Comparative bibliometric analysis of halal tourism research trends in Indonesia and Malaysia

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Husny Gibreel Musa Saleh
Faculty of Economics and Business, Universitas Islam Internasional Indonesia, Depok, West Java, Indonesia

Abstract

Purpose: This study aims to map the global research landscape on halal tourism and identify key trends, contributors, and emerging themes from 2003 to 2023. The research seeks to provide a comprehensive understanding of the development and direction of halal tourism studies worldwide.
Design/methodology/approach: A bibliometric analysis was conducted using data extracted from the Scopus database. The dataset comprised 1,702 scholarly articles related to halal tourism. VOSviewer software was employed to visualize bibliometric networks, including authorship, institutional, and keyword relationships.
Findings: The results reveal that Malaysia leads in halal tourism research with 457 publications, followed by Universiti Teknologi MARA, as the most productive institution, and Zailani, S., as the most prolific author, contributing 204 articles with 8,326 citations. The Journal of Islamic Marketing published the most articles (469), while the IOP Conference Series: Earth and Environmental Science recorded the highest average citations per item. Four major research clusters were identified, reflecting the thematic evolution of halal tourism scholarship.
Limitations and Research implications: The analysis is limited to publications indexed in Scopus, which may exclude relevant studies from other databases. Future research could integrate additional sources to provide a broader scope and conduct deeper thematic or qualitative analyses.
Practical Implications: The findings provide valuable insights for policymakers, tourism developers, and academics in formulating strategies for halal tourism promotion and innovation.
Originality/value: This study offers one of the most comprehensive bibliometric mappings of halal tourism research, presenting a clear overview of its intellectual structure and future research directions.
Keywords: Halal Tourism, Bibliometric Analysis, VOSviewer, Islamic Marketing, Research Trends, Scopus

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Introduction

Recently, the concept of halal tourism has gained significant interest in the tourism industry over the past decade, driven by the growing affluence of the Muslim population globally and increasing demand for travel experiences that adhere to Islamic principles. Such a form of tourism not only includes providing halal food but also encompasses other aspects. However, it also includes minimal compliance with the provisions of Islamic law, such as the availability of prayer facilities in public places, including private and government banks, as well as separate swimming pools and spa facilities for men and women. Additionally, the absence of alcohol is a notable aspect of this tourism. Countries with large Muslim populations, especially Indonesia and Malaysia, have been at the forefront of developing halal tourism (Suban, 2023). Each offers a unique blend of services tailored to meet the needs of religiously observant travellers. This aspect of halal tourism attracts many international students to choose Indonesia and Malaysia as their educational destinations, as most students focus on

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both tourism and education simultaneously. This paper presents a bibliometric analysis to explore and compare the research trends in halal tourism in Indonesia and Malaysia, providing quantitative and qualitative reviews of academic contributions in this field. On the other hand, halal tourism-related publications written by Indonesian authors have become increasingly common in recent years (Alam et al., 2024).

According to research findings on halal tourism, Indonesian writers produce more writings on halal tourism than Malaysian authors (Abdullah, 2021; Hidayat et al., 2021). The concept of "halal tourism," which is gaining popularity in Indonesia as a tourist market sector, is believed to have a positive impact on business management and economic growth, which is why there has been an increase in publications on the subject. Accordingly, halal travel has gained worldwide recognition after the 2015 World Tourism Summit in Abu Dhabi. One of the market categories in the tourist industry is halal tourism, which is practiced not just in Muslim-majority nations but also in non-Muslim nations (Tantriana, 2023). Applying quantitative analysis to publication data provides an insightful measure of the health and direction of research disciplines. It allows for mapping trends over time, identifying core themes and key contributors, assessing the impact of different research outputs, and bibliometric analysis can reveal the geographical distribution of academic attention a topic receives. Patterns of cooperation and thematic focus areas within the field, Indonesia and Malaysia are not only neighbouring countries with large Muslim populations but also leaders in the global tourism market, with Indonesia having the largest Muslim population in the world, offering a variety of destinations ranging from Islamic sites, historical, and even modern resorts.

Based on the author's observations, the city of Bandung witnessed many halal tourist areas, followed by the city of Depok, and then some of the large cities in Sumatra. To meet the needs of Muslim families, Malaysia, which is famous for its advanced standards for issuing halal certificates, has effectively marketed its tourism offers to attract Muslim tourists. Therefore, we notice that most arrivals to Malaysia are from Arab countries and some African countries. At the global level, the governments of both countries have recognized the economic potential of this market segment and have designed their tourism policies accordingly, allowing most tourists to visit places of interest that cater to the halal aspect of tourism (Suban et al., 2023).

The commonalities between the orientations of these two countries, despite their cultural or historical differences, provide an interesting comparative perspective. While both countries encourage halal travel in several ways, including cultural promotion in Islamic ways through the hijab, which reflects an Islamic aspect of halal tourism, their methods, legal frameworks, and results are different, and this provides a wealth of data for comparison that can be investigated using bibliometric methodologies (Putera & Rakhel, 2023). The primary research questions of this bibliometric analysis are:

1. What are the overall trends in halal tourism research publication volumes in Indonesia and Malaysia over the past decade?
2. How do citation patterns in halal tourism research differ between Indonesia and Malaysia?
3. What are the predominant themes and topics addressed in halal tourism research in Indonesia and Malaysia?
4. Who are the leading scholars and institutions in halal tourism research in Indonesia and Malaysia, and how do they influence the field?
5. What are the collaborative patterns between researchers and institutions within and between Indonesia and Malaysia in the field of halal tourism?
6. How do external global trends influence halal tourism research in Indonesia and Malaysia?

The originality of this research lies in its comprehensive bibliometric mapping that not only visualizes global scholarly trends but also connects them to issues of business and tourism sustainability. While previous reviews have focused narrowly on conceptual developments or single-country contexts, this study demonstrates how halal tourism research can serve as a

driver for sustainable economic growth through informed policymaking and academic collaboration. Furthermore, by employing VOSviewer as a network analysis tool, an approach still rare in halal tourism studies, this research establishes a replicable methodological framework for future investigations. Nonetheless, this study acknowledges limitations related to data scope and methodological choices. The analysis relied solely on Scopus-indexed articles in English and Indonesian, excluding certain document types and funding-related data. Future research should expand the dataset to include other databases (e.g., Web of Science, Springer, IEEE Xplore) and utilize alternative tools such as Gephi, Pajek, or HistCite for comparative visualization and validation.

