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The current state of published literature on halal tourism and hospitality: a bibliometric review

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Abstract

Purpose – This study aims to present the current state of published literature concerning halal tourism and hospitality studies.

Design/methodology/approach – This research discovered 314 Scopus documents from 2003 until 2023 regarding existing studies related to this field. The present study then used a bibliometric analysis of this data set. The present research analysed the documents' bibliographical data based on year, source title, country of origin, institution, authors, keywords and citations. Microsoft Excel, bibliometrix, Harzing's Publish or Perish and VOSviewer software applications were used to conduct a frequency analysis, evaluate the impact and map bibliometric networks regarding halal hospitality. This study has presented the evolution of publications in the research field by year, the top players in source titles, countries, institutions and authors. This paper also evaluated the intellectual structure of existing research concerning halal tourism and hospitality and presented the most influential documents in this field. There were 112.21 citations per year, 7.21 per paper and 3.14 authors per paper.

Findings – The findings revealed that the study trend concerning halal tourism and hospitality had attracted the attention of academics and developed into a significant field in 2016. Malaysia and Indonesia have been the major contributors to halal hospitality research, with the highest proportion of authors.

Research limitations/implications – In general, this study also has limitations similar to other studies. The research data were derived solely from the Scopus database, which has the advantage of being the most comprehensive database indexing all scientific works, even though it does not easily cover all available sources.

Originality/value – The present research has differed from previous research in that it examined literature published in Scopus concerning research on halal hospitality from 2003 to 2022. It analysed bibliographic data by year, source title, country, institution, author, keywords and citations.

Keywords Halal tourism, Halal hospitality, Bibliometric analysis, Responsible consumption

Paper type Research paper

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Introduction

Halal tourism and hospitality have increasingly drawn the attention of both academic researchers and practitioners. Over recent years, halal tourism and hospitality studies have increased rapidly. This situation might be a response to the growth of Muslim tourists worldwide. Muslim visitors comprise one of the fastest-growing global tourism markets; thus, destination marketers and tourism businesses must consider their needs (Battour and Ismail, 2014). Halal tourism and hospitality services are important considerations for Muslim tourists. Other considerations inseparable from the halal tourism and hospitality sector include halal food (Al-Ansi *et al.*, 2019), halal culinary (Yousaf and Xiucheng, 2018), halal food logistics (Kwag and Ko, 2019) and halal supply chain (Indarti *et al.*, 2020b).

According to the halal tourism and hospitality theory, Muslim travellers seek high-quality tourism products and services that satisfy their demands and correspond to their religious convictions (Battour and Ismail, 2014). As a result, developing appropriate halal tourist behaviours through destination satisfaction is essential to the success of the halal tourism and hospitality industry. All tourists, not simply those who identify as Muslims, might be offered halal tourism and hospitality (Jaelani, 2017; Battour *et al.*, 2019). This is because the potential of halal tourism and hospitality should not be limited to Muslim tourists (Jaelani, 2017; Battour *et al.*, 2019). Therefore, non-Muslim tourists can also benefit from halal tourism services (El-Gohary, 2016). An effective way to access the halal tourism and hospitality market is by providing halal food at destinations considered a top priority for Muslim tourists (Battour *et al.*, 2022). In addition, Muslim-friendly hotels or at least sections that do not serve alcoholic beverages or pork might be a good proposition to attract Muslim travellers (Suci *et al.*, 2021). Furthermore, Muslim-friendly airports are also a practice that differentiates some halal travel markets, such as Japan and New Zealand (Battour and Ismail, 2016).

Sharia law is a popular concept in Islamic society. The concept, which became popular initially in the banking industry, has now spread to other sectors, including tourism (Ratnasari *et al.*, 2019). Halal tourism is still in its early stages. However, it hopes to fulfil the needs of Muslim tourists by following their religious obligations (Vargas-Sánchez and Moral-Moral, 2019). Every aspect of society is influenced by religion, affecting believers' and non-believers' daily lives. Religiosity significantly influences consumer behaviour (Putra *et al.*, 2017). The religiosity of Muslim consumers significantly influences their behaviour. Furthermore, there has been a growing trend of people realising that the key to a successful business is to connect with spiritual aspects. Consumers with high religiosity will prefer high-quality products or services (Ratnasari *et al.*, 2021). Local people see halal tourism as an opportunity to generate a stronger economy by making their locations tourist destinations (Abdullah and Quma, 2022).

The growing body of research concerning halal tourism and hospitality has explored how host-guest interactions are influenced by faith in Islamic contexts, as well as other religious and cultural contexts (Carboni and Janati, 2016; Jaelani, 2017; Ghaderi *et al.*, 2020; Zamani-Farahani and Henderson, 2014). However, there remains a gap in the literature when seeking a deeper and more detailed understanding of this relationship. Furthermore, some studies have already conducted systematic literature reviews covering halal tourism and hospitality (Suban and Madhan, 2021; Al-Ansi *et al.*, 2022; Sofyan *et al.*, 2022). However, some have been considered summaries of past literature without providing a thorough analysis to clearly understand what is going on in the halal travel market. In addition, According to Suhartanto *et al.* (2020), more research was necessary to provide additional contributions to developing the halal tourism theory initiated by Battour *et al.* (2010), as many elements of halal tourism remain unclear. This study aimed to present the current

state of the literature concerning halal tourism and hospitality studies using bibliometric analysis techniques to fill this gap. The current research addressed the following research questions (*RQs*) to achieve its aim:

RQ1. What is the current trend and impact of halal tourism and hospitality publications?

RQ2. Who are the major players in halal tourism and hospitality studies?

RQ3. What is the intellectual research structure concerning halal tourism and hospitality?

RQ4. Which are the most influential articles on halal tourism and hospitality?

This paper continues with the following sections. The second section reviews existing literature explaining the bibliometric method used and previous research on hospitality. The third section presents the research method used in this study and describes the design and selection of documents. The fourth section presents the study's results and findings following the research questions above. The discussion section then elaborates on the study's findings and explains this study's contributions to the halal hospitality research area. Finally, the study's conclusion presents the summary, limitations and recommendations for future research.

Literature review

Bibliometric analysis

Bibliometric analysis is a quantitative method for revealing study trends (Ahmi and Mohamad, 2019). This technique has become popular among scholars due to the availability of databases (e.g. Scopus and Web of Science) that provide bibliographical data to be analysed and various analytical tools (such as VOSviewer). Hall (2011) suggested that such methods could measure text and information and allow a statistical analysis of published documents. Indarti *et al.* (2020a) described bibliometric analysis as grouping research by gender, focusing on engagement, development and bottlenecks in running businesses.

The topic of halal tourism and hospitality has started appearing in various publications in the form of books and journals, as halal tourism and hospitality are research topics that cannot be separated. By incorporating a bibliometric analysis, a study by Yagmur *et al.* (2020) showed that studies regarding halal tourism began to develop in 2011 and then increased in 2016, with an average field citation count of 3.1 with an *h*-index of seven. Additionally, Haleem *et al.* (2020) investigated halal using a bibliometric analysis based on citations and Google's PageRank algorithm. The study identified halal research works in biology and other fields using citation analysis. Ismail *et al.* (2019) examined Scopus for keywords related to halal tourism research. Scopus is a database that is known for producing reliable and trustworthy results.

