

A Review on Halal Medical Tourism

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This study aims to see the development of research "*Halal Medical Tourism*" around the world published by journals with that theme. This study used a qualitative method with a bibliometric analysis approach. The data used is secondary data with the theme "*Halal Medical Tourism*" which comes from the Scopus database of 101 published journals. Then, the data is processed and analyzed using the VosViewer application with the aim of knowing the research development bibliometric map "*Halal Medical Tourism*" in this world. The results of the study found that countries that contributed a lot to research "*Halal Medical Tourism*" are Malaysia, Indonesia, the United States, South Korea, Australia and China. Furthermore, based on the bibliometric keyword mapping, there are 4 clusters that are research lines namely: Development of halal medical tourism, Halal compliance in halal medical tourism, Halal medical tourism destinations and Halal medical tourism services. The most used words are tourism, service, medical tourism, hospital, destination, attitude, product, and Muslim tourist.

Keywords: Halal Medical Tourism; Bibliometric; VosViewer

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INTRODUCTION

Halal medical tourism is a growing concept that refers to Muslim patients traveling to destinations outside their usual environment to receive medical care that adheres to Islamic principles and values (Rahman et al., 2021). Halal medical tourism has high growth potential given the fact that Muslims make up a quarter of the global population and will continue to show increases (Alfarajat, 2022). Arefi et al (2018) explain that halal tourism itself has been shown to make a significant contribution to economic growth both in Indonesia and in other countries. Still in the context of Muslim tourism, brand perception and customer satisfaction play a crucial role in efforts to attract Muslim medical tourists.

In order to develop the medical tourism industry, halal branding has been recognized as an effective solution that is able to attract the attention and participation of Muslim medical tourists in utilizing Islamic medical services available abroad. The existence of a unique brand image in the context of Islamic medical tourism is also increasingly important along with the increasing demand for halal medical tourism. In this regard, quality, availability and cost are key factors that play a central role in fueling the rapid growth of the medical tourism industry. Therefore, the medical tourism sector is one of the important sectors that requires innovative practices to address the various challenges faced by the health and tourism industries. Not only that, management of knowledge-based assets focused on developing Muslim Friendly Medical Tourism (MFMT) is also an important requirement that must be considered in the context of the related tourism sector (Arefi et al., 2018; Hamzah et al., 2022; Alfarajat, 2022). Overall, halal medical tourism presents opportunities for the development of halal branding, market growth, and economic growth. The quality, availability and cost of healthcare services are also important factors driving the growth of halal medical tourism. This explains that future opportunities for halal medical tourism are wide open for development (Hamzah et al., 2022; Ramli, 2022; Medhekar & Haq, 2018; Arefi et al., 2018).

However, with the opportunities that exist in the midst of the development of halal medical tourism, there are several challenges that can certainly become obstacles in developing halal medical tourism. Among these challenges are (Hamzah et al., 2022; Ramli, 2022; Medhekar & Haq, 2018): 1) cultural and religious differences, Muslim patients may face different cultural, political, and economic contexts, different languages, and social systems. different healthcare when seeking

medical care abroad. Therefore, it is important to provide an environment that conforms to Islamic principles and is suitable for Muslim patients; 2) Develop brand perception. Halal tourism service brand perception and satisfaction play a role in attracting Muslim medical tourists, it is important to develop a unique Islamic medical tourism brand image that can attract Muslim medical tourists. It's just that the brand image for halal medical tourism itself is still often being debated, considering the use of the words "halal", "Islamic" and "Muslim friendly" in tourism, especially medical tourism is still being debated; 3) Halal certification. Halal certification is an important factor in attracting Muslim medical tourists to Islamic medical services abroad. However, the process of obtaining halal certification can be a challenge for healthcare providers. This is because the regulations governing halal medical certification still overlap; 4) Quality, availability, and cost. The combination of these three main factors is the key factor driving the growth of halal medical tourism. It's just that, these three factors often experience problems considering that regulations governing halal medical tourism have not been established nationally or internationally; and 5) Cultural sensitivity, Muslim medical tourists have cultural sensitivity that needs to be taken into account when providing health services.

