



Explore Halal Tourism: A Bibliometric Analysis Using R Studio

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Received: 10-08-2025 Accepted: 13-08-2025 Published: 30-09-2025

Abstract

This study aims to map metadata of journal articles obtained from the Scopus database, including publication countries, affiliated institutions, authors, citation analysis, and research subjects related to halal tourism. We employ bibliometric methods—a quantitative approach to analyze scientific literature based on publication citation data. Our results discuss research subjects such as social sciences as the most explored domain, with business management emerging as a key focus in industry strategy and destination development. Contributions from various countries—particularly Indonesia and Malaysia—lead publication counts, while nations like the United Kingdom, South Korea, and Thailand also participate on a smaller scale. We examine journals by publication volume and citation impact: Sustainability ranks highest in both output and academic influence, while the GeoJournal of Tourism and Geosites, active since 2018, shows significant publication and citation growth. Prolific authors such as Ratnasari and Alam maintain consistent research output. We identify three main clusters in halal tourism literature: (1) core concepts and Shariah-based strategies; (2) environmental sustainability and economic impact; (3) Muslim tourist behavior and preferences. This bibliometric analysis serves as a reference for future research and provides practical recommendations for economic actors and policymakers to develop, policy-make, and promote halal-based tourism.

Keywords: bibliometrics, halal tourism, R Studio

1. Introduction

In recent decades, Muslim adherence to a fully integrated (kaffah) lifestyle compliant with Islamic teachings has risen significantly. This trend is reflected in growing demand for Shariah-compliant products and services across life domains, including tourism. In 2020, global Muslim domestic spending on halal goods and services reached USD 184 billion (SGIER, 2022). Among halal economy sectors, tourism plays a pivotal role in economic growth and job creation. Muslim travelers seek not only attractive destinations but also peace of mind rooted in Islamic values. Post-COVID-19, safety, comfort, cleanliness, and family-friendliness—qualities aligned with Islamic principles—have underscored halal tourism's importance in the global tourism discourse (Timur et al., 2025).

Halal tourism research experienced a surge around 2016 (Ratnasari et al., 2024). Enhancing Muslim tourist satisfaction with Shariah-based destinations is crucial to the success of the halal tourism and hospitality industry (Alimusa et al., 2024). Halal tourism services can also appeal to non-Muslim tourists (Battour & Ismail, 2016; Jaelani, 2017), reflecting an inclusive potential that extends beyond Muslim consumers (El-Gohary, 2016).

Strategic approaches include prioritizing halal food provision at key destinations (Battour et al., 2022) and offering Muslim-friendly accommodation—such as alcohol-free zones and absence of porcine products—to attract Muslim tourists (Suci et al., 2021). Muslim-friendly airport services in Japan and New Zealand demonstrate market differentiation (Battour & Ismail, 2016).

Halal tourism spans food services, gender-segregated facilities, modest dress codes, and itinerary design that avoids prohibited activities. Unlike Islamic finance, halal tourism's boundaries require contextual interpretation of Shariah principles. Hence, a bibliometric mapping of halal tourism research trends, authorship, institutions, and keywords is urgently needed (Alimusa et al., 2024; Marlina et al., 2024; Widiastiana Vista Wijaya et al., 2023). This study guides academics and

practitioners in understanding the scientific landscape, identifying research gaps, and shaping focused future inquiries.

Study objectives:

- 1. To examine global research trends on “Halal Tourism.”
- 2. To identify the most prolific authors, organizations, and countries in Halal Tourism publications.
- 3. To determine primary research foci within the Halal Tourism topic.

2. Methods

We applied bibliometric methods to map metadata of journal articles from the Scopus database. Scopus offers comprehensive abstracts and citations from credible global studies (Apriantoro et al., 2024; Kurniawan et al., 2025). Bibliometrics quantitatively explores trends, patterns, and networks within a specific topic (Kurniawan et al., 2025; Prasetyani et al., 2025). We analyzed publication year, journal, subject area, author, affiliation, country, and co-occurrence networks. Our data source comprised 657 documents retrieved using the query: TITLE-ABS-KEY("halal tourism") AND SRCTYPE("j") AND LANGUAGE("English") AND OPENACCESS. After filtering for final-stage journal articles in English (2013–2025) and applying PRISMA guidelines, 138 documents remained.