Yu *et al.* (2019) created a knowledge map using a scientometric technique, and bibliometric data was used to present a neutral and comprehensive viewpoint on pro-poor tourism (PPT). Six key themes: development, tourism management, sustainable tourism, protected areas, poverty and slum tourism, were chosen to highlight the current research status of PPT through co-occurrence, cluster and co-citation analyses of 164 related papers published from 2002 to 2018. Tourism mapping was expected to clarify a comprehensive knowledge map needed to improve the accuracy of forecasting tourism demand and provide guidance to researchers, operators and decision-makers (Zhang *et al.*, 2020).

Wahyuni *et al.* (2019) examined halal food research using a bibliometric analysis based on articles, authors, affiliations and main contributing keywords, which were thoroughly reviewed, grouped and analysed. Through graphical analysis and systematic grouping, four main clusters regarding food safety and two halal foods in supply chain research were identified as the most promising and potential future research opportunities. Another study

concerning halal food based on social network analysis showed that halal food research reflected the mathematical effect in sociology, a mechanism similar to preferential attachment. Moreover, explosion detection techniques were used to visually explore halal food research and its different point of view (Mostafa, 2020).

Previous studies

Several studies concerning halal tourism and hospitality have been conducted using various research methods, indicating that this topic needs further investigation. Riduan and Syamsurrijal (2022) used bibliometric analysis to map knowledge about halal tourism by evaluating articles indexed by Scopus. Data mining (knowledge discovery) techniques were used to analyse the titles and abstracts of 127 journals. This study's results showed increased articles on halal tourism in Islamic Marketing. Yagmur *et al.* (2020) also revealed that studies concerning halal tourism were increasing. Research concerning halal tourism showed a big increase in 2016. Most publications have comprised research articles, the average field citation count was 3.1 and the field's *h*-index score was seven. Ansi *et al.* (2019) found that general risk significantly and positively impacted trust, satisfaction and the intention to recommend halal food. In addition, Yousaf and Xiucheng (2018) explained that promoting halal culinary and tourism from non-Organisation of Islamic Cooperation countries by using a tourism website would add value to a destination country because it would make it easier for tourists to choose Muslim-friendly facilities.

This situation is an example of halal hospitality that can be used to attract Muslim tourists. The fact that halal hospitality is based on the Islamic lifestyle is one of the reasons why tourists choose it. As a result, they choose halal food and entertainment based on Islamic principles. Halal hospitality facilities have shown that Muslim tourists are respected and appreciated (Pamukcu and Sariisik, 2020). Similarly, research from Rahman *et al.* (2020) found that banning non-halal services and implementing halal food service products was significantly related to tourists' travel experience and travel value. This situation has also shown an impact on the satisfaction level of Muslim tourists. Meanwhile, regarding halal food logistics, Kwag and Ko (2019) examined the best place for the halal food logistics network: butcher shops, farms and food crops that adhere to stringent halal food laws.

Tama and Voon (2014) stated that customer experience greatly influenced satisfaction and behavioural intention. Furthermore, this study identified six elements of customers' emotional experience: acceptance, joy, domination, spiritual certainty and pleasure. The components' moderate and significant relationships with one another have suggested that holistically managing customers' emotional experience is necessary to produce a pleasant emotional experience that will increase the intention to behave positively. This situation is necessary to develop hospitality based on customers' emotional experiences. A similar study on emotional experiences was conducted by Ratnasari *et al.* (2020c), which showed several revelations, including that halal certification did not affect customer satisfaction but instead affected behavioural intentions. Lombok Island's brand, as a Halal tourist destination, did not affect customer satisfaction. However, customer satisfaction was affected by their behavioural intentions and emotional experiences that influenced their customer satisfaction and behavioural intentions. Sari and Ratnasari (2021) found that experience could affect customer satisfaction and behavioural intentions.

Moreover, customer experience could also affect trust (Anwar and Ratnasari, 2016). According to Battour *et al.* (2017), tourism motivation had a significant positive relationship with tourist satisfaction. The findings also indicated that religion considerably changed the association between visitor satisfaction and tourists' motivation for visiting attractions. They found that the influence of Islamic physical and non-physical attribute values on

Muslim consumer satisfaction was moderated by Islamic religiosity. The results underlined how crucial religiosity was to interpreting Muslim customers' satisfaction and behaviour. (Eid and El-Gohary, 2015).

Meanwhile, Mariani *et al.* (2019) suggested that the influence of language on the evaluation of online hospitality services was highly considered. The language used also affected online customer satisfaction, especially the domestic language, positively impacting online rankings in the two countries studied. Demographics, in the form of Russian Muslim tourists, were explained by Shnyrkova and Predvoditeleva (2019) when considering the guests' religious beliefs. This condition was needed to adjust hospitality services according to the religious needs of the guests.

The halal logo influenced customers' perceptions when it appeared with products (Al-Kwifi *et al.*, 2020). Likewise, research conducted by Kawata *et al.* (2018) revealed that the presence of a halal logo on foods and beverages sold in stores in Japan might encourage Muslim tourists to visit the country. This outcome indicated that the halal image (Suki and Salleh, 2018) was extremely important for Muslim tourists. It was also a concern for consumers before purchasing halal products, including; facilities and services (Wingett and Turnbull, 2017). Certification has been essential to developing trust among Muslim tourists and creating halal standards in the hospitality and tourism industry (Henderson, 2016; Khan and Callanan, 2017). Moreover, an international institution developing certain criteria for Halal global certification (Stephenson, 2014) in its field has become a proactive role for the hospitality industry in several countries (Rajagopal *et al.*, 2011; Prabowo *et al.*, 2015). However, Boğan and Sarıışık (2018) suggested setting halal tourism standards within the scope of the country because it can be a special attraction compared to using global hospitality standards.

Muslim-friendly, halal hospitality has become one of the world's most recognisable brandings in the hospitality industry. Due to the number of Muslim tourists visiting their countries, Muslim minority countries such as Taiwan, China, Vietnam and South Korea have seen halal tourism as a business opportunity (Battour and Ismail, 2016). As more Muslims travel worldwide, Muslim countries such as Malaysia have promoted halal tourism by providing comprehensive Islamic services to cater to Muslim tourists' needs. Subsequently, Japan has opened its tourism market to attract Muslim tourists and fulfil their basic needs to satisfy this lucrative and growing tourist segment (Samori *et al.*, 2016; Ainin *et al.*, 2020). South Korea has also implemented the same strategy and now offers Muslim-friendly facilities (Han *et al.*, 2019).

On the other hand, the hospitality sector remains vulnerable to all kinds of threats, such as political instability, natural disasters, health pandemics and economic crises. Such events may disrupt business activities resulting in significant financial burdens and psychological stress between management and employees (Dayour *et al.*, 2020). Furthermore, as hospitality actors, hotel practitioners must prepare their staff through regular training and instruction before assigning them to serve Muslim customers (Islam and Kirillova, 2020). Halal hospitality, applied in Muslim-friendly hotels, requires prospective hotel employees' intentions to be tested when applying to work in such hotels (Boğan *et al.*, 2020).