Overall, this requires innovative practices to address the challenges faced by the health and tourism industry in developing halal medical tourism. In this regard, innovative practices and knowledge-based and research-based asset management can help overcome these challenges. Therefore, given the importance of the policy of developing halal medical tourism and the challenges and opportunities that accompany it, it is important to conduct research related to the extent to which research development *halal medical tourism*. Several studies that are relevant to this discussion include Alfarajat (2022) examining halal food services provided by South Korean health institutions to patients from the United Arab Emirates and their companions; Rahman et al (2021) explained medical tourism from an Islamic perspective; Moghavvemi et al (2006) examined the challenges and opportunities of providing Islamic medical tourism in Malaysia; Iranmanesh et al (2018) explain the role of religious belief and commitment in Islamic medical tourism; Al-Ansi et al (2023) conducted a synopsis and description of previous research discussing the development of halal hospitality and the halal travel market; Rahman & Zailani (2016) understand the perceptions of Muslim medical tourists towards Islamic-friendly hospitals; and research from Rahman &

[Zailani \(2017\)](#) describes the effectiveness and outcomes of Muslim-friendly medical tourism supply chains.

This study uses bibliometric analysis. Bibliometric analysis can solve crucial problems in scientific publications, such as how to measure the distribution of articles, article authors, organizations or institutions that publish articles, countries of authors and keywords along with their development trends which are discussed according to the research theme raised. Therefore, specifically the purpose of this study is to conduct a thorough literature review by identifying gaps in research and assisting academics and practitioners to further explore research on “*halal medical tourism*” in the future.

PREVIOUS STUDY

Islamic tourism is a subcategory of tourism defined as tourism activities that follow Islamic standards such as being free from the consumption of any substance (i.e. pork or alcohol) that is prohibited by Islam. Muslims typically travel for a variety of purposes including recreation, medical treatment, pilgrimage and business. Islam encourages its adherents to travel to gain knowledge and witness the glory of Allah (SWT). Muslims who travel for Islamic medical treatment prefer destinations where Islam is the dominant religion in the country ([Rahman et al., 2018](#)). Halal medical tourism is a growing concept that refers to Muslim patients traveling to destinations outside their usual environment to receive medical care that adheres to Islamic principles and values ([Rahman et al., 2021](#)). The concept involves providing medical care that meets Islamic religious requirements, such as the use of Halal materials in medical procedures, the adoption of medical practices that comply with Islamic principles, and an environment that is friendly to individual religious needs.

In carrying out halal medical tourism trips, Muslim tourists usually prefer halal food products including medicines consumed ([Selim et al., 2019](#); [Rahman et al., 2021](#)). Muslim patients are encouraged to consume halal medicines that are produced using halal ingredients and are free from pork. Hospitals as a destination for halal medical tourism, of course, need to pay attention to these matters, ranging from food to medicine and services provided in accordance with Islamic law. [Rahman et al \(2017\)](#) and [Rahman et al \(2021\)](#) explain that Muslim-friendly hospitals must follow Sharia principles which include sex-appropriate aspects of medical care. For example, it is recommended that female patients be treated by female doctors. If none of these services are available, medical service

providers should notify patients or medical tourists and provide alternative options, such as asking female staff to be present during medical examinations by male doctors. Some hospitals that comply with Sharia principles also offer private bedrooms for patients, which provides greater privacy. In addition, the wearing of modest and religious attire for male and female medical staff maintains moral values and safeguards individual honor. Female medical staff are required to wear modest, modest uniforms or clothing, and they are also required to cover their hair and legs.

Furthermore, [Zailani et al \(2016\)](#) and [Rahman et al \(2018\)](#) explained that Muslim patients can receive blood from non-Muslims in cases of saving lives. Nurses need to clean the body parts of Muslim patients that are contaminated with body fluids and blood so that they can pray. Muslim doctors in Muslim-friendly hospitals must, one way or another, empower the facilitation and maintenance to maintain the religious beliefs and beliefs of Muslim patients including the patient's obligation to pray during illness. Moreover, Muslim doctors prefer and prescribe Halal medicines for Muslim patients in their Islamic medical treatment practices. A male doctor also may not perform a physical examination on a female Muslim patient without the presence of her husband, other women or family members.

The potential for expansion of Halal medical tourism is high due to the fact that Muslims make up a quarter of the global population and show high growth rates. Muslim medical tourists have expectations about halal-friendly healthcare, which includes adherence to Islamic principles and values, such as providing halal food and prayer facilities, as the halal industry continues to grow rapidly. Furthermore, halal medical tourism refers not only to the medical treatment itself but also to the environment, core values, ways of operating, and the environment in the hospital industry ([Alfarajat, 2022](#); [Ramli, 2022](#)). This explains that the opportunity for the development of halal medical tourism is wide open, especially for Muslim-majority countries.

