

A bibliometric review on halal tourism development

Lina Marlina¹, Juliana Julian^{2*}, Agus Ahmad Nasrullah³, Usep Suhud⁴, Quadratov Inomjon⁵, Cucu Sutionah⁶, B. Lena Nuryanti⁷

^{1,3}Universitas Siliwangi, Tasikmalaya, Indonesia; linamarlina@unsil.ac.id (L.M.) agusahmad@unsil.ac.id (A.A.N.)

^{2,6,7}Universitas Pendidikan Indonesia, Bandung, Indonesia; julian@upi.edu (J.J.) cucu.sutionah@upi.edu (C.S.)

b.lena.nuryanti@upi.edu (B.L.N.)

⁴Universitas Negeri Jakarta, Jakarta, Indonesia; usuhud@unj.ac.id (U.S.)

⁵Tashkent State University of Economics, Tashkent, Uzbekistan; i.quadratov.ifm@tsue.uz (Q.I.)

Abstract: This study aims to see the development of research on the topic of "Halal Tourism Development" and research plans that can be carried out based on journals published on the theme. This study uses a qualitative method with a bibliometric analysis approach. The data used are secondary data on the theme of "Halal Tourism Development" which comes from the Dimension database with the number of documents 839 journal articles. Then, the data is processed and analyzed using the VosViewer application with the aim of finding out the bibliometric map of the development of "Halal Tourism Development" research in the world. The results of the study found that in bibliometric author mapping the authors who published the most research on the theme of "Halal Tourism Development" were Indratno; Ratnasari, Ririn Tri; Rinuastuti, Baiq Handayani; Marlina, Lina, Mohammed Jemal, Ismanto, Kuart; Adinugraha, Hendri Hermawan; Fasa, Muhammad Iqbal; Jennah, Nurul; Heriani; and Herdiani, Aulia. Furthermore, based on bibliometric keyword mapping there are 4 clusters with the most used words being tourism development, destination, opportunity, halal tourism destination, world, attraction, strategy, community, village, Muslim tourist, factor, Muslim, and implementation. Then, the research path topics related to Halal Tourism Development are Sustainable Halal Tourism Development, Halal Tourism Supporting Infrastructure, Determinants of Halal Tourist Satisfaction, and Halal Destination Amenities Post-COVID Pandemic.

Keywords: *Bibliometric, Halal tourism development, Research map, VosViewer.*

1. Introduction

Tourism as defined by the World Tourism Organization is people who "travel to and stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes". Halal tourism is a form of tourism that is deeply rooted in Islamic principles and involves Muslims who want to preserve religious practices while traveling and is not only limited to visits to mosques but also includes experiences closely related to nature, culture and creativity (Juliana et al., 2023a; Suban et al., 2021; Abdullah et al., 2020). It also aims to provide greater convenience for Muslim tourists to continue to practice their religion, such as prayer and fasting, while traveling. As halal awareness increases, the trend of halal tourism also shows a fairly significant upward trend (Juliana et al., 2023b). The UN World Tourism Organization estimates 69 million halal tourists in 2020, representing an average annual growth rate of 6.7% between 1995 and 2020.

This explains that the halal tourism sector is not only important for Muslim tourists but also presents economic opportunities for countries looking to attract the growing Muslim tourist demographic, which currently accounts for around 30% of the global population (Marlina et al., 2024; Pasarela et al., 2022; Juliana et al., 2022; Widodo et al., 2023). Halal tourism is growing rapidly, with estimates showing that Muslim tourists spent around \$220 billion on tourism in 2018, a figure projected to reach \$300 billion by 2026 (Anti, 2022). Muharis et al (2023) asserted that the development of halal

tourism can improve the economic landscape by attracting investment in the hospitality, food services, transportation, and entertainment sectors that are in accordance with Islamic principles. The growing awareness and demand for halal-compliant services is creating a lucrative market for businesses catering to this demographic, with countries such as Indonesia, Malaysia and Turkey positioning themselves as leading halal tourism destinations, leveraging their cultural heritage and Islamic values to attract Muslim tourists (Juliana et al., 2022; Darsono et al., 2022).

Halal tourism encompasses various elements that ensure compliance with Islamic principles, including halal accommodation which includes hotels and resorts that offer halal food, separate facilities and prayer facilities, as well as activities that respect Islamic values, with the aim of enhancing the overall travel experience for Muslim tourists (Son & Son, 2021; Juliana et al., 2023a; Sthapit et al., 2024). Seeing this, the development of halal tourism is a crucial thing that needs to be prioritized. The development of halal tourism refers to the strategic improvement of tourism services and offerings that specifically cater to Muslim tourists, while ensuring compliance with Islamic principles (Juliana et al., 2024; Marlina et al., 2024). In order to develop halal tourism, destinations must adopt management practices that integrate halal standards into their offerings (Prawira et al., 2023; Arintyas & Budiman, 2023).

Furthermore, halal tourism development faces a number of challenges that hinder its growth and effectiveness. These challenges include the lack of infrastructure needed to support halal tourism, including halal-certified accommodation, dining options, and prayer facilities. Inadequate investment in these areas can deter Muslim travelers seeking facilities that are in line with their religious practices (Muhajir & Al Hasan, 2021; Juliana et al., 2024; Perwira & Almira, 2024). Furthermore, the absence of standardized halal certification for hotels, restaurants, and food products remains a significant barrier. Without reliable certification from a recognized body such as the Indonesian Ulema Council (MUI), consumers may be hesitant to engage with tourism services, which impacts their overall experience (Pasarela et al., 2022; Nasution et al., 2023; Suhud et al., 2024). On the other hand, there is a lack of understanding among stakeholders—including local governments, businesses, and even the community—about the principles and requirements of halal tourism. This knowledge gap can lead to inadequate service offerings that do not meet the expectations of Muslim tourists (Pasarela et al., 2022; Akbar, 2022). The absence of comprehensive regulations governing halal tourism can also create uncertainty for businesses looking to enter this market. Without clear policies and guidelines, stakeholders may struggle to effectively align their services with halal standards (Nasution et al., 2023; Perwira & Almira, 2024).