The present research has differed from previous research in that it examined literature published in Scopus concerning research on halal hospitality from 2003 to 2022. It analysed bibliographic data by year, source title, country, institution, author, keywords and citations. In contrast, in previous studies, as shown in Table 1, the sources and data covered only included studies up to 2019. Thus, the present research has added to the literature concerning halal hospitality research from 2003 to 2022. Such literature has focussed on answering trends and impacts, current publications in halal tourism and hospitality, major

Author(s)	Domain/search strategy	Data source and scope	TDE	Bibliometric indicators
Wahyuni *et al.* (2019)	food safety and halal food	Scopus database, 1990–2018	120 (food safety) 33 (halal food)	authors, affiliation and keywords
Ismail *et al.* (2019)	halal tourism	Scopus (1997–2019), ProQuest (1987–2018), Ebscohost (2012–2018)	383	co-occurrence of words or terms from titles and abstract
Zhang *et al.* (2020)	tourism demand forecasting	Web of Science (WoS), 1999-2018	388	subject categories, journals, authors, institutions and highly cited papers
Yu *et al.* (2019)	pro-poor tourism (PPT)	Scopus and the Web of Science (WoS) 2002–2018	164	co-occurrence, cluster and co-citation analyses
Yagmur *et al.* (2020)	halal tourism	Web of Science Core Collection, 1975–2019	60	years, numbers, genres, research fields, journals, authors, page number, research approaches, themes, country where the research data was collected (examined), names of the authors in the publications, numbers of the authors and the number of citations
Okumus *et al.* (2018)	food and gastronomy research in hospitality and tourism	Social Science Citation Index (SSCI), 1976–2016	462	productive journals, authors, institutions, countries and research subjects
Haleem *et al.* (2020)	halal	Scopus, 2006–2019	946	authors, affiliations, journal and keyword
Mostafa (2020)	halal food	Web of Science (WoS) core collection, 1990–2019	290	authors, core journals, representative references, collaborative patterns, research hotspots/emerging trends, changing paradigms and knowledge/intellectual structure
Indarti *et al.* (2020b)	halal supply chain	Google Scholar, 2009–2019	87	country setting, data level, publication quality
Indarti *et al.* (2020a)	ethnic entrepreneurship	Google Scholar, 1988–2018	183	publications per year, publishers of reviewed articles, top seven journals

Note: TDE = Total Documents Examined
Source: Authors' own work

Table 1.
Previous articles on halal-related studies and bibliometric analysis

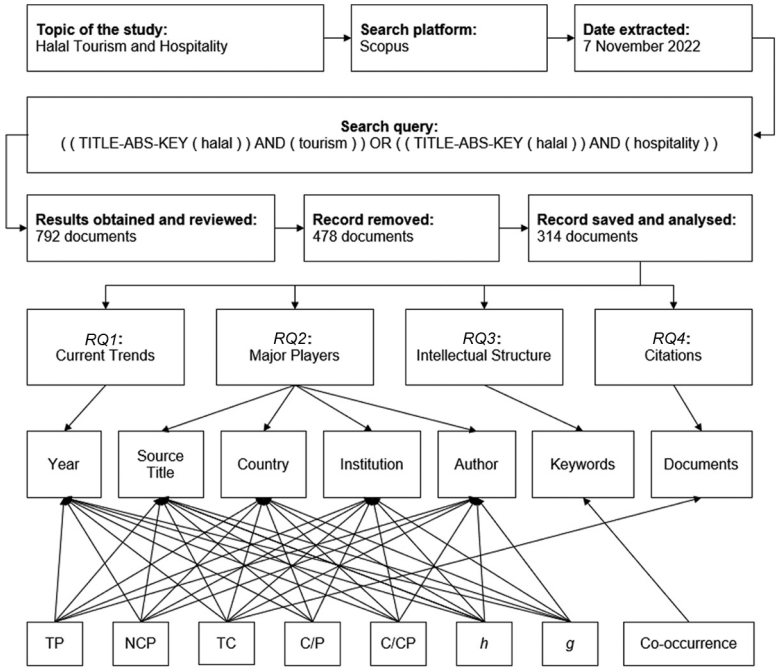
players in halal hospitality studies, intellectual structures of research on halal hospitality and the most influential articles on halal tourism and hospitality.

Materials and methods. The present study used bibliometric analysis to explain the evolution of halal tourism and hospitality research and identify trends in the field. Bibliometric analysis refers to a quantitative method that uses statistics to measure text and information and allows the analysis of the physical publication of articles or bibliographic

units (Ahmi and Mohamad, 2019). Such analysis can provide a descriptive pattern of publications based on items such as the field of origin, country, institution, source title and author. Moreover, bibliometrics can systematically find more detailed information related to publications, including the frequency of keywords and frequently used citations (Okumus *et al.*, 2018).

Data collection

The data used were related to topics related to halal tourism and hospitality. Based on a search of the title, abstract and keywords fields using halal tourism and halal hospitality. In total, 792 documents were obtained. These documents were then screened individually to ensure that they were related to the topic of this study. Thus, 478 documents were removed, and only 314 were analysed in this bibliometric study. These documents were exported into several formats, such as research information system (.ris), comma separated value (.csv) and BibTex (.bib) formats for analysis using the Microsoft Excel, Harzing's Publish or Perish (Harzing, 2007), VOSviewer (Van Eck and Waltman, 2014) and Bibliometrix (Aria and Cuccurullo, 2017) tools. Figure 1 shows the protocol implemented in this study and analyses conducted to answer the research questions.



Notes: TP = total number of publications; NCP = number of cited publications; TC = total citations; C/P = average citations per publication; C/CP = average citations per cited publication; h = h-index; g = g-index
Source: Authors' own work

Figure 1.
Research protocol

Main information

Descriptive information about the data set of 314 documents is presented below. Table 2 shows the types of documents published and indexed in Scopus concerning halal tourism and hospitality. Most halal tourism and hospitality publications were research articles comprising 238 documents (75.8%), followed by book chapters (32; 10.19%), conference papers (23; 7.32%) and reviews (17; 5.41%).

In total, 314 source titles contributed to the selected halal tourism and hospitality publications. Table 3 shows the source type of publications related to halal tourism and hospitality. Journal articles represented the highest portion (81.85%), followed by books (9.55%), conference proceedings (6.05%) and book series (2.55%).

Below is information regarding the published document's source title's subject area concerning halal tourism and hospitality. Table 4 shows that most published document source titles were categorised under business management and accounting (210; 66.88%), followed by social sciences (107; 34.08%) and economics, econometrics and finance (65; 20.7%).

Results and findings

All documents that met the halal tourism and hospitality criteria were analysed in this section. The documents were evaluated based on various factors, such as the trend of research, major contributors, source titles, the geographical distribution of the publications, institutions affiliated with the publications, the number of authors of the publications, keyword analysis and citations. The analysis was structured according to the present study's research questions.

