

Halal Tourism: A Future Research Roadmap Based on Bibliometric Analysis

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Article History: Received October 25, 2024; Received in revised from October 30, 2024;
Accepted; December 3, 2024; Published December 9, 2024

How to Cite this Article: Supriyadi, Supriyadi, and Azibur Rahman. 2024. "Halal Tourism: A Future Research Roadmap Based on Bibliometric Analysis". *El-Qist: Journal of Islamic Economics and Business (JIEB)* 14 (2). Surabaya, Indonesia:97-111. <https://doi.org/10.15642/elqist.2024.14.2.97-111>.

Abstract: This research aims to present a systematic literature review of halal tourism using bibliometric analysis to map its conceptual development, research trends, and future research opportunities within the global academic landscape. Drawing on 262 publications from the Scopus database between 2010 and August 2024, the study reveals significant growth in halal tourism scholarship, particularly in the fields of business, management, and social sciences, with Indonesia and Malaysia emerging as the dominant contributors. Through VOSviewer visualization, the analysis identifies leading authors, influential institutions, and recurring thematic clusters. The findings also uncover critical research gaps, notably the underrepresentation of themes such as religiosity, sustainability, policy making, and customer satisfaction in the halal tourism discourse. These gaps signal the need for a multidimensional research approach that includes qualitative perspectives, socio-cultural frameworks, and policy analysis. This study contributes to global knowledge by offering a comprehensive research roadmap that integrates economic, cultural, and spiritual dimensions of halal tourism. It recommends that future research expand into halal ecotourism, tourism management, and traveller behaviour to ensure inclusive and sustainable development of the industry. The proposed agenda serves as a reference point for scholars, policymakers, and tourism practitioners worldwide to align academic inquiry with emerging needs and global market shifts in Muslim-friendly tourism services.

Keywords: Halal Tourism, Bibliometric Analysis, Sharia Tourism, Systematic Literature Reviews

Introduction

Halal tourism has emerged as a significant segment within the worldwide tourism industry in recent years, particularly in nations with substantial Muslim populations¹. The tourism sector has the potential to boost the economies of developing countries², increasing revenue from international travelers seeking tourism experiences that conform to sharia principles³. Indonesia, being one of the nations with the largest Muslim population globally, possesses significant potential to emerge as a prominent hub for halal tourism⁴. Indonesia, known for its natural beauty and cultural diversity, can capitalize on this potential to attract international Muslim tourists who are increasing every year⁵.

The implementation of the halal tourism concept involves not only the provision of halal food but also includes the arrangement of accommodations, places of worship, and services that are friendly to Muslim travelers⁶. If this sector is not maximally empowered, Indonesia risks losing out on the huge potential of attracting a market of Muslim travelers who desire spiritual and cultural experiences in their travels⁷. Furthermore, without efforts to develop halal tourism, Indonesia's popular destinations could lose their competitiveness in this increasingly competitive global market.

Numerous prior studies about halal tourism have demonstrated its significant impact on the tourism sector, particularly in enhancing consumer happiness and fostering economic development. Putit⁸ identified four important factors in halal-friendly hotels, namely worship facilities, halal food, Islamic dress code, and general morality following Islam. Worship facilities, such as a place to pray, were the most influential factor in customer satisfaction. Suban⁹ A bibliometric analysis showed rapid growth in halal tourism literature, with 238 publications found between 2004 and 2021, mainly from Malaysia and Indonesia. This shows that academic interest in this field is strong and growing rapidly.

Aziz and Athoillah¹⁰ perceive halal tourism through the lens of its economic impact, identifying it as a significant sector for economic development that contributes to foreign exchange profits and employment creation, particularly with the rising

¹ Mohamed Battour dan Mohd Nazari Ismail, "Halal tourism: Concepts, practises, challenges and future," *Tourism Management Perspectives* 19 (2016): 150–54, <https://doi.org/10.1016/j.tmp.2015.12.008>.

² Bambang Dwi Suseno dkk., "Halal Supply Chain and Halal Tourism Industry in Forming Economic Growth," *Uncertain Supply Chain Management* 11, no. 4 (2023): 1433–40, <https://doi.org/10.5267/j.uscm.2023.8.003>.

³ Bakhrul Huda, "Konsep Wisata Halal dan Hak-hak Wisatawan dalam Perspektif Fikih" *el-Qist: Juournal of Islamic Economics and Business (JIEB)* 12, no. 1 (2022): 57–76, <https://doi.org/10.15642/elqist.2022.12.1.57-76>.