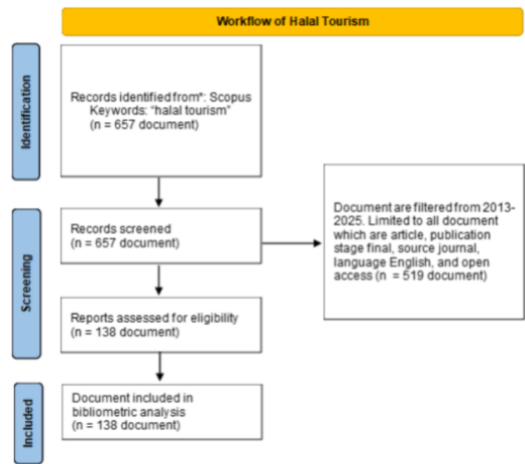


Figure 1. PRISMA workflow of the study on halal tourism
Source: Created by authors

Figure 1 illustrates the procedure for selecting the research sample using PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses). PRISMA serves as the primary guideline for reporting systematic reviews and meta-analyses (Apriantoro et al., 2024a; Prasetyani et al., 2025). These 138 documents were exported to CSV and processed in Biblioshiny (RStudio). Biblioshiny identifies influential authors, documents, affiliations, sources, and countries. Detailed manuscript information was further interpreted in Microsoft Excel.



Figure 2. Main Information Dataset
Source: Data processing from Biblioshiny through RStudio

Figure 2 presents the main information of the halal tourism research dataset from 2013 to 2025. The dataset comprises 138 documents drawn from 88 sources. The annual growth rate is 14.19%, with contributions from 399 authors. Single-author contributions total 18. International co-authors account for 22.46%, with an average of 3.33 co-authors per document. A total of 945 keywords were identified, and 6,712 references were detected. The average age of the documents is 3.14 years, and the average number of citations per document is 17.96.

3. Results and Discussion

Distribution of Halal Tourism Research

Based on time analysis

Figure 3 illustrates the analysis of halal tourism research, revealing a fluctuating trend from 2013 to 2025. A total of 138 documents were documented in this study, reflecting significant developments in Scopus-indexed publications on halal tourism. The highest number of publications occurred in 2023 (37 documents), followed by a decline in 2024 (33 documents). As of 2025, publication activity remains ongoing, with one document published to date.

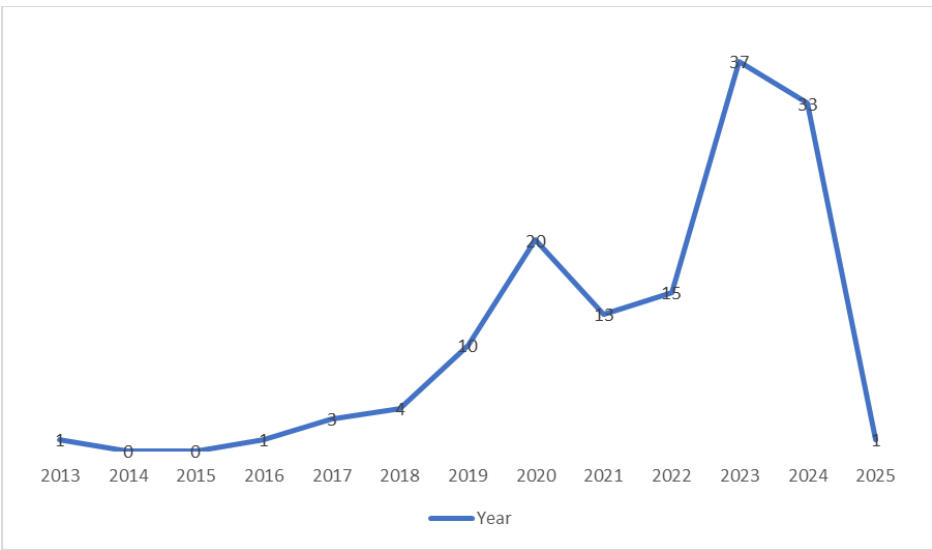


Figure 3. Publication trend of halal tourism
Source: scopus.com

Based on topic/subject area

Figure 4 presents the dominant research subjects related to halal tourism based on the percentage of documents indexed in Scopus. Social Sciences constitute the largest share at 28%, followed by Business Management at 16%, and Arts and Humanities at 13%. Environmental Science also accounts for 13%, while Computer Science and Energy represent 6% and 5% respectively. Other subjects, each contributing less than 5% include Economics, Econometrics and Finance; Engineering; Decision Sciences; and Agricultural and Biological Sciences.

