

## **Ḥalāl Tourism Trend: A Systematic Literature Review**

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**Abstract.** This research aims to systematically review and map the research topics and themes related to Ḥalāl tourism. A total of 333 articles were reviewed from the Scopus database using the Systematic Literature Review (SLR) method and the VOSviewer application. The results showed that there were 159 Ḥalāl tourism researchers, with 59 research clusters and the highest number of documents held by a researcher being 12. Indonesia emerged as the leading country in Ḥalāl tourism research, with 132 research documents. This is due to the country's focus on developing its Ḥalāl tourism potential, which is supported by its 742 languages and 17,100 islands, making it the country with the largest archipelago. Indonesia also has the highest Muslim population worldwide, with 88% of its total population being Muslims and 12% of Muslims worldwide being in Indonesia. The study categorized the findings into three groups, namely cluster based on topic cluster based on discussion time, and cluster based on dominant and non-dominant topics. For Topic Clusters, research related to Ḥalāl tourism consists of 6 main clusters, namely Market, Islamic Tourism, Value, Ḥalāl Tourism Destination, Intention, and Dimension. In terms of Topic Discussion Time, the newest topics consist of COVID-19, Ḥalāl Tourism Policy, Intention, Value, Ḥalāl Tourism Destination, Trust, and Loyalty. Meanwhile, the most discussed topics consist of Market, Islamic Tourism, Opportunity, Potential, and Islam. The final finding is the dominant and non-dominant discussion topics (Density Visualization). The dominant categories of discussion topics consist of Value and Market, Quality, Intention, and Standard. Meanwhile, the non-dominant categories are topics about COVID-19, Ḥalāl service, Ḥalāl tourism products, and prices. The results of this research serve as a reference for the development of ḥalāl tourism. The data in this research is still limited to secondary data sourced from the Scopus database. Future research needs to conduct a Comparative Study between Regions.

**Keywords:** Ḥalāl, Tourism, Systematic Literature Review, VOSviewer, Scopus.

**JEL CLASSIFICATION:** L83, Z32, D64

**KAUJIE CLASSIFICATION:** O0, F12, N0, V11

## Introduction

The Halāl Tourism Trend is a global phenomenon that concerns not only Islamic countries but also non-Islamic countries (Peristiwo, 2020). It is an industry that is based on Islamic law, providing infrastructure for Muslim tourists to carry out their religious practices while traveling (Battour & Ismail, 2016). The main aim is to fulfill the basic needs of Muslim tourists based on Sharī'ah principles during their trips. The development of Halāl tourism has become a global trend due to people's growing interest in more unconventional tourism options, the increasing Muslim population worldwide, and greater awareness of religious practices (Muhammad., 2017). Furthermore, countries' efforts to provide halāl tourism cannot be overlooked as it has a positive impact on a country's economy (Antoni et al., 2019). Nowadays, finding halāl tourist destinations is easy and readily available, especially in Muslim-majority countries.

Numerous studies have been carried out to explore various aspects of Halāl tourism. A study by Hermintoyo (2021) revealed that the rise in the number of Muslim travelers every year presents an opportunity as well as a challenge for the tourism industry to develop Halāl tourism (Hermintoyo et al., 2021). Meanwhile, Santoso (2022) emphasized the importance of adopting a sustainable regulatory model that incorporates local wisdom and community plurality for the development of Halāl tourism, in response to the positive regulatory developments in various regions of Indonesia (Santoso et al., 2022). Another research by Yustica (2022) conducted in Japan highlights the country's seriousness in catering to the needs of Muslim tourists. Japan has taken several measures such as providing halāl food, prayer facilities, and Muslim-friendly accommodations, which is expected to have a positive impact on the country's economy (Yustica & Widiandari, 2022).

Although there have been numerous studies on Halāl tourism, not many of them have adopted the Systematic Literature Review (SLR) approach with the VOSviewer application. Some of the research focuses on the grounded theory framework (Sofyan et al., 2022), meta-synthesis and thematic analysis (Abhari et al., 2022)), PRISMA techniques, applied thematic analysis, and bibliographic documentary review within a hermeneutic-interpretive framework (Rasul, 2019), and extensive systematic review (Al-Ansi et al., 2022). Consequently, current research has not fully explored halāl tourism topics. Thus, using the VOSviewer application allows researchers to gain a deeper understanding of the development of topics and themes in halāl tourism that previous researchers did not highlight, through clear and comprehensible visualization.

While interest in halāl tourism research continues to grow, comprehensive studies on the evolution of the topic in academic literature remain limited. This study aims to fill this gap by applying the Systematic Literature Review (SLR) method using the VOSviewer application.

Therefore, the primary focus of this research is to review Halāl tourism using the SLR approach, which is aided by the VOSviewer application. SLR is a systematic review methodology that provides a comprehensive overview of research topics and themes.

The objective of this research is to investigate how the topic and theme of Halāl Tourism has evolved over the past decade. A Systematic Literature Review (SLR) using the VOSviewer application was employed as the research method. The research focuses on several categories including researcher (Author), country (Countries), topic cluster (Network Visualization), topic discussion time (Overlay Visualization), and dominant topic (Density Visualization). This study will provide valuable insights to researchers who specialize in Halāl Tourism and can also serve as a reference for the development of Halāl Tourism.