Literature Review

Halal tourism, defined as travel compliant with Islamic principles, has emerged as a significant niche market within the global tourism industry (Ryandono et al., 2022). This sector specifically caters to Muslim travelers by ensuring that travel services and amenities adhere to Islamic tenets, including dietary requirements, daily prayer, and universal social norms. The demand for tailored travel experiences among Muslim populations has increased, prompting destinations worldwide to adapt and innovate in the tourism sector. Abd. Wahab et al. (2023) noted that Halal tourism is an emerging trend in the global tourism industry, reflecting the growing economic power and cultural influence of Muslim travelers worldwide. This sector of tourism specifically caters to the needs of Muslim tourists who adhere to halal standards in their lifestyle, including food, accommodation, and activities permitted under Islamic law. The concept of halal tourism is not limited to Islamic countries but has extended to non-Islamic countries. In Muslim-majority regions, countries such as Japan and South Korea have adopted welcoming standards to attract Muslim visitors, resulting in a significant increase in the number of tourists arriving from the Middle East (Safitri & Afandi, 2023). This expansion highlights the significant economic potential of the sector, as it has the ability to transcend traditional boundaries associated with Islamic practices (Abdullah, 2021).

The economic impact of halal tourism is significant. Muslim traveler spending is expected to rise to US$220 billion by 2020, and the number of Muslim tourists is projected to increase from 121 million in 2016 to 156 million (Alam et al., 2024). This growth trajectory is supported by the increasing disposable income of the Muslim middle class and their desire to explore the world while adhering to their religious principles. Islamic countries do not adapt to the needs of Muslim travelers by providing certified halal services. For example, Thailand, despite being a predominantly Buddhist country, has become a popular destination for Muslim tourists from Indonesia as it offers affordable holidays and halal Thai food. Muslim spending is expected to rise to US$4.1 billion by 2021 (Suban, 2023). The halal tourism industry is also shaped by technology and innovation. Online platforms, such as halalbooking.com and bookhalalhomes.com, have emerged, specifically catering to the needs of Muslim travelers by ensuring halal-certified services (Armstrong, 2016). These platforms not only facilitate travel for Muslims but also encourage the hospitality sector and industry to innovate and meet the needs of this growing market segment. While the halal tourism market offers great opportunities, it also faces significant challenges, including the need for widespread availability of halal food, prayer facilities, and Muslim-friendly restrooms. Furthermore, the industry must overcome social and political challenges such as Islamophobia, which can impact the perception and experience of Muslim travelers (Has-Yun Hashim et al., 2022).

Islamic sharia is the foundation of Islamic tourism, which dates back to the earliest periods of Islamic history. This is demonstrated by the fact that all Muslims are required to complete the Hajj or Umrah; in other words, some of them are obligated by law to visit holy sites (El-Gohary, 2016). Henderson (2010), on the other hand, described Islamic tourism as marketing and product creation that is explicitly directed towards Muslims. Islamic tourism, according to Jafari and Scott (2014), presents a fresh interpretation of pilgrimage that combines leisure and

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religious travel, distinct from the hedonistic viewpoint. Some have characterized Islamic tourism as a form of religious tourism that adheres to Islamic principles regarding conduct, attire, behavior, and nutrition (Battour et al., 2014). They concluded that Islamic principles, which place a strong emphasis on morals, ethics, and courteous customs and manners, are the basis for the concept and practice of Islamic or halal tourism. They also want to provide alternatives, choices, and preferences to mainstream visitors. Muslim involvement and engagement in Islamic tourism encompasses various aspects, including tourist destinations, residential areas, food, entertainment, and beverages. This sector addresses social, economic, cultural, and religious considerations, as well as process management in marketing and ethical issues. Key focus areas for Islamic tourism include the quality of services offered and the specific needs and preferences of Muslim travelers (Abd. Wahab et al., 2023).

Global Trends in Halal Tourism

The spread of halal tourism is not limited to Muslim-majority countries but is also taking root in non-Muslim regions. Countries like Japan and South Korea have adopted halal tourism standards to attract Muslim visitors. Experimental data show a significant increase in the number of tourists from the Middle East following these changes. As a result, many Muslim tourists are choosing non-Muslim countries as their destinations because these countries respect halal tourism. This stands in contrast to other nations that view Islam from a very different perspective. This trend underscores the global economic potential of halal tourism and highlights its impact beyond traditional Islamic borders (Jumali & Fitriyani, 2024).

As a result of Islam's precepts and directives, halal became a fundamental component in the formation of Muslims' identities. The attitudes and behaviors of Muslims were also important in the travel industry. The reason for this is that they often base their judgments on the duties and morals found in the Holy Quran. Islam's doctrines and beliefs, including Islamic worship, values, principles, and laws, are closely intertwined (Douglass & Shaikh, 2004). El-Gohary (2016) asserts that the norms and rules established in Islamic law affect tourist services because they need a commitment to their elucidation. Despite the significance of religious studies, there remains a notable lack of literature on halal travel. The fact that so little is known about halal travel is upsetting (Abdullah, 2021).

Halal Tourism in Indonesia

Indonesia, which has the largest Muslim population in the world, has strategically positioned itself as a leading destination for halal tourism. This campaign received significant support through the government’s efforts to enhance services for halal tourism, as well as infrastructure, which the Indonesian president emphasized in his strategy. Therefore, this strategy played a significant role in attracting visitors. Empirical research on the impact of halal certification on the number of tourists found that certification significantly increases tourism, especially among Muslim visitors seeking compliance services (Kusuma, 2023).

Researchers in Indonesia primarily engage with Sharia tourism, unlike those in other countries. The reason for this problem is that using terms associated with Islam or Islam is insulting to other organizations or points of view. However, sometimes the meanings become constrained, as "sharia" only relates to Islamic law rather than the broader meaning of "Islam." All Islamic organizations, including Sharia banks, Sharia rural banks, Sharia dining establishments, Sharia lodgings, and Sharia insurance, have adopted this expression. Moreover, several Indonesian tourist spots, such as Lombok, one of the best locations to visit and a self-proclaimed "Island of 1000 mosques," are often referred to as "Sharia tourism" (Alam et al., 2024). The Indonesian government is promoting Lombok as the archipelago's top "sharia tourism destination".