Research related to the topic of halal medical tourism is still quite rare, several studies that discuss this topic include [Rahman et al \(2021\)](#) explaining medical tourism based on an Islamic perspective. The specific aim of this study is to search for the dominant medical tourism related aspects from an Islamic perspective that will contribute to the market niche of the Islamic medical tourism industry in local and global processes, by using the method of searching and synthesizing relevant literature in medical tourism service disciplines and highlighting that Islamic medical tourism is a

promising tourism concept with enormous business prospects. This research explores the concept, development, and challenges of Islamic medical tourism services, and finds that their development depends on good infrastructure, environment, technology, investment, and marketing strategy. Furthermore, it is explained that Islamic medical tourism is defined as individual short-term travel to destinations, outside their usual environment, primarily seeking health benefits in hospitals that practice Islamic principles in providing their health services. With market demand continuing to increase worldwide, hospitals around the world are increasingly equipping themselves to serve Muslim tourists with special needs and needs. Islamic medical tourism providers are required to have a good understanding of the components of Islamic medical services to ensure the satisfaction of patients coming from various countries.

Al-Ansi et al (2023) conducted a synopsis and description of previous research discussing the development of halal hospitality and the halal travel market. The research results are visualized to determine the thematic domains, contexts, and concepts that have been discussed the most before. In addition, it also calculates the contribution of journals, authors and affiliates in encouraging the mobility of halal tourism studies. Furthermore, this study seeks to chart new directions and insights for future scholars and academics to broaden the scope of the halal literature in two ways. It articulates implications and guiding themes emphasized in previous studies and identifies new paths for following contemporary issues of the hospitality and tourism industry, including trends in sustainable consumption, community development, technology and smart practices, and potential threats and challenges such as Islamophobia.

Kamassi et al (2021) confirm that there is a great need for an international Islamic accreditation body in response to the increasing number of Islamic-friendly hospitals and Islamic practices among medical tourism providers worldwide, with a particular focus on the Malaysian industry. The results of the study found that the establishment of an international Islamic accreditation body is urgently needed at this time as a response to the development of the Islamic medical tourism market. Setting standards based on Islamic law and ethics can judge medical tourism providers when dealing with Muslim medical tourists. Moreover, the most important benefit of Islamic accreditation is the development of a uniform standard for the practice of

Islamic medical tourism that combines healthcare and tourism services together.

Zailani et al (2016) examined the factors influencing the satisfaction of Muslim medical tourists, and the role of their attitudes in shaping clinical experience based on the expectations-disfirmed paradigm. that the satisfaction of Muslim medical tourists depends on the role of doctors and hospitals; meanwhile, nurse's halal practice is not related to it. This study also shows that the attitude of Muslim medical tourists only plays a mediator role between the halal practices of hospitals and the satisfaction of Muslim medical tourists.

Other relevant studies include Alfarajat (2022) examining halal food services provided by South Korean health institutions to patients from the United Arab Emirates and their companions; Moghavvemi et al (2006) examined the challenges and opportunities of providing Islamic medical tourism in Malaysia; Iranmanesh et al (2018) explain the role of religious belief and commitment in Islamic medical tourism; Rahman & Zailani (2016) understand the perceptions of Muslim medical tourists towards Islamic-friendly hospitals; and research from Rahman & Zailani (2017) describes the effectiveness and outcomes of Muslim-friendly medical tourism supply chains.

Based on some of the research above, there is no research that specifically discusses related to *Halal medical Tourism* using a bibliometric study. Therefore, this research was conducted to complement existing research and fill in the gaps in previous research. The purpose of this research specifically looks at the development of research "*Halal Medical Tourism*" throughout the world published by journals with this theme and see future research opportunities by formulating future research agendas.

RESEARCH METHODOLOGY

In this study, various scientific journal publications related to the theme "*Halal Medical Tourism*" around the world is used as a data source. Data was collected by searching for indexed journal publications in the Scopus database using the keywords "*Halal Medical Tourism*". After that, articles or scientific journals that are relevant to the research theme will be selected based on the publication data that has been collected. Journals equipped with DOI are criteria in the process of filtering and processing data using software. There are 101 published journal articles from within the research theme "*Halal Medical Tourism*". The development of publication trends related to the research topic was

analyzed using VOSviewer software, which can display bibliometric maps and allows for more detailed analysis.

