

## Global Research Trends on Halal Tourism: A Bibliometric Analysis 2020 – 2024

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### Abstract

This study analyzes trends and patterns of global halal tourism research for the period 2020-2024 through a bibliometric analysis of 359 Scopus documents. The results show a significant increase in publications related to halal tourism, especially in the form of scientific articles. Indonesia and Malaysia dominate the countries with the highest number of publications, followed by other countries in Southeast Asia and the Middle East. Institutional-level analysis shows the important role of several universities in Indonesia and Malaysia in driving this research. The most widely studied research topics include the social, economic, and environmental aspects of halal tourism. Visualization analysis using VOSviewer reveals five main research clusters: psychological, industry, destination, methodology, and culture. These findings indicate that halal tourism research has developed comprehensively and has great potential to contribute to the development of sustainable and inclusive tourism.

**Keywords :** *Halal Tourism; Bibliometric Analysis; Research Trends*

### INTRODUCTION

Halal tourism has emerged as an increasingly significant sector in the global tourism industry. Its rapid growth is driven by the increasing number of Muslim travelers worldwide seeking destinations that are not only enjoyable but also in line with their religious and cultural values. This is reflected in the data from the Global Muslim Travel Index (GMTI) 2023 report which shows that in 2022, international Muslim arrivals will reach 110 million, equivalent to 68% of the number of Muslim arrivals in 2019 before the pandemic (Maharani, 2024). This figure indicates a strong recovery in the halal tourism sector post-pandemic and further confirms the huge potential of this market segment. This phenomenon has attracted the attention of academics, practitioners, and policymakers to explore further aspects related to halal tourism. Research on halal tourism has proliferated in recent decades (Ahman et al., 2024; Pattaray, 2024; Syed & Kaliappen, 2024). However, comprehensive studies that specifically analyze global

research trends over a certain period, especially in the era of digitalization and the global pandemic, are still relatively rare and limited. This study aims to fill this gap by conducting a bibliometric analysis of scientific publications related to halal tourism indexed in the Scopus database from 2020 to 2024.

The choice of Scopus as the primary database is based on its reputation as one of the world's largest bibliographic indexes covering various disciplines (H Endang Herawan et al., 2024), including tourism. Bibliometric analysis, with its quantitative approach, is considered an appropriate method for identifying trends, patterns, and key topics in halal tourism research. Through this approach, we can map the research landscape comprehensively, identify the countries and institutions that are most active in producing research, and reveal research themes that are currently of primary concern to researchers.

Specifically, this study aims to map global halal tourism research in the period 2020-2024. Through this study, researchers explore several parameters or reciprocal relationships between variables in halal tourism, such as halal product innovation, sharia tourism policies, investment in the halal tourism sector, the role of local communities in halal tourism development, and the economic impact of halal tourism on society. Thus, this study focuses on research trends on halal tourism in the interval 2020-2024 with five research questions: i) To what extent are the publication outputs, document sources, and language sources related to halal tourism in 2020-2024? ii) To what extent is the distribution of halal tourism publications across countries and institutions in the world? iii) Who are the top authors in halal tourism research in the world? iv) What is the pattern of publishing halal tourism research based on source titles? v) What are the results of the visualization of halal tourism research trends?

## LITERATURE REVIEW

Halal tourism is an emerging sector that caters to Muslim travelers by providing services and experiences that are in line with Islamic principles. The concept has gained traction in various regions, particularly in Muslim-majority countries such as Indonesia and Malaysia, as well as in unique destinations such as the Maldives. The following sections outline the key attributes, development strategies, and challenges associated with halal tourism. As defined by Adham et al. (2024), halal tourism is a promising market segment with unique characteristics that emphasize cultural sensitivity, safety, and privacy (Adham et al., 2024). To develop this sector, comprehensive policy support from the government is needed, as proposed by Trishananto et al. (2024) (Trishananto et al., 2024). The active involvement of industry players, especially in terms of fulfilling

halal standards, is also very important (Sodiq & Anggraini, 2024). Thus, halal tourism can be a source of sustainable and inclusive economic growth.

## RESEARCH METHOD

This study adopts a literature study approach with bibliometric analysis of several scientific papers. The aim is to provide a strong theoretical basis for further research. Bibliometric analysis, as defined by Pritchard (1969) in (Salinas-Ríos, 2022), is a quantitative method for studying scientific publications. This study utilizes the Scopus database, one of the largest scientific repositories, using the keywords "halal" and "tourism" in the period 2020-2024. The search strategy applied is: "TITLE-ABS-KEY ( halal AND tourism ) AND PUBYEAR > 2019 AND PUBYEAR < 2025 AND ( LIMIT-TO ( SUBJAREA , "BUSI" ) OR LIMIT-TO ( SUBJAREA , "SOCI" ) OR LIMIT-TO ( SUBJAREA , "ECON" ) OR LIMIT-TO ( SUBJAREA , "ENVI" ) OR LIMIT-TO ( SUBJAREA , "ARTS" ) OR LIMIT-TO ( SUBJAREA , "EART" ) OR LIMIT-TO ( SUBJAREA , "AGRI" ) OR LIMIT-TO ( SUBJAREA , "DECI" ) OR LIMIT-TO ( SUBJAREA , "MULT" ) ) AND ( EXCLUDE ( DOCTYPE , "ed" ) OR EXCLUDE ( DOCTYPE , "le" ) OR EXCLUDE ( DOCTYPE , "no" ) OR EXCLUDE ( DOCTYPE , "cr" ) )"