## 1. Literature Review

### 1.1. The Significance of Halāl Tourism Throughout History

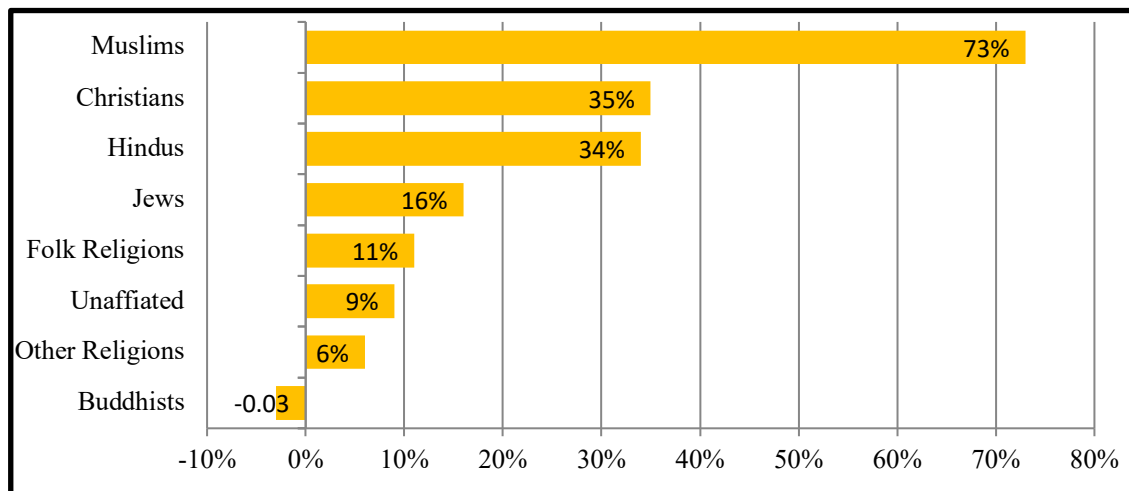
Tourism is a popular activity among people all around the world. It provides new experiences and refreshes the mind. Some people consider tourism as an important aspect of their lives and plan their time, costs, and routes carefully to ensure a high-quality experience. However, not all tourism providers cater to the needs of every group. The Muslim community, for instance, finds it difficult to access their spiritual needs during their travels, making it challenging for them to enjoy quality tourism. On this basis, it is deemed necessary to provide tourism services while still paying attention to the spiritual needs of visitors through the concept of halāl tourism. Tourists who go on halāl tourism have goals and targets. The aim is to increase spirituality by entertaining. Meanwhile, the target is to fulfill desires and pleasures and foster religious awareness (Surur Fadhil, 2020). Based on history, the emergence of halāl tourism began in the 2000s, which was triggered by the development of the halāl industry, which moved towards people's lifestyles, including the tourism sector. This is supported by the large growth of the Muslim population and their high purchasing power (Muhammad., 2017). The purchasing power of the Muslim community is caused by the high economic growth of several countries in Asia and MENA (Middle East and North Africa), including Indonesia, Singapore, Turkey, Saudi Arabia, and others. And they have a tendency to choose halāl tourism. In the minds of Islamic leaders, halāl tourism has experienced development, as evidenced by the holding of a Shari'ah tourism conference initiated by member countries of the Organization of the Islamic Conference (OIC), which was located in Jakarta in 2014. At that time, halāl tourism

received 13 recommendations for follow-up. for the development of the industry. After that, in 2015, the concept of halāl tourism began to be used after the World Halāl Tourism Summit, which was held in Abu Dhabi (Surur, 2020). Two years after that, 130 countries were participating in the world halāl tourism industry.

### 1.2. The Nature and Potential of Halāl Tourism

Traveling through halāl tourism in Islam has the aim of being a means of worshiping Allah through kauniah verses in accordance with Allah's commands in Surah Al-Ankabut (29) verse 20. By seeing the beauty of His natural creation, it is hoped that scientific insight and faith will grow stronger within oneself. Apart from being a means of worship, halāl tourism also encourages the creation of productive muamalah activities. Halāl tourism, as an alternative business industry with extraordinary prospects, is driving the country's economy.

Halāl tourism has very promising market prospects. The development of halāl tourism cannot be separated from the extraordinary market potential of this industry. Based on a report from the Pew Research Center entitled *The Future of World Religions: Population Growth Projections, 2010–2050*, it is estimated that by 2060, the Muslim population will increase by 70 percent of the total population (Figure 1). There were 1.75 billion Muslim residents in 2015, and this will increase to 3 billion in 2060 (*Pew Research Center, 2023*). Apart from that, based on GMTI data, in 2026, Muslim tourists will reach 230 million, who will enjoy the world's best halāl tourist destinations. This situation will have an impact on shopping growth, which will continue to increase to USD 300 billion.

**Figure 1. World Population Growth 2010–2060**

Source: Pew Research Center, 2015

### 1.3. Ḥalāl Tourism: Contributions, Challenges and Strategies

Ḥalāl tourism services have been gaining a lot of global attention recently. By promoting the regional potential as a tourist attraction, countries can earn foreign exchange without neglecting the basic needs of tourists. In the Islamic context, Hall (2022) revealed that travel is an important element in Islamic spirituality that continues to develop in modern life, adapting it to current developments as seen from the concept of ḥalāl tourism (Hall et al., 2022). The concept of ḥalāl tourism in Islam aims to integrate spiritual and worldly aspects through modern ḥalāl tourism consumption. This approach to tourism is not limited to Muslim-majority countries, as even non-Muslim countries can benefit from adopting Islamic tourism concepts. It can complement conventional tourism concepts and help create a favorable tourism climate in those countries. As stated by Marlinda (2022) with a research location in South Korea, the idea of ḥalāl tourism in this country is considered attractive, especially among tourism industry players and the South Korean government (Marlinda et al., 2022). Sánchez González (2017) also revealed that the country of Peru welcomed the concept of ḥalāl tourism

as a strategy in the tourism sector (Sánchez González, 2017), and the country of Portugal considered that the exploration of ḥalāl tourism would provide benefits for cities in that country (Liberato et al., 2022). Lifestyle through global ḥalāl tourism aims to introduce the concept of life from an Islamic perspective that is universal without limitations to certain groups. According to Boediman's (2017) research, the ḥalāl lifestyle, which has recently gained popularity, is not meant to restrict or impose on specific groups but rather serves as a means of reintroducing the Islamic perspective as mentioned in the study. Instead, it is a way of reintroducing the Islamic perspective mentioned in the Quran (Boediman, 2017). The application of Islamic concepts in various parts of the world through ḥalāl tourism has directly broadcast the good values of the Islamic religion. Islamic concepts expressed in tourism can globalize Islamic concepts, especially in various economic sectors (Biancone & Secinaro, 2021).

