



**JOURNAL OF TOURISM,
HOSPITALITY AND
ENVIRONMENT MANAGEMENT
(JTHEM)**

www.gaexcellence.com/jthem



A BIBLIOMETRIC ANALYSIS: RESEARCH TREND ON HALAL TOURISM AND HOSPITALITY

Aishah Hussain^{1*}, Noreldzaihan Mohd Rais², Mohammad Aizat Jamaludin³

¹Tun Razak Graduate School (TRGS), Level 13, Universiti Tun Abdul Razak (UNIRAZAK), 50400 Kuala Lumpur, Malaysia.

 aishah.hussain@unirazak.edu.my

 <https://orcid.org/0000-0003-0602-7565>

²Graduate School of Business, SEGi University, 9, Jalan Teknologi, Pju 5 Kota Damansara, 47810 Petaling Jaya, Selangor, Malaysia.

 noreldzaihanmohdrais@segi.edu.my

 <https://orcid.org/0009-0000-3314-8173>

³International Institute for Halal Research and Training (INHART), Level 3, KICT Building, International Islamic University Malaysia (IIUM), Jalan Gombak, 53100 Selangor, Malaysia.

 mohdaizat@iium.edu.my

 <https://orcid.org/0000-0001-8233-719X>

Article Info:

Article history:

Received date: 30.12.2025

Revised date: 11.01.2026

Accepted date: 15.02.2026

Published date: 01.03.2026

To cite this document:

Hussain, A., Mohd Rais, N., & Jamaludin, M. A. (2026). A Bibliometric Analysis: Research Trend on Halal Tourism and Hospitality. *Journal of Tourism Hospitality and Environment Management*, 11 (43), 01-19.

Abstract:

The global expansion of the halal tourism and hospitality industry has drawn increasing scholarly attention as Muslim-friendly travel, ethical consumption, and religious compliant services become integral to the broader tourism sector. Despite this growing interest, there has been limited effort to systematically map and evaluate the intellectual structure, publication patterns, and collaborative networks within this emerging research domain. This study aims to provide a comprehensive bibliometric analysis of research trends in halal tourism and hospitality using data retrieved from the Scopus database. A total of 708 documents published up to 2025 were collected through Scopus advanced searching. The data were cleaned and harmonized using OpenRefine, while descriptive statistics and trend analyses were conducted through the Scopus Analyzer. Network visualization and mapping of co-authorship, keyword co-occurrence, and country collaboration were performed using VOSviewer software. The results reveal a steady increase in publications since 2015, with significant growth observed from 2019 onward, reflecting the rapid globalization of halal tourism scholarship. Malaysia and Indonesia emerged as the leading contributors in terms of publication output and collaboration strength, while highly cited works focused on consumer behavior, Muslim-friendly destinations, and halal certification in hospitality management. Keyword analysis identified evolving thematic clusters around halal tourism, Islamic marketing, service quality, and sustainable tourism.

The co-authorship and country collaboration networks indicate a strong regional focus in Southeast Asia, alongside emerging global partnerships. Overall, this bibliometric analysis offers valuable insights into the developmental trajectory, influential contributors, and thematic evolution of halal tourism and hospitality research. The findings highlight the need for broader international collaboration and interdisciplinary approaches to advance theoretical and practical understanding in this expanding field.

DOI: 10.35631/JTHER.1143001

Keyword:

Halal Tourism, Muslim Tourists, Religious Tourism, Satisfaction, Sustainable Tourism



© The authors (2026). This is an Open Access article distributed under the terms of the Creative Commons Attribution (CC BY NC) (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits non-commercial re-use, distribution, and reproduction in any medium, provided the original work is properly cited. For commercial re-use, please contact jthem@gaexcellence.com.

Introduction

The field of halal tourism and hospitality has rapidly emerged as a significant area of academic inquiry and industry practice, reflecting the growing global demand for travel experiences that align with Islamic principles. Since the early 2000s, scholarly interest in halal tourism has expanded exponentially, with a marked surge in publications and research activity after 2016. This growth is closely tied to the increasing economic and cultural influence of Muslim travelers, the strategic positioning of countries such as Malaysia and Indonesia as leading halal tourism destinations, and the broader recognition of halal tourism as a distinct and lucrative market segment. The proliferation of research in this domain has been accompanied by diversification in thematic focus, encompassing topics such as digital transformation, sustainable practices, consumer behavior, and the integration of technology into halal service delivery. Bibliometric analyses have played a pivotal role in mapping the evolution of this field, identifying influential authors, and highlighting the collaborative networks that underpin scholarly advancements in halal tourism and hospitality research (Battour et al., 2024; Chantarungsi et al., 2024; Hasan, 2025; Ratnasari et al., 2024).

The application of bibliometric methods offers a systematic approach to understanding the structure, dynamics, and intellectual foundations of halal tourism research. By analyzing publication trends, citation patterns, and co-authorship networks, bibliometric studies reveal not only the most productive countries, institutions, and scholars but also the shifting thematic priorities and emerging research gaps within the field. This analytical lens is particularly valuable for uncovering underexplored areas, such as the challenges of halal tourism development in non-Muslim majority countries, the need for standardized certification frameworks, and the opportunities presented by digital innovation. As the halal tourism sector continues to evolve in response to changing consumer expectations and global market forces, bibliometric insights provide a strategic foundation for guiding future research, fostering

international collaboration, and informing policy and industry practice (Ahlawat et al., 2024; Battour et al., 2024; Hasan, 2025; Rusydiana et al., 2021).

Literature Review

Halal tourism and hospitality research has experienced exponential growth over the past two decades, with publication volumes rising sharply, especially after 2016. This surge reflects both heightened academic interest and the increasing economic significance of halal tourism globally. Influential authors such as Mohamed Battour and Amr Al-Ansi have shaped the field, with their works frequently cited in foundational studies on Islamic principles, halal certification, and Muslim tourist experiences. The research landscape is dominated by contributions from Malaysia and Indonesia, which serve as central hubs for scholarly collaboration and institutional networks. Leading journals, including the *International Journal of Tourism Research* and the *Journal of Islamic Marketing*, have played a crucial role in disseminating key findings and fostering thematic diversification, ranging from risk management and marketing strategies to the integration of digital technologies and sustainable practices (Battour et al., 2024; Chantarungsri et al., 2024; Hussain, A., Jamaluddin, M.A., Hashim, 2021; Mas'ud & Syamsurrijal, 2022; Ratnasari et al., 2024; Rusydiana et al., 2021).

The halal tourism market has expanded significantly, with bibliometric evidence highlighting Southeast Asia, particularly Malaysia, Indonesia, and Turkey as primary geographic hotspots. Recent years have seen the emergence of new research frontiers in the Arab Gulf, Thailand, South Africa, and China, reflecting a diversification of both market activity and scholarly focus. Policy initiatives and economic indicators, especially in Turkey, underscore the sector's contribution to national growth, employment, and investment. Thematic evolution in the literature reveals a shift from foundational concepts to contemporary issues such as digital platforms, heritage tourism, and sustainable development. However, research remains relatively sparse in non-Muslim majority countries, indicating a need for broader geographic and contextual coverage to fully understand the dynamics and challenges of halal tourism in diverse settings (Ahlawat et al., 2024; Alam et al., 2024; Gül, 2015; Hasan, 2025; Mahardhani et al., 2024; Supardin et al., 2025; Yolal, 2016).