The research on halal tourism has grown significantly over the past decade, reflecting the growing interest in this niche market segment within the wider tourism industry. Therefore, research on halal tourism development is essential, especially in informing best practices and improving the overall experience for Muslim travelers while contributing to economic development. By addressing existing gaps and exploring new avenues, researchers can significantly influence the perception and development of halal tourism globally.

Therefore, it is important to see the extent of the development of Halal Tourism Development today through research, and one method that can be used to see the development of research is bibliometrics using VosViewer. This method is able to create and display a map of author journals and research paths based on co-citation data or a keyword map based on joint incident data. Several studies that examine Halal Tourism Development are Mahardhani et al (2024) evaluated the research progress and knowledge structure regarding the impact of supporting facilities on halal tourism development. This study concluded the limitations of the research, with the Islamic Marketing Journal being the most active publisher in this field, contributing six articles. Indonesia emerged as a major contributor to halal tourism research, driven by its significant Muslim population and the economic potential of this niche market. Key facilities, such as mosques, prayer rooms, and high-quality halal food options, were identified as important factors influencing Muslim tourists' destination choices.

Chantarungsri et al (2024) conducted a bibliometric analysis of Halal tourism research from 2013 to 2023. The study revealed an exponential growth in publications, highlighting influential works such as those by Battour M. in *Tourism Management Perspectives*. Analysis of 67 most cited authors identified

four main schools of thought namely Islamic principles, customer satisfaction, risk management, and Muslim tourist experience. Keyword analysis identified dominant themes such as Halal certification and food, indicating emerging opportunities in heritage tourism and technology integration. The study also identified key research gaps, advocating for investigations into the intersection of heritage tourism with Halal tourism, the impact of Halal certification, and the role of technology in enhancing travel experiences. Policy recommendations include developing a Muslim tourist-friendly environment, streamlining Halal certification, and promoting cultural attractions.

Supardin et al (2023) conducted a bibliometric analysis related to halal tourism based on the results of published empirical research studies. This study shows that research related to halal tourism is still relatively rare, especially in countries/locations where the majority of the population is non-Muslim. This can be seen from the majority of previous studies conducted in Muslim-majority countries/locations, such as Malaysia and Indonesia. This study suggests that in the future, research should focus more on countries/locations where the majority of the population is non-Muslim.

Yagmur et al (2020) reviewed the studies published in the international literature on halal tourism between 1975 and 2019. The study stated that the increasing competition between emerging halal markets and countries in the halal market has increased the interest of researchers in this field in recent years. This is evidenced by the results of the study which stated that research in the field of halal tourism has increased in recent years. It was also concluded that halal tourism research was mostly conducted after 2011 and showed a significant increase in 2016, the majority of publications were in the form of study papers and the average number of citations in the field was 3.1, and the h-index was seven.

Gabdrakhmanov et al (2016) discuss the uniqueness of halal tourism development in Russia. Specifically, this study reveals the history, basic requirements, problems, and prospects for the development of halal tourism destinations in Russia. This study explains that the potential of the international market for halal products continues to grow along with the growth of the Muslim population and the spread of Islamic traditions, so it has great prospects. The current situation of tourist exchange between Muslim countries and Russia is unfavorable. Muslim citizens tend to be passive in international tourism, which complicates the spread of halal tourism. However, on the other hand, consumption of these products continues to increase among residents of non-Muslim countries. The halal industry is a relatively new phenomenon in the Russian Federation, which makes this area less scientifically studied. Although Russia has predominantly Muslim regions, currently the great potential of halal tourism destinations is still in the early stages of development, and its dynamic growth may take a long time. In addition, this study considers issues related to Islamic banking. Steps for the development of the Islamic economy, including the targeted activity of the Tatarstan authorities, since this region is one of the most economically developed regions in Russia.

Bhuiyan & Darda (2018) investigated the prospects of halal tourism development in Bangladesh. Bangladesh, a country with extraordinary natural beauty, is working on developing sustainable tourism strategies for its economic development. As the fourth largest Muslim-majority country and hosting the second largest annual Muslim gathering "Biswa Ijtema", the country has bright prospects for halal tourism destinations. Halal tourism promotes the needs of Muslim tourists through tourism facilities, infrastructure, and products and services. The study concluded that the tourism industry has been growing in recent years and its contribution to the total economy is increasing steadily. The government of Bangladesh should take a strategic plan to utilize this high opportunity to enhance the contribution of halal tourism to its growing economy. Public-private partnerships under stable political conditions and sustainable community harmony are essential for further development of halal tourism in Bangladesh.

Azam et al (2019) explained the definition, justification, and scope towards sustainable development in halal tourism. This study explains that halal tourism, as part of the halal industry, offers great opportunities for economic growth while supporting sustainability, which is a global concern in various aspects of life (economic, social, and environmental). Halal tourism has developed into a lifestyle for Muslim tourists. In addition, halal tourism supports several Sustainable Development Goals (SDGs) with the potential for greater contributions in the future. This study provides a universal definition of "halal," including making it an acronym that covers various key attributes, as well as integrating aspects

of sharia, consumers, destinations, purposes, products, and services in defining halal tourism. This study also highlights the important role of halal tourism in global sustainability, opening up opportunities for further research on other components of the halal industry and their contributions to the SDGs.

Adirestuty et al (2023) analyzed studies published in international literature on halal tourism management between 2012 and 2021. This study found that studies in halal tourism management have increased in recent years. It was also concluded that this research was mostly conducted after 2012 and showed a significant increase in 2020. Most of the publications were in journal form, with the most author affiliations from Universitas Teknologi Mara, which was 32 articles. In addition, the most relevant keyword was halal tourism, which was 16% and mentioned 43 times.

This research was conducted to complement existing research and fill the gaps in previous research and to expand the literature related to Halal Tourism Development through research paths. Specifically, the purpose of this study is to see the development of "Halal Tourism Development" research published by journals with the theme and to see future research opportunities by formulating a research agenda.

2. Method

In this study, various scientific journal publications related to the theme of "Halal Tourism Development" worldwide were used as data sources. Data were collected by searching for journal publications indexed by the Dimension database using the keyword "Halal Tourism Development". After that, scientific articles or journals relevant to the research theme will be selected based on the publication data that has been collected. Journals equipped with DOI are the criteria in the data filtering and processing process using software. There are 839 journal articles published from within the research theme of "Halal Tourism Development". The development of publication trends related to the research topic was analyzed using VOSviewer software, which can display bibliometric maps and allow for more detailed analysis.