⁴ Abror Abror dkk., "The Impact of Halal Tourism, Customer Engagement on Satisfaction: Moderating Effect of Religiosity," *Asia Pacific Journal of Tourism Research* 24, no. 7 (2019): 633–43, <https://doi.org/10.1080/10941665.2019.1611609>.

⁵ Deden Effendi dkk., "Preparing Halal Tourism Regulations in Indonesia," *International Journal of Religious Tourism and Pilgrimage* 9, no. 1 (2021): 58–69, <https://doi.org/10.21427/gt5w-sy51>.

⁶ Romi Bhakti Hartarto dan Muhammad Azizurrohman, "Does Halal Tourism Policy Attract More Tourists? Evidence from Indonesia," *Journal of Economic Cooperation and Development* 43, no. 3 (2022).

⁷ Ahmed M. Adel dkk., "Halal Strategies on Official Government Tourism Websites: An Extension and Validation Study," *Tourism and Hospitality Research* 21, no. 2 (2021): 229–44, <https://doi.org/10.1177/1467358420986236>.

⁸ Lennora Putit dkk., "Linking 'Halal' Friendly Hotel Attributes and Customer Satisfaction: The Islamic Tourism Sector," *Journal of Emerging Economies and Islamic Research* 4, no. 4 (2016): 43, <https://doi.org/10.24191/jeeir.v4i4.9102>.

⁹ Syed Ahamed Suban, Kumar Madhan, dan Shameem Shagirbasha, "A bibliometric analysis of Halal and Islamic tourism," *International Hospitality Review* 37, no. 2 (2023): 219–42, <https://doi.org/10.1108/ihr-05-2021-0038>.

¹⁰ Nasihin Aziz dan Athoillah, "Economic Development Through Halal Tourism," *Munich Personal RePEc Archive*, no. 94834 (2019): 2019.

number of Muslim tourists. Mudofir¹¹ show the importance of cooperation between business actors and trust between stakeholders to improve destination management and attract more tourists. Finally, Kurniawan¹² explained the role of digital marketing in promoting halal culinary tourism, which has also received attention, emphasizing the potential to improve the performance of small and medium enterprises in regions such as Batam. However, these studies show positive developments in halal tourism, and challenges still exist, especially in standardizing practices and ensuring consistent quality across different tourist destinations.

From previous research, it can be explained that research related to the topic of halal tourism is important to do. This study tries to answer the challenges of previous research conducted by Supardin¹³ which explains why literature review research related to halal tourism is important. This can help expand the scope and understanding of halal tourism and identify gaps in current knowledge.

From the above, it can be posited that the growth of the global Muslim population and the increasing demand for Shariah-compliant services emphasize the importance of halal tourism as a transformative sector within the global tourism industry. Halal tourism provides economic benefits and encourages inclusivity by providing services that meet the specific needs of Muslim travelers in various countries. It makes halal tourism an interesting and relevant topic for further research.

Furthermore, Indonesia's position as a country with a significant Muslim population makes it an important player in the development of halal tourism. The Country's cultural diversity and natural resources present a significant opportunity for attracting international Muslim tourists. Furthermore, academic attention to halal tourism is also increasing. However, existing research still has several gaps, especially in relation to the integration of aspects of religiosity, sustainability, and customer satisfaction. This study aims to address these gaps through a systematic literature review and propose a research agenda that can assist in developing halal tourism concepts and practices.

The researcher has selected the term "Halal Tourism: A Literature Review and Future Research Agenda" to encapsulate the two primary aims of this research study. The purpose is to summarize existing information and discover underexplored research prospects. This method enhances academic discourse and offers pertinent practical insights for local and global players in the halal tourism sector.

¹¹ Mudofir Mudofir dkk., "The Development of Halal Ecotourism Destination. Context of Business Collaboration and Mutual Trust," *Journal of Environmental Management and Tourism* 9, no. 2 (1 Juli 2018): 325–33, [https://doi.org/10.14505/JEMT.9.2\(26\).14](https://doi.org/10.14505/JEMT.9.2(26).14).

¹² Putu Hari Kurniawan, Lismayasari Lismayasari, dan Dian Puspita Novrianti, "Halal Perspective: A Concept Promotion Culinary Through Digital Marketing to Improve SMEs Performance In Batam," *Jurnal Aplikasi Manajemen* 18, no. 1 (2020): 57–63, <https://doi.org/10.21776/ub.jam.2020.018.01.05>.

¹³ Lalu Supardin dkk., "A Bibliometric Analysis of Halal Tourism: Future Research Agenda," *Journal of Islamic Accounting and Business Research*, 2023, <https://doi.org/10.1108/JIABR-01-2023-0028>.