Consumer behavior in halal tourism is deeply influenced by religiosity, cultural norms, and the desire for authentic Islamic experiences. Studies consistently demonstrate that factors such as halal-friendly attributes, perceived value, satisfaction, and trust are central to shaping Muslim tourists' loyalty and revisit intentions. Emotional engagement, digital halal literacy, and the visibility of halal certification further enhance consumer confidence and satisfaction. Cross-country analyses reveal that while core expectations, such as halal food, prayer facilities, and alcohol-free environments are widely shared, there is considerable variation in how these needs are prioritized and met across different cultural and regulatory contexts. The literature also highlights the mediating role of attitudes, subjective norms, and religious commitment in influencing halal tourism choices, underscoring the importance of culturally nuanced marketing and service strategies (Abror et al., 2025; Nugroho et al., 2025; Pauzi et al., 2025; Primadona et al., 2025a, 2025b; Syed & Kaliappen, 2024).

Despite its rapid growth, the halal tourism and hospitality industry faces persistent operational and regulatory challenges. The lack of standardized halal certification, inconsistent definitions, and limited stakeholder engagement particularly in non-Muslim majority countries pose significant barriers to market development and consumer assurance. Practical obstacles such

as high compliance costs, insufficient sharia-competent human resources, and inadequate promotion further complicate industry growth. Research gaps are evident in areas such as digital transformation, supply chain management, and the integration of emerging technologies like blockchain and smart tourism platforms. The literature calls for more empirical studies on halal tourism in diverse geographic contexts, the development of scalable digital certification models, and the exploration of sustainable and innovative business practices. Addressing these gaps is essential for fostering the long-term competitiveness and resilience of the halal tourism sector (Boğan & Sarıışık, 2019; Heikal & Rachman, 2024; Jaelani et al., 2025; Junaidi et al., 2019; Kusriani et al., 2023; Md Rodzi et al., 2023; Michael Hall & Prayag, 2019).

Research Questions

1. What are the publication trends over time in the field of halal tourism and hospitality research?
2. Which authors are the most influential in shaping the academic discourse on halal tourism and hospitality?
3. Which countries are the leading contributors to halal tourism and hospitality research?
4. What are the most frequently occurring keywords and thematic clusters associated with halal tourism and hospitality research?
5. What are the patterns of international collaboration and co-authorship among countries in halal tourism and hospitality research?

Methodology

Bibliometrics refers to the systematic collection, organization, and evaluation of bibliographic information from scholarly publications (Alves et al., 2021; Assyakur & Rosa, 2022; Verbeek et al., 2002). In addition to basic descriptive statistics such as identifying core journals, publication timelines, and leading contributors (Wu & Wu, 2017) the field also employs advanced techniques like document co-citation analysis. A rigorous literature review requires an iterative process of selecting appropriate keywords, conducting comprehensive searches, and performing detailed analyses. This method ensures the development of a thorough bibliography and enhances the reliability of findings (Fahimnia et al., 2015). Guided by this approach, the study concentrated on high-impact articles, as they offer valuable insights into the theoretical foundations shaping the discipline. To guarantee accuracy, SCOPUS was chosen as the primary database for data retrieval (Al-Khoury et al., 2022; di Stefano et al., 2010; Khiste & Paithankar, 2017). Furthermore, to uphold quality standards, only peer-reviewed journal articles were included, while conference, books and review were intentionally excluded (Gu et al., 2019). The dataset, drawn from Elsevier's Scopus due to its extensive coverage, comprised publications released between 2006 and 2025 for subsequent analysis.

Data Search Strategy

The bibliometric data were retrieved from the Scopus database using an advanced search strategy designed to comprehensively capture scholarly output related to halal tourism and its closely associated conceptual domains. The search string applied the TITLE-ABS-KEY field to ensure high relevance by limiting retrieval to documents explicitly referencing terms such as halal tourism, Islamic tourism, Muslim-friendly tourism, and related constructs within titles, abstracts, or keywords. This approach is widely recommended in bibliometric research to balance recall and precision while minimizing irrelevant records ((Donthu et al., 2021). To

enhance thematic relevance, the dataset was further refined by restricting subject areas to Business, Management and Accounting (BUSI), Social Sciences (SOCI), and Multidisciplinary (MULT), reflecting the dominant academic domains in which halal tourism research is situated. Only English-language publications were included to ensure consistency in bibliometric mapping and citation analysis, in line with common practices in large-scale scientometric studies (Zupic & Čater, 2015).

Temporal filtering was applied to include publications from 2006 to 2025, enabling longitudinal analysis of research evolution, growth patterns, and intellectual structure over two decades. Such extended time windows are particularly valuable for identifying emerging themes, influential works, and shifts in scholarly attention within a field (Aria & Cuccurullo, 2017). Following the application of all inclusion criteria, a final dataset of 708 documents was obtained, representing a robust and analytically suitable corpus for bibliometric techniques such as performance analysis, co-authorship networks, and keyword co-occurrence mapping. The structured and transparent search strategy enhances the replicability and validity of the study, aligning with best practices for bibliometric research using Scopus as a primary data source (Elsevier, 2023).

Table 1: The Search String

Scopus	<p>TITLE-ABS-KEY (("halal tourism") OR ("Islamic tourism") OR ("Halal-friendly tourism") OR ("Muslim tourism") OR ("Muslim-friendly tourism") OR ("Faith-based tourism") OR ("Ethical tourism")) AND (LIMIT-TO (SUBJAREA , "BUSI") OR LIMIT-TO (SUBJAREA , "SOCI") OR LIMIT-TO (SUBJAREA , "MULT")) AND (LIMIT-TO (PUBYEAR , 2006) OR LIMIT-TO (PUBYEAR , 2007) OR LIMIT-TO (PUBYEAR , 2008) OR LIMIT-TO (PUBYEAR , 2009) OR LIMIT-TO (PUBYEAR , 2010) OR LIMIT-TO (PUBYEAR , 2011) OR LIMIT-TO (PUBYEAR , 2012) OR LIMIT-TO (PUBYEAR , 2013) OR LIMIT-TO (PUBYEAR , 2014) OR LIMIT-TO (PUBYEAR , 2015) OR LIMIT-TO (PUBYEAR , 2016) OR LIMIT-TO (PUBYEAR , 2017) OR LIMIT-TO (PUBYEAR , 2018) OR LIMIT-TO (PUBYEAR , 2019) OR LIMIT-TO (PUBYEAR , 2020) OR LIMIT-TO (PUBYEAR , 2021) OR LIMIT-TO (PUBYEAR , 2022) OR LIMIT-TO (PUBYEAR , 2023) OR LIMIT-TO (PUBYEAR , 2024) OR LIMIT-TO (PUBYEAR , 2025)) AND (LIMIT-TO (LANGUAGE , "English")) ,</p> <p>Retrieved on 12 January 2026</p>
---------------	--

Source: Scopus

Table 2: The Selection Criterion Is Searching

Criterion	Inclusion	Exclusion
Language	English	Non-English
Literature type	Journal (Article)	Conference, Book, Review
Year	2006 - 2025	<2006
Publication Stage	Final	In Press

Data Analysis

VOSviewer is a widely recognized bibliometric software developed by Nees Jan van Eck and Ludo Waltman at Leiden University, Netherlands (van Eck & Waltman, 2010, 2017). Designed to be user-friendly, it is extensively employed for the visualization and analysis of scientific literature. The software specializes in producing intuitive network visualizations, clustering related items, and generating density maps. Its flexibility enables the exploration of co-authorship, co-citation, and keyword co-occurrence networks, offering researchers a comprehensive perspective on research landscapes. With an interactive interface and continuous updates, VOSviewer supports efficient and dynamic examination of large datasets. Its ability to compute bibliometric indicators, customize visual outputs, and integrate with multiple data sources makes it a valuable tool for scholars investigating complex research domains.