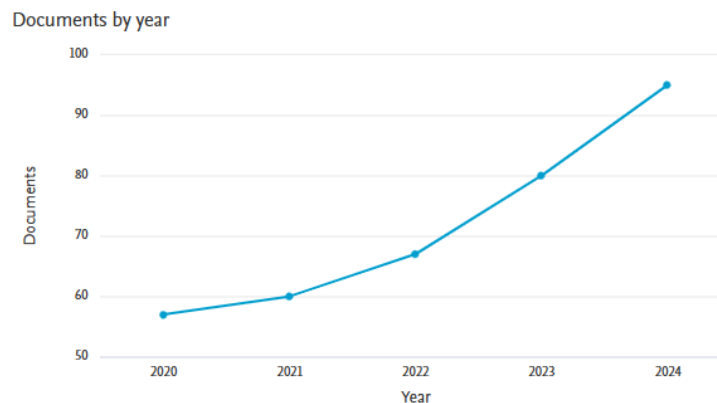
Data collection was conducted in November 2024. Through the search process, 359 documents were obtained that met the inclusion criteria. The data obtained were then analyzed using Microsoft Excel software. This analysis aims to identify research trends in the field of halal tourism, including characteristics of publication (type, year, language), country of origin and institution of the researcher, subject category, and author productivity. The research period reviewed was from 2020 to 2024. Further analysis was conducted to identify authors with the highest productivity, publications with the most citations, and publication growth trends over time. In addition, VOSviewer software was used for bibliometric data visualization to reveal the research landscape map and identify clusters and relationships between research topics. The results of this analysis are expected to contribute to a more comprehensive understanding of the dynamics of halal tourism research, as well as identify research gaps that need to be explored further.

## RESULTS AND DISCUSSION

### Publication results, document sources, and language sources.

Bibliometric analysis of 359 documents related to halal tourism in the Scopus database during the period 2020 to 2024 is shown in Figure 1, increasing every year, reaching 95 documents in 2024. This reveals a significant increasing trend in interest in sustainable

and responsible tourism research, which pays attention to social, economic, and environmental aspects, as well as Islamic values. Scientific articles make up the majority of halal tourism research publications, namely 280 articles, followed by 36 book chapters, 20 conference papers, 17 reviews, and 6 books. English dominates as the language of publication, indicating the global nature of this research. The rapid growth in halal



tourism publications indicates an increasing awareness of the importance of meeting the needs of Muslim tourists holistically, both in terms of spiritual, social, and environmental. This is in line with global efforts to promote cultural and religious diversity.

Figure 1. Publication of halal tourism documents from 2020 – 2024.

### Distribution of state and institutional publications

Indonesia dominates global research in the field of green economy with 193 documents, followed by the top 5 countries; Malaysia (91), Turkey (18), Bangladesh (14), and India (13). Institutional-level analysis shows that Universiti Teknologi MARA and Universitas Airlangga lead with 23 publications each. Followed by Universiti Kebangsaan Malaysia (11), then Universiti Malaya, Universitas Pendidikan Indonesia, and Universitas Muhammadiyah Surakarta each with 10 documents. Universiti Sultan Zainal Abidin, Universitas Muhammadiyah Yogyakarta, Universitas Negeri Padang, Polytechnic Negeri Bandung, each with 9 documents.

**Table 1**  
**Number of Halal Tourism documents (2020 – 2024) in the top 10 institutions**

INSTITUTION	AMOUNT
Universiti Teknologi MARA	23
Universitas Airlangga	23
Universiti Kebangsaan Malaysia	11

Universiti Malaya	10
Universitas Pendidikan Indonesia	10
Universitas Muhammadiyah Surakarta	10
Universiti Sultan Zainal Abidin	9
Universitas Muhammadiyah Yogyakarta	9
Universitas Negeri Padang	9
Politeknik Negeri Bandung	9

Source: Research Data, Processed

**Top Authors in Halal Tourism Research**

Analysis of author productivity shows that there is a dominance of certain names that consistently appear in the top rankings such as Ratnasari, RT, and Battour, M., with 16 and 9 publications respectively. This indicates the existence of a very active and influential group of researchers in the development of halal tourism literature. This is followed by Abror, A., Alam, A., and Suhartanto, D, with 7 publications each. The high productivity of these authors shows a strong dedication to exploring the potential and challenges in this increasingly popular tourism sector. In addition, the existence of international collaborations involving researchers from various countries indicates that halal tourism has become a global issue that attracts the attention of the academic community at large. This finding indicates the existence of a strong research network among the top authors, as well as a specific research focus in the field of halal tourism. The institutions affiliated with these authors are likely to be research centers that are active in developing knowledge and best practices in halal tourism.

