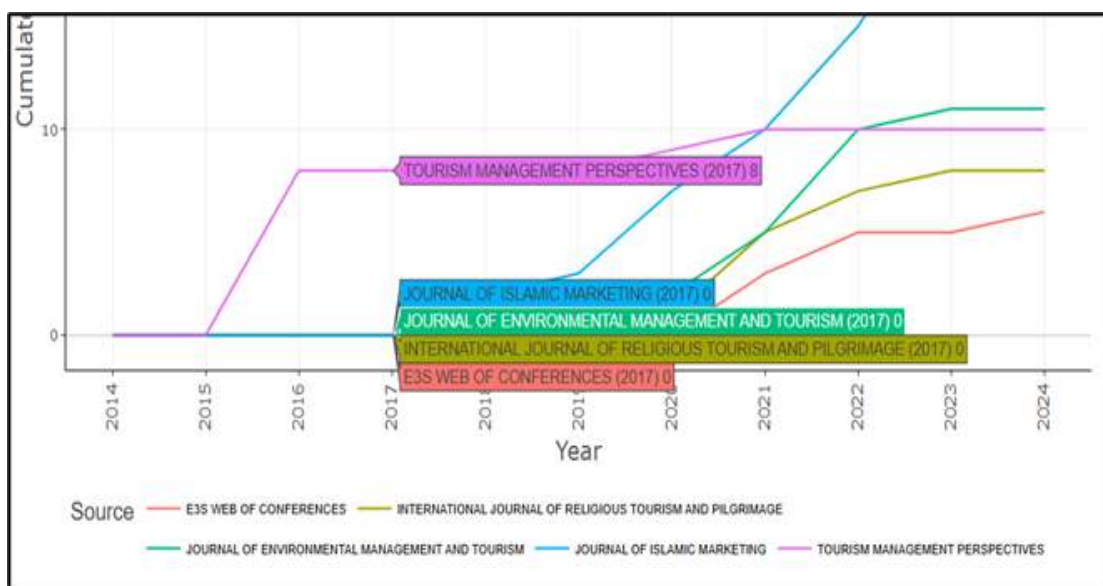


Figure 5. Source Dynamic Year 2014
Source: Authors' elaboration

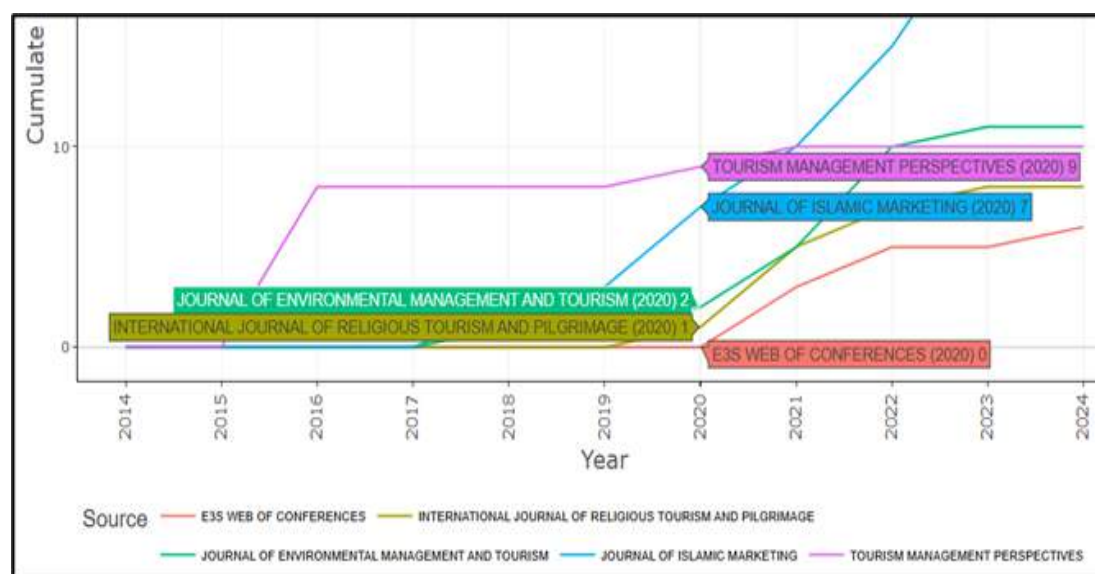


Figure 6. Source Dynamic Year 2017
Source: Authors' elaboration

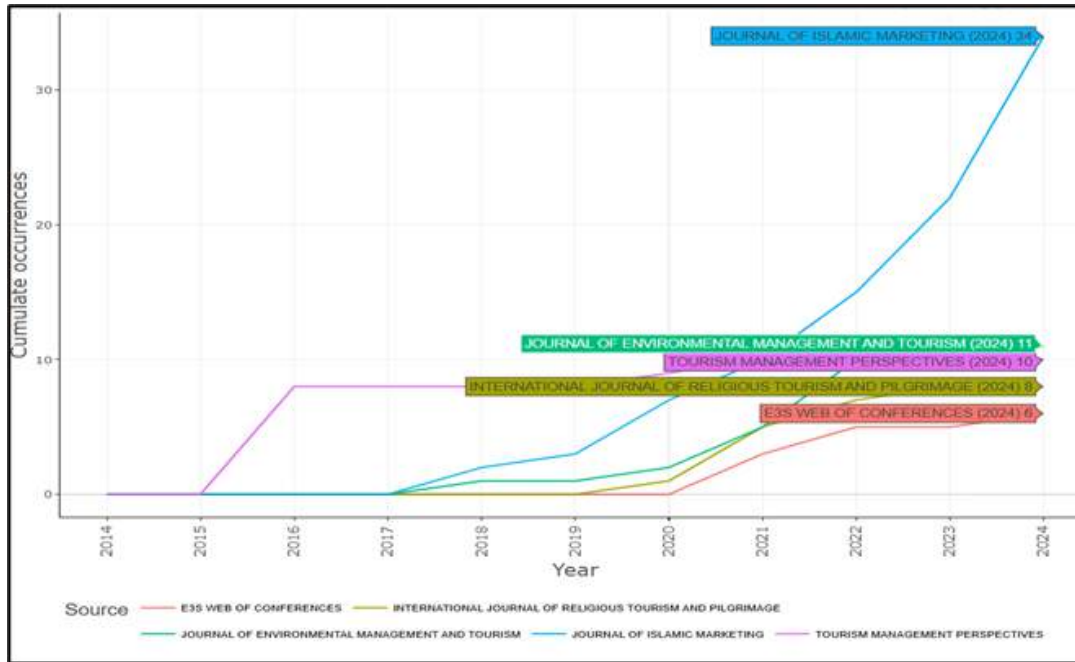


Figure 7. Source Dynamic Year 2024
Source: Authors' elaboration

Bradford's law

Bradford's law, as applied to the field of halal tourism, in Figure 8 highlights the core journals that contribute the most to the research literature. The graph indicates that the Journal of Islamic Marketing is the leading source, with over 30 articles emphasizing its crucial role in disseminating key findings in the field. Other significant journals include the Journal of Environmental Management and Tourism and Tourism Management Perspectives, each contributing approximately 8-10 articles. These journals form the core zone, as identified by Bradford's law, which collectively publishes the bulk of articles on halal tourism. The International Journal of Religious Tourism and Pilgrimage and the E3S Web of Conferences contributed moderately to the formation of the middle zone. The peripheral zone comprises other journals with fewer articles but still adds value to the field. For researchers, targeting core journals, such as the Journal of Islamic Marketing, can maximize visibility and impact, while diversifying across middle and peripheral zone journals can broaden the reach and interdisciplinary connections of their research.