The term Muslim-friendly tourism emerged due to being adapted to the surrounding environment, such as the minority Muslim society or countries such as Korea, Japan, or the United Kingdom. It aims to remove the terms "Islam" and "Sharia." Nonetheless, the concept is comparable and relates to the tourist product(s) or activities that have to be halal, or lawful, and adhere to the regulations established by Sharia, or Islamic law. Some of the steps that those minority communities took included providing halal cuisine in their restaurants, providing a clean and hygienic space for salat, and lodging in hotels that did not engage in prostitution or other immoral acts. These may be their problems, obstacles, and hurdles, but they embraced the idea because they thought it would generate more revenue than they would have otherwise. They came to understand that the environment and halal items were beneficial to them in that regard. The term "halal tourism" has been replaced by "Muslim-friendly tourism" in response to specific resistance in certain countries (Armstrong, 2022). Research conducted by experts indicates that halal tourism has played a significant role in the economic development of countries. However, this research has primarily focused on tourists' perceptions of the halal designation. Therefore, this study aims to address methodological gaps by examining the bibliometric features and trends of halal tourism-related papers in the Scopus database (Battour et al., 2024).

Halal Tourism in Malaysia

Likewise, Malaysia has established a reputation in the global halal travel industry by leveraging its early adoption of halal certification procedures. Although Malaysia is made up of three components including Malay with a high Muslim number, Chinese, and Indians, the majority of whom are Christians and other religions, this did not affect Malaysia to be a leader in the field of tourism Halal, where all accommodation, transportation, and food services are included, and the Integrated Halal Tourism Strategy, which has pilot support. According to their study, this comprehensive strategy enhances visitor satisfaction and encourages revisits, thereby strengthening Malaysia's position as one of the top travel destinations (Suban et al., 2023).

Halal tourism is essential because, according to Han et al. (2019), it is typical for Muslim tourists to have a negative travel experience in a non-Islamic nation because they do not comprehend Islamic hospitality, Muslim culture, or Islamic values. Travel among Muslims is expected to grow at the fastest rate globally and may appeal to specific niche markets (Lestari & Wiryono, 2023). Despite its growth, the subject of study is still in its infancy and lacks maturity (Vargas-Sánchez & Moral-Moral, 2019). Consequently, to expand the body of knowledge that enables practitioners to tailor tourist services to the demands and preferences of this market segment, it is imperative to support scholarly research on halal tourism.

Comparative Studies and Research Gaps

There are numerous studies on halal tourism in Malaysia and Indonesia; however, there are few comparative bibliometric analyses that consolidate these efforts. There are no such comparative studies, indicating a significant void in the literature and underscoring the need for a comprehensive analysis of how the themes and trends of halal tourism research have developed and evolved in these two environments (Mas'ud & Hamim, 2022).

Overall, this examination of the literature revealed a large body of empirical research demonstrating the social and economic impacts of halal tourism in Malaysia and Indonesia. However, a critical gap in the scientific debate is the absence of comparative assessments between these countries. By using bibliometric tools to assess and compare the breadth and direction of halal tourism research in these two countries, the current study aims to fill this gap. In doing so, it hopes to provide insightful information that may guide future research studies and real-world applications in the tourism sector (Noor, 2024).

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Related Similar Studies

Similar approaches have been employed in other research conducted over the last decade. From this angle, several authors have investigated the standard of prestigious articles and research journals in Scopus and Web of Science (Ridhwan et al., 2013). This was done to assist future scholars in comprehending the Halal tourism trend. According to this perspective, a bibliometric study of papers written by "A Bibliometric Study of Islamic and Halal Travel" is the title. This research examines all papers indexed in the Scopus database that address the broad subject of Halal and Islamic tourism between 2004 and 2021, utilizing bibliometric analytical approaches. The role, topic, and set requirements were met by 238 manuscripts that the authors discovered. The author examined the number of authors, the country of contribution, the number of papers published each year, the publishing area, and the most prestigious journals. Ohlan and Ohlan (2024) conducted a visual study of the co-occurrence of keywords and document citations using VOS Viewer. The results show that social science, business, management, and accounting are represented by 89 (20.27%) and 151 (34.40%) of the papers in the Scopus database, respectively. Reports claim that 29 documents were made available to the public in 2018, 54 in 2019, and 56 in 2021. Malaysia has produced 86 papers on Islamic tourism, compared to 64 by Indonesia.

Another research was undertaken by Jumali and Fitriyani (2024). This work outlines the theoretical foundations and future directions for research in religious tourism and related topics. The VOS viewer program assessed 1,689 publications regarding religious tourism and the Umrah Hajj from the Scopus database. The examination showed a steady increase in scholarly works about religious tourism and the Umrah pilgrimage. The analysis revealed that Saudi Arabia, Indonesia, Malaysia, France, and Australia were the countries with the most influence. Keyword co-occurrence analysis suggests that a study on Umrah mass gatherings, respiratory infections, preventive measures, and the pilgrimage season in Hajj and Umrah religious tourism is likely to be important. Another case was undertaken by Battour et al. (2024), who identified 314 Scopus publications on previous works related to this topic from 2003 to 2023. This data set was then subjected to bibliometric analysis in the current study. The bibliographical information in the papers was examined in this study using the following criteria: year, source title, nation of origin, institution, authors, keywords, and citations. The study mapped bibliometric networks about halal hospitality, conducted a frequency analysis, and assessed the effect using Microsoft Excel, bibliometrics, Harzing's Publish or Perish, and VOSviewer software. The results showed that in 2016, the study trend of halal tourism and hospitality gained scholarly interest and became a prominent field. Malaysia and Indonesia have the largest share of writers in halal hospitality studies.