In order to build a map, VOSviewer uses the abbreviation VOS which refers to Visualizing Similarity. In previous studies, the VOS mapping technique has been used to obtain bibliometric visualizations which were then analyzed. Furthermore, VOSviewer is able to create and display author journal maps based on co-citation data or keyword maps based on co-incident data. Therefore, in this study, an analysis of journal maps related to "Halal Tourism Development" will be carried out, including author maps, and keywords which are then analyzed for research paths that can be carried out in the future through clusters on keyword mapping.

This study uses a descriptive qualitative approach with meta-analysis and descriptive statistical literature study based on 839 journal publications discussing the theme of "Halal Tourism Development". Meta-analysis is a method that integrates previous research related to a particular topic to evaluate the results of existing studies. Furthermore, the qualitative method used in this study is also referred to as a constructive method, where the data collected in the research process will be constructed into a theme that is easier to understand and meaningful. The sampling technique used in this study is the purposive non-probability sampling method, which aims to meet certain information in accordance with the desired research objectives.

3. Result and Discussion

3.1. Bibliometric Author Mapping

By using bibliometric analysis using VOSviewer software, a mapping of authors who contribute to the field of "Halal Tourism Development" is obtained. The resulting image provides a visual representation of the mapping, the larger and brighter the point marked in yellow, the greater the number of journal publications related to the theme of "Halal Tourism Development" that have been published by the author.

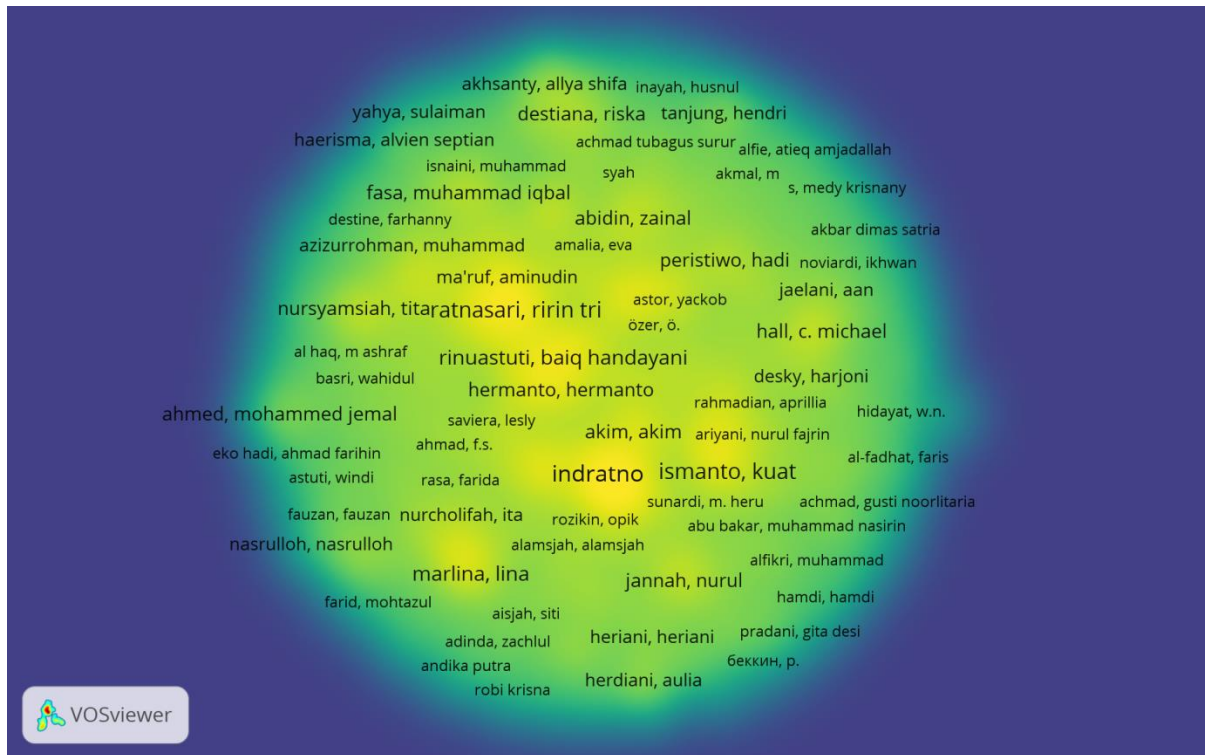


Figure 1:
Author contributed

The image above explains that the density of clusters in the bibliometric map depends on the intensity of the yellow color shown. And the yellow color on the map depends on the number of items related to other items. Therefore, this section is a very important part to get an overview of the general structure of the bibliometric map that is considered important to analyze. From this, the authors who publish the most works can be identified.

In general, each author or researcher has different tendencies in each publication of their work. On some occasions, an author appears as a single author, but on other occasions the author can write together with other authors or researchers, so that it will affect the cluster density and some clusters show different densities. However, authors who have a fairly large cluster density identify that the author has published the most research on the theme of "Halal Tourism Development", when compared to authors with lower cluster densities, so that the results found can be a reference for other researchers in the future. From the results of the analysis, it was found that the authors who published the most related to "Halal Tourism Development" include Indratno; Ratnasari, Ririn Tri; Rinuastuti, Baiq Handayani; Marlina, Lina, Mohammed Jemal, Ismanto, Kuat; Fasa, Muhammad Iqbal; Jennah, Nurul; Heriani; and Herdiani, Aulia.

3.2. Research Map

The figure below describes the trend of keywords that appear in the research on the theme of "Halal Tourism Development" and the larger form is the most used word in journal publications with the theme of "Halal Tourism Development".