Research Method

This research is a systematic literature review (SLR). SLR relates to a systematic, transparent, and reproducible process¹⁴. SLR includes methods, publications, theories, keywords, and countries. Rigorous methods in SLR are an important concern in developing existing research, especially related to halal tourism. This research uses bibliometric analysis to evaluate authors, articles, citations, institutions, and countries. Furthermore, the data in this research were collected through the Scopus database. Scopus database is used because Scopus is a popular platform and has been proven internationally to have high-quality articles compared to Google Scholar and others. Mubarrok¹⁵ explained that most researchers do not use Google Scholar because it can create several problems in terms of indexing; besides that, Google Scholar is often formally integrated and requires a lot of effort in processing data, so it is considered complicated and time-consuming.

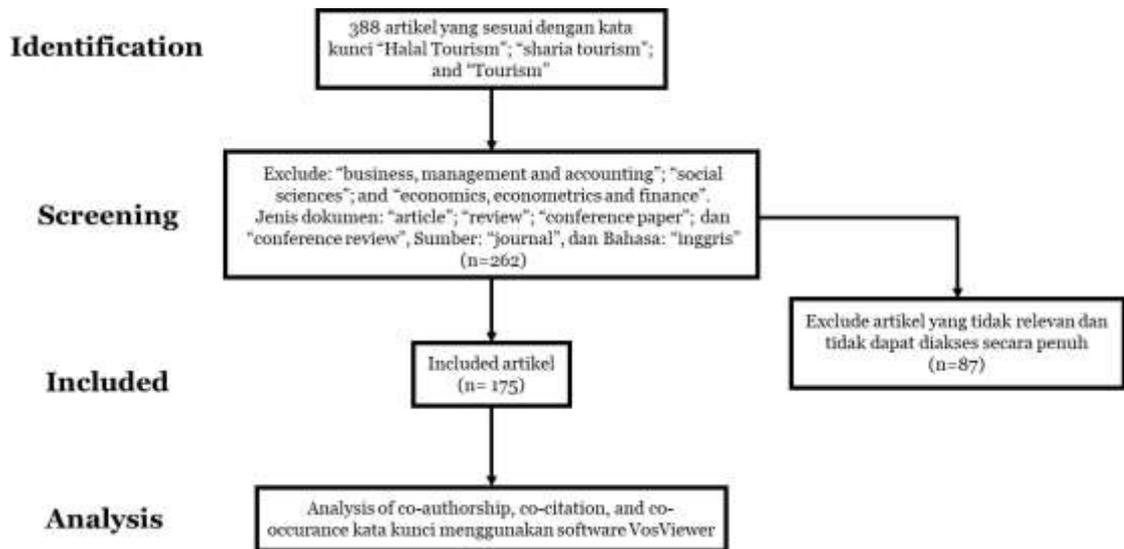
Furthermore, in this research, the keywords used are: "Halal Tourism"; "Sharia tourism"; and "Tourism", which was conducted from 2010 to August 2024 with a total of 388 initial articles found, then the search was limited by several criteria such as the field of research is limited to: "business, management and accounting"; "social sciences"; and "economics, econometrics and finance", document type: 'article'; "review"; "conference paper"; and "conference review", source: "journal", and language: 'English'. Of the 388 articles selected through these criteria, 262 journals were found. Then, 87 articles were excluded because they were not relevant and could not be accessed in full, so the final result found 175 articles that were relevant and could be used.

The articles were then saved in RIS format and analyzed using VosViewers software. Utilizing VOSviewer for research is crucial as it improves the visualization and interpretation of intricate bibliometric data, identifies research trends and deficiencies, facilitates scientometric analysis, assesses academic publications, and employs text mining functionalities. These advantages collectively enhance the quality and significance of scientific research. Bibliometric analysis in this research uses Vosviewers software, which aims to explain the results of more relevant analyses by displaying co-authorships, co-citations, and co-occurrence of the keywords used. The design of this research is shown in Figure 1.

¹⁴ David Tranfield, David Denyer, dan Palminder Smart, "Towards a Methodology for Developing Evidence-Informed Management Knowledge by Means of Systematic Review*," *British Journal of Management* 14 (2003): 207–22.

¹⁵ Ujang Syahrul Mubarrok dkk., "A bibliometric analysis of Islamic marketing studies in the 'journal of Islamic marketing,'" *Journal of Islamic Marketing* 13, no. 4 (2022): 933–55, <https://doi.org/10.1108/JIMA-05-2020-0158>.