Malaysia is among the nations that have made the greatest strides in ḥalāl travel worldwide. This progress encourages adjustments to the hotel sector in the form of ḥalāl practices to support the ḥalāl tourism industry in the country. This step will provide economic

benefits for hoteliers by continuing to innovate to maintain hotel competitiveness. However, according to Karia and Fauzi (2022), to maintain competition for Sharī'ah hotels to support ḥalāl tourism, steps are needed to improve ḥalāl resources and their ability to achieve a competitive advantage for hotels (Karia & Fauzi, 2019). Even though there have been improvements in the hotel sector, the presence of ḥalāl tourism has had a positive impact on Malaysia's economic growth sector and has stimulated several other economic sectors. Maximizing economic growth through ḥalāl tourism cannot always be realized well, depending on how the management innovates in the form of services based on quality and market needs. As experienced by the Middle Eastern country of the UAE, the contribution of ḥalāl tourism to GDP is still very low, only 12% (Al-Hammadi et al., 2019). Difficulties are also experienced by Iran, which hopes to become the center of world ḥalāl tourism but lacks innovation in this sector (Chianeh et al., 2019). Apart from innovation in the form of quality services based on market needs, there are strategic steps in maximizing the potential of ḥalāl tourism, according to Idris (2022), namely marketing, consumer behavior, ḥalāl tourism products and services, and business processes (Idris et al., 2022). This strategy must continue to be monitored for development

Apart from strategies and maintaining innovation so that ḥalāl tourism has an economic impact, as stated above, the quality of ḥalāl tourism determines the sustainability of ḥalāl tourism in the service provider country. The government should prioritize both the quantity and quality of ḥalāl tourism. (Sumaiya & Abdullah, 2022). Quality determines tourist interest. We can see Hanafiah's (2022) research on how the quality of ḥalāl tourism products in Turkey influences tourist visit motivation (Hanafiah, 2022) and how low-quality ḥalāl certification in the Philippines is not effective in attracting Muslim tourists (CUEVAS et al., 2022). Ḥalāl

tourism is a type of tourism that is focused on providing ḥalāl products and services. It is aimed at fulfilling the spiritual dimension or inner well-being of Muslim travelers. This type of tourism not only benefits the travelers but also has a positive impact on the economy of the country where it is practiced (Vargas-Sanchez et al., 2020).

Ḥalāl tourism contributes significantly to the global tourism industry by creating economic opportunities and expanding Muslim-friendly destinations. However, challenges such as differences in ḥalāl standards, limited infrastructure in non-Muslim destinations, and negative perceptions of Muslim travelers still exist. To address these issues, collaboration between governments, the industry, and ḥalāl certification bodies is needed, along with innovation in marketing and technology. An inclusive and sustainable approach is also essential for ḥalāl tourism to grow without triggering polarization.

Based on the description above, the author concludes that ḥalāl tourism services have two major contributions. First, ḥalāl tourism is becoming increasingly popular in both Muslim and non-Muslim nations throughout the world. Ḥalāl tourism is considered part of a tourism strategy. Secondly, ḥalāl tourism can drive the country's economy and has extraordinary potential. Countries that organize ḥalāl tourism can have a positive impact on economic growth as long as they maintain its sustainability. The quality of ḥalāl products is the key to tourists' interest in enjoying travel through ḥalāl tourism services.

There is hope that ḥalāl tourism services can maximize their contribution to the host country. Therefore, the role of researchers is crucial in the development of world ḥalāl tourism, especially in determining strategies and facing global challenges.

## 2. Research Methods

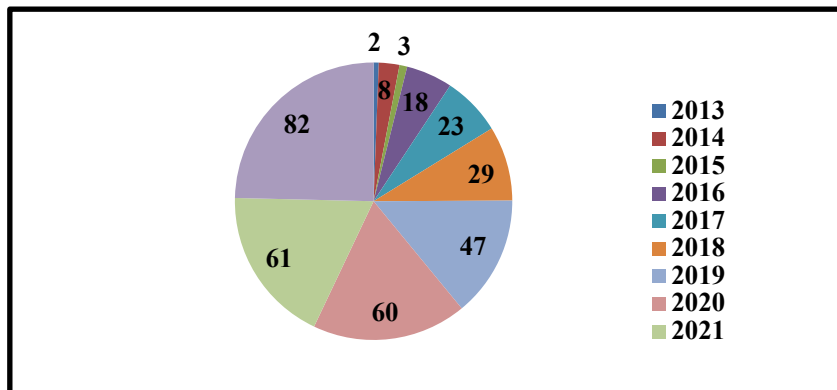
This study utilizes the Systematic Literature Review (SLR) method, a review paper

approach that systematically explains research topics and themes. This method was selected due to the research study's focus on exploring the development of ḥalāl tourism topics and themes over the last decade and mapping them out to answer research questions. Several previous studies have applied this method (Rasul, 2019); (Alhammad, 2022); Idris et al., 2022; Tumewang, 2023). This research employs a systematic literature review using VOSviewer to analyze various topics through data visualization (Handoko, 2020). By using this method, the SLR analysis can provide the most representative summary of the article data being studied. This method enables researchers to identify topics related to

countries, researchers, topic clusters, as well as dominant and non-dominant researchers (Handoko, 2020).

For the data analysis stage, the researchers utilized bibliometric analysis with the VOSviewer application. They collected literature results from the Scopus database using the keyword "Ḥalāl Tourism" followed by source selection. The next step is a selection based on the period from 2013 to 2022. Outside of this period we consider that it does not reflect the relevance and contemporaneity of the topic. A total of 333 documents were obtained, spread over the last 10 years (Figure 2).