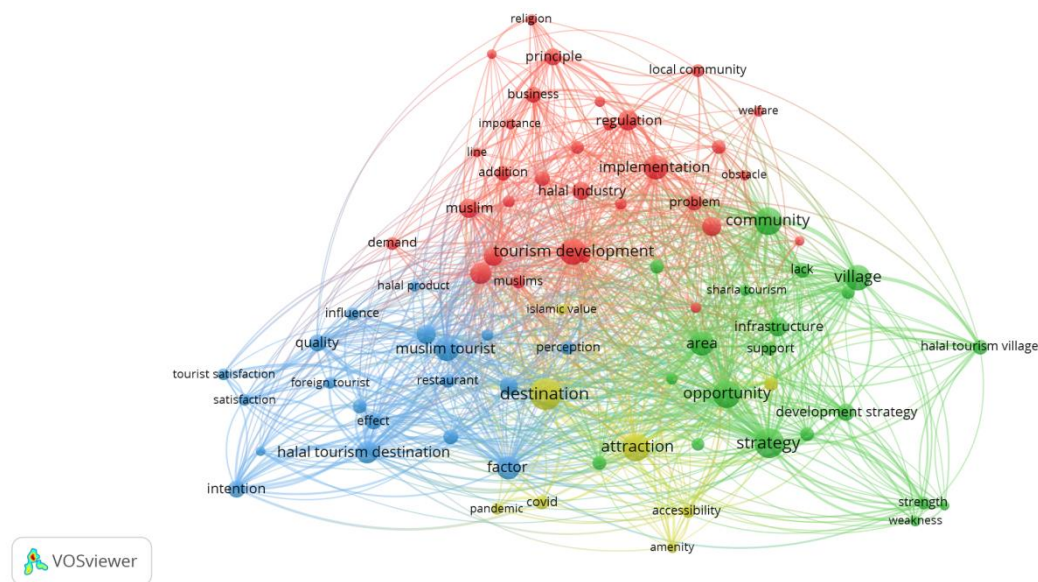


Figure 2.
Trend keyword.

In the mapping, the keywords that appear most frequently in the publication "Halal Tourism Development" include tourism development, destination, opportunity, halal tourism destination, world, attraction, strategy, community, village, Muslim tourist, factor, Muslim, and implementation which are then divided into 4 clusters, as follows:

3.3. Cluster 1 :Sustainable Halal Tourism Development

This cluster contains 31 keyword items, namely actor, addition, business, collaboration, demand, economic growth, halal industry, implementation, importance, increase, Islam, Islamic law, Islamic tourism, line, local community, local government, Muslim, Muslims, obstacle, principle, problem, prospect, regulation, religion, sharia, sustainable halal tourism, sustainable tourism, tourism development, trend, welfare, world.

Several studies relevant to the topic in cluster 1 include research from Zarkasyi et al (2022) which examines the development of halal tourism strategies in Ponorogo Regency, Indonesia, using a stakeholder approach. The contribution of the Muslim-friendly tourism sector, or halal tourism, to economic growth has increased significantly over the past five years. Indonesia is in the top five countries for Muslim overseas travel. This country has natural and cultural resources related to the Islamic world so that it is ready to transform into a halal tourism destination. However, there is still a gap in understanding about halal tourism so that some parties refuse to carry the theme of halal tourism in various provinces or regions in Indonesia. The results of the study highlight the need for clear government guidelines, increased awareness among stakeholders, and empowerment of the tourism business sector, while emphasizing the role of academics, media, and local communities in promoting halal tourism.

Indratno et al (2022) identified the potential for sustainability and inclusivity in the development of halal tourism. The results of this study indicate that the potential for sustainability and inclusivity in Alamendah Village has been well realized, but requires better regulatory and administrative support to realize sustainable and inclusive halal tourism. Peristiwa (2021b) discusses the important role of transportation in supporting sustainable halal tourism in Indonesia. The potential for developing halal tourism in Indonesia is considered very promising and will become a business that is of interest to many tourism business actors. This is in line with the increase in halal tourism from year to year.

Transportation has an important role in supporting sustainable halal tourism. The results of the study concluded that transportation has an important role for sustainable halal tourism, because the main characteristic of tourists is mobility. Challenges and problems in sustainable halal tourism transportation services in Indonesia in general are still faced with problems of increasing safety, increasing smooth mobility and problems of service accessibility.

Rasyid (2019) analyzed the potential for halal tourism development in Indonesia along with the opportunities and challenges that will be faced. This study explains that halal tourism has grown rapidly in recent decades. The potential for halal tourism business is very large along with the increasing economy of Muslim countries. Many countries, both Muslim and non-Muslim, are competing to become halal tourism centers, including Indonesia. As a country with a Muslim majority population and supported by extraordinary natural resources, Indonesia can become the world's halal tourism center. However, in reality, Indonesian halal tourism is still lagging behind other countries such as Malaysia, Thailand, and Singapore.

Other relevant studies include Sulong et al (2024) who developed the Sustainable Halal Tourism Composite Performance Index (SHTCPI) to assess the sustainability of the global halal tourism industry from 2010 to 2020 in 116 countries. This study emphasizes that halal tourism is still developing, with many Muslim-majority countries lagging behind the best-performing countries, and the SHTCPI aims to assist policymakers in promoting sustainable halal tourism. Santoso & Cahyani (2022) discuss the implementation of pentahelix collaboration policies in halal tourism development. This study highlights the comparative advantages and variances in collaboration between the two regions, while also noting the challenges posed by the lack of a legal framework.

Amalia et al (2024) explored sustainable strategies for the halal tourism industry, emphasizing the importance of innovation and environmental awareness in enhancing tourist experience and satisfaction. The study revealed that innovation significantly influences tourist experience, while both factors are critical to the sustainable development of the industry post-COVID-19. Danarta et al (2024) examined the development of halal tourism in Indonesia, emphasizing the synergy between religion and sustainable tourism. The study highlighted how religious principles can guide halal practices and how integrating sustainable tourism can enhance economic opportunities and improve tourism services, thereby positioning Indonesia as a leading halal tourism destination.

Ilmi & Ambariyanto (2024) examined the role of halal tourism in achieving the Sustainable Development Goals (SDGs) and identified factors influencing its growth in Indonesia. The study findings show that halal tourism can alleviate poverty, ensure food security, and improve infrastructure, but faces challenges such as the lack of regulatory framework, while community and business support are essential for its development. Setiawan et al (2025) identified key factors shaping sustainable halal tourism by integrating sustainability and religious morality, which contributes to the development of Sustainable Cities and Communities. This study highlights the positive impacts of religious morality, economic, environmental, and social aspects on sustainable halal tourism, and advocates a balanced approach that is in line with moral values and the United Nations Sustainable Development Goals.