A separate study titled "Halal Research Streams: A Systematic and Bibliometric Review" by Putera and Rakhel (2023) was conducted to provide a bibliometric meta-analysis of the growing body of literature on the halal business. Utilizing data from publications on the Web of Science from the emergence of halal articles until 2023, this study performed a bibliometric analysis using the software HistCite and VosViewer. The findings revealed six research streams related to halal literature: consumer behavior, Islamic branding, Islamic marketing, halal supply chain, halal certification, and halal tourism. This article also addresses the Evolution of Halal Research Streams, specifically the pattern of changes that occur in each phase according to the year of publication, to compare and determine whether research streams, theories, and methods have undergone changes. Another investigation titled "Bibliometric Analysis of Journals, Authors, and Subjects Associated with Halal Tourism Found in the Scopus Database" was conducted by Indonesian authors, Mas'ud and Hamim (2022). This study examines the current state of halal tourism papers written by Indonesian authors and published in Scopus-indexed journals. This research outlines the characteristics, notable pieces, authors, and topics related to halal travel. Using bibliometric design analysis and the Scopus database, this study found 65 works written by Indonesian authors that were relevant

to halal tourism. The results of the study indicate that over the last several decades, a growing number of Indonesian authors have contributed journal papers on halal tourism to the Scopus database. Articles regarding halal travel written by Indonesian authors have appeared in several Scopus-indexed magazines. The writer who contributes the most pieces to Islamic Marketing, the magazine with the most circulation, is Abror. The most accurate literature about halal travel and concerns about tourist destinations is produced by Indonesian writers.

Methodology

This study uses a mixed-methods bibliometric approach to examine the development and case of halal tourism research in Indonesia and Malaysia. The main goal is to compare research trends, seminal publications, thematic focuses, and collaboration patterns within and between these two nations. This technique is chosen because it offers an organized summary of the scholarly environment, accurately evaluating the contributions of publications, organizations, writers, and general research patterns in halal tourism (Firmansyah et al., 2024).

A methodical technique for collecting relevant data on halal tourism research in Indonesia and Malaysia is an integral part of the data extraction process. The study team carried out a focused search using the Scopus database, which is renowned for its broad coverage of interdisciplinary scholarly articles, on a predetermined date, the search was limited to English-language publications with the following keywords: "halal tourism," "islamic tourism," "muslim travel," "sharia-compliant hotels," and "halal certification," with a focus on Indonesia and Malaysia. The title, abstract, and article keywords of the aforementioned subject were searched for in the Scopus database. A total of 1,809 items were found in the initial search. These records included details on the paper's abstract, references, affiliation, keywords, title, and author (Hidayat et al., 2021). The following search string was used to retrieve metadata from the Scopus database.

TITLE-ABS-KEY (("Halal tourism" OR "Islamic tourism") OR ("Halal hotels" OR "Muslim-friendly hotels" OR "Sharia-compliant hotels") OR ("Halal food" OR "Muslim-friendly restaurants") OR ("Halal travel" OR "Muslim-friendly travel" OR "Sharia-compliant travel services") OR ("Islamic travel destinations" OR "Muslim holiday destinations") OR ("Halal certification" OR "Halal standards") OR ("Muslim traveler behavior" OR "Halal tourism demand") OR ("Halal tourism economy" OR "Economic impact of halal tourism") OR ("Islamic cultural tourism" OR "Religious tourism in Islam") OR ("Sustainable halal tourism" OR "Ethical halal travel")) AND PUBYEAR > 2002 AND PUBYEAR < 2025 AND (LIMIT-TO (LANGUAGE, "English") OR LIMIT-TO (LANGUAGE, "Indonesian")) AND (EXCLUDE (DOCTYPE, "tb") OR EXCLUDE (DOCTYPE, "er") OR EXCLUDE (DOCTYPE, "sh") OR EXCLUDE (DOCTYPE, "ed") OR EXCLUDE (DOCTYPE, "no")) AND (LIMIT-TO (SRCTYPE, "j") OR LIMIT-TO (SRCTYPE, "p") OR LIMIT-TO (SRCTYPE, "b")).

The initial search in Scopus yielded a substantial number of papers. Within Scopus, these findings were painstakingly organized into labeled lists before being exported in CSV format for further processing. Publications from incomplete years were excluded to ensure the data's relevance and accuracy, focusing on publications from a defined range of years. The largest collection of citations and abstracts, Scopus includes over 19,000 reputable, peer-reviewed periodicals. Reputable publishers, including Emerald, Elsevier, Taylor and Frances, Informs, Inder Science, and Springer, are the owners of these publications. Scopus articles cover numerous fields of knowledge, including technology, the humanities, social sciences, and applied sciences. Compared to other databases, such as Web of Science, this one is the most comprehensive.

VosViewer is used in the data processing process for a thorough bibliometric analysis. The gathered papers are categorized in this study according to several parameters, including citation counts, types of publication, significant journals and publications, and geographic

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distribution. Two assessments of network visualization are conducted: Research themes are organized into color-coded clusters using thematic analysis for visualization, representing several subject areas in Malaysian and Indonesian studies on halal tourism. It highlights the evolution of study themes and suggests potential avenues for further exploration. Collaborative Analysis to Visualization displays the primary patterns of cooperation between the two nations and the collaborative networks between authors and institutions, highlighting the most active contributors. To help highlight regions of strong academic involvement, the visualizations are color-graded to indicate different degrees of activity and interaction within the research network. This mixed-methods bibliometric approach is useful for analyzing the trends between these two leading countries in halal tourism and mapping the intellectual structure of halal tourism research in Malaysia and Indonesia. By employing this technique, the study aims to gain a comprehensive understanding of trends in comparative research and establish a foundation for future academic studies in this field (Jumali & Fitriyani, 2024).

Duplicate entries were removed to improve the initial results, as some articles could include multiple keyword combinations. The articles that were irrelevant and unrelated to halal tourism were filtered using inclusion and exclusion criteria. Articles, reviews, book chapters, conference papers, conference reviews, and editorials were among the materials that were retrieved. Note, Erritum, and a brief survey were the things removed. Language limitations were utilized throughout the search procedure instead of geographic ones. The languages that were included were simply English and Indonesian. 1,696 pertinent Halal tourism materials were released throughout 20 years, from 2003 to 2023, as a consequence of the screening procedure. The refined search result was exported in CSV and RIS formats for further analysis (the research information system is short for RIS, and comma-separated values is the acronym for CSV) (Kusuma, 2023).