In order to construct the map, VOSviewer uses the abbreviation VOS to refer to *Visualizing Similarity*. In previous studies, the VOS mapping technique has been used to obtain bibliometric visualizations which are then analyzed. Furthermore, VOSviewer is capable of creating and displaying journal author maps based on co-citation data or keyword maps based on shared incident data. Therefore, in this study an analysis of journal maps related to "*Halal Medical Tourism*", including a map *author, organization, country, and keywords*.

This study uses a descriptive qualitative approach with meta-analysis and descriptive statistical literature studies based on 101 journal publications that discuss the theme "*Halal Medical Tourism*". Meta-analysis is a method that integrates previous research related to a particular topic to evaluate the results of existing studies. Furthermore, the qualitative method used in this research is also referred to as the constructive method, in which the data collected in the research process will be constructed into themes that are easier to understand and meaningful. The sampling technique used in this research is method *purposive non-probability sampling*, which aims to fulfill certain information in accordance with the desired research objectives. Some examples of bibliometric research in Islamic economics and finance studies are for example studies conducted by [Antonio et al., \(2020\)](#), [Rusydiana et al., \(2020\)](#) and [Laila et al., \(2021\)](#).

RESULTS AND DISCUSSION

This research discusses "*Halal Medical Tourism*" by utilizing 80 journal article publications indexed in

Dimension. Bibliometrics is a method used to measure and evaluate scientific performance by taking into account factors such as citations, patents, publications, and other more complex indicators. Bibliometric analyzes were conducted to evaluate the activities of research, laboratories, and scientists, as well as the performance of countries and scientific specialties. Several stages in the bibliometric analysis include identifying the research background, collecting the database to be used, and determining the main indicators to be used in the research.

This section will deepen the results of the meta-analysis by showing a visual mapping chart that describes the 101 journals related to *Halal Medical Tourism*. In this research, mapping is done by analyzing keywords and important or unique terms contained in journal articles. Mapping is a process for identifying elements of knowledge, configuration, dynamics, dependencies, and interactions among these elements. Network visualization results from 101 journals with themes *Halal Medical Tourism* will be explained in more detail in the next section.

Bibliometric Author Mapping

By using bibliometric analysis using VOSviewer software, a mapping of authors who contributed to the field was obtained *Halal Medical Tourism*. The resulting image provides a visual representation of the mapping, the bigger and brighter the dot marked in yellow, the greater the number of journal publications related to the theme. *Halal Medical Tourism*" published by that author.