Figure 1. Research design



The results of this study display the number of publications and publication sectors on the Scopus Database, then this study presents the results of bibliometric analysis which includes the contribution of authors, institutions, and countries, as well as seeing the development of the most used keywords in halal tourism literature through Vosviewers visualization.

Results

Based on the results of the search analysis, it can be explained that the publication of articles with the keywords 'Halal Tourism', 'Sharia Tourism', and 'Tourism' in the title, abstract, and keywords for the period 2010 - August 2024 in the Scopus database found 262 articles. This period was chosen to show the relevance, novelty, and trends related to halal tourism research in the last 14 years.

Number of Publications and Publication Sectors in Scopus Database

Figure 1. Publication of 'halal tourism' articles per year

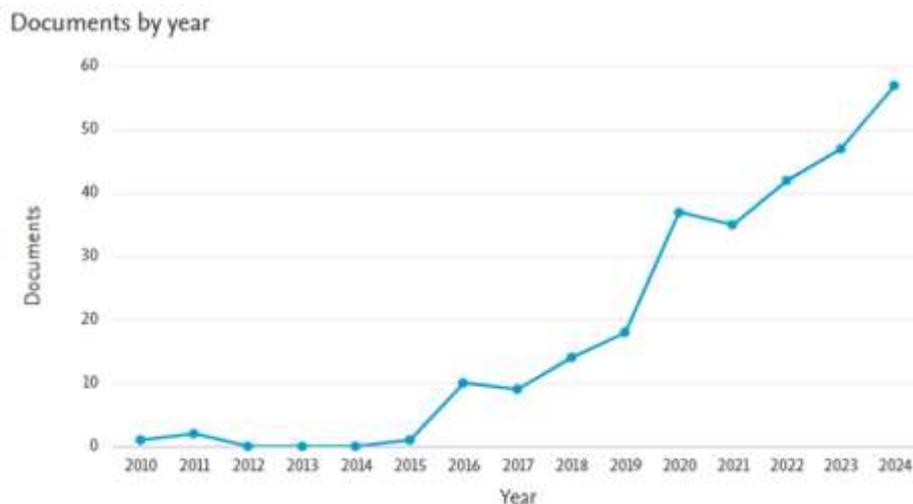


Figure 1 shows that in the last 14 years, there were 262 articles with the keywords 'Halal Tourism', 'Sharia Tourism', and 'Tourism' published in the Scopus database from 2010 to August 2024. In addition, Figure 1 shows the development of research trends related to the topic of halal tourism, which continues to increase every year. A significant increase in research interest in halal tourism occurred since 2018, with a total of 14 article publications, and in August 2024, as many as 57 articles.

Table 1. Bibliometric analysis by the research sector

| Sector | F | Presentation |
|-------------------------------------|-----|--------------|
| Business, Management and Accounting | 198 | 40% |
| Social Sciences | 122 | 24.6% |
| Environmental Science | 44 | 8.9% |
| Economics, Econometrics and Finance | 39 | 7.9% |
| Engineering | 38 | 7.7% |
| Art and Humanities | 13 | 2.6% |
| Computer Science | 13 | 2.6% |

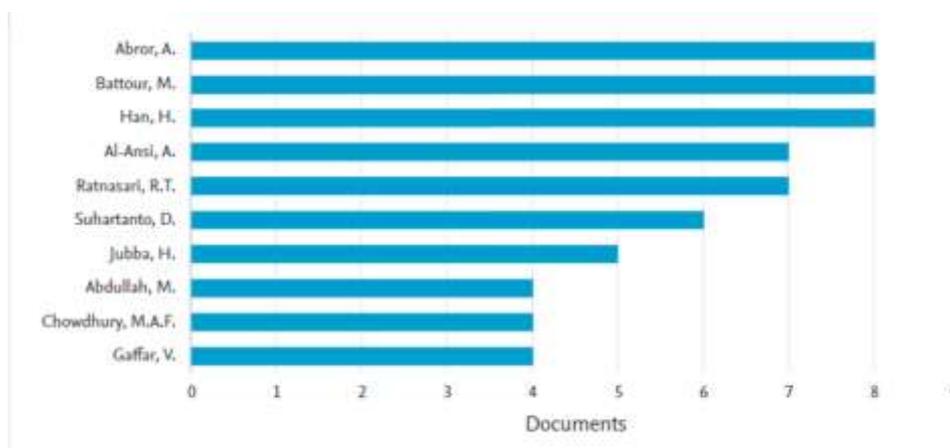
Source: processed by researchers (2024)

Moreover, an analysis of the research sectors presented in Table 1 reveals that the fields of “Halal Tourism”, “Sharia Tourism”, and “Tourism” have been the most extensively researched over the past 14 years within the business, management, and accounting domains. It indicates that researchers frequently utilize studies about halal tourism in these sectors.