The publication years of the analyzed articles were examined over the past two decades to address the first research finding. The number of papers published annually was used to measure the growth and level of scholarly interest in halal tourism research. A line graph was generated to visualize the temporal trend and identify fluctuations in publication activity. The results indicate a clear upward trajectory in publication output, particularly between 2012 and 2020, marking a period of steady expansion in research attention. However, the trend did not plateau after 2020; instead, it continued to rise significantly, reaching its highest point in 2023 with 303 documents, compared to only 3 documents in 2003 (Mas'ud & Hamim, 2022). This continuous increase reflects the growing global recognition of halal tourism as a significant field of academic inquiry. This study employed a mixed-methods bibliometric approach, combining quantitative and qualitative analyses to obtain a comprehensive understanding of the research landscape. Quantitatively, bibliometric indicators such as publication counts, citation frequencies, and co-authorship networks were analyzed to reveal patterns of productivity and collaboration structures. Qualitatively, content analysis of high-impact publications was conducted to interpret emerging themes and conceptual directions. The integration of both methods provides not only numerical insights into research productivity but also contextual interpretations of the evolving discourse within halal tourism studies (Mas'ud & Hamim, 2022).

Figure 1 below provides a comprehensive overview of the key research topics in Halal tourism from 2003 to 2023. With a significant number of 705 articles, the distribution highlights that the bulk of studies in this field is conducted in the fields of business, management, and accounting. Social sciences follow with a significant number of 405 publications. This suggests that the Halal tourism industry and society are given considerable attention. With 294 and 242 articles, respectively, Agricultural and Biological Sciences and Economics, Econometrics, and Finance likewise show a great deal of interest in investigating this junction. In addition, research is conducted in a variety of disciplines, including engineering, computer science, environmental science, arts and humanities, decision sciences, genetics,

biochemistry, molecular biology, chemistry, and energy. This necessitates a comprehensive strategy to understand the multifaceted impacts of halal tourism on various aspects of the halal food industry and beyond (Mas'ud & Hamim, 2022).

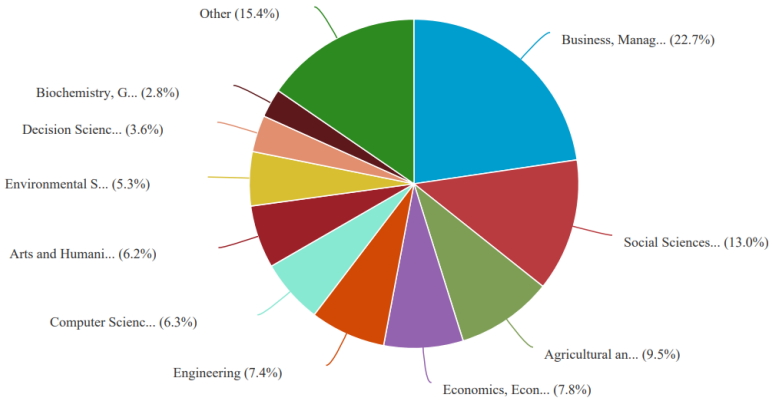

Figure 1
Top Halal Tourism Research Area Categories

Results and Discussion

We employed an inductive strategy for the data analysis in this study, as Fahimnia et al. (2015) noted that the nature of citation analysis research necessitates an inductive approach. There are two types of data analysis: network analysis and bibliometric analysis. BibExcel was utilized in bibliometric analysis to provide further data statistics, including authors, affiliations, nations or regions, topics, and more. The choice of BibExcel was based on its adaptability to large datasets and compatibility with various software programs, including Gephi, Excel, and Pajek. Furthermore, BibExcel facilitates the preparation of input data for Network Analysis. Using VOSviewer, the Network analysis section generates maps based on bibliometric data to identify the relationships between publications using various criteria, including co-authors and authors, authors and citations, co-occurrence, keywords, and other forms of analysis. VOSviewer was selected due to its distinctive focus on the graphical depiction of the bibliometric map, as well as its capabilities for scrolling, zooming, and searching (Mohajer et al., 2022).

One of the main areas of study in the field of bibliometric studies is bibliometric mapping. There are two components to bibliometric mapping: (1) creating a bibliometric map and (2) displaying maps graphically. Researchers are primarily interested in creating bibliometric maps in the bibliometric literature; graphical representations of maps get less attention (Van Eck & Waltman, 2010). Bibliometric analysis has been previously performed using a variety of software programs, each with its unique features and limitations. While several tools are available for bibliometric analysis, Bibexcel, Publish or Perish, and HistCite are the most commonly used ones. Due to BibExcel's adaptability in handling and correcting data imported from multiple databases, including Web of Science and Scopus, this research selected it for its bibliometric analysis. Additionally, BibExcel can provide comprehensive data analysis for use with VOSviewer and other network analysis tools. As mentioned in the section above on Exclusion and Inclusion, Scopus results were exported as RIS files. As a result, BibExcel was utilised to get the RIS form for analysis. Figure 2 illustrates the areas that are the focus of data collection and analysis (Ohlan & Ohlan, 2024). Table 1 shows the most cited article, Times cited, Publisher, Cite Score of the journal, Total Publications, Total Citations, and Cite Score of the journal. *These* criteria were used to analyze the most cited journals in our content analysis.

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Figure 2
Aspects of the assessment of extracted articles

Author Influence

As presented in Table 2, Bib Excel to examine the frequency of a text's appearance across different fields of bibliometric data. For further examination, the authors' field was extracted from the Scopus database and gathered from the RIS data file. Additionally, the authors noted the frequency of incidence. Table 2 lists the ten writers who have contributed the most to Halal tourism, along with the total number of their articles between 2003 and 2023. As can be observed, WZailani, S. leads the list of writers with 17 publications, followed by Ali, M.H. (16 publications), Ariff, A. L.Z., and Osman, O.A. (11 publications each). Research on Halal tourism has also been developed by other writers.