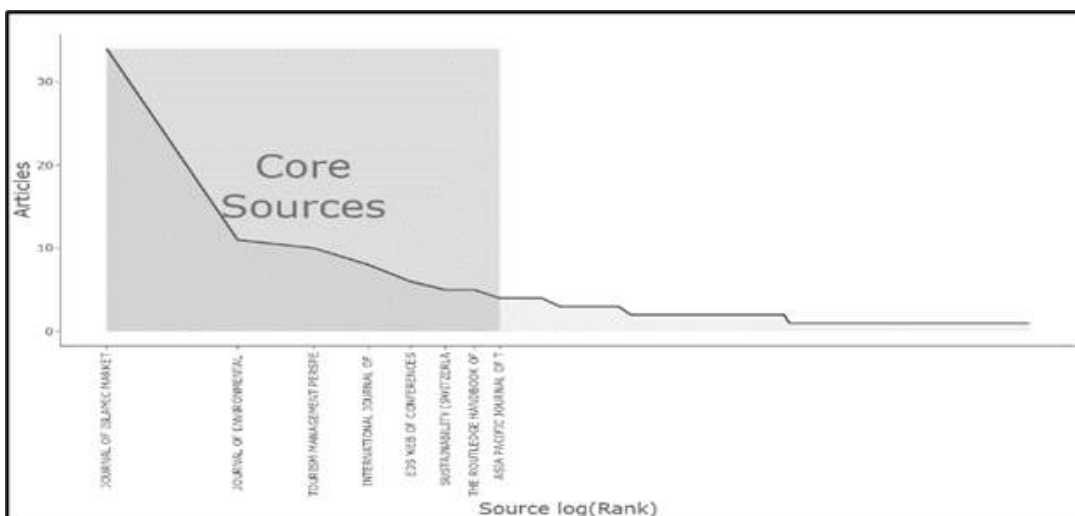


Figure 8. Bradford's Law
Source: Authors' elaboration

Most relevant authors

Table 1. Most Relevant Authors the analysis of authorship contributions by the most Relevant Authors provides valuable insights into strategies that researchers can adopt to increase their visibility in the academic community. A key observation from the data was the significant impact of substantial individual contributions to collaborative projects. For instance, Prayag G, who has only five articles to name, has a remarkably high fractionalized article count of 2.67. This suggests that making meaningful and significant contributions to fewer projects can be more effective in elevating a researcher's profile than participating in more publications with minimal input. Thus, researchers should focus on the quality and depth of their contributions, ensuring that their work stands out and is recognized for its impact.

Table 1. Most Relevant Authors

Authors	Articles	Articles Fractionalized
Battour M	8	2.26
Jubba H	6	1.33
Ratnasari Rt	6	1.18
Prayag G	5	2.67
Rahman Mk	5	1.25
Suhartanto D	5	1.02
Abror A	4	1.04
Al-Fadhat F	4	0.92
Boğan E	4	1.17
Cipto B	4	0.92

Source: Authors' elaboration

Conversely, the data also revealed that merely increasing the number of publications does not necessarily correlate with higher visibility. Battour M, despite having the highest total number of articles (eight), has a lower fractionalized count of 2.26 compared to Prayag G. This indicates that, although Battour M is involved in more publications, the individual contributions per article might be less substantial. Researchers can learn from this by prioritizing impactful and high-quality research on sheer quantities. Engaging deeply in research projects and producing significant findings or innovative methodologies can lead to greater recognition and citations by peers, thereby enhancing visibility.

Collaborative efforts also play a crucial role in researchers' visibility. Authors such as Suhartanto D, with five articles and a fractionalized count of 1.02, highlight the benefits of participating in collaborative research, where individual contributions may be smaller but still valuable. For new researchers, strategic collaboration with established scholars can provide opportunities to contribute to high-impact research. However, it is essential to balance collaboration while ensuring that individual contributions are substantial. By doing so, researchers can benefit from the credibility and recognition that comes from being associated with high-quality collaborative work while also establishing their reputation.

In addition to these strategies, researchers should actively disseminate their findings through various channels. Engaging in academic conferences, presenting papers, and participating in workshops can enhance their visibility. Utilizing social media and academic networking sites such as ResearchGate and Google Scholar to share research outputs and connect with other scholars can increase the reach and impact of their work.

To increase research visibility, scholars should focus on making substantial contributions to fewer high-quality projects, strategically collaborating with established researchers, and actively disseminating their work through various channels. By adopting these strategies, researchers can enhance their academic profiles, gain recognition, and increase the visibility and impact of their research in the academic community.

Author local impact H index

Figure 9 highlights the local impacts of various authors based on their contributions. Battour M and Prayag G, with five articles each, demonstrated significant local influence, suggesting active engagement and leadership in their field. Other authors, such as ABROR A and BOĞAN E, with four articles each, also show substantial impact, while several others with three articles indicate a collaborative research environment.

Relating this to the H-index, which measures productivity and citation impact, it is inferred that authors with higher publication counts, such as Battour M and Prayag G, are likely to have higher H-indices if their work is frequently cited. However, a high number of publications alone does not guarantee a high H-index, and the quality and impact of research are crucial. Therefore, new researchers should focus on producing high-quality impactful research to enhance their H-index and academic visibility, balancing both productivity and influence. This approach will help them gain recognition and meaningfully contribute to their fields.