Aimon & Zulvianti (2023) investigated the antecedents of Electronic Word of Mouth (eWoM) for the context of halal tourism, including psychological safety, sustainable tourism development, halal-friendly destination performance, and tourist satisfaction. This study concluded that psychological safety and halal-friendly destination performance significantly influenced tourist satisfaction. However, sustainable tourism development did not significantly influence tourist satisfaction. In addition, psychological safety, sustainable tourism development, halal-friendly destination performance, and tourist satisfaction also influenced Electronic Word of Mouth (eWoM). Tourist satisfaction did not mediate the influence of psychological safety, sustainable tourism development, and halal-friendly destination performance on electronic Word of Mouth (eWoM).

3.4. Cluster 2: Halal Tourism Supporting Infrastructure

This cluster contains 20 keyword items, namely area, availability, community, development strategy, economic development, existence, halal tourism village, human resource, infrastructure, lack, opportunity, sharia tourism, strategy, strength, support, threat, tourism potential, village, weakness,

worship. The availability of facilities or infrastructure available at halal tourist attractions is an important factor in the development of halal tourism. This aims to create a satisfying experience for tourists. In addition, infrastructure development not only meets the needs of visitors by providing accessibility and comfort, but also contributes to local economic growth and the global reputation of the tourist destination.

A number of studies that examine matters relevant to the topic in cluster 2 have not been explored specifically, and among the relevant studies, Hidayat (2023) provides a comprehensive overview of the strategy for developing halal tourism in Indonesia through a smart tourism approach. The research findings show that a smart tourism approach, through the use of digital technology, engagement with local communities, and strengthening infrastructure, is the key to the success of halal tourism development. This integrated solution not only creates significant economic opportunities but also supports cultural preservation, positioning halal tourism as an inclusive and competitive sector on a global scale.

Similar things were also found in the study by Surya et al (2022) which evaluated the influence of tourist attractions and supporting infrastructure on the satisfaction of Muslim tourists at Lake Toba. The results of the study emphasized the significant influence of tourist attraction variables on the satisfaction of Muslim tourists, as well as Tourism Infrastructure. This explains that infrastructure is also a key element in developing halal tourism. Research from Lestari et al (2022) also re-emphasizes the importance of halal tourism attributes through research that investigates how destination competitiveness attributes, especially core resources and attractions, supporting factors, and destination management, influence tourists' intentions to visit halal tourist destinations in Indonesia. The research findings show that perceived behavioral control, perceived value, and trust directly influence this intention, while supporting factors also have a direct impact, and other attributes act as mediators.

In the study of Septiana & Mohamad (2018) which analyzed the perceptions of Muslim tourists towards infrastructure that supports halal tourism in Kuala Lumpur, Malaysia, it was also found that facilities such as transportation, accommodation, food, and places of worship are easily accessible and effectively support halal tourism, resulting in a positive perception among Muslim tourists towards halal tourism infrastructure in the city. Mahardhani et al (2024) analyzed the impact of supporting facilities on the development of halal tourism, and the results highlighted important facilities such as mosques and halal food options that influence the choices of Muslim tourists.

3.8. Cluster 3: Determinants of Halal Tourist Satisfaction

This cluster contains 19 keyword items, namely effect, environment, factor, foreign tourist, halal food, halal product, halal tourism destination, halal tourist destination, impact, influence, intention, knowledge, Muslim tourist, Muslim traveler, perception, quality, restaurant, satisfaction, tourist satisfaction.

Several relevant studies include Wibowo & Khoiruddin (2022) who analyzed the relationship between travel motivation and tourist satisfaction, and how 'Religion' moderates the relationship. The results of the study found that Islamic attributes have a significant effect on tourist satisfaction. Travel motivation consisting of pull motivation and push motivation has also been shown to have a significant effect on tourist satisfaction. Zulvianti et al (2022) analyzed the effect of environmental and non-environmental factors on tourist satisfaction at halal tourist destinations in West Sumatra. The results showed that environmental factors (perceived environmental values) and non-environmental factors (halal-friendly destination performance, sustainable tourism development, and halal destination image) affect tourist satisfaction. Furthermore, sustainable tourism development mediates the effect of perceived environmental value on tourist satisfaction. However, sustainable tourism development does not mediate the effect of halal-friendly destination performance on tourist satisfaction. Meanwhile, halal destination image does not moderate the effect of sustainable tourism development on satisfaction.

Rashid et al (2019) analyzed the factors that influence the satisfaction of Muslim tourists traveling to non-Muslim countries. The results of the study found that three factors had a significant and positive influence on tourist satisfaction, namely Safety and Security, Socio-Cultural Attraction of the Destination, and finally the Availability of Halal Food. The results of the study also concluded that

there was no significant difference between the travel motivations of Muslims and the general travel population. Tourism stakeholders (both from the public and private sectors) must continue to focus on ensuring the safety and security of visitors, while highlighting the unique and beautiful social and cultural aspects of destinations as a primary strategy. In addition, information about the availability and location of halal food outlets is also important. Given the flexibility contained in the sharia for travelers (such as praying jama' qasar, praying on a moving vehicle, and so on), it is not surprising that the availability of prayer facilities does not have a significant relationship with travel satisfaction.

Mas' ud et al (2022) analyzed the relationship between destination brand awareness, brand image, brand quality, and brand value in terms of increasing visitor satisfaction in Lombok Island as the world's best halal tourism destination. The results of the study concluded that destination brand value is a predictor of visitor satisfaction. This study also shows that characteristics such as convenience, price fairness, enjoyment, and receiving benefits all contribute positively to the brand value of a location. Haryanto et al (2024) tested the effect of halal tourism governance on halal tourist satisfaction by using halal tourism branding as a mediating role to increase tourist satisfaction. The results of the study showed that halal tourism governance had a positive and significant effect on halal tourist satisfaction and halal tourism branding. The results also showed that halal tourism branding did not have a positive and significant effect on halal tourist satisfaction because the public considered halal tourism branding to be common and common.

