

# Exploring the Knowledge Domain of Halal Tourism: A Bibliometric Analysis of Scopus-indexed Publications

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## Abstract

This study provides a rigorous bibliometric assessment of the halal tourism knowledge domain by analyzing Scopus-indexed publications from 2015 to 2025. Despite the rapid global expansion of halal tourism, a consolidated mapping of its intellectual foundations has remained limited. To address this gap, 146 peer-reviewed articles were systematically retrieved using predefined inclusion criteria and examined using performance analysis and science-mapping techniques. VOSviewer software was applied to visualize co-authorship networks, keyword co-occurrence structures and thematic evolution. The results demonstrate a substantial escalation in scholarly output beginning in 2018, marking the transition of halal tourism from an emerging niche to an established interdisciplinary field. Indonesia and Malaysia dominate the global research landscape, supported by strong institutional interest in Muslim-friendly destination development. Influential scholars—including Suhartanto, Ratnasari and Battour—shape the field's conceptual progression through interconnected collaboration networks. The Journal of Islamic Marketing emerges as the most productive source, reflecting the predominance of management and marketing perspectives. Keyword analysis identifies four thematic clusters: tourist behavior and religiosity; destination competitiveness and policy; technological innovation and halal certification; and Islamic marketing dynamics. Overlay visualization indicates a shift from foundational conceptual discussions to technology-driven, sustainability-oriented and post-pandemic resilience themes. Overall, this study advances theoretical consolidation in halal tourism, highlights emerging research frontiers and provides a comprehensive knowledge structure to guide future empirical and comparative studies. The findings offer strategic insights for researchers, policymakers and industry stakeholders seeking to strengthen halal tourism as a model for ethical, inclusive and sustainable global tourism development.

**Keywords:** Bibliometric Analysis, Halal tourism, Islamic Marketing, Knowledge Mapping, Research Trends, Scopus.

## Introduction

Halal tourism has emerged as a rapidly expanding segment within the global tourism industry, reflecting the growing demand among Muslim travelers for services aligned with Islamic principles. Tourism activities are increasingly expected to integrate religious values, ethical considerations and cultural sensitivity rather than merely serve as recreational experiences. Halal tourism encompasses products and services compliant with Shariah principles, including halal-certified food, Shariah-compliant accommodations, ethical financial transactions and culturally appropriate hospitality practices (1, 2). The steady growth of the global Muslim population, projected to approach two billion by 2030, has positioned halal tourism as one of the most dynamic and promising market segments worldwide (3).

Beyond its religious foundation, halal tourism represents a strategic economic opportunity. Several Muslim-majority countries have incorpo-

rated halal tourism into national development agendas, emphasizing certification systems, regulatory frameworks and quality assurance mechanisms to strengthen competitiveness (4). At the same time, non-Muslim-majority destinations have introduced halal-friendly facilities to capture this expanding market (5). This development illustrates how halal tourism intersects with globalization, cultural diversity and market innovation. Consequently, scholarly attention toward halal tourism has increased substantially, covering themes such as tourist satisfaction, destination image, marketing strategies, governance and policy frameworks (6). Despite this growing body of literature, research on halal tourism remains fragmented across multiple disciplines, including marketing, hospitality management, economics and Islamic studies (7). The dispersion of studies across domains has limited the development of a consolidated intellectual

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structure. While prior research has examined specific aspects such as consumer behavior, certification systems and destination competitiveness, a systematic synthesis of the knowledge domain remains limited (8). The absence of comprehensive mapping restricts the ability to identify dominant research streams, intellectual turning points and emerging themes that shape the evolution of halal tourism scholarship (9).

Understanding the structure and trajectory of research within halal tourism is essential for both theoretical and practical advancement. From an academic perspective, mapping the knowledge domain allows identification of influential authors, institutions, collaboration networks and conceptual clusters that define the field (10). Such mapping also facilitates the recognition of methodological trends and theoretical gaps requiring further investigation. From a practical standpoint, a structured understanding of research development supports policymakers and tourism managers in designing evidence-based strategies that enhance sustainability, inclusivity and competitiveness (11).

Bibliometric analysis provides a rigorous methodological approach to address this need. As a quantitative technique for evaluating academic publications, bibliometric analysis enables systematic examination of publication trends, citation patterns and thematic evolution within a specific research domain (7, 12). Through co-authorship, co-citation and keyword co-occurrence analysis, bibliometric mapping visualizes the conceptual and collaborative structure of scholarly work (13). This approach has been widely applied in various research areas, including sustainable development, Islamic finance and innovation studies (12). However, comprehensive bibliometric mapping of halal tourism research indexed in major databases remains limited.