Document type	Total publications	%
Article	238	75.80
Book chapter	32	10.19
Conference paper	23	7.32
Review	17	5.41
Book	1	0.32
Editorial	1	0.32
Letter	1	0.32
Note	1	0.32
Total	314	100.00

Table 2.
Document types

Source: Authors' own work

Source type	Total publications	%
Journal	257	81.85
Book	30	9.55
Conference proceeding	19	6.05
Book series	8	2.55
Total	314	100.00

Table 3.
Source type

Source: Authors' own work

Subject area	Total publications	%
Business, Management and Accounting	210	66.88
Social Sciences	107	34.08
Economics, Econometrics and Finance	65	20.70
Arts and Humanities	49	15.61
Environmental Science	48	15.29
Computer Science	34	10.83
Engineering	26	8.28
Energy	16	5.10
Decision Sciences	13	4.14
Earth and Planetary Sciences	13	4.14
Mathematics	7	2.23
Agricultural and Biological Sciences	6	1.91
Multidisciplinary	3	0.96
Medicine	2	0.64
Psychology	2	0.64
Biochemistry, Genetics and Molecular Biology	1	0.32
Materials Science	1	0.32
Pharmacology, Toxicology and Pharmaceutics	1	0.32
Physics and Astronomy	1	0.32

Source: Authors' own work

Table 4.
Subject area

Evolution of published studies concerning halal tourism and hospitality

The annual impact of publications in the field of halal tourism and hospitality, spanning from 2003 to 2023, presents a rich tableau of research activity in this niche area. It becomes immediately apparent, upon an in-depth examination of the presented data in Table 5, that this academic field has experienced significant growth, as evidenced by the rising trend in the total number of publications (TP) and their corresponding annual percentages. In the early years, from 2003 to 2007, the field of halal tourism and hospitality was still in its nascent stage, with minimal to non-existent publications. However, a gradual increment can be observed starting from the year 2008, hinting at the budding interest in this research area. The volume of published studies saw a slow but steady rise until 2013, suggesting a building momentum within the academic community. A noteworthy surge in research outputs can be seen from the year 2014 onwards, with an escalating trend reaching a peak in 2021. The total publications in 2021 accounted for a substantial 19.75% of the overall research output in this field. This was closely followed by the year 2022, comprising 17.83% of the total publications.

Figure 2 shows the trend fluctuation in halal tourism and hospitality studies from 2003 until 2023 regarding the total number of publications and citations received. Halal tourism and hospitality research began gaining significant interest among scholars in 2016. The highest number of citations was received by documents published in 2016 (953 citations). Figure 2 indicates that starting in 2016, research concerning halal tourism and hospitality has gained significant interest among scholars and has become an important field. The publication of a special issue in the Tourism Management Perspective journal in 2016 may have stimulated attention. On the other hand, "halal tourism and halal hospitality" has only recently entered academic discourse a search of Scopus revealed that one of the earliest studies was only published in 2010 (Battour *et al.*, 2010). Before that, the word of choice was "Islamic tourism," as used, for instance, by Henderson (2009).

Year	TP	%	TC	C/P	C/Y	Citable years
2003	1	0.32	39	39	2.05	19
2004	0	0.00	–	0	0	0
2005	0	0.00	–	0	0	0
2006	0	0.00	–	0	0	0
2007	0	0.00	–	0	0	0
2008	1	0.32	35	35	2.5	14
2009	1	0.32	41	41	3.15	13
2010	2	0.64	140	70	5.83	12
2011	3	0.96	210	70	6.36	11
2012	5	1.59	158	31.6	3.16	10
2013	1	0.32	3	3	0.33	9
2014	8	2.55	182	22.75	2.84	8
2015	4	1.27	37	9.25	1.32	7
2016	18	5.73	953	52.94	8.82	6
2017	24	7.64	239	9.96	1.99	5
2018	26	8.28	484	18.62	4.65	4
2019	44	14.01	641	14.57	4.86	3
2020	55	17.52	503	9.15	4.57	2
2021	62	19.75	185	2.98	2.98	1
2022	56	17.83	64	1.14		0
2023	3	0.96	–	0	0	−1
Total	314	100.00	3.914	12.47	–	–

Table 5.
Years and the impact of publications on halal tourism

Notes: TP = total number of publications; % = percentage of publications; TC = total citations; C/P = Citation per paper; C/Y = Citation per year
Source: Authors' own work

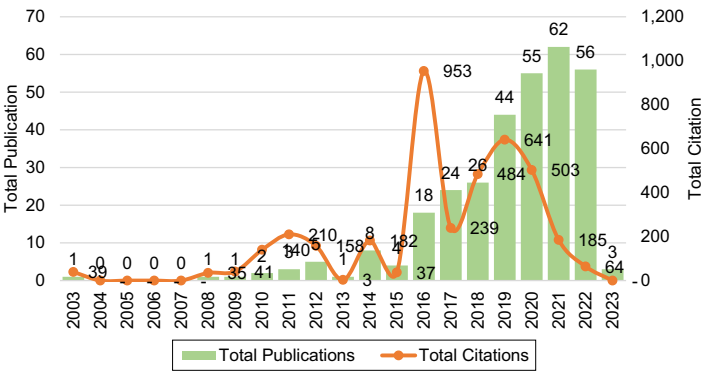


Figure 2.
Total publications and citations by year

Source: Authors' own work

Source titles publishing halal tourism and hospitality research

Table 6 displays the most productive journals, each with at least five publications concerning halal tourism and hospitality. This table also shows the percentage of publications, total number of papers cited (NCP), publisher, citations per paper, citations per cited papers, *h*-index, *g*-index, *m*-index and the year of the first publication. This table shows

Table 6. Top source titles that published five or more documents on halal hospitality

Sources	TP	%	Publisher	NCP	TC	C/P	C/CP	*h*	*g*	*m*	PYS
Journal of Islamic Marketing	46	14.65	Emerald	42	569	12.37	13.55	13	22	1.182	2012
The Routledge Handbook of Halal Hospitality and Islamic Tourism	15	4.78	Routledge	7	24	1.6	3.43	3	4	0.75	2019
Tourism Management Perspectives	13	4.14	Elsevier	5	519	39.92	103.8	5	5	0.556	2014
International Journal of Religious Tourism and Pilgrimage	11	3.50	Dublin Institute of Technology	10	27	2.45	2.7	3	4	1	2020
Journal of Environmental Management and Tourism	10	3.18	ASERS Publishing House	5	14	1.4	2.8	3	3	0.6	2018
Sustainability (Switzerland)	8	2.55	MDPI	7	44	5.5	6.29	3	6	0.75	2019
Geojournal of Tourism and Geosites	6	1.91	Editura Universitati din Oradea	5	44	7.33	8.8	4	5	0.8	2018
International Journal of Tourism Cities	5	1.59	Emerald	4	10	2	2.5	2	3	1	2021
IOP Conference Series: Earth and Environmental Science	5	1.59	Institute of Physics Publishing	2	6	1.2	3	2	2	0.667	2020
Malaysian Journal of Consumer and Family Economics	5	1.59	Malaysian Consumer and Family Economics Association	3	7	1.4	2.33	2	2	0.333	2017
Tourism Management	5	1.59	Elsevier	13	913	182.6	70.23	12	13	1.714	2016

Notes: TP = total number of publications; NCP = number of cited publications; TC = total citations; C/P = average citations per publication; C/CP = average citations per cited publication; h = h-index; g = g-index; m = m-index; PYS = publication year start
Source: Authors' own work

that the *Journal of Islamic Marketing* produced the highest number of articles, 46, followed by the *Routledge Handbook of Halal Hospitality and Islamic Tourism* with 15 publications and *Tourism Management Perspectives* with 13 publications. This table shows that these source titles were the core avenues for halal tourism and hospitality publications.