Yusup et al (2022) examined the relationship between destination brand awareness, brand image, brand quality, and brand value in enhancing tourist satisfaction in Lombok, Indonesia, a recognized halal tourism destination. This study confirmed that destination brand value significantly influences tourist satisfaction, highlighting the importance of enhancing brand image to enhance overall brand value. Wibowo & Khoiruddin (2022) examined the relationship between tourist motivation and tourist satisfaction in halal tourism, specifically in Bukittinggi City, West Sumatra, while exploring how religion moderates this relationship. The study findings showed that pull and push motivations significantly and positively influence tourist satisfaction, with Islamic attributes also playing an important role.

3.9. Cluster 4: Halal Destination Amenities Post-COVID Pandemic

This cluster contains 8 keyword items, namely accessibility, amenity, attraction, covid, destination, islamic value, local wisdom, pandemic. Research related to the topic in cluster 4 is still quite rare, among the relevant studies, Musfiroh et al (2021) analyzed the impact of Covid 19 on the halal tourism sector and how to revive the halal tourism sector during the Covid 19 pandemic. Covid 19 has had an impact on various sectors of human life. One of them is the tourism sector. The tourism industry, which is predicted to be the second largest source of foreign exchange for Indonesia, has experienced a fairly drastic decline. Likewise, the halal tourism sector has also been quite badly affected by the Covid 19 pandemic. This is because the key to developing the halal tourism sector is Muslim tourists or visitors who come. To revive the tourism sector, a number of strategies are needed by the government to improve the economy in the halal tourism sector.

Muawanah et al (2021) examined the survival strategy of halal tourism in the era of the COVID-19 pandemic. This study explains that halal tourism has great potential for the Indonesian economy and is currently trying to maintain its sector from the Covid-19 or corona virus outbreak. The impact of this virus is felt by everyone in the world, not only that, it even threatens all sectors that affect the economy. Among these sectors is halal tourism. Indonesia's strategy in maintaining halal tourism is to prioritize improving destinations, preparing budget support from cooperation with halal tourism, providing mitigation SOPs, strengthening regulations for tourists from abroad entering Indonesia.

Peristiwo (2021a) examines the impact of Covid-19 on the role of the transportation sector in the halal tourism industry in Indonesia, and identifies the opportunities and challenges of the transportation sector for halal tourism during the Covid-19 pandemic. The Covid-19 pandemic has slowed down the world economy, especially Indonesia, especially in the halal tourism sector. As is known, the halal tourism sector has been hit hard by the Covid-19 pandemic, especially in the transportation sector which is largely regulated by physical distancing restrictions. The results of the study explain that there

has been a change or shift in behavior from activities before Covid-19 to the Covid-19 era which has a direct impact on decreasing the movement or mobility of the Indonesian population in the halal tourism transportation sector. Transportation with health elements as the main requirement that needs to be applied in halal tourism is an important aspect for sustainable halal tourism during the Covid-19 pandemic.

4. Conclusion

This study aims to determine the extent of the development of research on the theme of "Halal Tourism Development" in the world. The results of the study indicate that the number of research publications related to "Halal Tourism Development" is 839 journal articles indexed by Dimension. Furthermore, based on the results of the analysis of bibliometric author mapping, it shows that Indratno; Ratnasari, Ririn Tri; Rinuastuti, Baiq Handayani; Marlina, Lina, Mohammed Jemal, Ismanto, Kuat; Adinugraha, Hendri Hermawan; Fasa, Muhammad Iqbal; Jennah, Nurul; Heriani; and Herdiani, Aulia are the authors who have published the most with the theme of "Halal Tourism Development". Furthermore, in the development of research related to "Halal Tourism Development" based on bibliometric keyword mapping, it is divided into 4 clusters with the most widely used words being tourism development, destination, opportunity, halal tourism destination, world, attraction, strategy, community, village, Muslim tourist, factor, Muslim, and implementation. Based on frequently used keywords, it can be grouped into 4 research map clusters with topics discussing Sustainable Halal Tourism Development, Halal Tourism Supporting Infrastructure, Determinants of Halal Tourist Satisfaction, and Halal Destination Amenities Post-COVID Pandemic.

Copyright:

© 2024 by the authors. This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

References

- [1] Abdullah, A. A., Awang, M. D., & Abdullah, N. (2020). Islamic tourism: the characteristics, concept and principles. *KnE Social Sciences*, 196-215.
- [2] Adirestuty, F., Rosida, R., & Hardiansyah, K. (2023). Bibliometric Analysis on Management of Halal Tourism. In *4th International Conference on Islamic Economics, Business, Philanthropy, and PhD Colloquium (ICIEBP 2022)* (pp. 247-265). Atlantis Press.
- [3] Aimon, H., & Zulvianti, N. (2023). Do Sustainable Tourism Development, Psychological Safety, and Halal Friendly Destination Performance Lead to Tourist Electronic Word of Mouth? The Role of Tourist Satisfaction. *International Journal of Sustainable Development & Planning*, 18(4).
- [4] Akbar, M. F. (2022). Halal Tourism Opportunities To Increase Tourist Visits In Indonesia. *Journal of Indonesian Tourism and Policy Studies*, 6(2), 1.
- [5] Amalia, F. A., Nova, M., Koh, C., & Suhartanto, D. (2024). Sustainable development in halal tourism industry: The role of innovation and environmental concern. In *E3S Web of Conferences* (Vol. 479, p. 07038). EDP Sciences.
- [6] Anti, A. R. (2022, December). Halal Tourism: Opportunities for Islamic Economic Development. In *International Conference on Islamic Studies (ICIS)* (pp. 333-339).
- [7] Arintyas, A. P. R. D. A., & Budiman, R. C. P. (2023). Halal Tourism Towards Equity Representation of Multicultural Identity and Human Development: A Case of Lombok, Indonesia. *Jurnal Kepariwisata: Destinasi, Hospitalitas dan Perjalanan*, 7(2), 154-166.
- [8] Azam, M. S. E., Abdullah, M. A., & Razak, D. A. (2019). Halal tourism: definition, justification, and scopes towards sustainable development. *International Journal of Business, Economics and Law*, 18(3), 23-31.
- [9] Bhuiyan, A. H., & Darda, A. (2018). Prospects and potentials of halal tourism development in Bangladesh. *Journal of Tourismology*, 4(2), 93-106.
- [10] Chantarungsri, C., Popichit, N., Rugthangam, S., Wattana, N., Chuanchom, J., & Sukmak, M. (2024). Mapping the landscape of halal tourism: a bibliometric analysis. *Cogent Social Sciences*, 10(1), 2365507.
- [11] Danarta, A., Pradana, M. Y. A., Abror, I., & Yahya, N. E. P. S. (2024). Encouraging Religion and Sustainable Tourism as a Conception of Indonesian Halal Tourism Development. *Revista de Gestão Social e Ambiental*, 18(7), e05920-e05920.
- [12] Darsono, C., Uyun, M., & Isnaini, M. (2022). Halal Tourism Based Economy Development. *Jurnal Islam Nusantara*, 6(2), 72-79.
- [13] Gabdrakhmanov, N. K., Biktimirov, N. M., Rozhko, M. V., & Khafizova, L. V. (2016). Problems of development of halal tourism in Russia. *Journal of Organizational Culture, Communications and Conflict*, 20, 88.