A key strength of VOSviewer lies in its capacity to convert complex bibliometric datasets into visually interpretable maps and charts. Emphasizing network visualization, the software excels in clustering related elements, analyzing keyword co-occurrence patterns, and producing density maps. Its accessible interface benefits both novice and experienced researchers, facilitating effective exploration of scientific landscapes. Ongoing development ensures that VOSviewer remains at the forefront of bibliometric analysis, providing meaningful insights through metric computation and adaptable visualizations. Its compatibility with diverse bibliometric data types, including co-authorship and citation networks, reinforces its role as a versatile and indispensable resource for academic inquiry.

For this study, datasets containing publication year, title, author names, journal, citations, and keywords in PlainText format were retrieved from the Scopus database, covering the period from 2006 to 2025. These datasets were analyzed using VOSviewer version 1.6.19. By applying VOS clustering and mapping techniques, the software facilitated the generation of bibliometric maps. Unlike the traditional Multidimensional Scaling (MDS) approach, VOSviewer positions items within low-dimensional spaces to ensure that the distance between them accurately reflects their degree of relatedness (van Eck & Waltman, 2010). While sharing conceptual similarities with MDS (Appio et al., 2014), VOS diverges by employing a more suitable normalization method for co-occurrence frequencies association strength (AS_{ij}). This is calculated as:

$$AS_{ij} = \frac{C_{ij}}{w_i w_j}$$

where C_{ij} represents the observed co-occurrences of items i and j , and w_i and w_j denote their respective total occurrences. As van Eck & Waltman (2007) explain, this measure is “proportional to the ratio between the observed number of co-occurrences of i and j and the expected number of co-occurrences under the assumption of statistical independence.”

Result and Discussion

What Are the Publication Trends Over Time in The Field of Halal Tourism and Hospitality Research?

The publication trend on halal tourism and hospitality from 2006 to 2025 reveals a clear three-phase development of the research field. The initial phase (2006 - 2012) is characterized by

very low and irregular publication output, indicating that halal tourism was still in its emergent stage, with limited scholarly attention and primarily conceptual discussions focused on Islamic tourism and faith-based travel. This slow growth reflects the absence of standardized terminology, limited empirical evidence, and minimal institutional emphasis within mainstream tourism research during the early years (Jafari & Scott, 2014; Zamani-Farahani & Henderson, 2010). A modest increase appears after 2010, suggesting early recognition of the Muslim travel market and the gradual integration of halal-related themes into tourism studies.

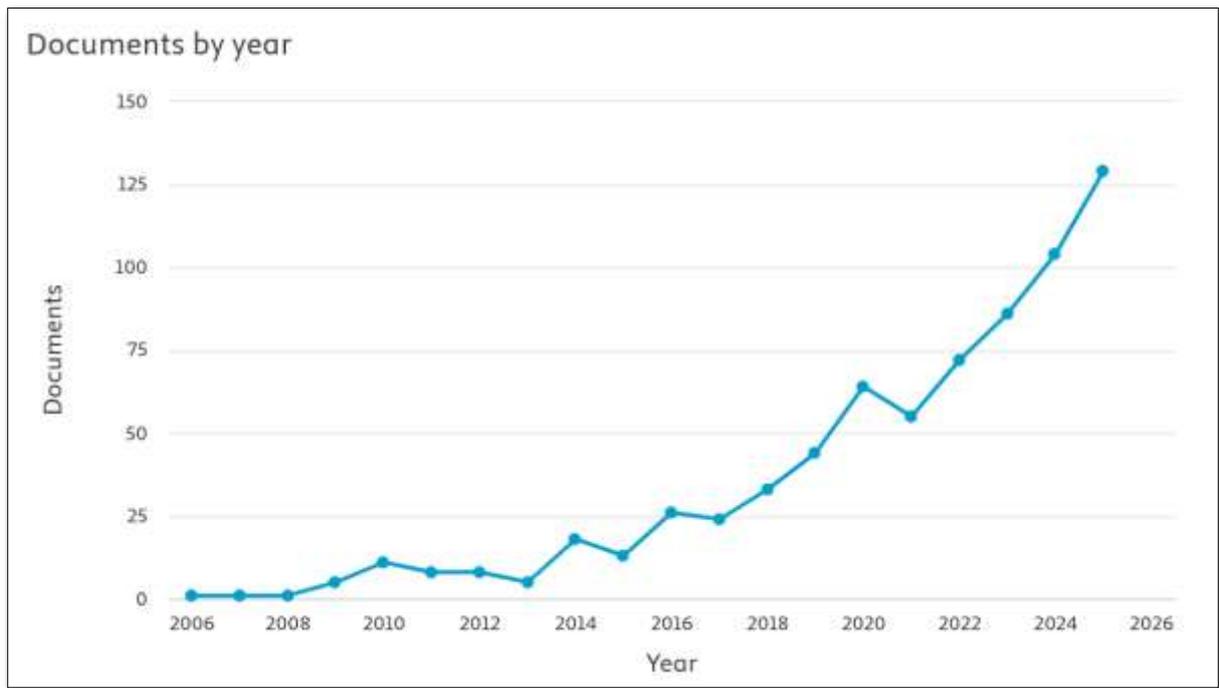


Figure 1: Trend Of Research in Halal Tourism and Hospitality by Years

Source: Scopus Analyzer

The second and third phases demonstrate rapid growth and consolidation, particularly from 2016 onward. A sharp and sustained increase in publications between 2018 and 2024 indicates that halal tourism and hospitality had become a well-established research domain, driven by global expansion of Muslim-friendly destinations, halal certification systems, and growing academic interest in consumer behavior, destination performance, and service quality. This period reflects methodological maturation, with increased use of empirical models, quantitative analysis, and interdisciplinary approaches. Overall, the trend confirms that halal tourism research has transitioned from emergence to a high-growth and consolidation stage, contributing robustly to tourism and hospitality scholarship (Battour & Ismail, 2016; Donthu et al., 2021).

Table 3: Trend Of Research in Halal Tourism and Hospitality by Years

Year	Total publication
2025	129
2024	104
2023	86
2022	72

2021	55
2020	64
2019	44
2018	33
2017	24
2016	26
2015	13
2014	18
2013	5
2012	8
2011	8
2010	11
2009	5
2008	1
2007	1
2006	1

Source: Scopus Analyzer

Table 3 demonstrates a systematic growth trajectory in halal tourism and hospitality research from 2006 to 2025, reflecting the field’s evolution from emergence to consolidation. The period between 2006 and 2012 shows minimal and sporadic publication output, confirming that halal tourism was initially an underexplored niche within tourism studies. A gradual increase begins after 2013, followed by a more pronounced acceleration from 2016 onward, indicating rising academic recognition aligned with the global expansion of Muslim travel markets and institutionalization of halal tourism practices. The most significant growth occurs between 2019 and 2025, with publications increasing sharply from 44 to a peak of 129, signalling a mature and highly productive research phase characterized by empirical rigor and interdisciplinary engagement. Overall, the temporal pattern confirms that halal tourism and hospitality has transitioned into a well-established research domain.