Table 1
The top 5 highly productive journals on Halal tourism publications by year for the last two decades in Indonesia and Malaysia (2004 – 2023)

Journal	TP	TC	Cite Score (2023)	The Most Cited Article (Reference)	Times Cited	Publisher
Journal of Islamic Marketing	469	3,960	8.4	Key attributes of Muslim-friendly hotels' service quality: voices from booking.com	29	Emerald Publishing
AIP Conference Proceedings	57,814	28, 862	0.5	Ant Based on Routing Algorithm for Balanced the Load and Optimizing the AMNET Lifetime	46	American Institute of Physics
International Journal of Supply Chain Management	1,329	1,292	1.0	Supply chain integration and supply chain performance: The mediating role of supply chain resilience	54	ExcelingTech
British Food Journal	1,107	7,635	6.9	Food security and disruptions of the global food supply chains during COVID-19: building smarter food supply chains for post COVID-19 era	61	Emerald Publishing
IOP Conference Series: Earth and Environmental Science	66,209	68,990	1.0	Investments in green business and corporate governance by Ukraine's cooperation with the European Union	24	AIP Conference Proceedings

Table 2
Author Influence

Author	Year of 1st Publication	TP	h-Index	TC	Current Affiliation	Country
Zailani, S.	2003	204	50	8,326	Universiti Malaya	Malaysia
Ali, M.H.	2012	112	31	2,934	Universiti Kebangsaan Malaysia	Malaysia
Battour, M.	2010	47	19	1,742	A'Sharqiyah University	Oman
Ratnasari, R.T.	2018	58	10	314	Universitas Airlangga	Indonesia
Ariff, A.L.Z.	2015	43	5	181	Universiti Malaysia Kelantan	Malaysia

Most productive countries

As presented in Table 3, Malaysia is the most productive country with 457 publications led by Universiti Teknologi MARA, followed by Indonesia (Universitas Negeri Padang), the United Kingdom (University of Central Lancashire), the USA, and China (Fudan University), showing strong academic engagement across both Muslim-majority and non-Muslim-majority countries.

Table 3
Most productive countries

Country	TP	Most Productive Academic Institutions
Malaysia	457	Universiti Teknologi MARA, Darul Ehsan
Indonesia	107	Universitas Negeri Padang, Padang
United Kingdom	255	United Arab Emirates University,
USA	127	University of Central Lancashire
China	114	School of Management, Fudan University, Shanghai, China

Affiliation Statistics

The affiliations of the authors were taken from the RIS data file. The calculations shown in Figure 3 rank University Teknologi MARA among the top five chosen partnerships, with University Malaya, University Putra Malaysia, University Kebangsaan Malaysia, and the International Islamic University Malaysia following.

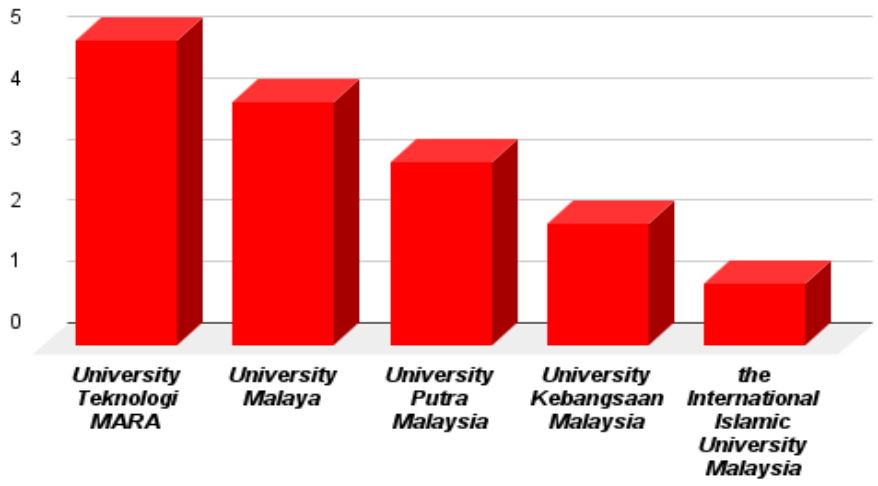

Figure 3
Top Five of Affiliation

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Network Analysis

Many tools are utilized for network analysis; the most widely used ones that researchers prefer are Histcite graph creator, Pajek, Gephi, and VOSviewer. VOSviewer was selected for this research because of its ability to create and display bibliometric maps, as well as its flexibility in visualization. A text-mining feature of the program allows users to create and see links and relationships. Researchers and academics may provide a large bibliometric map to illustrate relationships between different parts using VOSviewer (Putera & Rakhel, 2023).

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Citation Analysis

Citation analysis is used to rank journals and papers according to their significance and contributions to a particular area of study since it assesses the frequency of citations. Citation analysis is often used to evaluate academics based on the significance of their scientific studies. Citation analysis, thus, provides light on the evolution of scientific production. Citation analysis is a valuable tool for identifying the most influential publications, authors, journals, countries, connections, and organizations (Ryandono et al., 2022). The top 50 Keywords from the occurrence analysis are presented in Figure 4.