- [14] Haryanto, R., Anwar, M. M., Harisah, H., & Fadllan, F. (2024). Tourist satisfaction toward halal tourism: the role of tourism governance and branding. *Journal of Islamic Marketing*, 15(9), 2229-2244.
- [15] Hidayat, H. (2023, December). Development Strategies For Halal Tourism In Indonesia Through The Smart Tourism Approach. In *International Conference On Digital Advanced Tourism Management And Technology* (Vol. 1, No. 2, pp. 178-187).
- [16] Ilmi, H., & Ambariyanto, A. (2024). Does Halal Tourism Development Support Achievement of SDGs Goals? A Systematic Literature Review. *Jurnal Ilmiah Ekonomi Islam*, 10(1), 85-95.
- [17] Indratno, I., Rachmiatie, A., Martian, F., Yuniar, N., Sonya, V. M., & Anisa, Y. H. (2022). Development of Sustainable Halal Tourism in Alamendah Village, Bandung Regency. *Mimb. J. Sos. Dan Pembang.*, no. 0, Art. no. 0.
- [18] Juliana, J., W. Mahri, A.J., Salsabilla, A.R., Muhammad, M. and Nusannas, I.S. (2023a), "The determinants of Muslim millennials' visiting intention towards halal tourist attraction", *Journal of Islamic Accounting and Business Research*, Vol. 14 No. 3, pp. 473-488. <https://doi.org/10.1108/JIABR-02-2021-0044>
- [19] Juliana, J., Darmawan, H., Rahayu, A., Asya'bani, N., Hidayat, T., & Purnama, E. (2023b). Does the Quality of Service affect the Loyalty of Sharia Hotel Guests?. *Islamic Research*, 6(1), 49-62. <https://doi.org/https://doi.org/10.47076/jkps.v6i1.191>
- [20] Juliana, J., Putri, F.F., Wulandari, N.S., Saripudin, U. and Marlina, R. (2022), "Muslim tourist perceived value on revisit intention to Bandung city with customer satisfaction as intervening variables", *Journal of Islamic Marketing*, Vol. 13 No. 1, pp. 161-176. <https://doi.org/10.1108/JIMA-08-2020-0245>
- [21] Juliana, J., Syiva, A. N., Rosida, R., Permana, E., Zulfikar, R. M., Abduh, M., & Inomjon, Q. (2024). Revisit Intention Muslim Tourists to Halal Tourism in Yogyakarta: Analysis of Facilities, Promotion, Electronic Word of Mouth, and Religiosity. *Review of Islamic Economics and Finance*, 7(1), 1-22.
- [22] Lestari, Y. D., Saidah, F., & Putri, A. N. A. (2022). Effect of destination competitiveness attributes on tourists' intention to visit halal tourism destination in Indonesia. *Journal of Islamic Marketing*, 14(4), 937-965.
- [23] Mahardhani, A. J., Setiawan, Z., Harahap, E. F., Udiati, T., Gutomo, R. T., Kraugusteeliana, K., & Rahim, R. (2024). Assessing the impact of supporting facilities on the development of halal tourism: A bibliometric review. *Journal of Infrastructure, Policy and Development*, 8(11), 8286.
- [24] Marlina, L., Juliana, J., Rahmat, B. Z., Nasrullah, A. A., Ismail, S., & Inomjon, Q. (2024). Indonesia's Strategy Creating Halal Tourism for Sustainable Development Goals: Analytical Network Process Approach. *Journal of Lifestyle and SDGs Review*, 5(1), e03403. <https://doi.org/10.47172/2965-730X.SDGsReview.v5.n01.pe03403>
- [25] Mas'ud, R., Aminy, M. M., Ramadani, L. A., Elbadriati, B., & Yusup, M. (2022). Tourist satisfaction in lombok island as the world's best halal tourism destination. *Journal of Environmental Management & Tourism*, 13(1), 252-263.
- [26] Muawanah, M., Fauziah, N. D., Toha, M., & Manaku, A. C. (2021). The survival strategy of halal tourism in Covid-19 pandemic era. *Indonesian Interdisciplinary Journal of Sharia Economics (IJSE)*, 3(2), 165-177.
- [27] Muhajir, M. N. A., & Al Hasan, F. A. (2021). The Development of Halal Tourism Destinations in Indonesia: Potentials, Opportunities and Challenges. *Al-Kharaj: Journal of Islamic Economic and Business*, 3(2).
- [28] Muharis., Saidi, M., Alfatwari, D., & Ahmad. (2023). Halal Tourism: Trend, Opportunities, Challenges and Impact of Halal Tourism on Conventional Tourism. *JMET: Journal of Management Entrepreneurship and Tourism*, 1(1), 21-28.
- [29] Musfiroh, A., Mugiyati, M., & Iman, A. K. N. (2021). Strategies to improve halal tourism in Indonesia during the pandemic covid-19. *Jurnal Ilmiah Ekonomi Islam*, 7(2), 1048-1052.
- [30] Nasution, S. M., Lubis, F. A., & Batubara, C. (2023). Opportunities and Challenges in Implementing Halal Tourism Destinations in the Lake Toba Parapat Area, Simalungun Regency. *Indonesian Interdisciplinary Journal of Sharia Economics (IJSE)*, 6(2), 1262-1288.
- [31] Pasarela, H., Soemitra, A., & Nawawi, Z. M. (2022). Halal Tourism Development Strategy in Indonesia. *Konfrontasi: Jurnal Kultural, Ekonomi Dan Perubahan Sosial*, 9(1), 14-26.
- [32] Peristiwo, H. (2021a). Impact of the Covid-19 pandemic on Indonesia halal tourism transportation. *Journal of Digital Marketing and Halal Industry*, 3(1), 19-36.
- [33] Peristiwo, H. (2021b). Role Of Transportation Their Supporting Sustainable Halal Tourism In Indonesia. *IQTISHODUNA: Jurnal Ekonomi Islam*, 10(2).
- [34] Perwira, Y., & Almira, Z. (2024). Analyzing Halal Tourism Implementation Challenges and Opportunities in Siak District, Riau. *Cebong Journal*, 13(2), 85-93.
- [35] Prawira, M. F. A., Pamungkas, Y., Agustin, D. L. I., Tanisa, F. S., Alviana, A. D., Anisa, D. N., & Syam, R. (2023). Halal Tourism Destination from Tourist Perspectives: A Review. *Journal of Tourism Sustainability*, 3(1), 50-60.
- [36] Putra, M. F. S., & Tucunan, K. P. (2021). The concept of halal tourism and the fulfillment of muslim tourist needs in halal tourism. *Halal Research Journal*, 1(2), 56-62.
- [37] Rashid, N. R. N. A., Akbar, Y. A. A., Laidin, J., & Muhamad, W. S. A. W. (2019). Factors influencing Muslim tourists satisfaction travelling to non-Muslim countries. In *Contemporary management and science issues in the Halal Industry: Proceedings of the International Malaysia Halal Conference (IMHALAL)* (pp. 139-839). Springer Singapore.
- [38] Rasyid, A. (2019, April). Sustainable development of halal tourism in Indonesia: opportunities and challenges. In *WoMELA-GG 2019: The 1st Workshop on Multimedia Education, Learning, Assessment and its Implementation in Game and Gamification in conjunction with COMDEV 2018, Medan Indonesia, 26th January 2019, WOMELA-GG* (p. 131). European Alliance for Innovation.
- [39] Santoso, L., & Cahyani, Y. T. (2022). Pentahelix's Collaboration In The Development of Halal Tourism For Sustainable Regional Economic Development. *IQTISHADIA Jurnal Ekonomi & Perbankan Syariah*, 9(2), 222-237.