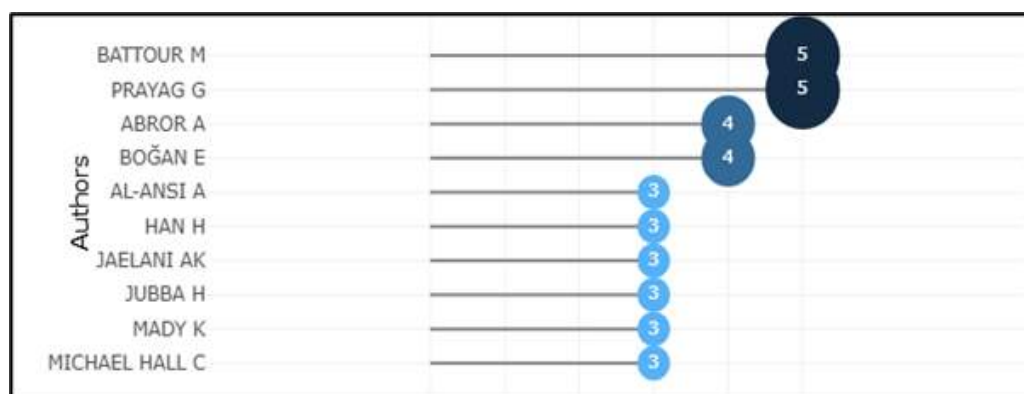


Figure 9. Author Local Impact- H Index
Source: Authors' elaboration

Top 10 most relevant affiliations-number of articles

Figure 10 illustrates the number of articles attributed to various academic institutions, highlighting their research productivity and influence on the scholarly community. Universitas Airlangga stands out with the highest contribution of 20 articles, indicating a robust research output and potentially strong research culture and support system within the institution. This high productivity level suggests that Universitas Airlangga is a leading contributor to the field, likely providing substantial resources and fostering an environment conducive to research.

The University of Malaya (13 articles) and Universiti Sultan Zainal Abidin (12 articles) were significant contributors. These institutions demonstrate substantial research activity, reflecting their commitment to advancing their knowledge and supporting their researchers. The presence of these universities among the top contributors indicates their role as key players in the academic landscape, influencing research trends and contributing to scholarly discourse.

Further down the list, Diponegoro University and Universitas Negeri Padang each contribute 11 articles, showcasing their active participation in research. Their contributions suggest a solid foundation for academic research, possibly supported by institutional policies that encourage scholarly activity. Universitas Islam Indonesia and Universitas Negeri Malang, with nine articles each, also highlighted their research engagement, emphasizing the importance of academic contributions from a diverse range of institutions.

Other institutions, such as Andalas University, Indian Institute of Management Sambalpur, and Universitas Islam Negeri Ar-Raniry, each with eight articles, reflect a collaborative research environment. Although these institutions contribute slightly fewer articles, they play a crucial role in the collective advancement of knowledge. Their participation underscores the importance of a broad and inclusive academic network that fosters collaboration and exchange of ideas.

Figure 11 shows that the data on institutional affiliations and article contributions reveal a landscape where certain universities such as Universitas Airlangga, the University of Malaya, and Universiti Sultan Zainal Abidin lead to research productivity. These institutions not only contribute significantly to their respective fields but also establish benchmarks for research excellence. The diverse range of contributing institutions underscores the collaborative nature of academic research, highlighting the collective efforts required to advance scholarly knowledge. For researchers, affiliating with such productive institutions can enhance their visibility and impact, benefiting from a supportive research environment and institutional resources.



Figure 10. Top 10 Most Relevant Affiliations- Number of Articles
Source: Authors' elaboration