Author, Country, and Affiliation

The results of the analysis then show that there are authors with the most contributions to research related to halal tourism. The contribution of these authors is assessed not only by the annual volume of their publications but also by the quantity of derivative papers that reference them as sources., as shown in Figure. 2.

Figure 2. Most contributing authors in halal tourism-related research in the last 14 years



From Fig. 2. It can be seen that the authors with the most contributions to research related to halal tourism are Abror, A., bttour, M, Han, H with a total publication of 8 articles, followed by Al-Ansi, A. and Ratnasari, R.T. in the same research with a total publication of 7 articles, while Abdullah, M. Chowdhury, M.A.F. and Gaffar, V. became authors with fewer writings than other authors with four articles.

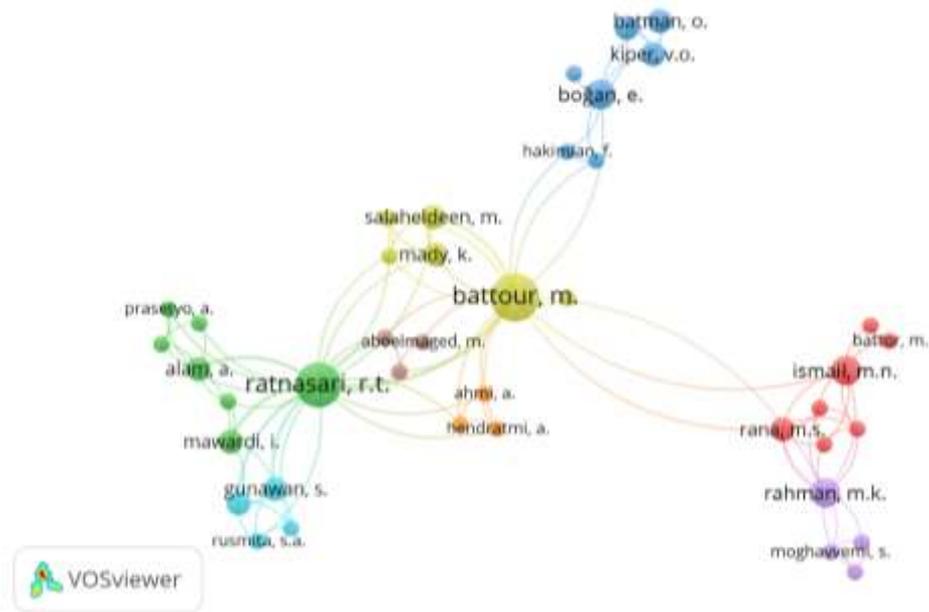
Table. 2. Author with the most citations related to halal tourism in the last 14 years

| No. | Author | Publication | Cite | Tahun publikasi |
|-----|-------------------|-------------|------|------------------------------------|
| 1. | Abror, A. | 8 | 295 | 2018, 2019, 2020, 2022, 2023, 2024 |
| 2. | Battour, M. | 8 | 492 | 2016, 2018, 2020, 2022, 2024 |
| 3. | Han, H. | 8 | 587 | 2019, 2021, 2022, 2023 |
| 4. | Al-Ansi, A. | 7 | 586 | 2019, 2021, 2022, 2023 |
| 5. | Ratnasari, R.T. | 7 | 115 | 2020, 2022, 2024 |
| 6. | Suhartanto, D. | 6 | 111 | 2021, 2022, 2024 |
| 7. | Jubba, H. | 5 | 19 | 2021, 2023 |
| 8. | Abdullah, M. | 4 | 37 | 2023, 2024 |
| 9. | Chowdhury, M.A.F. | 4 | 37 | 2023, 2024 |
| 10. | Gaffar, V. | 4 | 13 | 2020, 2021, 2024 |

Source: Database Scopus (2024)