In the broader context of global tourism transformation, halal tourism also aligns with increasing emphasis on ethical consumption, sustainability and digital innovation. The integration of Islamic ethical principles—such as fairness, transparency and stewardship—positions halal tourism as a model of value-based tourism development (14). Additionally, technological advancements and digital platforms have

accelerated the promotion and management of halal destinations, while simultaneously introducing challenges related to the integrity of certifications and the reliability of information (15, 16). The COVID-19 pandemic further reshaped research priorities, emphasizing hygiene, safety, resilience and risk management within tourism systems (17, 18). These evolving themes highlight the dynamic and multidisciplinary nature of halal tourism research, reinforcing the need for systematic analysis of its intellectual landscape.

Given these developments, a comprehensive bibliometric study is required to consolidate existing knowledge and clarify the evolution of halal tourism scholarship. Therefore, this study aims to conduct a systematic bibliometric analysis of halal tourism research indexed in the Scopus database from 2010 to 2023. Specifically, the objectives of this study are to: (a) analyze annual publication trends to identify patterns of scholarly growth; (b) determine the most productive countries, institutions and authors contributing to the field; (c) identify the most influential documents and journals based on citation analysis; and (d) map thematic structures and emerging research clusters through keyword co-occurrence analysis (10, 12).

The methodological framework follows established bibliometric procedures, including systematic data extraction from Scopus, application of inclusion and exclusion criteria and visualization using VOSviewer software (13). These procedures ensure transparency, reliability and replicability of findings by focusing on peer-reviewed publications indexed in reputable journals.

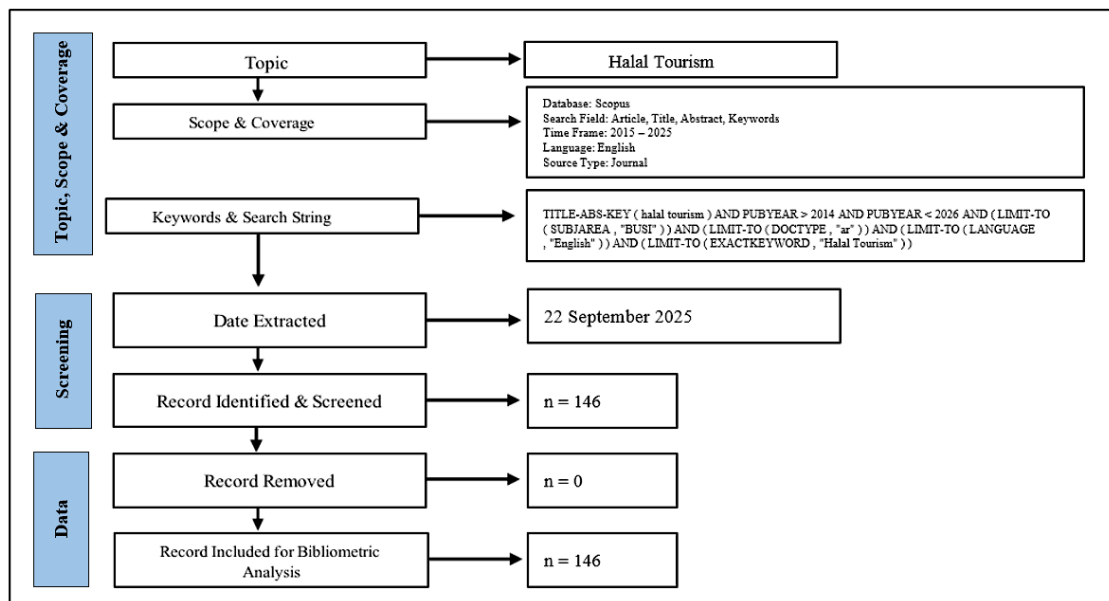
This study contributes theoretically by consolidating halal tourism as a coherent and evolving research domain within tourism and hospitality scholarship. By identifying core intellectual pillars and emerging research fronts, the study clarifies the conceptual structure and the interdisciplinary connections that shape the field. In practice, the findings provide guidance for researchers, policymakers and industry stakeholders seeking to develop sustainable, ethically grounded tourism strategies. Unlike previous studies that focus on specific aspects of halal tourism, this research offers a comprehensive, data-driven mapping of its knowledge domain,

thereby advancing understanding of its evolution and future research directions.

## Methodology

Figure 1 illustrates the overall methodological framework applied in this study to conduct a comprehensive bibliometric analysis of halal tourism research. Bibliometric analysis is widely recognized as a rigorous and objective method for evaluating scientific production, identifying influential authors and sources and detecting

emerging research themes through statistical and network-based techniques (19, 20). Compared with traditional narrative or systematic reviews, bibliometric methods enable large-scale, reproducible and data-driven assessment of scholarly output while minimizing subjective bias (13, 21). In the context of halal tourism, bibliometric analysis has increasingly been employed to understand research development, intellectual clusters and thematic transformation (7, 10, 22, 23).