Which Authors Are the Most Influential in Shaping the Academic Discourse on Halal Tourism and Hospitality?

The analysis of the top 10 most cited articles since 2006 until 2025 highlights the foundational and conceptual dominance of early works that established halal and Islamic tourism as legitimate academic domains. The most cited article, Battour and Ismail (2016), reflects strong scholarly reliance on integrative frameworks that define concepts, practices, and future challenges, indicating that theory-building and conceptual clarification were critical in shaping subsequent empirical research. Similarly, highly cited works by Jafari and Scott (2014) and Zamani-Farahani and Henderson (2010) emphasize macro-level perspectives on Islamic tourism development, governance, and socio-cultural contexts, demonstrating that early scholarship focused on legitimizing the field within mainstream tourism studies. The high citation counts of these studies suggest their role as intellectual cornerstones frequently referenced to justify research scope, definitions, and theoretical grounding.

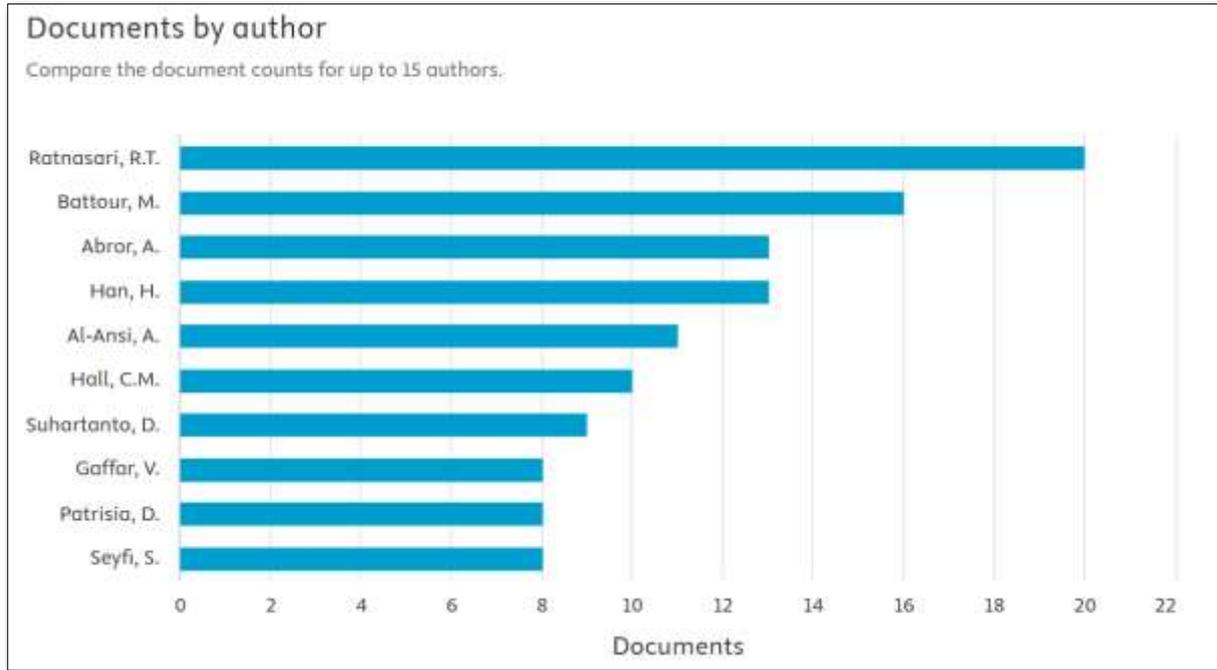


Figure 2: Top Ten Authors in Halal Tourism and Hospitality

Source: Scopus Analyzer

Based on the bibliometric evidence in the figure, research output in halal tourism and hospitality is dominated by a small group of influential authors. Ratnasari, R. T. emerges as the most prolific contributor, with the highest number of published documents, followed by Battour, M., whose extensive work has strongly shaped the conceptual and empirical foundations of halal tourism research. Other notable contributors include Abror, A. and Han, H., reflecting strong engagement with consumer behavior, destination marketing, and service quality within Islamic tourism contexts. The consistent presence of authors such as Al-Ansi, A., Hall, C. M., and Suhartanto, D. further indicates the interdisciplinary nature of the field, connecting tourism studies, hospitality management, and sustainability perspectives. Collectively, these leading authors represent a large share of the most visible and frequently cited works, suggesting that research influence in halal tourism and hospitality is concentrated around established scholars whose publications form the core knowledge base and guide ongoing research trends.

Which Countries Are the Leading Contributors to Halal Tourism and Hospitality Research?

The country-wise distribution of publications indicates that Indonesia (261) and Malaysia (157) dominate research output on halal tourism and hospitality, reflecting their strategic positioning as global leaders in the halal economy and Muslim-friendly tourism. This prominence aligns with strong national policies, institutional support, and sustained academic investment in halal certification, Islamic hospitality standards, and destination branding within Muslim-majority contexts. The substantial contribution from the United Kingdom (52) further demonstrates that halal tourism research is not confined to Muslim-majority countries; instead, it reflects growing scholarly interest in Muslim-friendly tourism markets within non-Muslim-majority destinations, driven by migration, multiculturalism, and the economic potential of Muslim travelers. Similarly, contributions from Turkey (41) highlight its dual identity as a secular

tourism hub and a culturally Islamic destination, encouraging academic engagement with hybrid models of halal hospitality (Battour & Ismail, 2016; Henderson, 2016).

Table 4: Top Ten Countries Contributed to Halal Tourism and Hospitality

Country	Number of Publications
Indonesia	261
Malaysia	157
United Kingdom	52
Turkey	41
New Zealand	32
India	30
United Arab Emirates	26
Thailand	25
United States	24
Australia	22