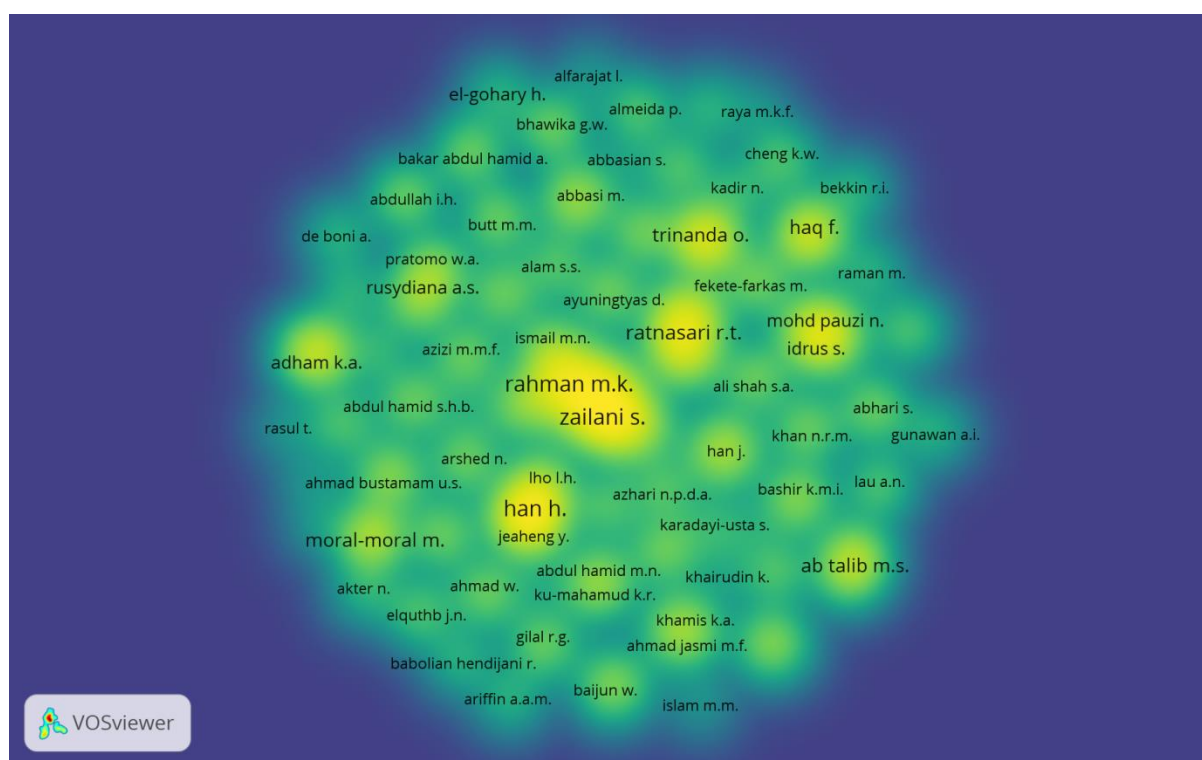


Figure 1: Bibliometric Author Mapping

In the figure above it is explained that the cluster density in the bibliometric map depends on the intensity of the yellow color shown. And the yellow color on the map depends on how many items are related to other items. For this reason, this section is very important to get an overview of the general structure of bibliometric maps which are considered important for analysis. From this, it can be identified the author who has published the most of his work.

In general, every writer or researcher has a different tendency in every publication of his work. On some occasions, an author appears as a single author, but on other occasions the author may co-author with other authors or researchers, so that this will affect the cluster density and some clusters show different densities. However, authors who have a relatively large cluster density identify that these authors do the most themed

research publications *Halal Medical Tourism*, when compared to the authors whose cluster density is lower, so the results found can be a reference for other researchers in the future. From the results of the analysis, it was found that the authors who made the most publications related to *Halal Medical Tourism* is Rahman M.K; Ratnasari R.T; Zailani S; HanH; Idrus S; Trinanda O; Haq F; Adham K.A; Ab Talib M.S; Rusydiana A. S; and Moral M.

Bibliometric Organization Mapping

In bibliometric analysis, it can be known where the author's organization comes from. Through these results, it can be interpreted that the institution that wrote the most publications related to "*Halal Medical Tourism*".