Country contributions to halal tourism and hospitality publications worldwide

Figure 3 presents the worldwide contribution, by country of publication, on halal tourism and hospitality studies based on the author's affiliation. Indonesia and Malaysia have been the leading countries contributing to halal tourism and hospitality publications based on the number of contributing authors. The total number of contributing authors from Indonesia was 117, while from Malaysia, it was 88. This result shows that Indonesia, one of the largest Muslim countries, and Malaysia have been most interested in halal tourism and hospitality studies. Non-Muslim countries, such as New Zealand, China, South Korea, Spain and the UK, have also notably contributed to the number of publications concerning halal tourism and hospitality. New Zealand, Turkey, the UAE, Egypt, the UK, South Korea, Spain and China each had 10 to 19 contributing authors. Authors from the other countries coloured in blue on the map contributed from one to nine documents. The countries and the number of documents published are labelled on the map in Figure 3.

Institutions publishing halal tourism and hospitality research

The amount of research concerning halal tourism and hospitality published by the top 10 higher education institutions is presented in Table 7. In total, 160 higher education institutions contributed to the 242 articles on halal tourism and hospitality. According to this table, Universiti Teknologi MARA was the highest institution contributing a total of 21 publications, followed by Universiti Malaya (15), Sejong University (11), University of Canterbury (10), International Islamic University Malaysia (9), Tanta University (8), University of Sharjah (8), Universitas Islam Indonesia (8), Universiti Sains Malaysia (7), Universiti Kebangsaan Malaysia (7), Universiti Sains Islam Malaysia (7), Linnaeus University, Kalmar (7) and Universitas Negeri Padang (7). Regarding the impact, i.e. based on the total number of citations, Universiti Malaya

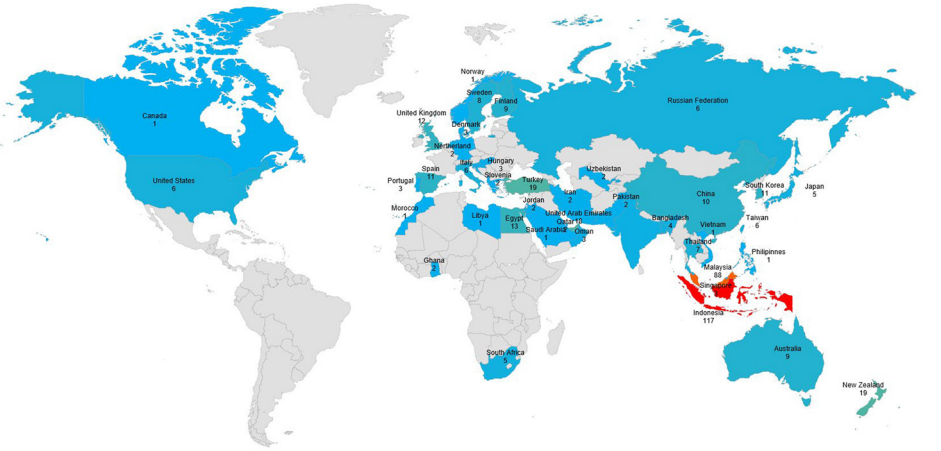


Figure 3.
Worldwide production of halal tourism and hospitality research

Source: Authors' own work

Institution	Country	TP	NCP	TC	C/P	C/CP	*H*	*g*	*m*	PYS
Universiti Teknologi MARA	Malaysia	21	16	187	8.9	11.69	6	13	0.545	2012
Universiti Malaya	Malaysia	15	15	726	48.4	48.4	11	15	0.846	2010
Sejong University	South Korea	11	9	502	45.64	55.78	7	11	1.4	2018
University of Canterbury	New Zealand	10	8	236	23.6	29.5	5	10	0.455	2012
International Islamic University Malaysia	Malaysia	9	5	126	14	25.2	2	9	0.222	2014
Tanta University	Egypt	8	8	525	65.63	65.63	6	8	0.462	2010
University of Sharjah	UAE	8	6	36	4.5	6	2	6	0.667	2020
Universitas Islam Indonesia	Indonesia	8	5	23	2.88	4.6	2	4	0.333	2017
Universiti Sains Malaysia	Malaysia	7	6	169	24.14	28.17	4	7	0.333	2011
Universiti Kebangsaan Malaysia	Malaysia	7	6	23	3.29	3.83	3	4	0.6	2018
Universiti Sains Islam Malaysia	Malaysia	7	7	80	11.43	11.43	4	7	0.8	2018
Linnaeus University, Kalmar	Sweden	7	5	84	12	16.8	3	7	0.429	2016
Universitas Negeri Padang	Indonesia	7	7	145	20.71	20.71	4	7	0.8	2018

Notes: TP = total number of publications; NCP = number of cited publications; TC = total citations; C/P = average citations per publication; C/CP = average citations per cited publication; *h* = *h*-index; *g* = *g*-index; *m* = *m*-index; PYS = publication year start
Source: Authors' own work

Table 7. Top 10 most productive institutions on halal tourism and hospitality

was the highest, with 726 total citations, followed by Tanta University (525 citations) and Sejong University (502 citations).

Authors publishing halal tourism and hospitality research

Table 8 presents the top 10 most productive halal tourism and hospitality publication authors. Overall, 779 authors contributed to publications related to this area. Based on Table 8, Heesup Han from Sejong University, South Korea, was the most productive halal tourism and hospitality publications author. So far, he has contributed a total of eight publications. Amr Al-Ansi from the Macau University of Science and Technology ranked the second most productive author, and Mohamed Battour from the University of Sharjah ranked third. This result shows that although Indonesia and Malaysia have been the most productive countries

Author	Affiliation	Country	TP	NCP	TC	C/P	C/CP	*h*	*g*	*M*	PYS
Han, Heesup	Sejong University	South Korea	10	8	352	35.2	44	7	10	1.75	2019
Al-Ansi, Amr	Macau University of Science and Technology	Macao	8	7	348	43.5	50	7	8	1.4	2018
Battour, Mohamed	University of Sharjah	UAE	8	8	425	53.13	53	5	8	0.417	2011
Prayag, Girish	University of Canterbury	New Zealand	7	6	92	13.14	15	4	7	0.571	2016
Abror, Abror	Universitas Negeri Padang	Indonesia	6	6	144	24	24	4	6	0.8	2018
Hall, C. Michael	University of Canterbury	New Zealand	6	4	18	3	5	3	4	0.15	2003
Rahman, Muhammad Khalilur	Universiti Malaysia Kelantan	Malaysia	5	5	99	19.8	20	4	5	0.667	2017
Wardi, Yunia	Universitas Negeri Padang	Indonesia	5	5	137	27.4	27	4	5	0.8	2018
Zailani, Suhaiza	University of Malaya	Malaysia	5	5	136	27.2	27	5	5	0.417	2011

Notes: TP = total number of publications; NCP = number of cited publications; TC = total citations; C/P = average citations per publication; C/CP = average citations per cited publication; *h* = *h*-index; *g* = *g*-index; *m* = *m*-index; PYS = publication year start
Source: Authors' own work

Table 8. Top most productive authors with a minimum of five publications

contributing to halal tourism and hospitality publications, analysis of the individual authors indicated that authors from South Korea, Macao, the UAE and New Zealand were the most prominent contributors to this field. This result also indicated the importance of halal tourism and hospitality as a concern among Muslim and non-Muslim countries.

In terms of the author's impact, based on the total number of citations, Mohamed Battour from the University of Sharjah, ranked first with a total of 425 citations, followed by Heesup Han (352 citations) and Amr Al-Ansi (348 citations). Table 8 also presents other measurements of the impact of the publications, including the *h*-, *g*- and *m*-indices.