**Figure 1:** Flow diagram of research strategy (19)

The Scopus database was selected as the sole data source due to its extensive international coverage, standardized indexing structure and compatibility with bibliometric software for citation and network analysis. Scopus is widely used in bibliometric studies of tourism, management and Islamic marketing because it ensures metadata consistency and high-quality peer-reviewed indexing (20, 21). Data extraction was conducted on 22 September 2025. The search query was applied to the Title, Abstract and Keywords (TITLE-ABS-KEY) fields using the following criteria: TITLE-ABS-KEY ("halal tourism") AND PUBYEAR > 2014 AND PUBYEAR < 2026 AND LIMIT-TO (SUBJAREA, "BUSI") AND LIMIT-TO (DOCTYPE, "ar") AND LIMIT-TO (LANGUAGE, "English") AND LIMIT-TO (EXACTKEYWORD, "Halal Tourism"). The time frame of 2015–2025 was selected to capture the accelerated expansion phase of halal tourism research, particularly following its strategic recognition within global tourism and hospitality discourse (8, 24, 25).

The inclusion criteria were restricted to English-language journal articles indexed in Scopus within the Business subject area during the specified period. Conference proceedings, book chapters, editorials and non-English publications were excluded to ensure consistency, comparability and academic rigor (20). The focus on the Business subject area is justified by the dominance of management, marketing and consumer behavior perspectives in halal tourism scholarship (3, 7, 9). The filtered search yielded 146 records. Following screening for relevance and duplication, no records were removed, yielding a final dataset of 146 documents for the bibliometric analysis.

The analysis was conducted using VOSviewer and Microsoft Excel. VOSviewer is widely used in bibliometric research for its ability to construct and visualize bibliographic networks, such as co-authorship, co-occurrence and citation relationships (19, 20). Descriptive performance analysis was first conducted to examine annual publication trends, productive countries, prolific authors and

leading journals. Citation analysis was subsequently performed to identify influential documents shaping halal tourism discourse (7, 10). Co-authorship network analysis was used to explore collaboration patterns among scholars and countries, reflecting the formation of research communities within the field (13, 22). Furthermore, keyword co-occurrence analysis was applied to identify thematic clusters and research evolution over time, enabling the detection of emerging topics such as religiosity, digital marketing, sustainability and halal certification (8, 16).

Threshold parameters were applied in VOSviewer to enhance visualization clarity, reduce noise and preserve meaningful network structures, following established bibliometric guidelines (20). Bibliographic data were exported directly from Scopus in CSV format to prevent transcription errors and enhance data reliability. The search strategy, filtering criteria and extraction date were explicitly documented to ensure methodological transparency and replicability, as recommended in bibliometric research protocols (19, 20).

## Results

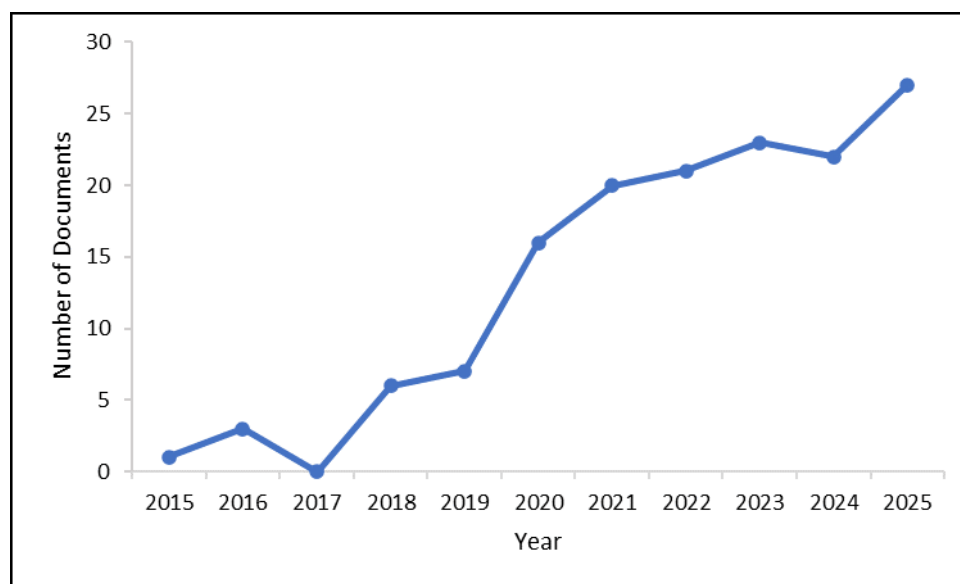
Over the past ten years, the publication trend in Halal Tourism has exhibited notable fluctuations,

reflecting evolving patterns of scholarly engagement from 2015 to 2025. While early years recorded modest research output, the latter period shows accelerated growth, signifying increasing global recognition of halal tourism as a distinct and influential field of study.