**Figure 2. Distribution of Ḥalāl Tourism Articles**

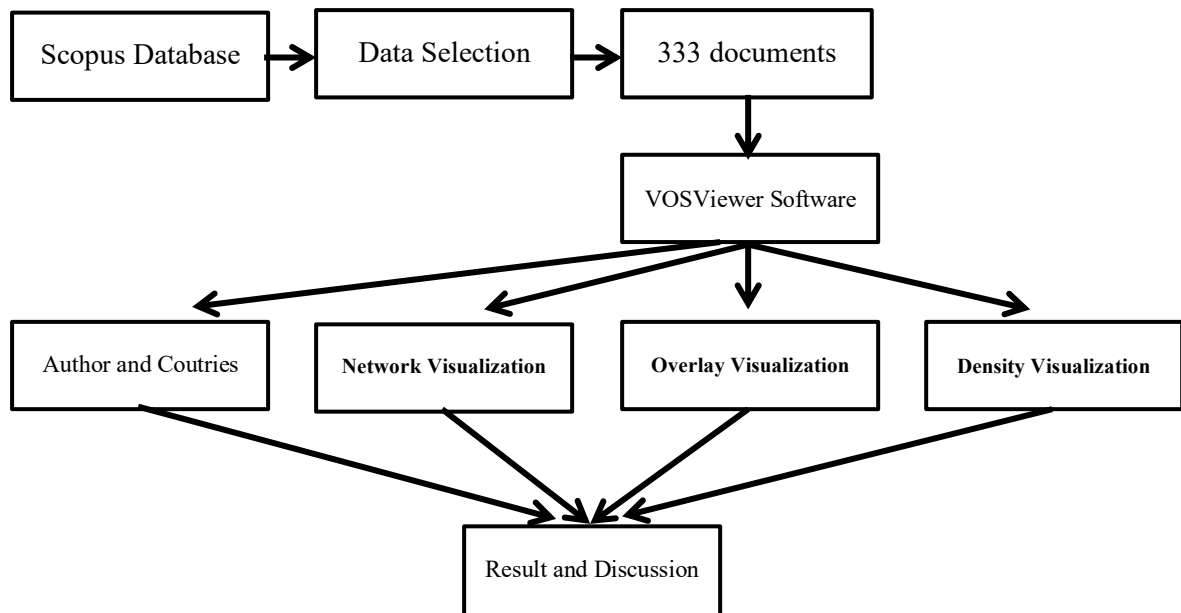


**Source:** Database Scopus

The documents were exported in RIS and CSV format and segregated into groups - Research Group, Country, Topic Cluster, Topic Discussion Time, and Dominant and Non-Dominant Topics - for easy analysis. Following the data processing, a discussion and deliberation took place on the results obtained (Figure 3). In VOSviewer, information on research groups and countries is obtained by analyzing CSV data in five steps. The type of data is set by selecting 'create a map based on bibliographic data', the data source is chosen as 'read data from bibliographic database files', then 'Scopus' is selected under 'select files', followed by uploading the CSV file. The type of analysis is

set to 'co-authorship', and the unit of analysis 'author' is set to a minimum of 2, while for 'countries' the minimum is 1. Thresholds are set to 'at least 2 or 1 document'. Meanwhile, Topic Cluster Groups, Topic Discussion Time, Dominant and Non-Dominant Topics are obtained by analyzing RIS data. The determination steps are as follows: create a map based on text data, read data from reference manager files, upload data, title, and abstract fields, full counting, and thresholds are set to a minimum of 10. Three distinct categories emerge: Network Visualization, Overlay Visualization, and Density Visualization. The data is subsequently viewed and evaluated.

Figure 3. Research Flow



Source: Author's Own

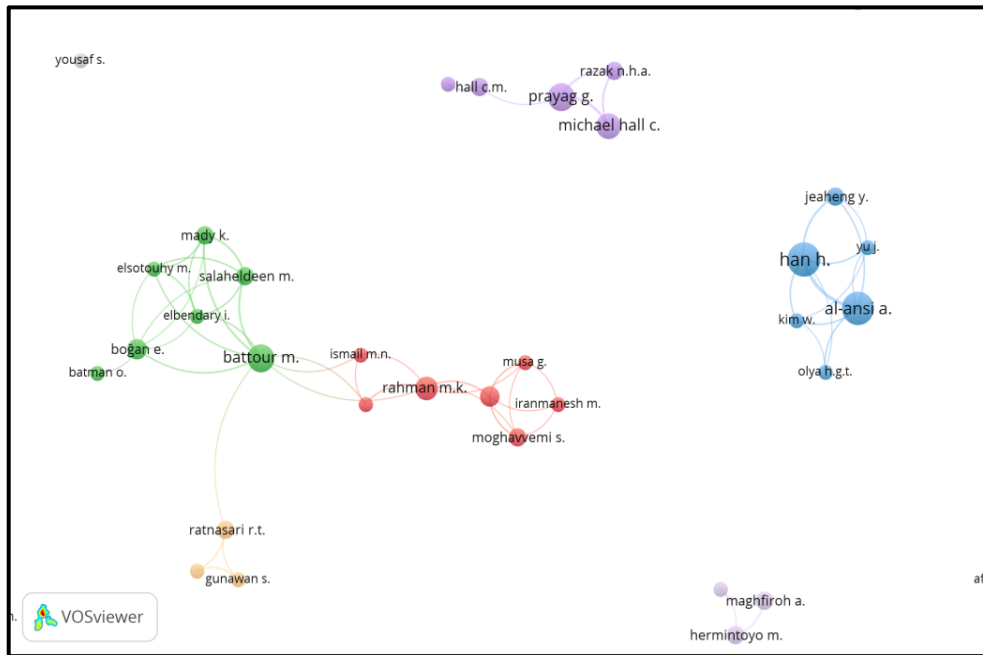
### 3. Research Results

#### 3.1. Author

In determining the number of researchers, researchers must write a minimum of two research documents on the topic of ḥalāl tourism in the Scopus database. The VOSviewer bibliometric analysis shows that there are 159 researchers who have researched the topic of ḥalāl tourism in the Scopus database. These researchers are divided into 59 research clusters. Among these researchers, Han H. has the largest number of research documents, with 12 research documents on the topic. Han H. is related to other researchers in one research cluster, such as Al-Ansi A.,

Jeaheng Y., Yu J., Kim W., and Olya H.G.T. Researchers in this cluster have not had any connections with researchers in other clusters. Another researcher, Battour M., has a total of 7 research documents. In his cluster, Battour M. is related to other researchers such as Bogan E., Mady K., Salahedeen M., Elstouhy M., and Elbendary I. Interestingly, Battour M. is also related to researchers in two other clusters, namely Ratnasari R.T., Ismail M.N., Ratna M.S., and Rahman M.K. (as shown in Figure 4).