Source: Scopus Analyzer

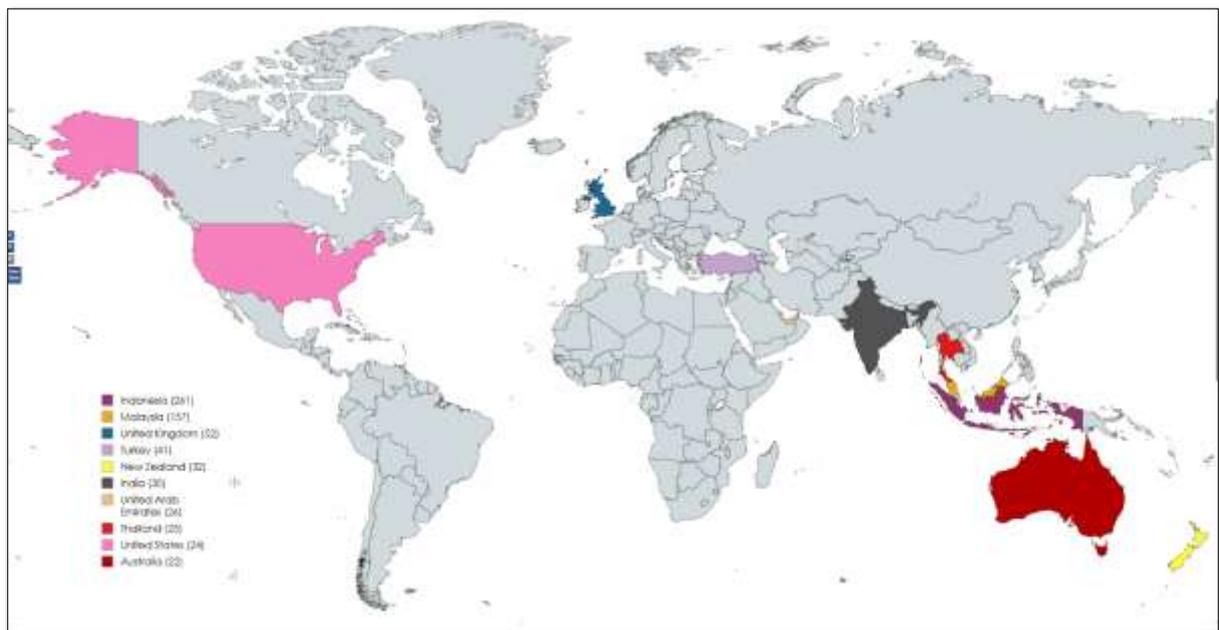


Figure 3: Top Ten Countries Contributed to Halal Tourism and Hospitality

Source: mapchart.net

The presence of countries such as New Zealand (32), India (30), United Arab Emirates (26), Thailand (25), United States (24), and Australia (22) suggests a diversification of research perspectives, emphasizing halal tourism as a global, cross-cultural, and market-driven phenomenon rather than a purely religious niche. Research from these countries often focuses on service adaptation, consumer behavior, and destination competitiveness in accommodating Muslim travelers within pluralistic or non-Muslim-majority environments. Overall, the geographic pattern reflects a transition in halal tourism scholarship from regionally concentrated studies toward broader internationalization, indicating maturation of the field and

represented proportionally. A minimum occurrence threshold of five keywords was set, meaning that only keywords appearing in at least five documents were included in the network. Out of a total of 1,516 unique keywords, 78 met this threshold, indicating a relatively focused set of recurring themes. This filtering step helps to eliminate noise from rarely used terms and emphasize the core conceptual clusters shaping the research landscape. The resulting map likely revealed distinct groupings, such as halal tourism and hospitality, Muslim-friendly destinations, religiosity and satisfaction, and sustainable or ethical tourism, demonstrating how subtopics interact within the broader research ecosystem.

The keyword network contributes significant insights into the intellectual structure and thematic evolution of halal and Islamic tourism research. The dominance of high-frequency keywords such as “halal tourism” (occurrence = 272; link strength = 414) and “Islamic tourism” (occurrence = 96; link strength = 178) confirms that the field is anchored around religiously oriented tourism models integrating Shariah compliance, Muslim traveler experiences, and halal-certified services. The emergence of related terms such as “satisfaction,” “trust,” “religiosity,” “loyalty,” and “sustainable tourism” demonstrates an ongoing shift from descriptive studies of halal travel toward more complex, consumer-centered and sustainability-driven analyses. This evolution signals a maturing discipline that blends religious ethics, market behavior, and destination management. Moreover, the co-occurrence of “bibliometric analysis” and “systematic review” suggests a growing methodological rigor in recent scholarship. Collectively, these findings expand the body of knowledge by mapping how halal tourism research has diversified conceptually and geographically, highlighting future opportunities for interdisciplinary integration and comparative cross-country research.

What Are the Patterns of International Collaboration and Co-Authorship Among Countries in Halal Tourism and Hospitality Research?

In bibliometric research, the co-occurrence by keywords analysis in VOSviewer is a method used to explore how research themes and topics are interrelated within a scientific field. Each keyword represents a concept, and co-occurrence reflects how often two or more keywords appear together in the same set of publications. This helps to identify the intellectual structure of a research domain, thematic clusters, and collaboration patterns among countries, authors, or institutions. In this dataset, countries are analyzed based on the keywords used in their publications. Each node (country) in the network is connected to others through shared research topics, and the total link strength represents the intensity of these connections. Higher link strength suggests more frequent collaborations or thematic overlap with other countries' research output. Therefore, co-occurrence by keywords serves as a proxy for identifying global research hotspots, emerging themes, and the interconnectedness of knowledge production within halal, Islamic, and sustainable tourism studies.

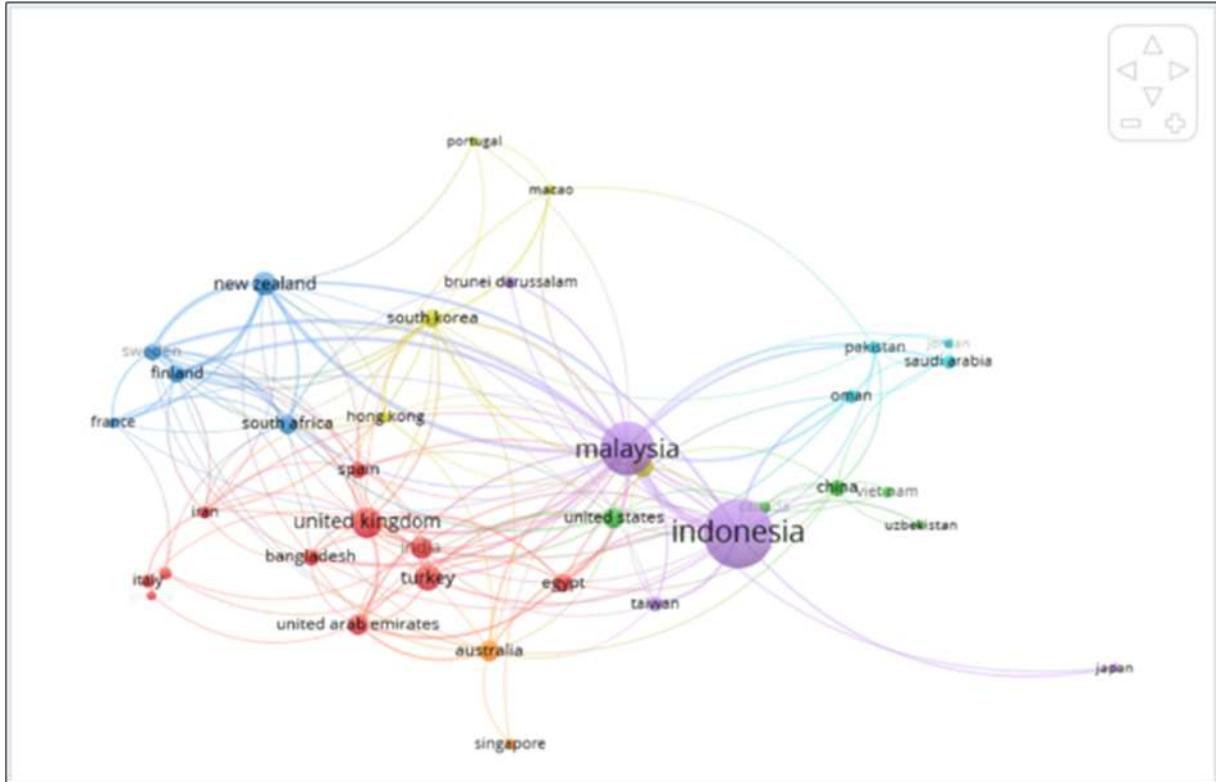


Figure 5: Visualisation Map of International Collaboration and Co-Authorship Among Countries in Halal Tourism and Hospitality Research