### Publication Characteristics

Figure 2 presents the yearly distribution of publications on halal tourism indexed in Scopus between 2015 and 2025. The trend demonstrates a gradual but consistent increase in scholarly output over the observed period. During the initial phase (2015–2017), publication activity remained minimal, with only one or two articles published annually and no indexed publication in 2017. This pattern indicates that halal tourism was still in its early stage of academic development and had not yet emerged as a consolidated research theme.

A noticeable upward trend began in 2018 and continued into 2019, reflecting growing academic engagement with the topic. A significant increase occurred between 2019 and 2020, during which the number of publications more than doubled. This period marks a turning point in the evolution of halal tourism research, characterized by greater international visibility and expanded scholarly participation.



**Figure 2:** Annual Publication Trends of Halal Tourism Research (2015–2025)

From 2021 to 2023, publication output stabilized at a relatively high level, with annual contributions ranging between 20 and 25 documents. This stability suggests the consolidation of halal tourism as an established research domain characterized by diversified thematic exploration. A

slight decline was observed in 2024, followed by a notable increase in 2025, which recorded the highest number of publications during the study period (approximately 27 documents). Overall, the data indicate a sustained upward trajectory in academic productivity over the last decade.

The consistent growth pattern confirms the increasing recognition of halal tourism as a significant field within tourism and hospitality research. These findings provide the basis for subsequent analyses of authorship patterns, institutional productivity, citation structures and thematic development within the halal tourism knowledge domain.

### Publication by Country

Figure 3 presents the geographical distribution of halal tourism publications indexed in Scopus between 2015 and 2025. The data indicate an intense regional concentration in Southeast Asia. Indonesia emerged as the most productive country, contributing more than 70 publications during the observed period. Malaysia ranked second with over 40 publications. Together, these two countries account for the majority of global scholarly output in halal tourism research.

Beyond Indonesia and Malaysia, several countries made moderate contributions. Bangladesh, New Zealand, Egypt, Thailand, Turkey, India, South Korea and the United States each produced between 5 and 10 publications. The presence of both Muslim-majority and non-Muslim-majority countries reflects the expanding international engagement with halal tourism as a research topic. The distribution pattern shows that, while Southeast Asia remains the dominant region, halal tourism research has gradually expanded across diverse geographical contexts. The diversity of contributing countries indicates an increase in global academic participation in examining halal tourism from various economic, cultural and managerial perspectives. These findings provide the basis for further analysis of collaboration networks, institutional productivity and citation structures presented in the subsequent sections.

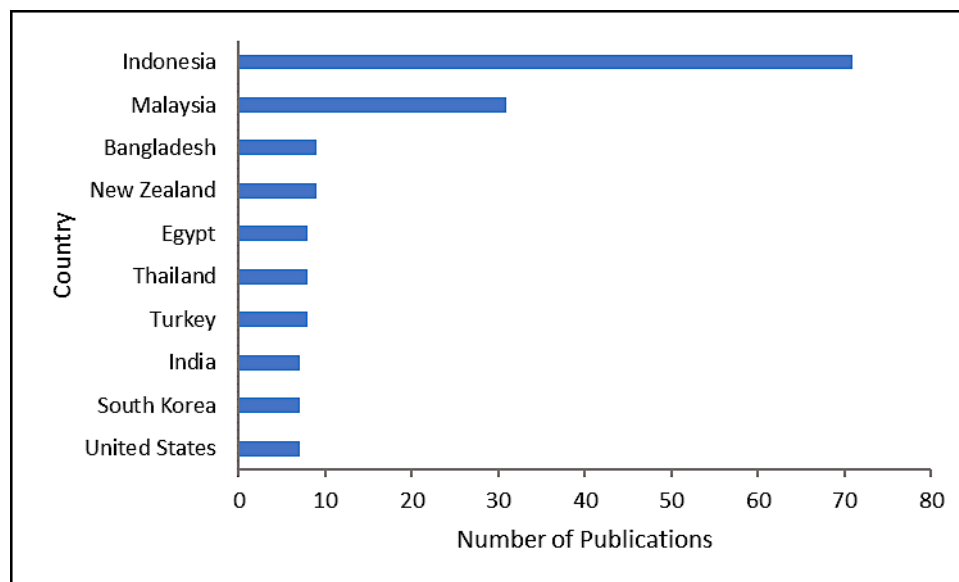


Figure 3: Distribution of Halal Tourism Publications by Country (2015–2025)

### Most Globally Cited Documents

Table 1 presents the ten most globally cited publications in halal tourism research indexed in Scopus between 2015 and 2025. The citation counts range from 89 to 239 citations, indicating a relatively concentrated group of highly influential works within the field. The most cited article is published in *Tourism Management*, with 239 citations (26). This is followed by another two articles - one with 140 citations (27) and another with 131 citations (28). The dominance of articles published between 2018 and 2019 suggests that this period marked a significant growth phase in halal tourism scholarship, during which

foundational empirical studies gained substantial academic attention.