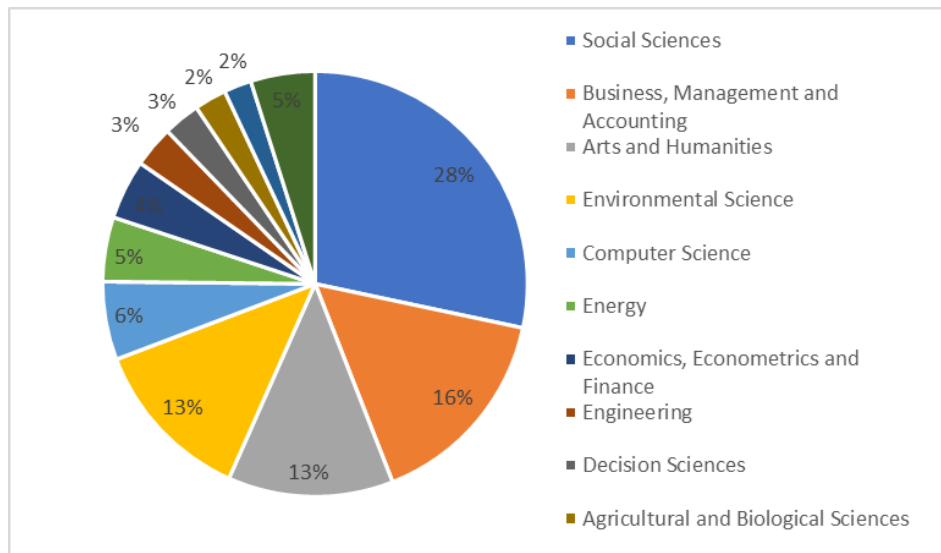


Figure 4. Subject area of halal tourism
Source: scopus.com

Productivity of halal tourism research

Most productive country

Figure 5 presents a bibliometric visualization and analysis of author contributions from the top ten countries in halal tourism research. Indonesia leads with 91 published documents, followed by Malaysia (24 documents), the United Kingdom (7 documents), South Korea (5 documents), and Thailand (5 documents). Authors from China, Hong Kong, Saudi Arabia, Spain, and Turkey each contributed three documents.

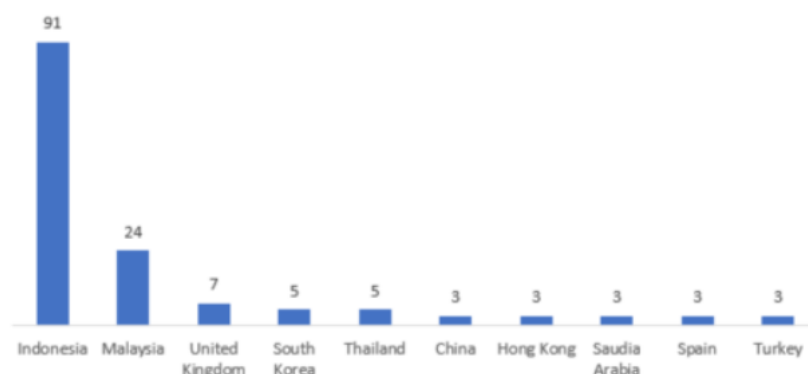


Figure 5. Top 10 Documents by Country
Source: scopus.com

Most productive institutions

Figure 6 presents the distribution of publications by author affiliation, encompassing institutions from Indonesia, Malaysia, and South Korea. Universitas Airlangga leads with 19 documents, followed by Universitas Muhammadiyah Surakarta with 13 and Sejong University in South Korea with 10. Several Indonesian institutions produced fewer than 10 documents—namely, Universitas Islam Negeri Ar-Raniry, Universitas Andalas, Universitas Negeri Malang, Telkom University, Universitas Negeri Padang, and NHI Bandung Tourism Polytechnic. Additionally, the University of Malaya in Malaysia contributed 8 documents.

Affiliation	Articles
UNIVERSITAS AIRLANGGA	19
UNIVERSITAS MUHAMMADIAH SURAKARTA	13
SEJONG UNIVERSITY	10
UNIVERSITAS ISLAM NEGERI AR-RANIRY	9
ANDALAS UNIVERSITY	8
UNIVERSITAS NEGERI MALANG	8
UNIVERSITY OF MALAYA	8
TELKOM UNIVERSITY	7
UNIVERSITAS NEGERI PADANG	7
NHI BANDUNG TOURISM POLYTECHNIC	5

Figure 6. Top 10 Publication by Institution or University
Source: scopus.com

Most productive journal

Journal Sustainability produced the highest output, publishing 10 documents with a total citation count (TC) of 205 and an h-index of 9. GeoJournal of Tourism and Geosites, established in 2018, has published five documents that received 85 citations. The Journal of Islamic Marketing ranks third, accumulating 223 citations since 2017. Mazahib: Jurnal Pemikiran Hukum Islam contributed five documents, accounting for 23 citations, while the International Journal of Advanced and Applied Sciences also published five documents, garnering 28 citations (Figure 7).