Source: VOSviewer

The map was generated using the full counting method, meaning that each co-occurrence of a keyword is counted equally across all documents where it appears, regardless of how many keywords are present in each publication. This approach provides a balanced view of all contributing countries and ensures that collaboration patterns are not skewed by prolific authors or institutions. A minimum threshold of five documents per country was applied to include only countries with a substantive research presence. Out of 73 total countries, 37 met this threshold, forming the active network displayed in the visualization. This filtering step reduces noise from countries with minimal contributions and highlights core research actors. As a result, the visualization likely reveals clusters of countries with strong thematic overlaps such as Indonesia and Malaysia forming a Southeast Asian hub, and the United Kingdom, New Zealand, and South Korea acting as significant secondary nodes connected through shared keywords related to halal tourism, Islamic hospitality, and religious consumer behavior.

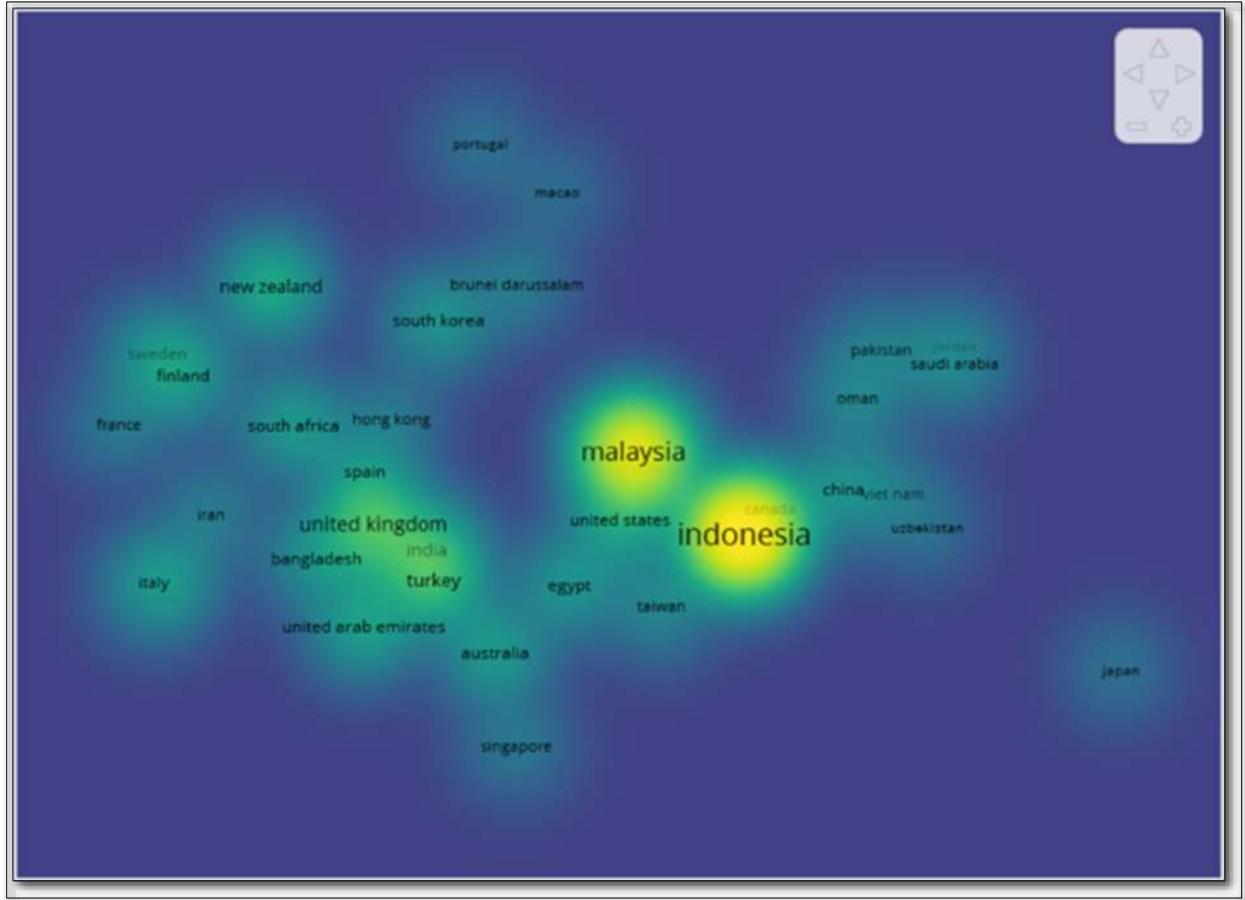


Figure 6: Density Map of Top Contributing Countries

Source: VOSviewer

The network analysis provides meaningful insights into the geographical distribution and intellectual collaboration in halal and Islamic tourism research. Indonesia (261 documents; 3,042 citations; link strength = 101) and Malaysia (157 documents; 4,055 citations; link strength = 162) emerge as the most influential contributors, reflecting their leadership in shaping the halal and Islamic tourism discourse. Their high document output and link strength indicate that these nations not only produce the most research but also collaborate extensively across regions. Secondary contributors such as New Zealand, the United Kingdom, South Korea, and Egypt display strong international linkages, suggesting that halal and faith-based tourism has become a globally recognized area of inquiry that bridges Western and Muslim-majority contexts. The presence of countries like Finland, Sweden, and South Africa signifies diversification and cross-cultural engagement in ethical and sustainable tourism research. Collectively, these findings enrich the body of knowledge by evidencing the globalization of halal tourism scholarship, the emergence of transnational collaborations, and the integration of ethical, religious, and sustainability paradigms into mainstream tourism studies.

Conclusion

The purpose of this bibliometric analysis was to examine the research trends, influential contributions, and intellectual structure within the domain of halal tourism and hospitality. The study sought to address several key research questions, including the evolution of publication output over time, the most cited works shaping the field, the geographical distribution of

scholarly contributions, the dominant keywords representing emerging themes, and the collaboration patterns among countries. The analysis provided a comprehensive overview of how academic attention toward halal tourism has evolved and identified the core research networks supporting this area of study.

The results of the bibliometric analysis revealed a steady and accelerating growth in publications, particularly from 2015 onward, reflecting the rising importance of halal tourism as both a commercial and academic field. The majority of research output originated from Southeast Asian countries, notably Malaysia and Indonesia, which demonstrated strong collaboration networks and citation impacts. Commonly recurring keywords such as halal tourism, Islamic tourism, Muslim-friendly destinations, and hospitality management highlighted the concentration of research around themes related to religiously compliant travel, consumer satisfaction, and destination marketing. The visualization of keyword co-occurrence and international collaboration networks indicated that the research area has matured significantly while maintaining strong regional foundations with increasing global engagement.