Regarding journal distribution, the majority of highly cited documents were published in leading tourism and marketing journals, including *Tourism Management*, *Asia Pacific Journal of Tourism Research*, *Journal of Islamic Marketing* and *Tourism Management Perspectives*. This indicates that halal tourism research has been integrated into mainstream tourism and hospitality discourse rather than remaining confined to niche religious studies outlets.

Thematically, the most cited works predominantly focus on tourist satisfaction, perceived value, halal-friendly attributes, religiosity and marketing strategies. Several studies also explore non-Muslim destinations and cross-cultural contexts, highlighting the global expansion of halal tourism beyond Muslim-majority countries. Additionally, methodological innovation is evident in the

inclusion of sentiment analysis and social media analytics approaches.

Overall, the citation pattern demonstrates that halal tourism research has evolved toward empirical, behavior-oriented and marketing-driven investigations. The concentration of highly cited works in high-impact international journals further underscores the field's increasing academic legitimacy and global visibility.

**Table 1:** Most Globally Cited Documents in Halal Tourism Research

Document title	Authors	Source	Year	Citations	References
Exploring halal-friendly destination attributes in South Korea: Perceptions and behaviors of Muslim travelers toward a non-Muslim destination	Han H, Al-Ansi A, Olya HGT, Kim W	Tourism Management, 71, pp. 151–164	2019	239	(26)
Halal culinary and tourism marketing strategies on government websites: A preliminary analysis	Yousaf S, Xiucheng F	Tourism Management, 68, pp. 423–443	2018	140	(27)
Halal tourism: antecedent of tourists' satisfaction and word of mouth (WOM)	Wardi Y, Abror A, Trinanda O	Asia Pacific Journal of Tourism Research, 23(5), pp. 463–472	2018	131	(28)
The impact of Halal tourism, customer engagement on satisfaction: moderating effect of religiosity	Abror A, Wardi Y, Trinanda O, Patrisia D	Asia Pacific Journal of Tourism Research, 24(7), pp. 633–643	2019	107	(6)
Sentiment analyses of multilingual tweets on halal tourism	Ainin S, Feizollah A, Anuar NB, Abdullah NA	Tourism Management Perspectives, 34, 100658	2020	100	(29)
The perception of non-Muslim tourists towards halal tourism: Evidence from Turkey and Malaysia	Battour M, Hakimian F, Ismail M, Boğan E	Journal of Islamic Marketing, 9(4), pp. 823–840	2018	100	(30)
The capacity of New Zealand to accommodate the halal tourism market - Or not	Razzaq S, Hall CM, Prayag G	Tourism Management Perspectives, 18, pp. 92–97	2016	98	(31)
Muslim tourist perceived value: a study on Malaysia Halal tourism	Isa SM, Chin PN, Mohammad NU	Journal of Islamic Marketing, 9(2), pp. 402–420	2018	96	(32)
Halal-friendly hotels: impact of halal-friendly attributes on guest purchase behaviors in the Thailand hotel industry	Jeaheng Y, Al-Ansi A, Han H	Journal of Travel and Tourism Marketing, 36(6), pp. 729–746	2019	93	(33)
The trends, opportunities and challenges of halal tourism: a systematic literature review	Rasul T	<u>Tourism Recreation Research</u> , 44(4), pp. 434–450	2019	89	(25)