Figure 4. Authorship History

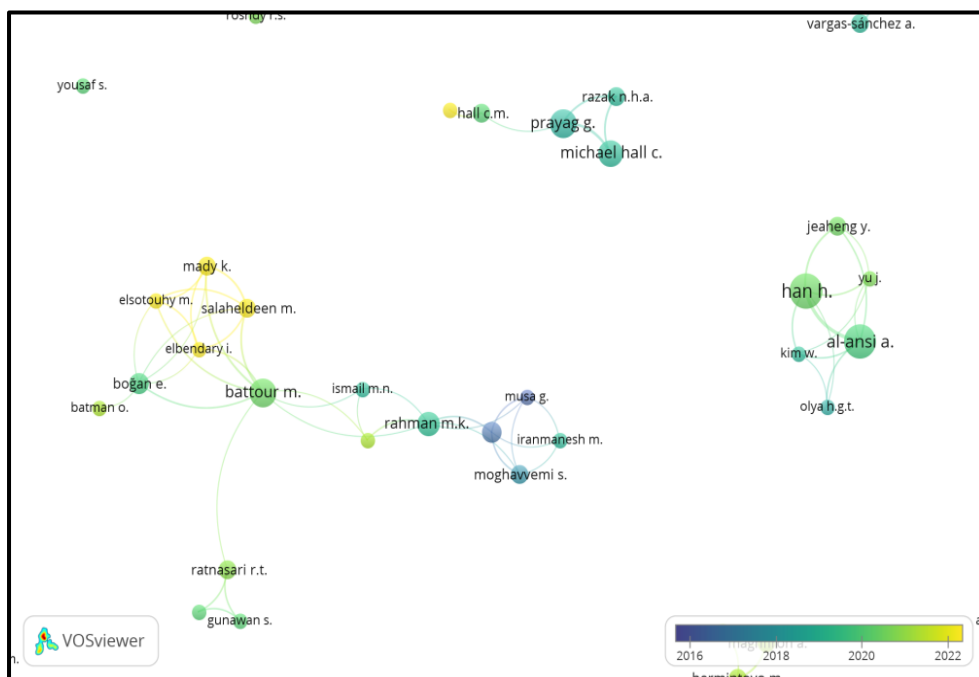


Source: Author's Own

Researchers in the cluster with Battour M. who are directly related to him have the highest level of research novelty (as shown in Figure 5). This is different from researchers in other clusters, such as Han H., who, despite being a researcher with a large number of research

documents on the topic, is not directly related to researchers in other clusters. The researcher Han H. showed the most dominance in his cluster, but the number of documents was high while their novelty was not.

Figure 5. Research Novelty



Source: Author's Own

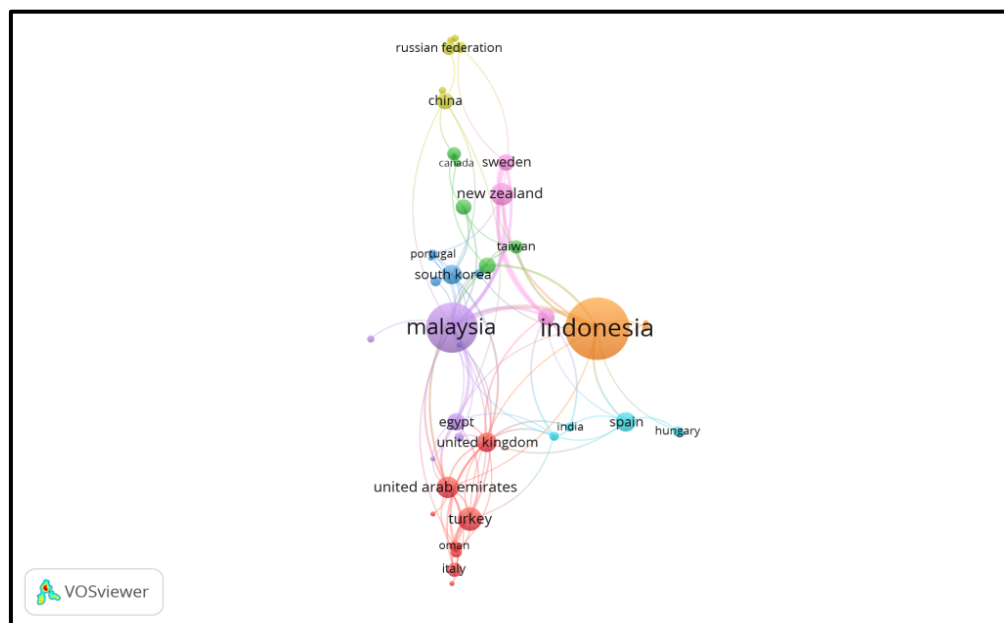


### 3.2. Countries

Countries across 52 nations have conducted research on ḥalāl tourism. Indonesia has the highest number of ḥalāl tourism research papers, with 132 documents (Figure 6). Ḥalāl tourism has emerged as one of the most rapidly developing sectors in Indonesia, contributing significantly to the country's economic growth. It not only generates employment opportunities but also helps alleviate poverty. With the increasing number of Muslim tourists every year, the growth of ḥalāl tourism has become essential to cater to the needs of both national and international markets (Peristiwo, 2020). Another reason for developing ḥalāl

tourism in Indonesia is because of the great potential it has, not only based on projections of Muslim population growth presented by the Pew Research Center (*Pew Research Center, 2023*), Indonesia has 742 languages and 17,100 islands, placing it as the country with the largest archipelago with a length of 5,120 km from west to east and 1,760 km from north to south. Apart from that, its population is more than 250 million people, and it is the country with the largest Muslim population, namely 88% of the total population, and 12% of Muslims in the world are in Indonesia (Ferdiansyah, 2020).