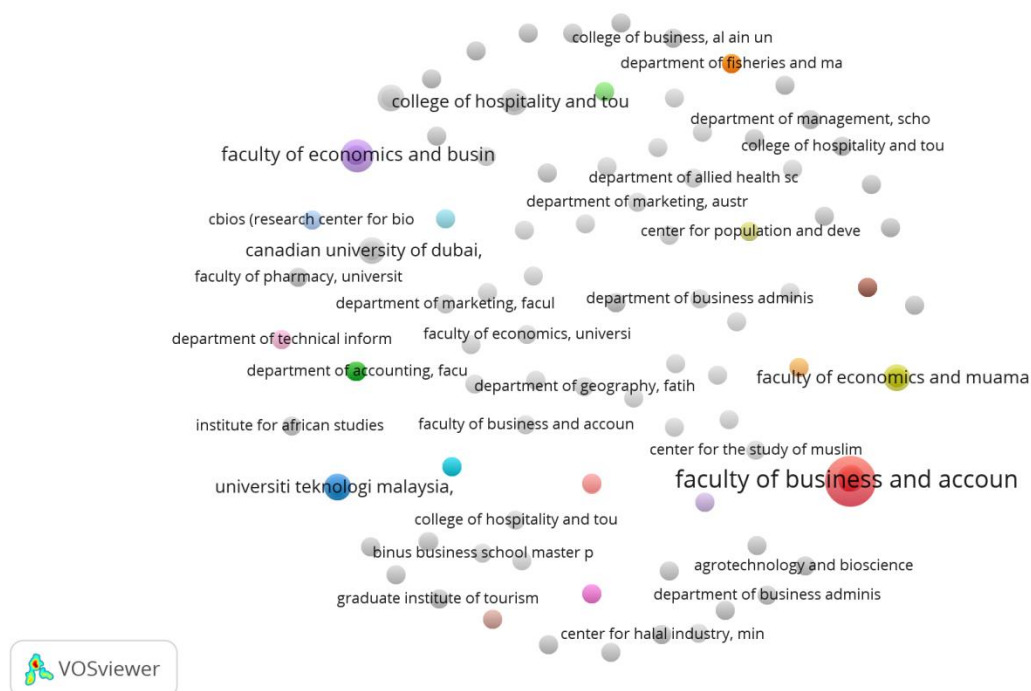


Figure 2: Bibliometric Organization Mapping

Based on the figure above, it can be concluded that the cluster of institutions shown with a big circle shows the productive level of these institutions in contributing to publishing research with the theme "*Halal Medical Tourism*". The largest number of institutions is calculated from the number of publications and the number of links to other institutions, where an author can write many papers in different journals. Based on the figure, institutions that contribute a lot to research "*Halal Medical Tourism*" adalah Faculty of Business and Accountancy, University

of Malaya; Faculty of Economics and Business; College of Hospitality and Tourism; Universiti Teknologi Malaysia; Canadian University of Dubai; dan Faculty of Economics and Muamalat.

Bibliometric Country Mapping

Furthermore, in the bibliometric analysis, it can also be known where the author's country comes from. Through these results, it can be interpreted that countries have the most publications related to "*Halal Medical Tourism*".

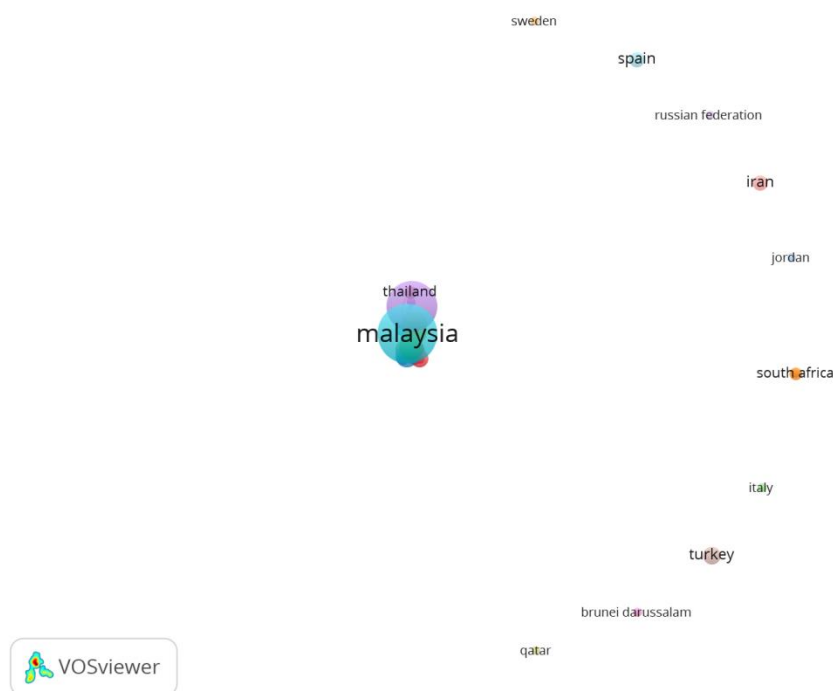


Figure 3: Bibliometric Country Mapping

The figure above describes the country clusters. Countries shown with a large circle indicate a high level of productivity in contributing to publishing research on the theme "*Halal Medical Tourism*". The largest number of countries is calculated from the number of publications and the number of links to other institutions, where an author can write many papers in different journals. Based on the figure, countries that contribute a lot to research "*Halal Medical Tourism*" are Malaysia, Indonesia, United States, South Korea, Australia and China.

Bibliometric Keyword Mapping

This section describes the most widely used keyword graphic visual mapping based on the results of analysis using VOSViewer. The results of this analysis form the basis for mapping important terms that are often used in publications. "*Halal Medical Tourism*". The figure below describes that the larger form keywords are the words most used in journal publications with the theme "*Halal Medical Tourism*".