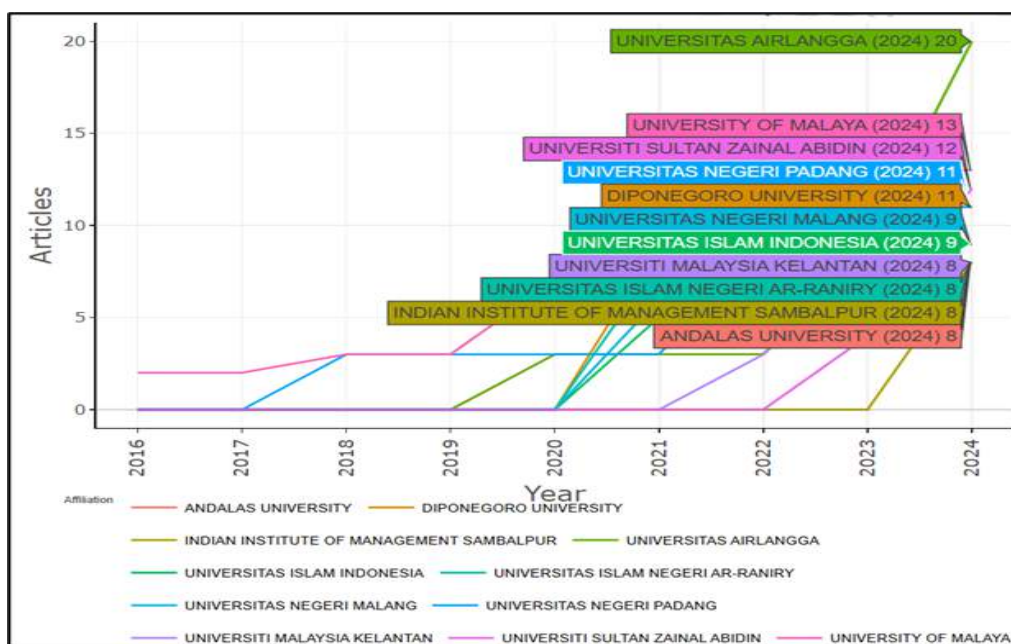


Figure 11. Top 10 Affiliations Production Over Time
Source: Authors' elaboration

Country production over time

Figure 12, 13, and 14 show an analysis of scientific production in halal tourism research from 2014 to 2024, revealing significant trends across several countries. Indonesia exhibits the most dramatic increase, with its research output surging from five articles in 2017 to 417 in 2024, making it the leading country in this field. Malaysia has also shown substantial growth, increasing from 19 articles in 2017 to 109 in 2024, reflecting its strong academic interest in halal tourism. Turkey demonstrates moderate growth, with a noticeable rise post-2020, reaching 25 articles by 2024. New Zealand and Egypt show more modest increases, with New Zealand growing from four articles in 2017 to 16 in 2024 and Egypt from three articles in 2017 to 20 in 2024. Overall, there is a clear upward trend in

global halal tourism research, with the most significant increase occurring after 2020, indicating a promising interest and investment in this area.