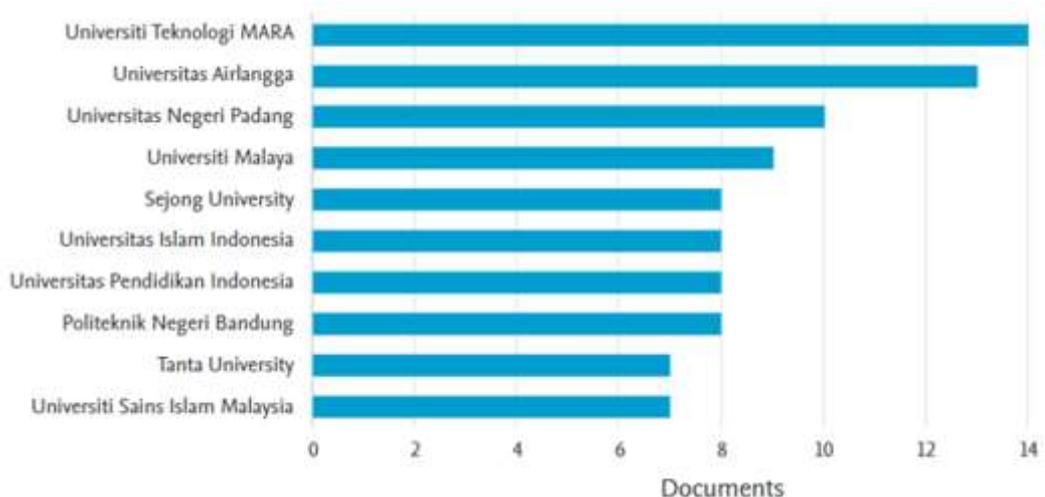
Furthermore, when viewed from the number of citations used in research conducted by these authors, research conducted by Han, H. has the highest number of citations, namely 587 citations, followed by Al-Ansi, A. with 586 citations, Battour, M. with 492 citations, Abror, A. with 295 citations, while Abdullah, M, Chowdhury, M.A.F, Gaffar, V. articles have the least citations of other researchers, namely 37 and 13 articles that have been published.

Figure 3. Relationship of cooperation between authors related to halal tourism research in the last 14 years



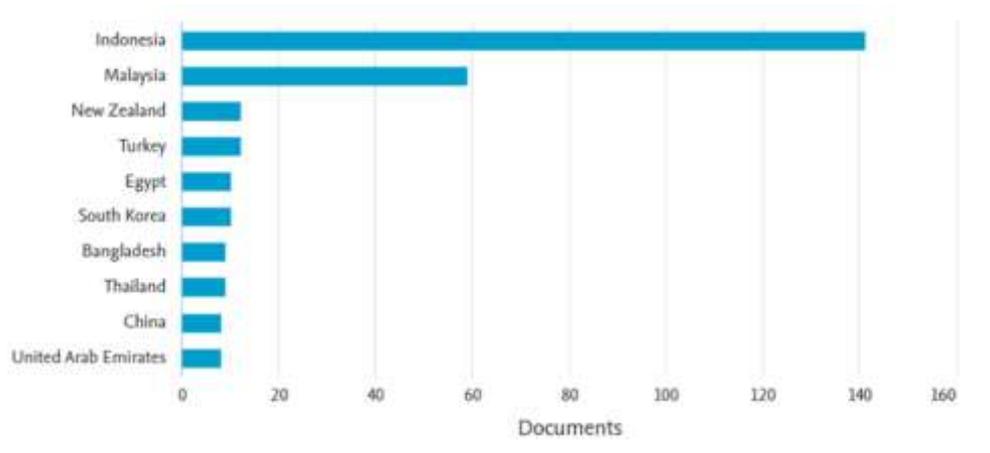
Based on the results of the Vosviewers analysis, as in Figure 3. it can be seen that the strength of the relationship between authors is displayed in the results of the bibliometric analysis with a network visualization display. Shows that the results of collaboration between authors are divided into several groups or color clusters, namely yellow, green, blue, red, and purple. From the results of the analysis it can also be seen that Battour, M. is an author who encourages other research to conduct research related to “halal tourism”.

Figure 4. Research on halal tourism in the last 14 years based on Affiliation



From Figure 4 above, it can be seen that research related to halal tourism is mostly conducted or written by researchers from University Teknologi MARA with 14 published articles, Airlangga University with 13 published articles, Universitas Negeri Padang with 10 articles, University Malaya with nine articles, Sejong University, Universitas Islam Indonesia, Universitas Pendidikan Indonesia, and Politeknik Negeri Bandung with eight articles each, while other institutions namely Tanta University and University Sains Islam Malaysia with 7 published articles each.

Figure 5. Research on halal tourism in the last 14 years by Country Region



Based on Fig. 5. Above it can be seen that the Country with the most contributions related to halal tourism research is Indonesia with a total of 141 published articles, followed by Malaysia 59 articles, New Zealand and Turkey 12 articles, Egypt and South Korea 10 articles, Bangladesh and Thailand 9 articles, while China and the United Arab Emirates 8 articles.

Co-occurrence keywords

Keywords in published research signify the most frequently utilized terms, as determined by the Vosviewer analysis. This analysis revealed 158 co-occurrence connections across 13 clusters, as illustrated in the visualization in Figure 6.