### Source Productivity or Leading Journals in Halal Tourism Research

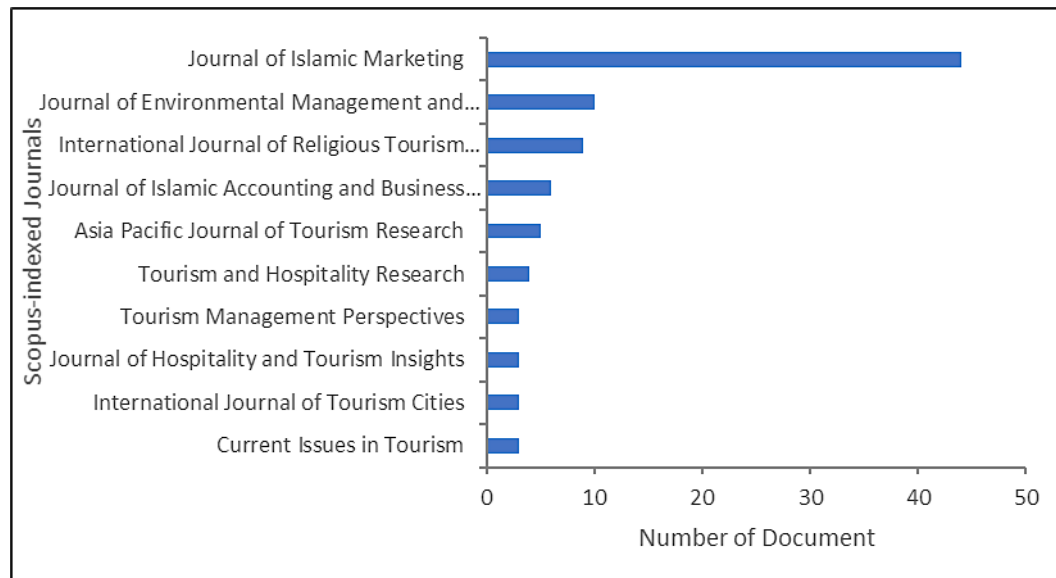
Figure 4 illustrates the distribution of halal tourism publications across Scopus-indexed journals between 2015 and 2025. The analysis shows a clear concentration of publications within a limited number of sources.

The Journal of Islamic Marketing emerges as the most productive outlet, contributing 44 documents during the observed period. This substantial gap relative to other journals indicates a strong concentration of sources, suggesting that halal tourism research is heavily anchored in

marketing and Islamic business-oriented scholarship.

The Journal of Environmental Management and Tourism ranks second with 10 publications, followed by the International Journal of Religious Tourism and Pilgrimage (9 publications) and the

Journal of Islamic Accounting and Business Research (6 publications). These journals reflect the multidisciplinary orientation of halal tourism research, spanning marketing, environmental management, religious studies and business research.



**Figure 4:** Leading Journals Publishing Halal Tourism Studies

Several mainstream tourism journals, including the Asia Pacific Journal of Tourism Research, Tourism and Hospitality Research and Tourism Management Perspectives, contribute between three and five publications each. Although their publication counts are lower than those of Islamic-focused journals, their inclusion indicates that halal tourism topics have been incorporated into broader tourism and hospitality discourse.

The distribution pattern suggests that halal tourism research is characterized by moderate source concentration, with a dominant core journal and a surrounding network of interdisciplinary outlets. The prominence of marketing and Islamic business journals highlights the central role of consumer behavior, branding and religiosity-based frameworks within the field. In contrast, contributions from general tourism journals indicate gradual integration into mainstream tourism scholarship.

### Keyword Co-occurrence Network in Halal Tourism Research

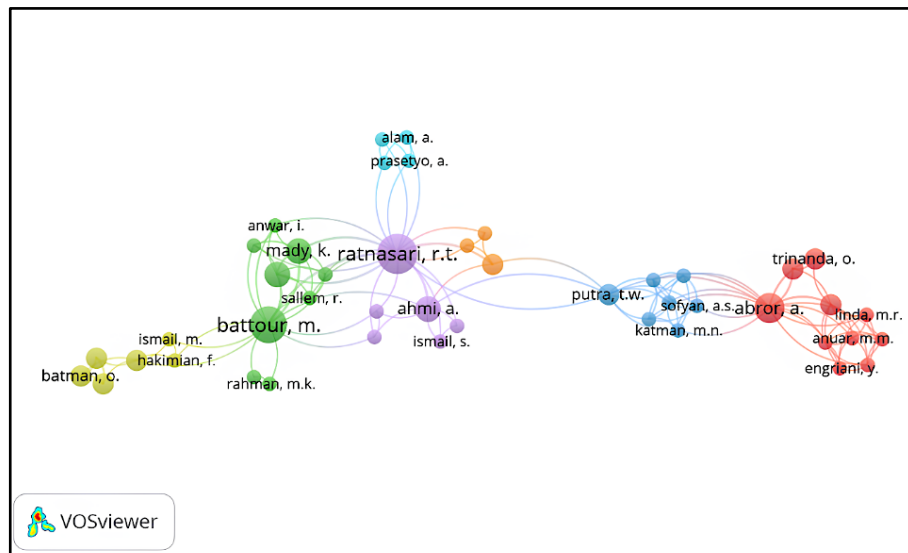
Figure 5 presents the keyword co-occurrence network generated in VOSviewer from Scopus-indexed publications. The analysis identifies “halal tourism” as the most frequently occurring keyword, serving as the central node in the

network. It is strongly linked with related terms such as “Islamic tourism,” “Muslim travelers,” “halal hospitality,” and “destination image,” indicating a high level of thematic interconnection. The network reveals four primary clusters representing distinct thematic concentrations within halal tourism research. The first cluster is associated with tourist behavior and psychological constructs, including satisfaction, trust, attitude, religiosity and revisit intention. The density of connections within this cluster indicates a strong emphasis on behavioral and perception-based studies.