**Figure 6. Distribution of Ḥalāl Tourism Research Countries**



**Source:** Author's Own

Travel is an important aspect of Islamic spirituality that continues to evolve in modern times. The concept of ḥalāl tourism is an example of this evolution, as it combines spiritual and worldly needs for tourists. This ensures that all their needs are met while adhering to Islamic values. Indonesia has embraced this concept and is working to develop its ḥalāl tourism industry. The

Indonesian Ministry of Tourism is leading this effort in collaboration with various organizations, including the Indonesian Ulama Council (MUI), the Business Certification Institute (LSU), and the National Sharī'ah Council (DSN). Their goal is to promote religious and cultural values in tourism as outlined in ministerial regulations (Jaelani, 2017).



### 3.3.1. Cluster 1 (Market)

Halāl tourism research in the first cluster focuses on market study topics, where this study topic is also connected to study topics in the other clusters studied, including value, Islamic tourism, growth, Muslim travelers, and trust. The promising ḥalāl tourism market motivates countries and industries to open ḥalāl tourism services. In 2015, the Muslim population was 1.75 billion people and is predicted to increase by 3 billion people by 2060 (*Pew Research Center, 2023*). Meanwhile, according to GMTI data, in 2026, Muslim tourists will reach 230 million, and spending will increase to USD 300 billion (*Global Muslim Travel Index 2019*). This great opportunity is a driving force for all countries, not only Muslim countries but also non-Muslim countries. Non-Muslim countries are very open and do not consider the concept of Islam through ḥalāl tourism as something disturbing, as stated by Marlinda in South Korea (Marlinda et al., 2022), Gonzalez in Peru (Sánchez González, 2017), and Liberato in Portugal (Liberato et al., 2022). The phenomenon of non-Muslim countries' openness to the concept of ḥalāl tourism supports the findings found by Yustica that non-Muslim countries are very serious about developing ḥalāl tourism (Yustica & Widiandari, 2022). Due to its significant importance, the state could potentially manage ḥalāl tourism effectively. However, this is not always the case, as the Middle Eastern country of the UAE has experienced. Their tourism industry did not contribute optimally to their GDP (Al-Hammadi et al., 2019). In this case, the role of researchers is very necessary. The research was carried out to ensure the sustainability and improvement of the ḥalāl tourism market.

### 3.3.2. Cluster 2 (Islamic Tourism)

In Cluster 2, the research focuses on the study topic of Islamic tourism. The study of Islamic tourism is connected to several clusters, including Value, Market, Travel, Religion,

Opportunity, Muslim traveler, Question, Lombok, and Ḥalāl Hospitality.

Islamic Tourism focuses on the development of tourism that adheres to Islamic principles, such as the provision of ḥalāl food, Muslim-friendly accommodations, and tourism activities that respect religious values. The Sharī'ah-compliant tourism industry is a new trend that requires industry players to improve their products and services to meet these demands (Marzuki et al., 2019). Although this tourism trend is growing, some Islamic countries still face challenges in developing it, as experienced by the Maldives, particularly in ensuring the certainty of ḥalāl products, services, and practices (Muneeza et al., 2020).

### 3.3.3. Cluster 3 (Value)

The topic of discussion about Value is in cluster 3 with networks connected to almost all study topics, including Markets, Ḥalāl Tourism Destinations, Islamic Tourism, Quality, Attitudes, Non-Muslim Tourists, Ḥalāl Services, and Islamic Law.

The global ḥalāl tourism business is expanding, and value research is critical to understanding the factors driving its long-term viability and expansion. Value shapes trust in ḥalāl destinations, particularly regarding services and products (Mursid & Anoraga, 2022; Yuliviona et al., 2019). Islamic values, as perceived by faith in ḥalāl tourism attributes, play a significant role in shaping customer expectations of perceived consumption value (Rodrigo & Turnbull, 2019), especially among millennial tourists (Salam et al., 2019). These values also influence Muslim tourists' attitudes towards non-Islamic countries (Aji et al., 2021).

### 3.3.4. Cluster 4 (Ḥalāl Tourism Destination)

Cluster 4 focuses on Ḥalāl tourism as a destination. The ḥalāl destination tourism study is connected to other topics such as

Value, Quality, Effect, Ḥalāl Destination, Ḥalāl Service, Opportunity, and Potential.

This topic is growing in line with the increasing demand for Muslim-friendly services and facilities, such as ḥalāl food, places of worship, and accommodations that adhere to ḥalāl standards. In the case of Indonesia, these elements can become development standards stimulated by the concept of smart tourism, which is supported by the elements of informativeness, accessibility, interactivity, and personalization for Muslim tourists (Ferdiansyah, 2020). Meeting the specific needs of Muslim tourists will provide numerous benefits, particularly for the competitiveness of destinations (Suharko et al., 2018).

The study of Ḥalāl Tourism Destinations, which is connected to many topics, reflects that the concept of ḥalāl tourism is not limited to providing Sharī'ah-compliant destinations but also involves a broader range of dimensions within tourism. According to the study by Battour and Ismail (2016), ḥalāl tourism incorporates values beyond religious compliance, such as service quality and consumer experience (Battour & Ismail, 2016). The connection between Value and Quality indicates that visitors evaluate destinations not only based on their adherence to Sharī'ah principles but also on the quality of services provided, as explained in the Service Quality Theory (Zeithaml et al., 1996). This demonstrates that ḥalāl tourism destinations must balance Sharī'ah compliance and service quality, as both influence tourists' perceived value of the destination.

However, despite the numerous identified opportunities and potential in the development of ḥalāl tourism, challenges related to Ḥalāl Service and the Effect (the impact of implementing ḥalāl tourism) still require further research. A study by El-Gohary (2016) points out that ḥalāl tourism faces obstacles in terms of standardizing ḥalāl services across different countries due to varying

interpretations and implementations of ḥalāl regulations (El-Gohary, 2016). On the other hand, the significant opportunities and potential for developing ḥalāl tourism can be seen in the growing global awareness of more inclusive tourism services. Nevertheless, empirical research on the effectiveness and impact of ḥalāl tourism implementation in different countries remains limited. Therefore, further exploration is needed to critically understand how the combination of quality services and adherence to Sharī'ah principles can create sustainable added value for ḥalāl tourism destinations.