Analysis of keywords in halal tourism and hospitality literature

The present research mapped the keywords provided for each document using the VOSviewer software application. VOSviewer is a software application for building and visualising bibliometric networks, including; journals, researchers, or individual publications. All in all, there were a total of 692 author keywords used in the selected documents. This study set 4 as the minimum number of occurrences of a keyword, and 80 keywords met the threshold. This paper ignored keywords that were country names, such as China, Indonesia, Malaysia, Japan and South Korea. Figure 4 visualises the keywords generated by the VOSviewer software application with the connection line's colour, size, font and thickness. The figure indicates the relationships' strength between keywords, also described in the same colour. Two keywords are identified as co-occurring if they are found together on the same line within the data set. The proximity between two keywords in this visual representation reflects the strength of their

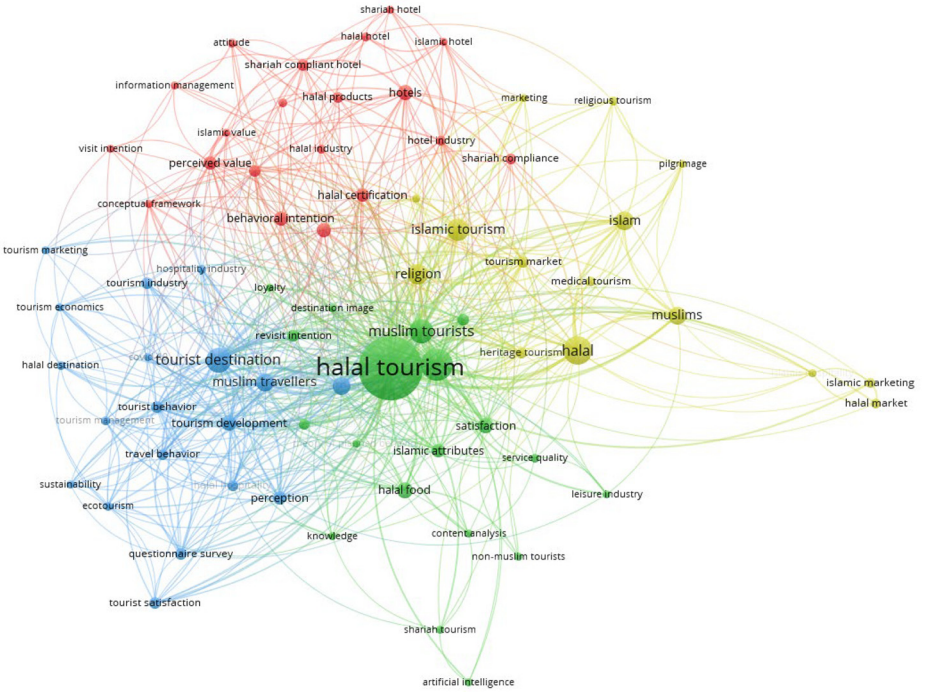


Figure 4.
Mapping of all keywords in halal tourism and hospitality research

Source: Authors' own work

connection. Essentially, a smaller distance between two keywords denotes a stronger association between them.

Based on Figure 4, the present study discovered four main clusters (or themes) in halal tourism and hospitality studies. These clusters have been indicated based on the colour they represent. For example, keywords such as perceived value, hotels, hotel industry, conceptual framework, customer satisfaction, halal certification, Shariah-compliant hotel and Muslim-friendly belonged to the red-coloured cluster, cluster number one. This cluster was referred to as behavioural studies on halal hotels. The second cluster (see details in Table 9), represented in green, was called the halal tourism satisfaction cluster. The third cluster, represented in blue, symbolised halal tourism destinations and development, and the fourth (yellow cluster) represented the Islamic tourism and religion cluster. These clusters represented the main themes in halal hospitality and tourism research previously covered by scholars.

The present research also analysed the distribution of keywords according to their time of appearance (Figure 5). Using the VOSviewer software application, this research took a screenshot of the overlay visualisation of the co-occurrences of all keywords. Based on Figure 5, blue denotes an early appearance, while red denotes a current appearance. Based on this figure, the evolution of keywords can be seen over time. The most recent keywords related to halal tourism and hospitality were more related to behavioural and acceptance studies. Among the keywords were tourist and customer satisfaction, knowledge, theory of planned behaviour, Muslim-friendly tourism and revisit intention. Based on this finding, future research concerning halal tourism and hospitality should focus more on customer involvement, customer experience and smart tourism. A theoretical framework between AI-enabled technologies and halal tourism and hospitality might also be explored.

Additionally, Muslim-friendly tourism experiences in halal and hospitality contexts might be developed. Although a wide range of halal tourism-related keywords was found in the targeted publications, most research emphases were not aligned with current problems, crises and developments in the sector. For example, research remains needed to determine how halal tourism and hospitality can counteract racism, Islamophobia and other forms of intolerance.

Not all Muslims follow Islamic doctrine to the same degree. Some are considered devoted adherents, while others are not. Therefore, more research is required to fully understand how Muslim tourists react to halal tourism products and services in various situations depending on religious friendliness. In addition, halal tourism and hospitality provide strategies for achieving sustainability. However, they still require further investigation.

Furthermore, Table 9 presents the keyword's appearance showing its cluster and weight based on the; link, total link strength and number of occurrences (Table 9). Halal tourism, tourism and halal were the keywords with the highest occurrences in the top three positions.

Analysis of citations contained in halal tourism and hospitality research

Table 10 summarises the citation metrics for documents retrieved in November 2022. Three thousand nine hundred and fourteen total citations were received for all the documents published since 2003 regarding halal hospitality and tourism. This result was obtained using Harzing's Publish and Perish software application.

Table 11 presents the top 20 most cited articles (based on the number of documents cited) according to the Scopus database. The document entitled "Halal Tourism: Concepts, practises, challenges and Future" by Battour and Ismail (2016) received the highest number of citations, with 208 total citations and an average of 34.67 citations per year. This paper examined the concept of halal tourism and its various components. Samples of some of the

Keywords	Cluster	Link	Total link strength	Occurrences	Theme
perceived value	1	27	36	10	Red cluster
hotels	1	25	35	12	(Behavioral
hotel industry	1	21	25	6	study on halal
conceptual framework	1	17	24	4	hotels)
customer satisfaction	1	19	24	8	
halal certification	1	17	23	10	
shariah compliant hotel	1	17	23	8	
muslim-friendly	1	15	21	11	
behavioral intention	1	16	19	11	
halal industry	1	12	16	5	
islamic hotel	1	12	15	4	
islamic value	1	11	14	4	
halal hotel	1	12	13	5	
attitude	1	9	12	5	
halal products	1	10	11	7	
shariah compliance	1	10	11	7	
shariah hotel	1	9	11	4	
information management	1	8	9	4	
visit intention	1	8	8	4	
muslim friendly hotel	1	5	7	5	
halal tourism	2	65	273	134	Green cluster
tourism	2	48	117	42	(Halal tourism
muslim tourists	2	34	68	26	satisfaction)
satisfaction	2	22	34	12	
halal food	2	16	27	13	
islamic attributes	2	16	27	10	
revisit intention	2	20	23	8	
trust	2	18	23	8	
muslim-friendly tourism	2	15	18	7	
loyalty	2	12	16	4	
knowledge	2	13	15	4	
content analysis	2	9	11	4	
service quality	2	10	11	5	
leisure industry	2	7	10	4	
theory of planned behavior	2	7	10	4	
destination image	2	8	9	4	
shariah tourism	2	7	9	4	
artificial intelligence	2	4	6	4	
non-muslim tourists	2	4	5	4	
tourist destination	3	39	118	27	Blue cluster
islamism	3	42	87	16	(Halal tourism
tourism development	3	34	64	12	destination
muslim travellers	3	32	55	16	and
tourist behavior	3	26	49	8	development)
perception	3	28	47	10	
travel behavior	3	21	36	7	
questionnaire survey	3	20	35	8	
halal hospitality	3	23	33	7	
ecotourism	3	17	24	5	
tourism management	3	14	24	5	
hospitality industry	3	20	23	5	
tourist satisfaction	3	13	22	8	