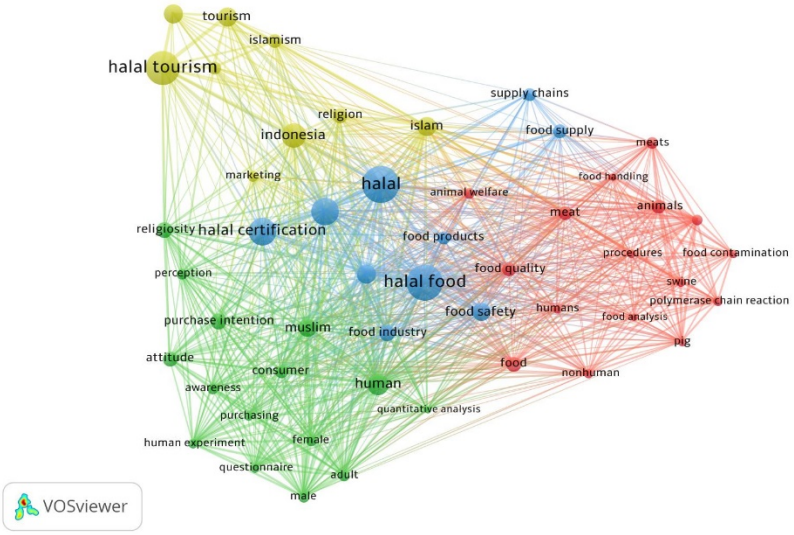

Figure 4
Top 50 Key-Words Occurrence Analysis

According to Lou et al. (2018), keyword occurrences highlight study hotspots and trends in a certain subject. Similar analytical techniques are used to identify frequently occurring terms or phrases in keyword lists or paper titles, thereby enhancing knowledge of the subject under research and promoting keyword conversation. Furthermore, keywords highlight the intellectual essence of the article (Safitri & Afandi, 2023). All Halal Tourism articles included 5,612 keywords, according to the VOS reader analysis. 357 keywords achieve the minimum keyword occurrence level required to fulfill this requirement. To find 50 trending terms in the pool, the minimum occurrence requirement is increased to 128. The top 50 keywords (Table 4) are divided into four color-coded clusters using VOSviewer, as shown in Figure 4: red represents Cluster (1), green represents Cluster (2), blue represents Cluster (3), and yellow represents Cluster (4). Halal tourism, the primary subject of the research, is a significant node in Clusters (1) and (2). Nodes (keywords) inside each cluster exhibit significant map structural linkages upon deeper examination of the clusters. Each cluster's keyword frequency rates

provide information about earlier research subjects. Food production and animal care are covered in 16 items in Cluster I (red), whereas consumer behavior and demographics are covered in Cluster II (green). fifteen items, halal foods in Cluster III (ten items), and halal tourism in Cluster IV (nine items). Based on the terms inside the cluster, each cluster displays several research streams that correspond to a study trend in Islamic tourism.

Co-Authorship Among Different Countries

Figure 5 illustrates cross-national collaboration by highlighting the study's co-authorship. By default, VOSviewer requires a minimum of five documents for each nation. 47 of the 87 nations satisfy this requirement. We increased the minimum number of papers for nation 15 and the minimum number of citations for country 10 to determine which countries are the most significant. This provided us with the 28 nations that matched this requirement. As a result, Malaysia has 277 co-authorships from all around the globe, making it the country with the most. However, the most recent collaboration is between Malaysia and Indonesia.

Table 4
Top 50 Key-Words Occurrence Analysis

Cluster	Keyword	Occurrences (Frequency)	Total Linkage Strength
Cluster#1	animals	12	76
	meats	23	91
	Animal welfare	20	85
	swine	15	128
Cluster#2	Muslim	58	316
	human	74	513
	Purchase intention	44	106
	Human experiment	17	146
Cluster#3	Halal food	223	358
	Halal certification	134	148
	Malaysia	130	286
	Food industry	42	143
Cluster#4	Halal tourism	194	149
	Indonesia	98	236
	Islam	63	225
	tourism	63	110

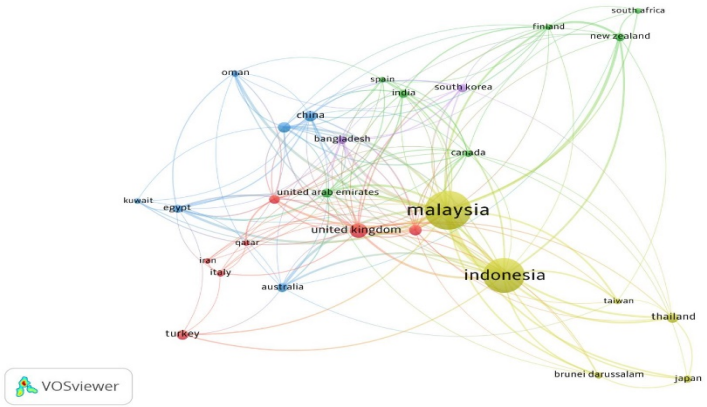

Figure 5
Co-authorship among Different Countries

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Bibliographic Coupling of Different Sources

Only 62 of the 654 sources satisfy the requirements, which include having no citations for each source and a minimum of 5 documents. 58 sources are identified to fulfil the more stringent requirements of having at least 5 papers and 5 citations when the search is restricted to sources that satisfy these requirements. In terms of cooperation, however, it is apparent that writers who simultaneously write for several other journals are particularly interested in collaborating with The Journal of Islamic Marketing and the International Journal of Supply Chain Management (see Figure 6).

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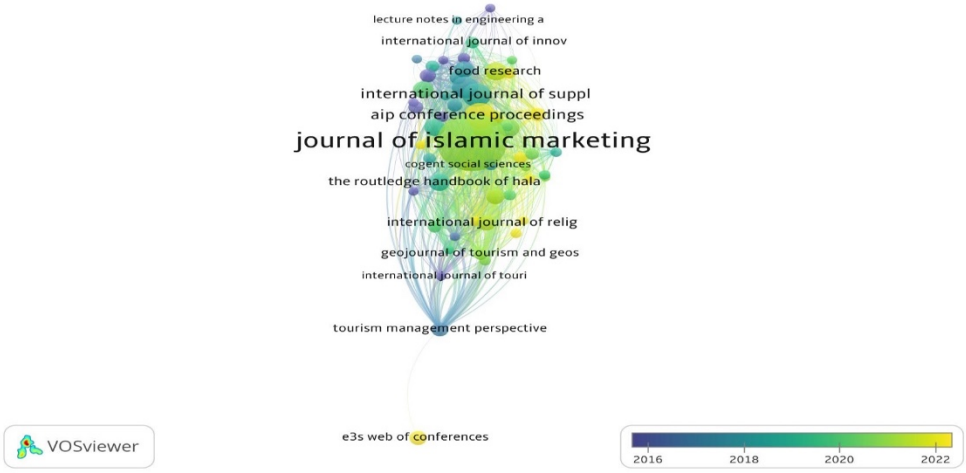

Figure 6
Bibliographic Coupling of Different Sources

Researching a topic on their own is not an easy task for one individual. Collaboration is essential for many scientific research efforts to succeed. An important area of research in bibliometrics is co-authorship. According to Liao et al. (2018), the degree of research collaboration serves as an indicator of the current state of research in a certain field of study. This section primarily presents the analyses conducted by the co-authors of the work, as well as those of the writers and organizations. VOSviewer software is used for doing the co-authorship analysis. An examination of coauthorship is shown in Figure 7. The units of analysis are authors and organizations.