### 3.3.5. Cluster 5 (Intention)

The 5th cluster focuses on the study topic of intention with various study sub-topics, including Value, Market, COVID, Ḥalāl Tourism Destination, Islamic Country, Quality, and Effect.

The topic of Intention, which is also connected to many other topics, indicates a strong relationship between tourists' intentions and external factors that influence their decisions. Research on Intention in the context of ḥalāl tourism is often linked to the perceived Value offered by ḥalāl destinations and how the Market responds to the specific needs of Muslim tourists. Ajzen's (1991) Theory of Planned Behavior suggests that a person's intention to engage in an action is largely influenced by their attitude toward the action, social norms, and perceived behavioral control (Ajzen, 1991). In this context, the Covid-19 pandemic introduces a new dimension, altering tourists' preferences and behavior patterns, especially in terms of safety and Quality. This study also highlights the role of Islamic Country as a significant factor influencing tourists' intention to visit ḥalāl destinations, as adherence to Islamic principles is more easily ensured in Muslim-majority countries. However, despite the substantial potential of the ḥalāl tourism market, further research is needed to understand the Effect of these factors on tourists' intentions in the post-pandemic





also extends to the ḥalāl tourism industry sector, where the quality of ḥalāl attributes such as food, religious facilities, and accommodation has not been a serious concern for ḥalāl tourism business actors (Junaidi, 2020). Therefore, Juliana (2022) recommends that to promote the development of ḥalāl tourism, it is necessary to improve the quality of ḥalāl infrastructure (Juliana et al., 2022), which will impact tourist satisfaction (Rahman et al., 2022).

Apart from the reasons above, quality is a concern for many parties because this industry contributes to economic growth and the country's foreign exchange. It has a wide market share, attracting not only local but also foreign tourists (Peristiwo, 2020). Maintaining service quality is an absolute must amid its recent high growth. Quality of service guarantees tourist satisfaction and is the main element in efforts to retain and attract new tourists. If it can be maintained, it will contribute optimally to the country's economy.

### 3.5.1.3 Intention

The ḥalāl tourism industry relies heavily on the intention factor, which pertains to the reasons why tourists visit certain destinations and their level of trust in those places. This factor plays a crucial role in determining the quality and value of the services provided by the ḥalāl tourism industry. Studies on the intention factor have been extensive, not only focusing on Muslim tourists visiting ḥalāl destinations, but also on the attitudes and behaviors of Muslim tourists visiting non-ḥalāl tourist attractions outside Islamic countries (Hanafiah & Hamdan, 2020).

### 3.5.1.4 Standard

Attention from ḥalāl tourism managers to standard aspects, especially related to service products, will strengthen the trust of tourists with high religiosity (Abror et al., 2022); Wood & Al-Azri, 2019). There is a global standard for ḥalāl tourism, which is issued by the Global Muslim Travel Index (GMTI). This

standard includes three criteria for the ḥalāl tourism industry. The first criterion is family-friendly destinations, which includes indicators such as public safety, Muslim tourists, and the number of Muslim tourist arrivals. The second criterion is Muslim-friendly destination services and facilities, which includes indicators such as food choices, ḥalāl guarantees, access to worship, airport facilities, and accommodation options. The third criterion is ḥalāl awareness and destination marketing, which includes indicators such as ease of communication, reach and awareness of the needs of Muslim tourists, air transportation connectivity, and visa requirements.

These standards are important in the ḥalāl tourism industry and are directly related to this business market. Researchers study how these standards are implemented in countries that organize ḥalāl tourism and how Islamic values are implemented through these standards. One way to measure this is by using the principles of Maqashid Syariah (YAHAYA et al., 2020).

According to Santoso's findings, the ḥalāl tourism industry needs to adopt a sustainable ḥalāl tourism regulatory model that is based on community plurality and responsive to local wisdom (Santoso et al., 2022). Although this may not be a concern for countries that do not have cultural diversity, it is still important to pay attention.

## 3.5.2 Non-Dominant Topic

It is worth noting that the presence of a non-dominant topic in a field provides researchers with an opportunity to conduct further studies and develop new research ideas. Through bibliometric analysis, it has been identified that some of the non-dominant topics in ḥalāl tourism research include Covid, Ḥalāl Service, Ḥalāl Tourism Product, and Price.

### 3.5.2.1 Covid-19

Social phenomena often influence researchers' interest in exploring research topics. One such

phenomenon that emerged in early 2019 is COVID-19, caused by the infectious disease Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2). This virus has paralyzed various sectors of life and business, especially social interactions in society, which has had a profound impact on the global tourism industry (Yudha et al., 2022). From 2019 to 2021, a significant amount of research was conducted on COVID-19, whereas research on *ḥalāl* tourism and its relation to the virus was not prevalent before 2019. However, after 2021, research on COVID-19 and its impact on *ḥalāl* tourism has decreased. As a result, the topic of COVID-19 is not as dominant in *ḥalāl* tourism research anymore.

### 3.5.2.2 *Ḥalāl* Service

There is a lack of research on *ḥalāl* services, particularly in relation to *ḥalāl* tourism. The current research is limited to faith, Islamic law, and *ḥalāl* travel destinations.

### 3.5.2.3 *Ḥalāl* Tourism Product

As in *Ḥalāl* Services, not much research has been carried out on *ḥalāl* tourism products. Fewer researchers interested in this area.

### 3.5.2.4 Price

The topic of pricing in *ḥalāl* tourism has not been extensively researched, yet it plays a significant role in determining tourists' travel intentions (Papastathopoulos et al., 2021). It will be intriguing to observe how this and other underrepresented topics develop post-COVID-19, especially with new policies from the *ḥalāl* tourism industry aimed at revitalizing this sector.