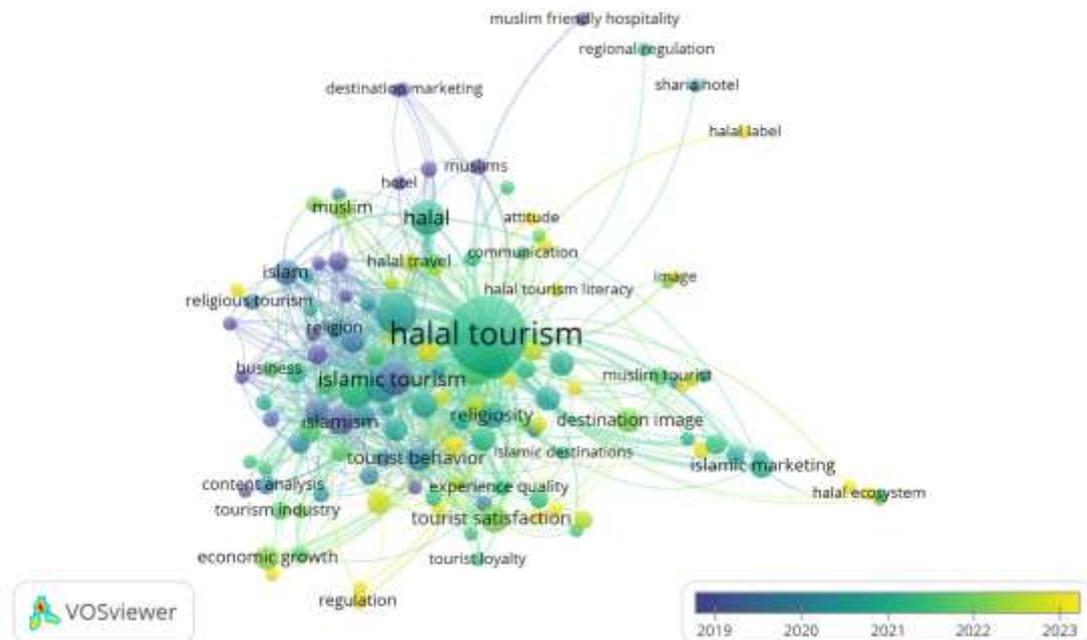
other keywords, namely Small and Medium Enterprises, Supply Chain, Competitive Strategy, Customer Orientation, and MSMeThe infrequently occurring keywords may serve as a suggestion for academics and practitioners to undertake targeted investigations pertaining to these terms.

Table. 4. Keywords that are rarely used related to halal tourism in the last 14 years

| Rating | Keywords | Total Link Strenght | Occurrences |
|--------|-----------------------|---------------------|-------------|
| 1 | Religiosity | 42 | 11 |
| 2 | ecotourism | 41 | 6 |
| 3 | Tourism management | 35 | 5 |
| 4 | Tourism Economics | 35 | 6 |
| 5 | sustainability | 29 | 7 |
| 6 | Experience quality | 27 | 3 |
| 7 | Customer satisfaction | 24 | 8 |
| 8 | Policy making | 5 | 2 |
| 9 | Halal label | 4 | 2 |
| 10 | Local wisdom | 2 | 2 |

Source: processed using Vosviewer

Figure. 7. Keyword Overlay Visualisation



Discussion

This research identifies a significant trend in the publication of articles related to halal tourism, especially after 2018. The development of halal tourism-related research in 2018 was driven by increasing market potential, government initiatives,

technological advancements, sustainability considerations, and increased collaboration between academia and industry. These factors have collectively contributed to a significant increase in scholarly interest and publications on the topic of halal tourism. This trend shows that the halal tourism industry attracts broad academic interest, especially in the fields of business, management, and accounting, which dominate more than 40% of all publications. This finding is in line with the research by Battour and Ismail¹⁶, which shows that halal tourism plays an important role in the global economy, especially in countries with large Muslim populations, such as Indonesia and Malaysia. This growth is triggered by the increasing demand of Muslim travelers for destinations that provide Shariah-compliant facilities, thus opening up enormous opportunities for the development of this industry worldwide.

Meanwhile, there are several challenges faced by the halal tourism sector, mainly related to the lack of readiness of destinations to meet the needs of Muslim travelers as a whole. Al-Ansi and Han¹⁷ revealed that despite halal tourism's growing popularity, many destinations cannot yet provide facilities and services that are fully compliant with Shariah principles. For example, not all destinations that promote halal tourism have adequate infrastructure, such as halal-certified hotels or restaurants that serve halal food. This gap between demand and supply can hinder the growth of the industry, making it important to increase cooperation between the government, private sector, and local communities in developing Muslim traveler-friendly destinations.