Table 9.
Keywords

(*continued*)

Keywords	Cluster	Link	Total link strength	Occurrences	Theme
tourism economics	3	14	20	4	
sustainability	3	12	15	4	
tourism industry	3	12	15	8	
halal destination	3	12	14	5	
tourism marketing	3	8	11	4	
covid-19	3	10	10	4	
halal	4	34	68	34	Yellow cluster (Islamic tourism and religion)
islamic tourism	4	31	64	22	
religion	4	33	58	20	
tourism market	4	24	48	8	
islam	4	20	47	17	
heritage tourism	4	23	43	7	
muslims	4	17	36	15	
minority group	4	14	20	4	
marketing	4	11	17	4	
religious tourism	4	9	15	5	
islamic hospitality	4	10	14	4	
pilgrimage	4	9	12	4	
islamic marketing	4	5	11	6	
halal market	4	4	9	6	
medical tourism	4	6	7	6	

Source: Authors' own work

Table 9.

most current best practices from around the globe were provided. The benefits and drawbacks of promoting and growing halal travel were also discussed. The article "Risk assessment of halal products and services: Implication for tourism industry" by Olya and Al-Ansi (2018) was ranked second, with 150 total citations and an average of 37.5 citations per year. This empirical study proposed conceptual models to analyse consumer satisfaction and the intention to buy and consume halal goods and services. However, the third-ranked paper that received the same number of citations as the second, which only received an average of 13.64 citations per year, is entitled "The impact of destination attributes on Muslim tourist's choice" by Battour *et al.* (2011). This study investigated which Islamic attributes of travel destinations could be used as a starting point for creating halal travel packages.

Discussion

The present study has examined the current state of research regarding halal tourism and hospitality using Bibliometric analysis. The bibliometric analysis allowed the productivity of research and publications in the examined research domain to be evaluated. The bibliometric data was used to evaluate the research domain's performance. Research-related agencies can also use the results of the bibliometric analysis to regulate funding allocation policies and compare scientific inputs and outputs. Furthermore, the results of the bibliometric analysis can be used to explain factors supporting the study's contributions to its research field and to guide researchers in producing high-impact studies related to halal tourism theory.

This study has undertaken an exploration with the primary objective of ascertaining the prevalent trend and impact of research contributions pertaining to the domains of halal

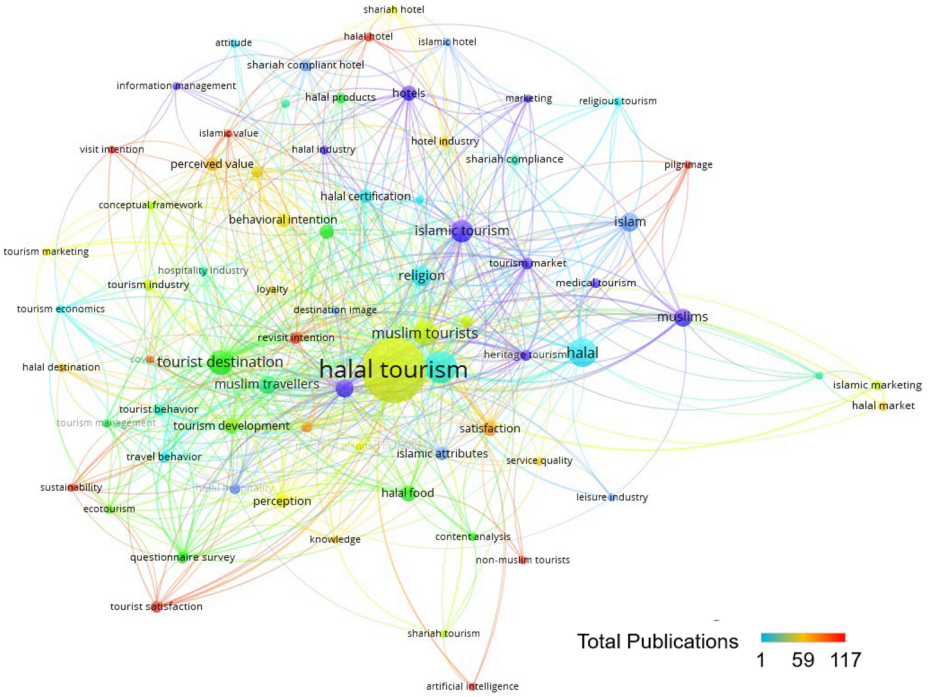


Figure 5.
Distribution of all keywords according to their time of appearance

Source: Authors' own work

Metrics	Data
Papers	314
Citations	3,914
Years	19
Citation per year	206
Citation per paper	12.46
Citation per author	1,831.41
Papers per author	133.66
Authors per paper	3.16
h index	35
g index	55

Table 10.
Citations metrics

Source: Authors' own work

tourism and hospitality (*RQ1*). The deductions drawn from the analysis elucidate a compelling trajectory, wherein scholarly interest in halal tourism and hospitality has seen a noteworthy surge, rapidly elevating it to a critical field of academic investigation since the year 2016. Furthermore, a chronological exploration reveals that the term "halal tourism and halal hospitality" marked its initial entry into the academic arena in 2010, as affirmed by Scopus. This earmarks the inception of scholarly dialogue surrounding this theme. The year

No.	Authors	Title	TC	C/Y
1	Battour and Ismail (2016)	Halal tourism: Concepts, practises, challenges and future	208	34.67
2	Olya and Al-ansi (2018)	Risk assessment of halal products and services: Implication for tourism industry	150	37.5
3	Battour *et al.* (2011)	The impact of destination attributes on Muslim tourist's choice	150	13.64
4	Stephenson (2014)	Deciphering 'Islamic hospitality': Developments, challenges and opportunities	139	17.38
5	El-Gohary (2016)	Halal tourism, is it really Halal?	130	21.67
6	Han *et al.* (2019)	Exploring halal-friendly destination attributes in South Korea: Perceptions and behaviors of Muslim travelers toward a non-Muslim destination	118	39.33
7	Mohsin *et al.* (2016)	Halal tourism: Emerging opportunities	117	19.5
8	Al-Ansi and Han (2019)	Role of halal-friendly destination performances, value, satisfaction, and trust in generating destination image and loyalty	102	34
9	Battour *et al.* (2010)	Toward a halal tourism market	101	8.42
10	Marzuki *et al.* (2012)	Restaurant managers' perspectives on halal certification	99	9.9
11	Henderson (2016)	Halal food, certification and halal tourism: Insights from Malaysia and Singapore	93	15.5
12	Yousaf and Xiucheng (2018)	Halal culinary and tourism marketing strategies on government websites: A preliminary analysis	74	18.5
13	Samori *et al.* (2016)	Current trends on Halal tourism: Cases on selected Asian countries	69	11.5
14	Wardi *et al.* (2018)	Halal tourism: antecedent of touristâ's satisfaction and word of mouth (WOM)	67	16.75
15	Razzaq *et al.* (2016)	The capacity of New Zealand to accommodate the halal tourism market - Or not	66	11
16	Oktadiana *et al.* (2016)	Muslim travellers' needs: What don't we know?	63	10.5
17	Ryan (2016)	Halal tourism	55	9.17
18	Vargas-Sánchez and Moral-Moral (2019)	Halal tourism: state of the art	51	17
19	Marzuki *et al.* (2012)	Restaurant Manager and Halal Certification in Malaysia	51	5.1
20	Jeaheng *et al.* (2019)	Halal-friendly hotels: impact of halal-friendly attributes on guest purchase behaviors in the Thailand hotel industry	48	16