Source	h_index	g_index	m_index	TC	NP	PY_start
SUSTAINABILITY (SWITZERLAND)	9	10	1.286	205	10	2019
GEOJOURNAL OF TOURISM AND GEOSITES	5	5	0.625	85	5	2018
JOURNAL OF ISLAMIC MARKETING	5	5	0.556	223	5	2017
MAZAHIB JURNAL PEMIKIRAN HUKUM ISLAM	4	4	0.667	23	5	2020
INTERNATIONAL JOURNAL OF ADVANCED AND APPLIED SCIENCES	3	5	1.000	28	5	2023

Figure 7. Top 5 Publications by Journal
Source: scopus.com

Most productive author

Table 1 presents authors ranked by total citations. Ratnasari has authored five documents on halal tourism, accumulating 124 citations. Alam also has five documents with 30 citations. Al-Ansi's four publications on halal tourism have garnered the highest impact, with 577 citations. Han has four documents totaling 328 citations. Other contributors to halal tourism research include Ahyani H, Aimon H, Feizollah A, Zulvianti N, Jubba H, and Mellinia R.

Author	TC	NP
RATNASARI RT	124	5
ALAM A	30	5
AL-ANSI A	577	4
HAN H	328	4
AHYANI H	53	3
AIMON H	62	3
FEIZOLLAH A	222	3
ZULVIANI N	62	3
JUBBA H	17	3
MELLINIA R	22	3

Table 1. Top 10 Publications by author
Source: scopus.com (2025)

Trend in halal tourism research

Word cloud

Figure 8 illustrates the frequency of recurring keywords within the documented corpus. The term “halal tourism” appears 70 times, followed by “tourism” (21 occurrences), “Indonesia” (18 occurrences), “tourism destination” (14 occurrences), and “tourism development” (11 occurrences). Other keywords—such as “halal,” “perception,” “sustainability,” “ecotourism,” and “Islamism”—each occur fewer than ten times.



Figure 8. Word cloud
Source: data processed by author (2025)

Based on the keyword network visualization

Figure 9 presents the keyword mapping generated in RStudio from a total of 138 Scopus-indexed documents on halal tourism. A set of 44 topics was identified and organized into three clusters, each distinguished by colored circles. The network visualization illustrates inter-subject relationships through connecting lines, with a minimum occurrence threshold of five. Proximity between nodes indicates a higher number of shared connections.

The red cluster (Cluster 1) addresses the core themes of halal tourism and features the largest nodes. Keywords in this cluster include Muslim tourists, Malaysia, Islamic tourism, sentiment analysis, Islamic hospitality, halal food, Scopus, religious tourism, Muslim-friendly tourism, knowledge, and economic growth. The blue cluster (Cluster 2) centers on tourism destination and tourism management, encompassing terms such as tourist behavior, sustainability, loyalty, Thailand, Muslim travelers, tourism development, and questionnaire survey. The third cluster, the smallest, comprises two nodes—Islamic tourism and halal products—highlighting a specialized research theme within the halal tourism literature.



Figure 9. Keyword network visualization
Source: data processed by author (2025)

Discussion

This study examines halal tourism through bibliometric analysis (Apriantoro et al., 2024; Prasetyani et al., 2025). Employing bibliometric methods, it provides a comprehensive overview of publication trends and dominant outputs sourced from the Scopus database. The analysis elucidates the factors driving scholarly contributions to halal tourism research and explores trends and impact across the field (Alimusa et al., 2024; Putra et al., 2024; Widiastiana Vista Wijaya et al., 2023).

Findings reveal that halal tourism constitutes an interconnected research ecosystem rather than a singular topic, spanning disciplines from tourism management to consumer behavior (Apriantoro et al., 2024; Battour et al., 2024; Marlina et al., 2024). Academics from diverse backgrounds have investigated halal tourism since 2013, as recorded in Scopus (Widiastiana Vista Wijaya et al., 2023; Yagmur et al., 2019).

English-language document counts have risen steadily: one publication in both 2013 and 2016; none in 2014–2015; three in 2017; a significant jump to twenty in 2020; fluctuations with thirteen in 2021; and a peak of thirty-seven in 2023. The inaugural 2013 article addressed halal tourism

innovation via a decentralization approach, advocating grassroots industry policies (Kurokawa, 2013). Research into 2025 remains in progress, with a systematic literature review underway (Apriantoro et al., 2024; Firmansyah et al., 2024; Ismail et al., 2025).