This analysis contributes to the broader field of tourism and hospitality research by mapping the intellectual landscape and offering insights into how halal-oriented scholarship aligns with global discussions on ethical, sustainable, and inclusive tourism. The findings provide an evidence-based understanding of the research evolution and offer a reference point for scholars, industry practitioners, and policymakers seeking to develop the halal tourism sector through data-driven strategies and cross-national collaboration. The study also underscores the growing recognition of halal tourism as an integral part of global hospitality discourse, bridging religious, cultural, and economic perspectives.

Despite providing a comprehensive overview, certain limitations were identified. The analysis was based solely on the Scopus database, which may have excluded relevant studies indexed elsewhere. Additionally, the reliance on bibliometric indicators such as publication counts and citation numbers does not fully capture qualitative aspects of research influence. Future studies could expand the data sources, apply mixed bibliometric and content analysis methods, and explore thematic shifts across different time periods. Longitudinal or comparative studies between halal and non-halal tourism contexts could also offer a more nuanced understanding of global tourism diversification.

Overall, this research underscores the value of bibliometric analysis in identifying knowledge patterns, intellectual relationships, and emerging research directions. The results confirm that halal tourism and hospitality have evolved into a distinct and rapidly growing area of study with significant academic and practical relevance. Continued exploration and collaboration across regions are essential for strengthening theoretical development and enhancing the contribution of halal tourism research to the wider tourism and hospitality field.

Acknowledgements: The authors would like to express their sincere gratitude to Universiti Tun Abdul Razak (UNIRAZAK), SEGI University, International Islamic University Malaysia (IIUM) and Universiti Teknologi MARA (UiTM) for providing the necessary resources and support throughout the course of this research. Special appreciation is extended to colleagues and peers who contributed valuable insights and constructive feedback, which greatly enhanced the quality of this paper. During the preparation of this work, the authors used generative AI tools and grammar correction software to enhance clarity, grammar, and sentence structure. Following the use of these tools, the authors reviewed and revised the manuscript as necessary and take full responsibility for the final content of the publication.

Funding Statement: No Funding.

Conflict of Interest Statement: The authors declare that there is no conflict of interest regarding the publication of this paper. All authors have contributed to this work and approved the final version of the manuscript for submission to the Journal of Tourism, Hospitality and Environment Management (JTHER)

Ethics Statement: Option B (For Studies Not Involving Human or Animal Subjects) This study did not involve any human participants, animals, or sensitive data requiring ethical approval. The authors confirm that the research was conducted in accordance with accepted academic integrity and ethical publishing standards.

Author Contribution Statement: All authors contributed significantly to the development of this manuscript. Aishah Hussain was responsible for the conceptualization, methodology, and overall supervision of the study. Noreldzaihan Mohd Rais handled data collection, analysis, and interpretation of results. Mohammad Aizat Jamaludin contributed to the literature review, drafting, and critical revision of the manuscript. All authors read and approved the final version of the manuscript prior to submission.

References

- Abror, A., Patrisia, D., Engriani, Y., Mulyani, E., Gaffar, V., Achmad, N., Najib, M., Kim, L., & Aujirapongpan, S. (2025). An Integrative Model Analyzing Revisit Intentions and Behavior in Halal Tourism: Evidence from Indonesia. *Tourism and Hospitality*, 6(3). <https://doi.org/10.3390/tourhosp6030151>
- Ahlawat, R., Ahlawat, B., Ghai, M., Garg, S. K., Kaur, R., & Sharma, A. (2024). Mapping the research trends of halal tourism: A bibliometric approach. In *Global Sustainable Practices in Gastronomic Tourism* (pp. 383–391). IGI Global. <https://doi.org/10.4018/979-8-3693-7096-4.ch022>

- Al-Ansi, A., & Han, H. (2019). Role of halal-friendly destination performances, value, satisfaction, and trust in generating destination image and loyalty. *Journal of Destination Marketing and Management*, 13, 51–60. <https://doi.org/10.1016/j.jdmm.2019.05.007>
- Alam, A., Ratnasari, R. T., Prasetyo, A., Hapnitasari, I., & Rahmawati, E. (2024). Systematic Literature Review on Halal Label Studies of Halal Tourism. *TEM Journal*, 13(1), 635–645. <https://doi.org/10.18421/TEM131-66>
- Appio, F. P., Cesaroni, F., & Di Minin, A. (2014). Visualizing the structure and bridges of the intellectual property management and strategy literature: a document co-citation analysis. *Scientometrics*, 101(1), 623–661. <https://doi.org/10.1007/s11192-014-1329-0>
- Battour, M., & Ismail, M. N. (2016). Halal tourism: Concepts, practises, challenges and future. *Tourism Management Perspectives*, 19, 150–154. <https://doi.org/10.1016/j.tmp.2015.12.008>
- Battour, M., Ismail, M. N., & Battor, M. (2011). The impact of destination attributes on Muslim tourist's choice. *International Journal of Tourism Research*, 13(6), 527–540. <https://doi.org/10.1002/jtr.824>
- Battour, M., Ismail, M. N., Battor, M., & Awais, M. (2017). Islamic tourism: an empirical examination of travel motivation and satisfaction in Malaysia. *Current Issues in Tourism*, 20(1), 50–67. <https://doi.org/10.1080/13683500.2014.965665>
- Battour, M., Ratnasari, R. T., Ahmi, A., Sukmana, R., & Hendratmi, A. (2024). The current state of published literature on halal tourism and hospitality: a bibliometric review. *Journal of Islamic Marketing*, 15(4), 963–989. <https://doi.org/10.1108/JIMA-02-2023-0054>
- Boğan, E., & Sarıışık, M. (2019). Halal tourism: conceptual and practical challenges. *Journal of Islamic Marketing*, 10(1), 87–96. <https://doi.org/10.1108/JIMA-06-2017-0066>
- 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). <https://doi.org/10.1080/23311886.2024.2365507>
- CrescentRating. (2023). Global Muslim travel index 2023.
- Donthu, N., Kumar, S., Mukherjee, D., Pandey, N., & Lim, W. M. (2021). How to conduct a bibliometric analysis: An overview and guidelines. *Journal of Business Research*, 133, 285–296.
- Eid, R., & El-Gohary, H. (2015). The role of Islamic religiosity on the relationship between perceived value and tourist satisfaction. *Tourism Management*, 46, 477–488. <https://doi.org/10.1016/j.tourman.2014.08.003>
- El-Gohary, H. (2016). Halal tourism, is it really Halal? *Tourism Management Perspectives*, 19, 124–130. <https://doi.org/10.1016/j.tmp.2015.12.013>
- Gül, H. (2015). Effects of foreign demand increase in the tourism industry: a CGE approach to Turkey. *Anatolia*, 26(4), 598–611. <https://doi.org/10.1080/13032917.2015.1044016>
- Hall, C. M., Prayag, G., & Amore, A. (2023). *Tourism and religion: Issues and implications*. Channel View Publications.
- Han, H., Al-Ansi, A., Olya, H. G. T., & Kim, W. (2019). Exploring halal-friendly destination attributes in South Korea: Perceptions and behaviors of Muslim travelers toward a non-Muslim destination. *Tourism Management*, 71, 151–164. <https://doi.org/10.1016/j.tourman.2018.10.010>
- Hasan, Z. (2025). A bibliometric analysis of halal tourism research: Evidence from scopus. In *Exploring the Halal Industry and Its Business Ecosystem Prospects* (pp. 211–226). IGI Global. <https://doi.org/10.4018/979-8-3693-8618-7.ch010>