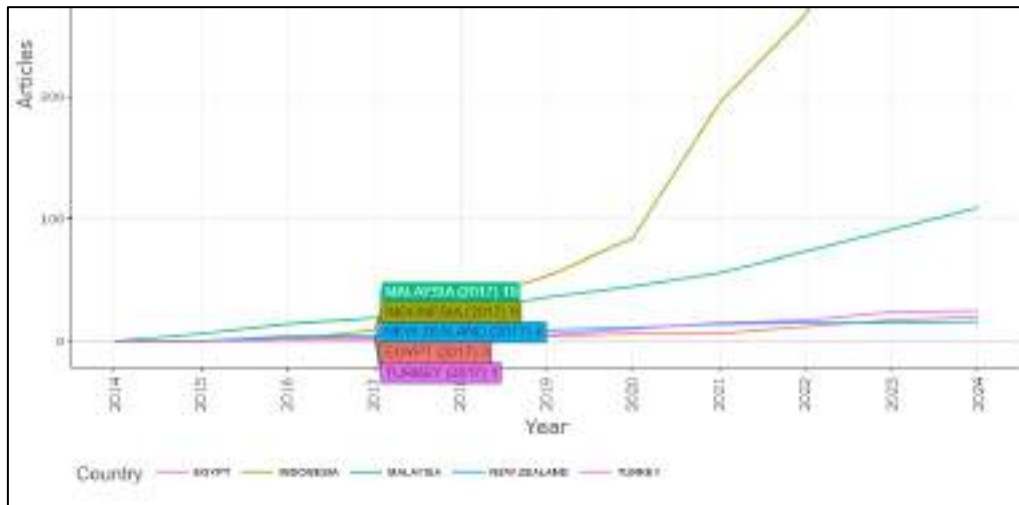


Figure 12. Country Production Over Time Year 2014
Source: Authors' elaboration

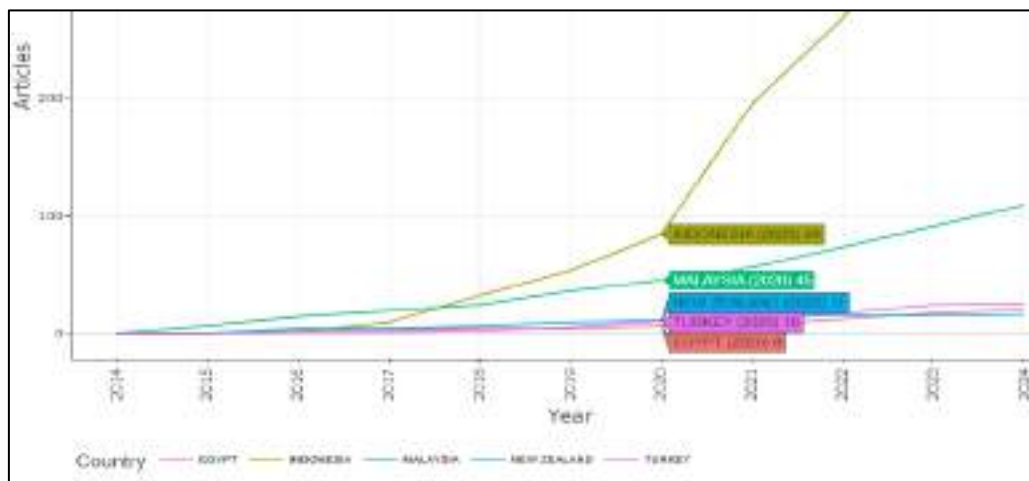


Figure 2. Country Production Over Time Year 2017
Source: Authors' elaboration

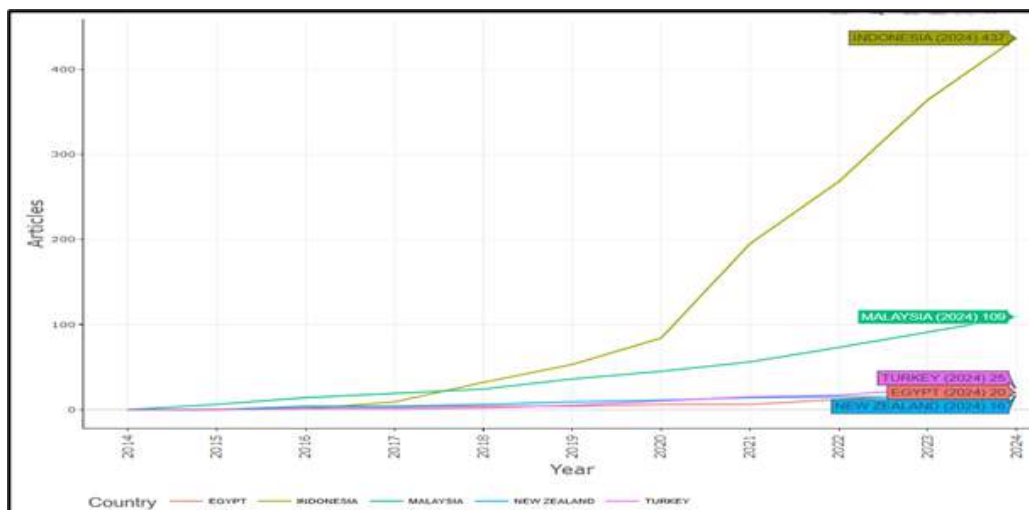


Figure 3. Country Production Over Time Year 2024
Source: Authors' elaboration

Countries can enhance their halal tourism sectors through strategic collaboration in various areas. Joint marketing campaigns and cross-border travel packages can collectively promote multiple destinations, offering seamless experiences for Muslim travellers. Establishing common standards and mutual recognition of halal certifications ensures consistency and trust across borders. Capacity building through knowledge exchanges, workshops, and collaborative research can address common challenges and foster innovation. Harmonizing policies and forming intergovernmental agreements can facilitate smoother travel experiences and encourage investments. Collaborative investments in infrastructure, such as halal tourism hubs and transport networks, along with the integration of technology for streamlined services, can significantly boost this sector. Additionally, organizing joint cultural events and exchange programs can promote cultural understanding and enhance the quality of halal tourism. These collaborative efforts can attract more Muslim travellers and create a cohesive and appealing global halal tourism market.