Notes: TC = total citations; C/Y = average citations per year
Source: Authors' own work

Table 11.
Top 20 highly cited articles on halal hospitality

2021 emerged as a landmark in the publication landscape with 62 documents, accounting for 19.75% of the total body of literature in the area of halal tourism and hospitality. This stands as a testament to the increasing academic resonance of this area of study. Moreover, the year 2022 followed closely behind, with a commendable contribution of 56 publications, which constitutes 17.83% of the total research output. This phenomenon suggests an observable growth trajectory in the scholarly contributions in this area. Anticipating the publication trend for the remainder of 2022, it is predicted that the number of publications will surpass the previous year's total, given that the count has already reached 56 in the first

ten months. This is indicative of a sustained and potentially escalating interest within the academic community in further unravelling the nuances of halal tourism and hospitality.

Furthermore, this study also attempted to discover the major contributors to halal tourism and hospitality studies (*RQ2*). The results showed that Malaysia and Indonesia had the highest proportion of authors contributing to halal hospitality research. In addition, halal hospitality research has been widely published in; business, management, accounting and social science publications rather than focusing on other research fields, such as psychology, chemical engineering, nursing and medicine. The citation metrics described in this study showed the impact of publications concerning halal tourism and hospitality. According to a Scopus database search for halal tourism and hospitality research, there were 436 documents published with a total of 3,142 citations over nearly 30 years (1992–2020), with a total of 112.21 citations per year, 7.21 citations per paper and 3.14 authors per paper.

Studies focused on halal tourism and hospitality were collected through a Scopus database search. The present study discovered 436 documents from the Scopus database using predefined search queries. Despite the slow development of the halal tourism and hospitality research topic, there remains an opportunity for the development of the topic to grow. Journal articles accounted for nearly 90% of all publications compared to other document types. These documents were all written in English. However, some were also written in Hungarian, Polish and Spanish. The research topic has also been conducted in economics, econometrics, finance, agricultural and biological sciences and engineering. The focus of this research area can be seen from the results that the VOSviewer software application presented in its keyword analysis. The present study also drew on potential thematic contexts and methodological frameworks from previous research to develop future research directions to pave the way for incorporating the concept of halal into broader settings. Furthermore, this study has strongly encouraged future research regarding halal hospitality and tourism to contribute to the potential challenges of contemporary tourism development (*RQ3*).

The present research has also revealed the most influential articles on halal tourism and hospitality (*RQ4*). A Scopus search revealed that one of the earliest studies on the topic was published in 2010 (Battour *et al.*, 2010). Previously, the word of choice had been "Islamic tourism", as used, for example, by Henderson (2009). The document entitled "Halal Tourism: Concepts, practices, challenges and Future" by Battour and Ismail (2016) received the highest number of citations, with 208 total citations and 34.67 citations per year. The concept of halal tourism and the components making up the industry have both been examined in this paper. It has provided illustrations of a few of the most recent best practices from around the globe. Also discussed have been the benefits and drawbacks of promoting and growing halal travel. Thus, the most influential article, "Halal Tourism: Concepts, practices, challenges and Future" by Battour and Ismail (2016), promotes halal tourism and hospitality development. With this article, the topic of halal tourism and hospitality research will develop more, and many subsequent articles will discuss halal tourism and hospitality.

Conclusion and implications

The evolution of halal hospitality studies is a continuous process that keeps up with the growing expectations of Muslim travellers. The present study used data extracted from the Scopus database to assess many facets of the halal tourism and hospitality industry, such as halal food, products and image. By examining; contributing authors, citations, influential journals, keywords and abstracts from 314 downloaded publications, this study used bibliometric analysis to understand the elements contributing to halal tourism and hospitality growth. Additionally, the present research used the VOSviewer software

application to map the associations between terms, which offered a visual representation of the conceptual framework in this field of study.

The present study has contributed to the extant literature in several significant ways. Firstly, by examining yearly trends in research output, the present paper examined the publication patterns in this field of study. Secondly, the present research determined the major actors in the halal tourism sector using bibliometric information concerning the document's authors, origin countries, institutions and source titles. Thirdly, this examination mapped the intellectual structure of this field and identified the dominant themes by looking at the co-occurrence of author keywords. The top twenty research papers regarding halal tourism and hospitality were then highlighted, together with the studies that have received the most citations overall and on average each year. The study identified three potential directions for future halal tourism and hospitality research. Customer interaction, customer experience and smart travel should be more heavily considered in future research. A theoretical framework for combining halal travel and hospitality with artificial intelligence-enabled technology should be investigated. Muslim-friendly tourist experiences in a halal travel and hospitality framework could be developed.

While a wide range of halal tourism-related keywords was found in the analysed publications, the focus of most research was not aligned with current problems, crises and developments in the sector. For instance, research on how Islamic beliefs affect host-guest interactions in halal tourism is needed, as suggested in a similar study by Ghaderi *et al.* (2020) and Hall *et al.* (2020). Moreover, research is needed to investigate how halal tourism and hospitality can counteract racism, Islamophobia, and other forms of intolerance. The varying degrees of adherence to Islamic doctrine among Muslims, such as the political economy and sociocultural perspective of Iran, have been considered challenges for tourism development, as suggested by Heydari Chianeh, Del Chiappa *et al.* (2018). Therefore, further research is required to fully understand how Muslim tourists react to halal tourism products and services in different situations considering their level of religious friendliness. Moreover, exploring the potential of halal tourism and hospitality as a strategy for achieving sustainability would benefit from additional research.

It Is important to acknowledge the limitations of this study are inherent to similar research endeavours. Firstly, the research data were derived solely from the Scopus database, which, although comprehensive, may not encompass all available sources. In future studies, it would be beneficial to include other well-known databases, such as Web of Science (WoS), Google Scholar, Dimensions, PubMed, CiteSeerX and Microsoft Academics. Secondly, broadening the scope of the research by incorporating additional keywords related to halal tourism and hospitality would enhance the comprehensiveness of future studies. Lastly, using advanced bibliometric analysis techniques, such as co-citation, co-authorship and co-word analysis, would offer further insights. Despite these limitations, the present study has contributed valuable knowledge by presenting current trends in halal hospitality research and expanding upon previous findings in the literature by applying a bibliometric approach.

In conclusion, this study has provided a comprehensive analysis of the current condition of halal hospitality research, shedding light on important aspects of the research field. This study has deepened the understanding of this domain by employing a bibliometric approach and identifying avenues for future research.

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