- [40] Septiana, K. N., & Mohamad, N. A. B. (2018). The Perception of Muslim Travellers of The Supporting Facilities of Halal Tourism in Kota Kuala Lumpur Malaysia. *Sumatra Journal of Disaster, Geography and Geography Education*, 2(2), 80-85.
- [41] Setiawan, F., Qadariyah, L., Nahidloh, S., & Jumanto, J. (2025). Towards SDG Sustainable Halal Tourism Development: Integration of Sustainability and Religious Morality. *Journal of Lifestyle and SDGs Review*, 5(2), e02893-e02893.
- [42] Sthapit, E., Björk, P., Coudounaris, D. N., & Jiménez-Barreto, J. (2024). Memorable Halal tourism experience and its effects on place attachment. *International Journal of Hospitality & Tourism Administration*, 25(3), 575-601.
- [43] Suban, S. A., Madhan, K., & Shagirbasha, S. (2021). A bibliometric analysis of Halal and Islamic tourism. *International Hospitality Review*, (ahead-of-print).
- [44] Suhud, U., Allan, M., Juliana, J., & Rahmi, R. (2024). The drivers of addiction to online shopping, social media, and tourism: A study of cyborg consumers. *International Journal of Data and Network Science*, 8(3), 1405-1414.
- [45] Sulong, Z., Chowdhury, M. A. F., Abdullah, M., & Hall, C. M. (2024). Constructing sustainable halal tourism composite performance index for the global halal tourism industry. *Asia Pacific Journal of Tourism Research*, 1-17.
- [46] Supardin, L., Suyanto, M., Hidayat, A., & Wijaya, T. (2023). A bibliometric analysis of halal tourism: future research agenda. *Journal of Islamic Accounting and Business Research*, (ahead-of-print).
- [47] Surya, E. D., Saragih, M. G., & Siregar, N. (2022). Analysis of the Effect of Tourism Objects and Tourism Infrastructure on the Satisfaction of Muslim Tourists Visiting Halal-Based Tourist Destinations in the Lake Toba Tourism Area. In *1st Virtual Workshop on Writing Scientific Article for International Publication Indexed DIMENSION (1st WoW-SAIPIS 2021)* (p. 540).
- [48] Wibowo, M. G., & Khoiruddin, A. Y. (2022). Determinant of Tourist Satisfaction on Halal Tourism: Examining the Religious Aspect as a Moderating Variable. *EKONOMIKA SYARIAH: Journal of Economic Studies*, 6(1), 46-59.
- [49] Widodo, S., Situmorang, S. H., Lubis, A. N., & Lumbanraja, P. (2022). Halal Tourism: Development, Challenges and Opportunities. *Frontiers in Business and Economics*, 1(2), 50-58.
- [50] Yagmur, Y., Ehtiyar, R., & Aksu, A. (2020). Evaluation of halal tourism in terms of bibliometric characteristics. *Journal of Islamic Marketing*, 11(6), 1601-1617.
- [51] Yusup, M., Mas' ud, R., & Johari, M. (2022). Brand Value and Tourists' Satisfaction in Lombok Indonesia as a Halal Tourism Destination. *Shirkah: Journal of Economics and Business*, 7(1), 1-16.
- [52] Zarkasyi, M. R., Kurniawan, D. A., & Anggara, F. S. A. (2022). Stakeholders Approach in Halal Tourism Development Strategy: A Case Study in Ponorogo District. *Ekulilibrium: Jurnal Ilmiah Bidang Ilmu Ekonomi*, 17(2), 171-181.
- [53] Zulvianti, N., Aimon, H., & Abror, A. (2022). The influence of environmental and non-environmental factors on tourist satisfaction in halal tourism destinations in West Sumatra, Indonesia. *Sustainability*, 14(15), 9185.