Most cited countries

Figure 15 highlights that Indonesia is the most cited country in halal tourism research, with 922 citations, indicating its leading role and significant influence in the field. Malaysia closely follows with 900 citations, reflecting its strong presence and impact owing to its well-established halal certification system and promotion as a global halal hub. New Zealand (286 citations) and the United Kingdom (220 citations) also contributed notably, with a moderate influence seen in China (163 citations), Turkey (156 citations), and Spain (152 citations). The emerging contributors include Italy, Australia, and Portugal, each with approximately 60-63 citations. Overall, Indonesia and Malaysia dominate the scholarly impact of halal tourism research, showcasing extensive research activities and contributions from these countries.

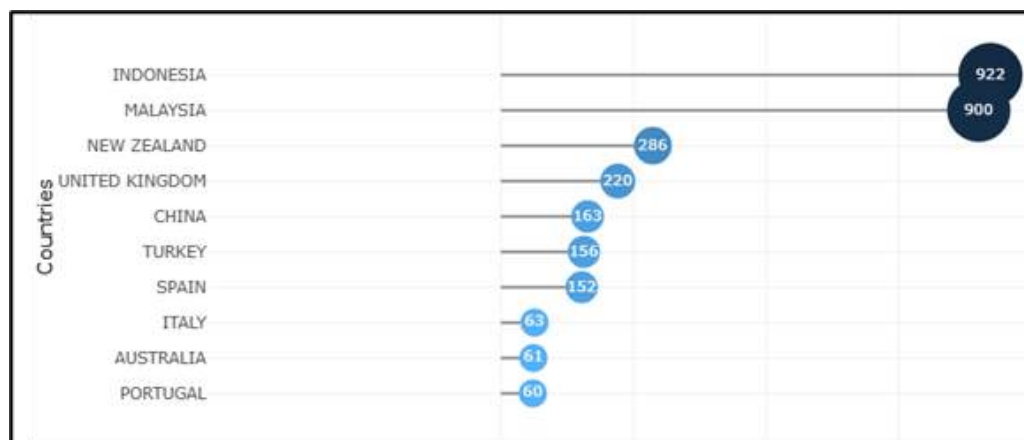


Figure 15. Most Cited Countries

Source: Authors' elaboration

Indonesia and Malaysia are dominant leaders in halal tourism research, significantly outpacing other countries in terms of citations. Their high citation counts reflect extensive research activities and impactful contributions made by scholars in these countries. The presence of other countries, such as New Zealand, the United Kingdom, and China, underscores global interest and expanding academic discourse in halal tourism.

Several factors influence citation differences among countries in halal tourism research. Key among these are research funding and resources, with countries such as Malaysia investing heavily in promoting halal tourism. The quality and quantity of academic institutions also play a role, as seen in Indonesia's extensive network of universities that focus on Islamic studies. Government policies and support such as strategic initiatives in Indonesia and Malaysia further boost research activities. International collaborations, the language of publication, particularly English, and a strong research culture with academic incentives enhance visibility and citation impact.

Additionally, the relevance of research topics to global issues and access to major research databases, such as Scopus, contributes to higher citation counts. These factors collectively determine the differences in citation impact among countries.

Conclusion

Bibliometric analysis of halal tourism research from 2014 to 2024 offers significant insights into the field's development, key contributors, thematic clusters, and geographic distribution. The upward trend in publications, particularly noticeable from 2020 onwards, highlights the increasing academic interest and evolving importance of halal tourism in tourism and hospitality studies. The annual growth rate of 34.24% underscores the rapid expansion of this field driven by the growing global Muslim population and rising disposable income.

The key contributors to halal tourism research include prolific authors and influential journals. The analysis identifies prominent figures, such as Prayag G, who, despite contributing to only five articles, shows a high fractionalized article count, suggesting significant individual contributions to collaborative projects. Conversely, authors such as Battour M, who has the highest total number of articles (eight), exhibit lower individual impact per article. This discrepancy indicates that quantity alone does not equate to high visibility; instead, substantial contributions to fewer projects can more effectively increase a researcher's profile.

The Journal of Islamic Marketing stands out as the leading source with its focus on marketing within Islamic contexts, making it particularly relevant for halal tourism research. Other significant journals include the Journal of Environmental Management and Tourism and Tourism Management Perspectives, which highlights the interdisciplinary nature of halal tourism research. The diversity of sources underscores the multifaceted interest in halal tourism, integrating marketing, environmental management, religious studies, and sustainability perspectives.