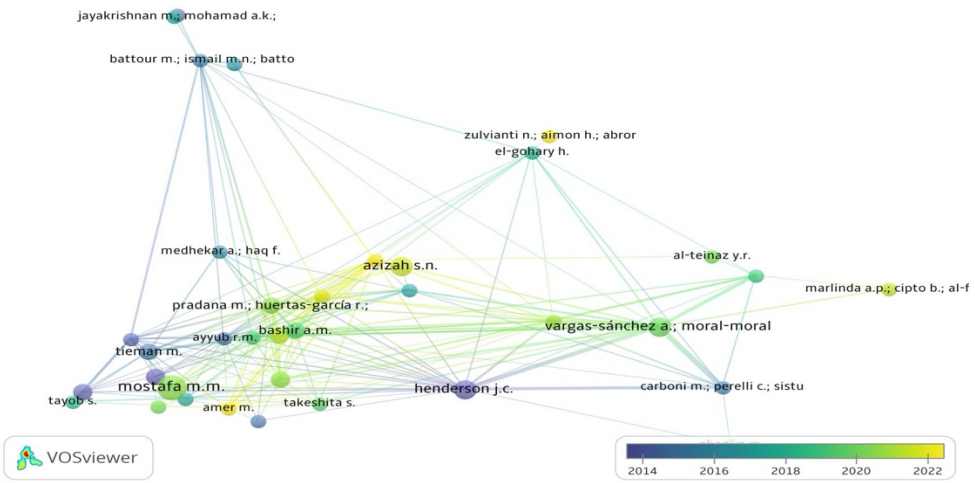

Figure 7
Bibliographic Coupling of Authors

Conclusion

This study used bibliometric and network analysis to examine and look into research production patterns in the field of halal tourism over 20 years. Between 2003 and 2023, publications listed in the Scopus database published over 1,696 papers about halal tourism. Despite the abundance of literature reviews on halal tourism, it is difficult to pinpoint the most significant articles, emerging study clusters, and author partnerships using bibliometric and network analysis. This contributes to the field of research by charting the relationships between more influential and higher-ranking articles and provides an assessment of successful documents and other evaluation components. The study's conclusions show the patterns of writing in the halal tourist industry. The findings demonstrate the advancement of halal tourism research as well as the contributions of nations, organizations, and publications. Several significant works have been released between 2003 and 2017. According to the report, 2023 saw the most output of halal tourism research, with the Journal of Islamic Marketing and "AIP Conference Proceedings" being the two most important sources. Zailani, S., was the author with the most publications, while Ali, M.H., and Zailani, S. received the most citations. Universiti Kebangsaan Malaysia was the affiliate that made the most contribution to the subject of halal tourism, and the geographical distribution of publications indicated that Malaysia was the nation with the greatest influence in this area. As a result, this study has identified a portion of the current halal tourism literature that may be utilized to find potentially significant publications for future studies. Finding well-known academics in the field of halal tourism is crucial to laying the groundwork for future investigations. Based on the significant correlation between the terms in the cluster, Table 4 presents the results of the cluster analysis, highlighting the main research questions in the area of halal tourism. On the other hand, terms with low frequencies suggest possible themes (topics) for further research, according to keyword analysis. It is among the research's contributions. This study's effective usage of VOSviewer for network analysis is another addition. Few halal tourism studies utilize VOSviewer as a network analysis tool. This work provides a guide for doing network and bibliometric research using VOSviewer software.

The findings reveal significant differences and parallels in the research landscapes surrounding halal tourism in the two nations. Due to its early and persistent inclusion of halal tourism into national tourist goals, Malaysia exhibits a longer trajectory and a higher number of research papers. On the other hand, Indonesia has recently seen a rise in research activity, which is consistent with its most recent efforts to support halal tourism as a vital element of economic growth. There are clear key theme contrasts between Indonesian and Malaysian research: Indonesian studies address socio-economic repercussions and policy frameworks more widely, whereas Malaysian research mostly focuses on marketing and consumer behavior. Although there are active intra-national partnerships taking place inside each nation, there is still room for limited cross-national cooperation, indicating opportunities for future research and applications. The study emphasizes how external global factors, such as shifts in the economy and patterns in international travel, have shaped research in both nations. To fully realize the potential of the halal tourism business in the region, it highlights the need for joint research initiatives to be intensified. Policymakers and tourism developers in Southeast Asia may get valuable insights into the academic dynamics and maximize the growth of halal tourism by using the strategic information this study provides. The comparative nature of the study, which shows opportunities for cooperation in tackling new problems in the halal tourism sector, may be expanded upon in future studies. Without question, the way the study's findings are arranged and presented has limitations. Aspects of evaluation that were not covered in this study included the publication stage (which we only included the final), funding sponsor, document type (which we excluded Erratum, Editorial, Retracted, note, and short survey), and language of the articles (which we included only in English and Indonesian). Among the various available tools for network analysis, VOSviewer was chosen for this study's analysis. Since only the Scopus database was used for data extraction, this study suggests that future research be developed using databases like Publish or Perish, Web of Science, IEEE Xplore,

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and Springer. In addition, we suggest that future scholars make use of other network analysis tools like Pajeck, Gephi, and Hist Cite (which only accepts data from the Web of Science).

There is undoubtedly a limitation to the arrangement and presentation of the study's findings. The language of the articles (we only included English and Indonesian), the document type (we excluded Erratum, Editorial, Retracted, note, and short survey), the publication stage (we only included final), and the funding sponsor are some examples of evaluation-related aspects that are not covered in this research. Although many alternative tools are available for network analysis, VOSviewer was chosen for use in this study. Since data for this study were solely obtained from the Scopus database, it is recommended that future research be developed using databases such as Publish or Perish, Web of Science, IEEE Xplore, and Springer. Furthermore, we advise future studies to use other network analysis tools such as Pajeck, Gephi, and Hist Cite (which only accepts data from the Web of Science.

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Corresponding Author

Husny Gibreel Musa Saleh can be contacted at: husny.saleh@uiii.ac.id