- Heikal, M., & Rachman, A. (2024). Digitalization of Halal Food Supply Chain Management Based on Blockchain Technology. In F. J., P. M., K. T., T. H., B. M., & A. S. B. (Eds.), *Springer Proceedings in Business and Economics* (pp. 103–121). Springer Nature. https://doi.org/10.1007/978-981-97-5400-7_7
- Henderson, J. C. (2016). Muslim travellers, tourism industry responses and the case of Japan. *Tourism Recreation Research*, 41(3), 339–347.
- Hussain, A., Jamaluddin, M.A., Hashim, K. S. H. (2021). Study on Muslim-Friendly Hotel in Malaysia: A Conceptual Framework. *Journal of Halal Industry & Services*, 4(1).
- Jaelani, A. K., Kusumaningtyas, R. O., & Sobirov, B. (2025). Sustainable halal tourism regulation based on local wisdom in indonesia and uzbekistan. *Journal of Human Rights, Culture and Legal System*, 5(1), 351–377. <https://doi.org/10.53955/jhcls.v5i1.671>
- Jafari, J., & Scott, N. (2014). Muslim world and its tourisms. *Annals of Tourism Research*, 44(1), 1–19. <https://doi.org/10.1016/j.annals.2013.08.011>
- Junaidi, J., Suci, A., Nanda, S. T., & Kadaryanto, B. (2019). Halal-friendly tourism business process: Tourism operators in Indonesia. *Geojournal of Tourism and Geosites*, 27(4), 1148–1157. <https://doi.org/10.30892/gtg.27403-422>
- Kusrini, E., Helia, V. N., Sutrisno, W., & Yanti, R. (2023). Research In Halal Certification: A Literature Review. In T. B., T. S.S., L. A.R.T., G. L., H. H., C. C., & S. T.P. (Eds.), *AIP Conference Proceedings* (Vol. 2680, Issue 1). American Institute of Physics Inc. <https://doi.org/10.1063/5.0126061>
- 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). <https://doi.org/10.24294/jipd.v8i11.8286>
- Mas'ud, R., & Syamsurrijal, M. (2022). Some Insights Concerning the Halal Tourism Research. A Bibliometric Analysis. *Journal of Environmental Management and Tourism*, 13(8), 2161–2173. [https://doi.org/10.14505/jemt.v13.8\(64\).08](https://doi.org/10.14505/jemt.v13.8(64).08)
- Md Rodzi, Z. B., Mohd Amin, F. A., Jamiatun, N., Qaiyyum, A., Al-Sharqi, F., Zaharudin, Z. A., & Khair, M. H. M. (2023). Integrated Single-Valued Neutrosophic Normalized Weighted Bonferroni Mean (SVNNWBM)-DEMATEL for Analyzing the Key Barriers to Halal Certification Adoption in Malaysia. *International Journal of Neutrosophic Science*, 21(3), 106–114. <https://doi.org/10.54216/IJNS.210310>
- Michael Hall, C., & Prayag, G. (2019). Emerging and future issues in halal hospitality and islamic tourism. In *The Routledge Handbook of Halal Hospitality and Islamic Tourism* (pp. 339–346). Taylor and Francis. <https://doi.org/10.4324/9781315150604-26>
- Mohsin, A., Ramli, N., & Alkhulayfi, B. A. (2016). Halal tourism: Emerging opportunities. *Tourism Management Perspectives*, 19, 137–143. <https://doi.org/10.1016/j.tmp.2015.12.010>
- Nugroho, M. A., Manzilati, A., Ekawaty, M., & Badriyah, N. (2025). Islamic attributes and religiosity: a meta-analysis of their influence on halal tourism preferences. *Journal of Islamic Accounting and Business Research*. <https://doi.org/10.1108/JIABR-01-2025-0023>
- Pauzi, N., Razali, A., Man, S., Syed Jaafar, S. M. J., & Jamaludin, M. H. (2025). Influence of customer intention on patronizing halal logo in the food premises of Malaysia. *Journal of Islamic Marketing*, 16(2), 484–501. <https://doi.org/10.1108/JIMA-05-2023-0158>
- Primadona, F., Yuliati, L. N., & Arsyianti, L. D. (2025a). Determinants Of Consumer Loyalty In Halal Tourism Unveiling the Critical Factors Driving Visit Intentions of Muslims and

- Non-Muslims in Lombok, Indonesia¹. *Journal of Indonesian Islam*, 19(1), 214–238. <https://doi.org/10.15642/JIIS.2025.19.1.214-238>
- Primadona, F., Yuliati, L. N., & Arsyianti, L. D. (2025b). Perceived Value, Satisfaction, Trust, And Tourist Loyalty In Halal Tourism: An Islamic Legal Perspective from Lombok. *Syariah: Jurnal Hukum Dan Pemikiran*, 25(1), 23–42. <https://doi.org/10.18592/sjhp.v25i1.16346>
- Ratnasari, R. T., Sari, N. S., Ahmi, A., & Ismail, S. (2024). Research trends of halal tourism: a bibliometric analysis. *Journal of Islamic Accounting and Business Research*. <https://doi.org/10.1108/JIABR-08-2023-0246>
- Rusydiana, A. S., Aswad, M., Pratomo, W. A., Hendrayanti, E., & Sanrego, Y. D. (2021). Halal Tourism Indicators: A Bibliometric Study. *Library Philosophy and Practice*, 2021, 1–21. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85110454601&partnerID=40&md5=4951c971902b575b8174071b32838de0>
- Supardin, L., Suyanto, M., Hidayat, A., & Wijaya, T. (2025). A bibliometric analysis of halal tourism: future research agenda. *Journal of Islamic Accounting and Business Research*, 16(3), 566–584. <https://doi.org/10.1108/JIABR-01-2023-0028>
- Syed, F. N., & Kaliappen, N. (2024). Halal tourism as a new strategy for sustainable tourism. In *The Emerald Handbook of Tourism Economics and Sustainable Development* (pp. 273–292). Emerald Publishing. <https://doi.org/10.1108/978-1-83753-708-220241014>
- van Eck, N. J., & Waltman, L. (2010). Software survey: VOSviewer, a computer program for bibliometric mapping. *Scientometrics*, 84(2), 523–538. <https://doi.org/10.1007/s11192-009-0146-3>
- van Eck, N. J., & Waltman, L. (2017). Citation-based clustering of publications using CitNetExplorer and VOSviewer. *Scientometrics*, 111(2), 1053–1070. <https://doi.org/10.1007/s11192-017-2300-7>
- Van Eck, N. J., & Waltman, L. (2007). Bibliometric mapping of the computational intelligence field. *International Journal of Uncertainty, Fuzziness and Knowledge-Based Systems*, 15(5), 625–645. <https://doi.org/10.1142/S0218488507004911>
- Yolal, M. (2016). History of Tourism Development in Turkey. In *GeoJournal Library* (Vol. 121, pp. 23–33). Springer Science and Business Media B.V. https://doi.org/10.1007/978-3-319-47537-0_2
- Zamani-Farahani, H., & Henderson, J. C. (2010). Islamic tourism and managing tourism development in islamic societies: The cases of Iran and Saudi Arabia. *International Journal of Tourism Research*, 12(1), 79–89. <https://doi.org/10.1002/jtr.741>