Thematic clusters within halal tourism research reveal core areas of focus, such as economic impact, marketing strategies, sustainable practices, and religious aspects. The presence of clusters on consumer behavior and satisfaction indicates a growing interest in understanding the preferences and experiences of Muslim travelers. Additionally, clusters related to sustainability and environmental management reflect increasing awareness of the need to integrate sustainable practices with halal principles. These thematic clusters provide a comprehensive understanding of the breadth and depth of research topics in halal tourism, guiding future studies and highlighting areas that require more attention.

Geographic analysis showed that Indonesia and Malaysia dominate the field in terms of research output and citation impact, reflecting their strong academic and governmental support for halal tourism. Indonesia had 417 articles by 2024, followed by Malaysia with 109 articles. Other countries, such as Turkey, New Zealand, and Egypt, have also made significant contributions, indicating a global interest and expanding academic discourse in halal tourism. The differences in citation impact among countries can be attributed to factors such as research funding, academic infrastructure, government policies, and international collaboration.

Bibliometric data also highlight the dynamic and collaborative nature of halal tourism research. The average of 3.25 co-authors per document and the 23.77% international co-authorship rate demonstrate significant collaboration within the field. This collaborative approach is essential for addressing multifaceted challenges and opportunities in halal tourism, fostering innovation, and enhancing the quality and impact of research.

Bibliometric analysis provides a detailed overview of the halal tourism research landscape and identifies key trends, contributors, and thematic clusters. By addressing the gaps in standardization, consumer behavior, infrastructure, cultural sensitivity, and sustainability, future research can further develop this field, enhancing its academic and practical significance. The insights from this analysis can guide researchers, policymakers, and industry stakeholders in promoting and developing halal tourism.

The findings of the bibliometric analysis of halal tourism research from 2014 to 2024 have significant implications for academia, industry stakeholders, policymakers, and future research directions. For academia, a clear understanding of research trends, key contributors, and influential

journals enables institutions and researchers to focus their efforts on impactful areas and to develop targeted research agendas. The identification of thematic clusters, such as economic impacts, marketing strategies, sustainable practices, and religious aspects, provides a roadmap for exploring under-researched areas and contributing to a comprehensive understanding of halal tourism. Additionally, the high rate of co-authorship and international collaboration emphasizes the importance of partnerships in advancing research, encouraging institutions to facilitate cross-border collaboration to leverage diverse perspectives and expertise.

For industry stakeholders, insights into consumer behavior and satisfaction can help tailor services to better meet the needs of Muslim travelers, allowing for the development of targeted marketing strategies and improved customer experiences. The emphasis on sustainability within thematic clusters highlights the growing importance of integrating environmentally sustainable practices into halal tourism offerings. Industry stakeholders can use these insights to develop sustainable business models that align with halal principles and attract environmentally conscious travelers. Furthermore, geographic analysis indicates that countries such as Indonesia and Malaysia are leading contributors to halal tourism research, reflecting strong market potential. Prioritizing these regions for investment and development and leveraging existing academic and governmental support can enhance business prospects.

Policymakers can use these findings to develop standardized frameworks for halal tourism definitions and criteria, ensuring consistency and clarity across the industry. Establishing and promoting standardized halal certification processes benefits both service providers and travelers. Policies that support academic research and international collaboration further enhance the development and dissemination of knowledge in halal tourism. Government support, in the form of funding, infrastructure development, and international partnerships, can drive the growth of this sector, foster innovation, and improve service quality.

For future research, the identification of under-researched areas, such as infrastructure deficiencies and cultural sensitivity, will provide clear directions for studies aimed at developing practical solutions and recommendations. Researchers are encouraged to focus on these gaps in order to enhance the overall experience of halal tourism. Moreover, the need for more interdisciplinary research combining tourism studies with cultural, environmental, and economic perspectives has been highlighted. Future research should aim to integrate these diverse fields to provide holistic insights into halal tourism and ensure the sector's growth and sustainability.

In conclusion, the implications of this bibliometric analysis are far-reaching and offer valuable insights for enhancing halal tourism research and practice. By understanding trends, fostering collaborations, tailoring business strategies, developing standardized policies, and addressing research gaps, stakeholders can contribute to the growth and sustainability of halal tourism, thereby benefiting travelers and the industry at large.

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