The second cluster concerns destination development and economic dimensions, encompassing terms such as tourism development, heritage tourism, halal finance and destination competitiveness. This cluster reflects research examining halal tourism from a strategic and macro-level perspective. The third cluster highlights technology and certification-related themes, including halal certification, digital marketing, e-WOM and halal hotels.

The emergence of these keywords suggests increasing attention to digitalization and standardization mechanisms within halal tourism services. The fourth cluster centers on marketing





**Figure 7:** Author Collaboration Network in Halal Tourism Publications

### Author Collaboration Network

Figure 7 illustrates the co-authorship network derived from bibliometric mapping. Each node represents an author, with node size indicating publication productivity. Link thickness reflects collaboration strength and different colors represent distinct collaboration clusters.

The network structure reveals five major clusters, indicating moderate fragmentation combined with identifiable core collaboration groups. Several authors occupy central bridging positions, linking multiple clusters and facilitating knowledge diffusion across research groups.

The presence of these bridging authors suggests that halal tourism scholarship is supported by interconnected research communities rather than isolated individual contributors. However, the cluster-based structure also indicates that collaboration tends to occur within specific thematic or institutional groups. The collaboration network demonstrates an evolving but structured pattern of academic interaction within the halal tourism research domain.

### Discussion

The findings of this study confirm that halal tourism has evolved from a niche conceptual discourse into a consolidated interdisciplinary research domain. The acceleration of publications, particularly after 2018, aligns with earlier bibliometric reviews that documented the early developmental phase of halal tourism research (13, 21, 34). Compared with previous mappings (7, 10, 22), the present study demonstrates a sharper

post-pandemic expansion, indicating not only recovery but structural maturation of the field.

The geographical concentration in Indonesia and Malaysia reflects institutional and governmental commitment to the halal economy. This supports findings from Biancone (3) and Noviyanti & Hakim (4), who argue that halal tourism development is closely linked to national halal industry strategies. Empirical cases such as Aceh (11), South Korea (5) and the Maldives (35) demonstrate how policy intervention significantly shapes research production and destination positioning. The dominance of Southeast Asia is also consistent with the literature on perceived value and competitiveness (26, 32). From an intellectual structure perspective, the central role of authors such as Ratnasari, Suhartanto and Battour indicates the consolidation of scholarly leadership. Their contributions span bibliometric mapping (7, 10), behavioral modeling (36) and conceptual framework development (9). This concentration of influence suggests the emergence of epistemic communities guiding theoretical refinement in halal tourism studies.

Thematic evolution analysis reveals three major phases. First, the foundational phase emphasized conceptual clarification and definitional debates (24, 25). Early discussions focused on feasibility and market accommodation challenges, particularly in non-Muslim destinations (30, 31). Second, the behavioral phase centered on Muslim tourist psychology, including satisfaction, trust, perceived value and religiosity (6, 28, 32). The moderating role of religiosity and the application of behavioral

theories, such as the Theory of Planned Behavior (37), marked a theoretical deepening. Studies on halal-friendly hotels (33) and on the holistic tourist experience (36) further strengthened the empirical grounding.

Third, the recent applied and digital phase (2023–2025) reflects market-oriented transformation. Digital marketing, influencer credibility and sentiment analytics have gained prominence (15, 29). Government website strategies (27), innovative and green destination positioning (38) and crisis management (18) indicate a shift toward resilience and sustainability narratives. This aligns with broader systematic reviews highlighting innovation and competitiveness as emerging themes (16).

Notably, the increasing integration of sustainability discourse suggests that halal tourism is no longer framed solely as religious compliance but as an ethical and inclusive tourism model. The development of composite performance indices (1) and science-mapping post-pandemic analyses (17) reinforces the transition toward strategic performance measurement and long-term resilience frameworks.

The dominance of management and marketing journals—particularly the *Journal of Islamic Marketing*—confirms that halal tourism remains firmly anchored in consumer behavior and strategic marketing paradigms. While this strengthens theoretical coherence, it also indicates potential disciplinary imbalance. Future research may benefit from deeper integration with environmental management, digital transformation studies and cross-cultural comparative frameworks.

Furthermore, although religiosity remains a central moderating construct (6, 39), cross-cultural validation across Muslim-minority contexts remains limited. Comparative analysis between Islamic and non-Islamic destinations (14) could universalize behavioral models and enhance theoretical robustness.

Overall, this study extends prior bibliometric by demonstrating not only publication growth but structural thematic transformation. The findings suggest that halal tourism research is entering a maturity phase characterized by digital integration, sustainability orientation and strategic policy alignment. The field is progressively embedded

within the broader discourse of ethical and responsible tourism development.