**Table 2**  
**Top 10 Halal Tourism Writers (2020 – 2024)**

INSTITUTION	AMOUNT
Ratnasari, R.T.	16
Battour, M.	9
Abror, A.	7
Alam, A.	7
Suhartanto, D.	7
Han, H.	6
Hanafiah, M.H.	6
Jubba, H.	6
Rahman, M.K.	6





yellow cluster highlights the economic aspect of halal tourism. The concept of "economic growth" suggests that halal tourism is not only seen as a sector that serves the specific needs of a particular group but also as an economic engine that can make a significant contribution to a region or country. Research in this cluster is likely to analyze the economic impact of halal tourism, as well as the factors that influence the growth of halal tourism destinations. Fourth, the purple cluster presents an overview of the methods used in halal tourism research. "Survey" and "bibliometric analysis" are two commonly used methods in this field. Surveys allow researchers to collect data directly from Muslim travelers, while bibliometric analysis can be used to identify research trends and identify knowledge gaps in the literature. Fifth, the red cluster highlights a very important aspect of halal tourism, namely the cultural and religious dimensions. The concepts of "Islam" and "religiosity" suggest that the research considers how Islamic religious and cultural values influence Muslim travelers' behavior and shape their preferences.

From the analysis of these color clusters, it can be concluded that halal tourism research has grown rapidly in recent years. These studies do not only focus on religious aspects, but also cover various other aspects such as consumer behavior, product development, and economic impacts. By understanding these aspects, stakeholders can develop more effective strategies to promote and develop halal tourism.

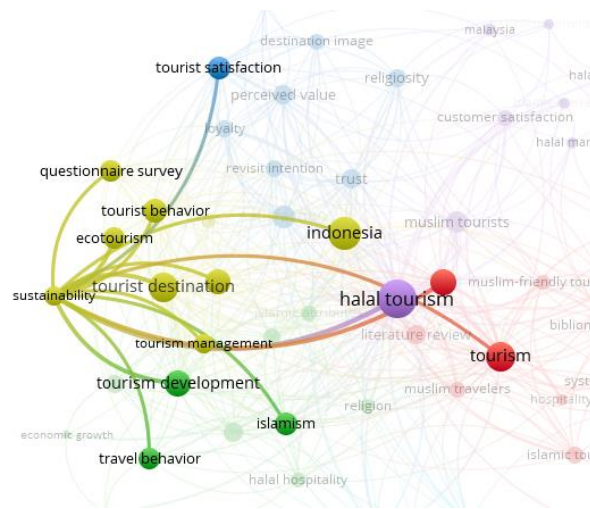


Figure 3. Relationship between Halal Tourism nodes and sustainability nodes of VOSViewer.

Halal tourism, as a form of tourism that upholds Islamic values, has great potential to be integrated with the concept of sustainability. Regarding ecotourism, halal tourism can encourage the development of environmentally friendly and sustainable tourist destinations, where tourists can enjoy the beauty of nature while still respecting religious values (Khalid & Ali, 2023; Tsawaba et al., 2024). In the context of tourism development, halal tourism can be a driver of inclusive and sustainable economic growth, by paying attention to social, cultural, and environmental aspects (Al Mustaqim, 2023). The

behavior of Muslim tourists who are increasingly aware of the importance of sustainability also encourages the growth of responsible halal tourism. The concept of Islamism, which emphasizes the importance of balance between the world and the hereafter, is in line with the principles of sustainability. A successful halal tourism destination can meet the spiritual needs of Muslim tourists while maintaining environmental sustainability and the welfare of local communities (Cuesta-Valiño et al., 2020). Muslim tourists' satisfaction will increase if they feel that their trip is not only enjoyable but also makes a positive contribution to the environment and society.

## CONCLUSION

Articles on halal tourism research trends from 2020 to 2024 show significant growth in this field, with 359 documents identified through bibliometric analysis using the Scopus database. Top researchers, such as Ratnasari, RT, and Battour, M., reflect the presence of an active and influential group of researchers in halal tourism literature. This research not only focuses on the religious aspect but also integrates the dimensions of sustainability and economic impact, which shows the global relevance of halal tourism in a social and environmental context. The methodology used, including bibliometric analysis, allows the identification of key trends, patterns, and themes in research, and provides an overview of international collaboration among researchers. The results of the study emphasize the importance of supporting

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