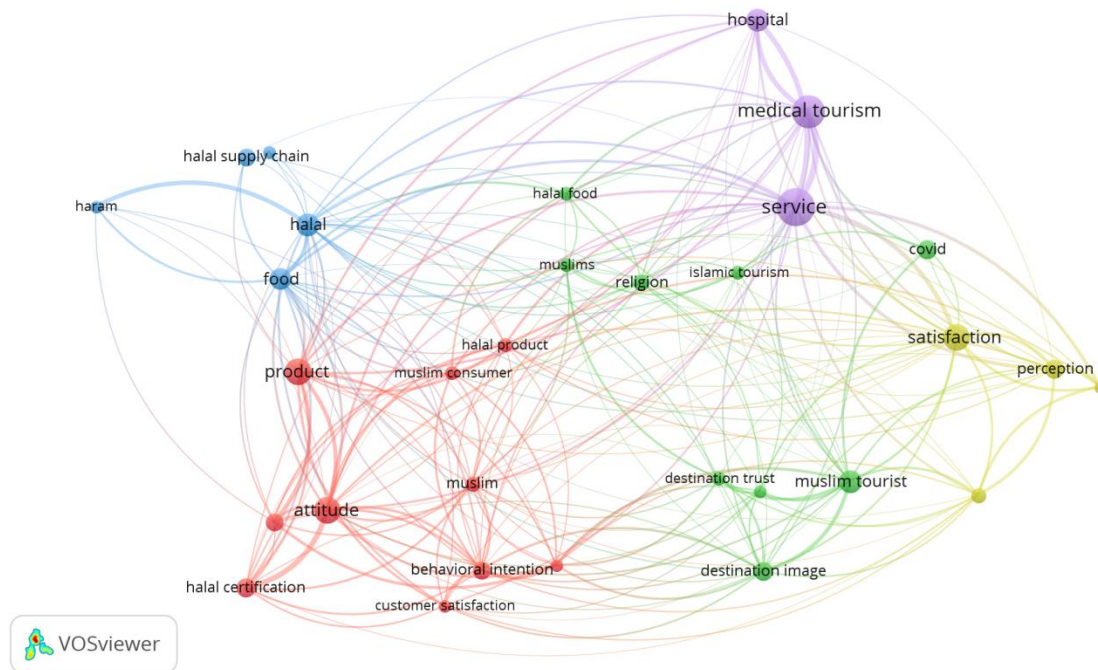


Figure 4: Bibliometric Keyword Mapping

As for the mapping, the keywords that appear the most in the publication "*Halal Medical Tourism*" is divided into 5 clusters, as follows:

Cluster	Keyword
Cluster 1 (7 items)	Covid, destination, development, islamic tourism, muslims, religion, tourism
Cluster 2 (6 items)	Attitude, behavioral intention, halal certification, halal cosmetic, halal supply chain, product
Cluster 3 (6 items)	Destination image, destination trust, halal tourism destination, intention, muslim tourist, perception
Cluster 4 (4 items)	Hospital, medical tourism, service, trust

Based on 4cluster keyword mapping on publication "*Halal Medical Tourism*", the most used words are tourism, service, medical tourism, hospital, destination, attitude, product, and Muslim tourist. Furthermore, the research map obtained is based on 4 cluster keyword mapping that is:

Cluster 1: Development of Islamic Tourism and Halal Medical Tourism

The first cluster in the research map for this research discusses the development of Islamic tourism and halal medical tourism. Research discussing this topic has not been found much, among relevant studies, namely [As-Salafigyah \(2022\)](#) discusses the formulation of

halal-based hospital indicators using a systematic review. The results show that the number of publications on halal-based hospital research is from 2014 to 2021. Bibliometric mapping shows that visualization of the development of halal-based hospital research is divided into 5 clusters, with the most popular keywords being hospital, Islamic medical tourism and health service providers. The most popular writers are Suhaiza Zailani and Hayatullah Lalulddin. The most popular journal is IIUM Medical Journal Malaysia (IMJM) and the most popular document is [Rahman et al. \(2018b\)](#).

[Bekkin & Shnyrkova \(2022\)](#) examines Islamic tourism in Africa. The specific objective of this study is to assess the prospects for the development of Islamic

tourism in Africa. The discussion on the research includes the development of Islamic tourism in African countries, analyzing trends in tourist flows and leading African tourist destinations, identifying the main African destinations that are halal friendly. Furthermore, this study also explains the main problems in the development of Islamic tourism, namely underdeveloped tourists and Halal infrastructure, lack of security, and poor promotion of tourism services among potential tourists are the most significant. Another finding from this study states that popular Halal destinations are countries with Muslim majority populations and countries where Muslims are a minority. Despite the restrictions followed by COVID-19 and the significant downturn in the tourism sector, tourist flow volumes and revenues are expected to return to their previous levels in 2023. The World Tourism Organization is actively supporting the recovery and development of tourism in African countries. Halal infrastructure improvements and new facilities for this type of tourism will contribute to increasing overall revenue from tourism activities and popularizing Islamic tourism.