## Conclusion

This study provides a comprehensive bibliometric mapping of halal tourism research indexed in the Scopus database from 2015 to 2025. The findings demonstrate a significant acceleration of scholarly production, particularly after 2018, marking the transition of halal tourism from an emerging niche topic into a consolidated interdisciplinary research domain. Indonesia and Malaysia dominate publication output, reflecting strong institutional and policy commitment to halal tourism development. The intellectual structure of the field is shaped by influential scholars and concentrated within marketing- and management-oriented journals, particularly the *Journal of Islamic Marketing*.

Thematic evolution analysis reveals three major phases in the development of halal tourism research: (a) an initial conceptual and definitional phase; (b) a behavioral phase focusing on satisfaction, religiosity, perceived value and revisit intention; and (c) a recent applied phase emphasizing digital marketing, sustainability, certification systems and crisis resilience. These findings indicate that halal tourism scholarship is entering a maturity stage characterized by strategic policy alignment, technological integration and sustainability-oriented discourse.

Theoretically, this study contributes by consolidating halal tourism into a coherent knowledge structure and identifying dominant research clusters and emerging themes. Practically, the findings provide strategic insights for policymakers and industry stakeholders in strengthening halal tourism as an ethical, inclusive and competitive tourism model.

Despite these contributions, several limitations should be acknowledged. First, this study relies exclusively on the Scopus database, which may exclude relevant publications indexed in other databases such as Web of Science or regional repositories. Second, the analysis is limited to English-language journal articles within the Business subject area, potentially restricting interdisciplinary perspectives from social sciences, religious studies, or environmental research. Third, bibliometric analysis focuses on publication metadata and citation patterns rather than in-depth qualitative content evaluation.

Future research may address these limitations by incorporating multi-database comparisons, expanding subject areas and applying mixed-method approaches that combine bibliometric mapping with systematic or meta-analytic review techniques. Additionally, cross-cultural comparative studies between Muslim-majority and Muslim-minority destinations are needed to strengthen theoretical generalizability. Longitudinal empirical research integrating sustainability performance indicators, digital transformation metrics

and policy evaluation frameworks would further advance the maturity of halal tourism scholarship.

### Research Directions

To further interpret the intellectual structure of halal tourism research, the ten most globally cited publications were classified into broader research streams. This classification highlights dominant thematic orientations and identifies recurring research gaps rather than reviewing each study individually (Table 2).

**Table 2:** Primary Research Directions in Highly Cited Halal Tourism Studies

Research Stream	Representative Studies	Primary Focus	Identified Future Directions	References
Tourist Behavior and Satisfaction Models	Han <i>et al.</i> (2019); Wardi <i>et al.</i> (2018); Abror <i>et al.</i> (2019); Isa and Chin (2018); Jeaheng <i>et al.</i> (2019)	Tourist satisfaction, religiosity, perceived value, purchase intention, revisit intention, word-of-mouth	Cross-cultural validation across Muslim and non-Muslim countries; longitudinal designs; integration of behavioral and loyalty models; inclusion of external factors such as policy and service quality	(6, 26, 28, 32, 33)
Marketing and Digital Strategy	Yousaf and Xiucheng (2018); Ainin <i>et al.</i> (2020)	Government promotion strategies, digital marketing, halal branding and social media sentiment analysis	Evaluation of marketing effectiveness; multi-platform digital analysis (beyond Twitter); impact assessment on destination image and traveler decision-making	(27, 29)
Destination Attributes and Infrastructure Readiness	Battour <i>et al.</i> (2019); Razzag <i>et al.</i> (2016)	Halal-friendly attributes, non-Muslim destination readiness and hospitality adaptation	Comparative studies across Western and non-Muslim regions; policy evaluation; measurement of infrastructure impact on tourist arrivals	(30, 31)
Conceptual and Trend-Based Analysis	Rasul (2019)	Systematic review of global halal tourism trends and challenges	Integration of empirical validation, sustainability assessment and economic and social impact measurement	(25)

### Abbreviations

RIS: Research Information Systems, VOS: Visualization of Similarities

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### Author Contributions

Aprelita Santi Aryeni: writing, data collection, Indah Fatmawati: data collection, data analysis. All authors reviewed the final version of the

manuscript.

### Conflict of Interest

The authors declare that they have no conflicts of interest.

### Data Availability

The data used in this study are available from the corresponding author upon reasonable request.

### Declaration of Generative AI And AI Assisted technologies in the writing process

The authors acknowledge the use of generative artificial intelligence (AI) tools to assist with language polishing and organizing preliminary ideas. No part of the scientific analysis, data interpretation, or final writing was generated by AI.

All AI-assisted outputs were checked, validated and revised by the authors, who take full responsibility for the final manuscript.

### Ethics Approval

No living subjects are in this research and informed consent is not applicable.

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