Besides the challenges in infrastructure, the research also identified that there are limited studies on travelers' experience and satisfaction with halal tourism. Henderson¹⁸, in his research published in the *Journal of Islamic Marketing*, stressed the importance of expanding research on Muslim traveler behavior, particularly regarding factors that influence their satisfaction and loyalty. This research shows that to advance the halal tourism industry, an effective marketing strategy is needed, as well as an in-depth understanding of Muslim travelers' preferences and needs. Thus, further research using qualitative approaches, such as interviews with travelers and service providers, would be very useful to understand more specific challenges and provide more relevant recommendations for the sector's development.

Limitations and Future Research

This research has several limitations that need to be considered for future development. One of the main limitations is the approach used, namely bibliometric analysis, which only provides a quantitative view of publication trends without delving into qualitative issues related to traveler experiences and industry challenges. In addition, this research only focuses on publications indexed in the Scopus database, which may overlook other important research published in local journals or outside of Scopus. It may limit a more holistic understanding of how halal tourism is evolving across a broader range of global contexts. Another limitation is the lack of in-depth discussion related to non-economic aspects such as government policies and socio-cultural and regulatory aspects, which also play an important role in the development of halal tourism in several countries.

¹⁶ Battour dan Ismail, "Halal tourism: Concepts, practises, challenges and future."

¹⁷ Amr Al-Ansi dan Heesup Han, "Role of halal-friendly destination performances, value, satisfaction, and trust in generating destination image and loyalty," *Journal of Destination Marketing and Management* 13 (2019): 51–60, <https://doi.org/10.1016/j.jdmm.2019.05.007>.

¹⁸ Joan C. Henderson, "Halal food, certification and halal tourism: Insights from Malaysia and Singapore," *Tourism Management Perspectives* 19 (2016): 160–64, <https://doi.org/10.1016/j.tmp.2015.12.006>.

Future research is expected to address these limitations by incorporating more in-depth qualitative approaches, such as direct interviews with industry players, travelers, and other stakeholders. In addition, exploration of government policies, halal regulations, and socio-cultural challenges in different countries will significantly contribute to the development of theory and practice in halal tourism. In-depth studies on Muslim travelers' experiences, especially related to their satisfaction and loyalty, are also needed to provide more practical insights for industry players in improving services. In addition, researchers can expand the scope of analysis to other databases outside Scopus to include local studies that may have a significant impact in a regional or country-specific context.

Based on the analysis of the keywords that are least used in research related to halal tourism, several recommendations can be proposed for future research. First, research on Religiosity and Halal Tourism is still very limited, even though religiosity has a significant influence on Muslim tourist behavior. Further research could explore how religiosity levels influence destination preferences and halal tourism decisions, thus assisting destinations in offering services that are more relevant to the spiritual needs of Muslim travelers. Future research can use keywords that are rarely used, such as religiosity, ecotourism, Tourism Management, Tourism economics, sustainability, Experience quality, Customer satisfaction, Policymaking, Halal label, and Local wisdom in conducting research related to halal tourism.

Secondly, with the increasing awareness of environmental issues, Halal Ecotourism is a topic that needs more attention. Combining sharia principles with the concept of sustainability can be a new direction in the development of tourist destinations. This research can explore the potential development of halal ecotourism and how it is accepted by Muslim tourists who are increasingly concerned about the environment. Halal Tourism Management is another area that needs to be explored further. In-depth research of management strategies specific to halal tourism can provide insights into how destinations can provide quality halal services, from accommodation to food services. Finally, Halal Tourism Economics, particularly focusing on the economic impact of halal tourism on specific destinations, also needs to be explored. This research can identify the economic contribution of halal tourism to local and national growth and provide guidance for policymakers in maximizing the potential of this sector.

Conclusion

Based on the research results, it can be concluded that halal tourism has shown significant growth in the last 14 years, with a consistent increase in the number of publications, especially since 2018. This research found that the business, management, and accounting sectors are the main focus of halal tourism-related research, with the most extensive contributions from Indonesia and Malaysia. In addition, the analysis showed that Universiti Teknologi MARA and Airlangga University are the institutions most involved in this research. The research also revealed a gap between the increasing demand for halal tourism and the readiness of destination infrastructure. Many tourist destinations have not been able to provide comprehensive Shariah-compliant facilities. The keyword analysis results show that topics related to traveler behavior, satisfaction, and loyalty are still under-discussed, making it an important area for further research.

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