## 4. Conclusions

From the results of the discussion above, it can be concluded that 159 researchers are researching *ḥalāl* tourism consisting of 59 research clusters. The largest number of documents owned by researchers is 12 documents by Han H. *Ḥalāl* tourism research topics are also spread across 52 countries,

where Indonesia is the country with the largest number of research, namely 132 research documents. This is due to Indonesia's great attention to developing *ḥalāl* tourism potential. The potential for development is supported by the numerous languages, islands, and Muslim population.

For topic clusters (Network Visualization), research related to *ḥalāl* tourism consists of 6 main clusters, namely Market, Islamic Tourism, Value, *Ḥalāl* Tourism Destination, Intention, and Standard. Market is the first cluster due to the high interest of countries in the *ḥalāl* tourism sector which needs to be supported by research results to ensure sustainability and market improvement. From the time the topic was discussed (Overlay Visualization), the topic of COVID-19 has become one of the newest topics since the beginning of 2021 which has had a big impact on the tourism sector and has not received much attention from researchers. Apart from COVID-19, there are topics about *ḥalāl* tourism policy (*Ḥalāl* Tourism Policy), destinations (Intention), values (Value), *ḥalāl* tourism destinations (Trust), and loyalty (Loyalty). The topics that are not relatively new are markets, Islamic tourism, opportunities, potential, and Islam. Several topics are very dominant in discussing *ḥalāl* tourism. These topics include Value and Market, Quality, Intention, and Standard. The topics will become key instruments, especially concerning trust and the competitiveness of the *ḥalāl* tourism market. Meanwhile, topics that are not dominant in *ḥalāl* tourism research include Covid, *Ḥalāl* Service, *Ḥalāl* Tourism Product, and Price.

The findings of this study recommend that policymakers and practitioners focus on maintaining the value and quality of *ḥalāl* tourism services to strengthen tourist trust and market competitiveness. This can be achieved through training, improving facilities, and enhancing tourist comfort and safety while ensuring the consistent application of *ḥalāl* standards through regular *ḥalāl* certification for tourist destinations, hotels, and restaurants,



and ensuring compliance with ḥalāl guidelines. Researchers are also encouraged to explore less dominant topics such as COVID-19, ḥalāl service, ḥalāl tourism products, and pricing, to provide new insights that can support the comprehensive development of ḥalāl tourism through strategic decisions for policymakers and the industry.

The data used in this study was limited to secondary sources such as articles found in the Scopus database. Thus, the interpretation fully reflects the broad reality. Further research is needed through a Comparative Study Across Regions. This would be useful in exploring how specific differences between regions with potentially unique contexts relate to ḥalāl tourism.

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## اتجاهات السياحة الحلال: مُراجعة نظمية للأدبيات

اسماعيل

قسم اقتصاد الشريعة

جامعة المحمدية الإسلامية بيما

أونوررفيق

الدراسات العليا في قسم اقتصاد الشريعة

جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج

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المستخلص. يهدف هذا البحث إلى مراجعة ورسم خرائط منهجية للموضوعات البحثية المتعلقة بالسياحة الحلال. تمت مراجعة ما مجموعه (٣٣٣) مقالاً من قاعدة بيانات سكوبس (Scopus) العالمية باستخدام طريقة المراجعة المنهجية للأدبيات (SLR) وتطبيق VOSviewer. أظهرت النتائج وجود (١٥٩) باحثاً في مجال السياحة الحلال، مع (٥٩) مجموعة بحثية، وبلغ أعلى عدد من المقالات التي قام بنشرها باحث، (١٢) مقالاً. برزت إندونيسيا كدولة رائدة في مجال أبحاث السياحة الحلال، بواقع (١٣٢) وثيقة بحثية. ويرجع ذلك إلى تركيز الدولة على تطوير إمكاناتها في مجال السياحة الحلال، والتي تدعمها (٧٤٢) لغة و(١٧,١٠٠) جزيرة؛ ما يجعلها الدولة ذات أكبر أرخبيل. كما تمتلك إندونيسيا أعلى عدد من السكان المسلمين في جميع أنحاء العالم؛ حيث يبلغ عدد المسلمين ٨٨٪ من إجمالي سكانها و١٢٪ من المسلمين في جميع أنحاء العالم في إندونيسيا. صنفت الدراسة النتائج إلى (٣) مجموعات، هي: المجموعة القائمة على الموضوع، والمجموعة القائمة على وقت المناقشة، والمجموعة القائمة على الموضوعات السائدة وغير السائدة. بالنسبة لمجموعة الموضوعات، تتكون الأبحاث المتعلقة بالسياحة الحلال من (٦) مجموعات رئيسية، هي: السوق، والسياحة الإسلامية، والقيمة، ووجهة السياحة الحلال، والنية، والأبعاد. من حيث وقت مناقشة الموضوع، تتكون الموضوعات الأحدث من كوفيد-١٩، وسياسة السياحة الحلال، والنية، والقيمة، ووجهة السياحة الحلال، والثقة، والولاء. وفي الوقت نفسه، تتكون الموضوعات الأكثر مناقشة من السوق، والسياحة الإسلامية، والفرصة، والإمكانات، والإسلام. النتيجة النهائية هي موضوعات المناقشة السائدة وغير السائدة (تصور الكثافة). تتكون الفئات السائدة لموضوعات المناقشة من القيمة، والسوق، والجودة، والنية، والمعيان. وفي الوقت نفسه، فإن الفئات غير السائدة هي موضوعات حول كوفيد-١٩، والخدمة الحلال، ومنتجات السياحة الحلال، والأسعار. تُعدُّ نتائج هذا البحث بمثابة مرجع لتنمية السياحة الحلال. لا تزال البيانات في هذا البحث مقتصرة على البيانات الثانوية المستمدة من قاعدة بيانات سكوبس. تحتاج الأبحاث المستقبلية إلى إجراء دراسة مقارنة بين المناطق.

الكلمات الدالة: السياحة، الحلال، طريقة مراجعة الأدبيات المنهجية، برنامج التحليل الببليومتري، سكوبس

تصنيف JEL: L83, Z32, D64

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