Country-level analysis (Figure 5) shows Indonesia as the leading contributor with ninety-two Scopus-indexed documents on halal tourism. Indonesian affiliations are diverse, exemplified by Universitas Airlangga's Islamic Economics program (Figure 6). Non-Muslim-majority nations—such as Singapore, Thailand, Japan, and South Korea—also publish on halal tourism, having expanded their markets to Muslim travelers (Battour & Ismail, 2016; Ismail et al., 2025).

South Korea's adoption of halal tourism policies responds to its growing Muslim demographic. In Thailand, Metro Islami Law Review covers halal tourism governance, while Osijo et al., (2024) examine digital advertising interventions positioning Thailand as a premier Muslim travel destination. Such studies offer strategic recommendations for governments and industry stakeholders to harness digital marketing for sector growth (Marlinda et al., 2021; Pongsakornrunsilp et al., 2024). The global dispersion of publications confirms robust engagement from non-Muslim-majority countries (Figure 5).

Author-affiliation analysis highlights that the most prolific researchers are based in Indonesia and Malaysia. Research spans multiple subject areas, with Social Sciences dominating. Scopus data indicate an average of 17.96 citations per halal tourism document from 2013–2025. Although this study focuses on open-access journal articles, pertinent proceedings, book chapters, and other documents may further enrich the field.

Keyword mapping (Figure 10) identifies three principal clusters. The first centers on “halal tourism” as the nexus, closely linked to muslim tourists, Islamic hospitality, halal food, Islamic tourism, and Malaysia. Research here aims to understand Muslim tourist demand and how destinations and the industry adapt to meet it, with Malaysia as a model pioneer. The second cluster addresses tourist behavior, revealing strong ties between tourist destination and tourist behavior, and underscoring the importance of understanding Muslim travelers' motivations, loyalty, and satisfaction. Sustainability and tourism management also intersect here. The third cluster focuses on Islamic tourism and halal products; while studies have begun to explore non-food halal sectors (e.g., cosmetics, fashion), integration remains limited, suggesting a promising avenue for holistic exploration of synergies between halal tourism and the broader halal industry.

Overall, the bibliometric visualization demonstrates halal tourism's inherently interdisciplinary nature, spanning tourism studies, sociology, religious studies, marketing, and economics. The Scopus-based network can inform a robust theoretical framework that integrates tourism management with Islamic consumer behavior models. Beyond halal food, the halal tourism industry also encompasses Islamic hospitality tailored to the cultural characteristics of each destination.

4. Conclusion

Based on the bibliometric analysis, research on halal tourism published in Scopus-indexed sources from 2013 to 2025 has predominantly focused on specific subject areas. Social sciences occupy the top position as the most extensively explored domain, indicating substantial attention to social, cultural, and behavioral dimensions. Business management follows as a key focus, addressing industry strategies and destination development. Active contributions have emerged from various countries, with Indonesia leading in publication count—reflecting high national interest—and Malaysia also demonstrating significant engagement. The United Kingdom, South Korea, and Thailand participate to a lesser extent.

Several journals were evaluated by publication volume and citation impact. Sustainability ranks highest in both metrics, while GeoJournal of Tourism and Geosites—active since 2018—has achieved notable publication and citation counts. The Journal of Islamic Marketing follows, reflecting consistent influence since its inception. Among individual scholars, Ratnasari and Alam have maintained a steady output of studies, whereas Al-Ansi stands out for a high citation impact. Other contributors enriching the field include Ahyani H, Aimon H, Feizollah A, Zulvianti N, Jubba H, and Mellinia.

Three principal clusters characterize the halal tourism literature. The first addresses the core concepts of halal tourism and develops comprehensive strategies aligned with Sharia principles. The second emphasizes environmental sustainability and economic impact analyses to ensure ecological balance and long-term community welfare. The third focuses on Muslim travelers' behavior and preferences, particularly halal food consumption patterns as key religious indicators.

The findings offer implications for both academia and practice. Academically, they identify prevailing research subjects and guide future studies. Practically, they recommend that industry stakeholders and policymakers base halal tourism development on halal principles. Governments should support and facilitate halal tourism destinations by developing infrastructure, formulating policies, and promoting halal-based offerings.

This study has several limitations. First, journal identification relied solely on titles, abstracts, and keywords, potentially excluding relevant articles. Second, only English-language data from Scopus were analyzed, omitting non-English publications that might influence the results. Third, restricting the scope to publications since 2013 precludes tracing the field's origins and early historical development.

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