Kamassi et al (2021) who try to confirm that there is a great need for an international Islamic accreditation body in response to the increasing number of Islamic-friendly hospitals and Islamic practices among medical tourism providers around the world, with a particular focus on the industry in Malaysia. The results of the study explain that the establishment of an international Islamic accreditation body is urgently needed at this time as a response to the development of the Islamic medical tourism market. Setting standards based on Islamic law and ethics can judge medical tourism providers when dealing with Muslim medical tourists. Moreover, the most important benefit of Islamic accreditation is the development of a uniform standard for the practice of Islamic medical tourism that combines healthcare and tourism services together.

Other relevant research, namely Medhekar & Haq (2018) discusses halal branding for medical tourism; Rahman et al (2021) explain medical tourism from an Islamic perspective; Gabdrakhmanov et al (2016) explain the characteristics of Islamic tourism; Sobani et al (2022) explained the relationship between push and pull factors and the intention to visit Muslim-friendly hospitals for medical tourism among Malaysian Muslim consumers; Ramli (2021) describes opportunities for halal medical tourism; and Naserirad et al (2022) describe predictors of international Muslim medical tourists' expectations of halal-friendly health services.

Cluster 2: Halal Compliance in Halal Medical Tourism

Research on the topic is still very rare to find, among relevant studies namely Ahmad et al (2019) studied related to raising important beliefs for the practice of the core values of Halal MS2300:2009 among medical professionals. In this study it was explained that Malaysia has 12 different Halal standards including a Value-Based Management System, MS2300:2009 Value-Based Management System Requirements from an Islamic Perspective. The standards describe the core values of universal virtues namely piety, morals and quality and in essence, to encourage employees to act as servants and vicegerents of Allah SWT as the highest stakeholders. Working on the assumption that if members of the organization practice piety, morality, and quality, there will be no problem with non-halal food and services. Therefore, it is appropriate that Halal MS2300:2009 be applied to medical professionals, considering that the development of Islamic hospitals continues to grow rapidly.

El-Gohary (2016) explains that the study of religion has attracted considerable interest and attention from researchers and practitioners because they want to know more about religion (such as Islam) and religiosity. However, despite the importance of religious studies, religious tourism is still very underrepresented in the literature. In fact, it is sad to find that little is known about religious tourism in many developed and developing countries. Meanwhile, Islamic tourism is firmly rooted in Islamic law as every Muslim is required to travel for various reasons, some directly related to Islamic law itself such as Hajj and Umrah, while many travel for education, medical treatment and acquisition of knowledge, and so forth.

Furthermore, another study, from Sarwar et al (2014) states that medical tourism is growing faster than before, requiring a special focus from academics and practitioners. Ensuring an effective strategy to promote Malaysia as a medical tourism hub is critical to attracting potential medical tourists to visit Malaysia which will generate significant foreign revenue, which in turn will contribute to the economy as a whole. However, Malaysia still urgently needs to develop a competitive advantage in medical tourism before they can emerge as a key player in the medical tourism business. Hence, in order to benefit from the emerging market, the research emphasizes the concept of halal which can help attract more Muslim patients to induce their medical procedures in Malaysia. This study also believes that Malaysia's image as a "Muslim country" with easily

accessible halal food and convenience for Muslims could provide several advantages over neighboring Singapore and Thailand to attract more Muslim medical tourists in the coming years.

Suki et al (2017) explained sharia compliance on Medical Destination Behavior based on medical tourism perspective. The results of the study revealed that attitude and perceived behavioral control had a significant influence on the choice of goals where the latter (perceived behavioral control) proved to be the most powerful factor. Meanwhile, subjective norms were found to have an insignificant effect on destination intention behavior. A significant relationship between religiosity on attitude and destination image was also noted.

Cluster 3: Halal Medical Tourism Destinations

Research topics related to halal medical tourism destinations are also very rare. This explains that the opportunities for development related to this research are still very broad, considering that halal medical tourism is also developing along with the development of other halal industries, especially in the development of halal pharmaceuticals or Islamic hospitals. Research that is relevant to this topic includes Alfarajat (2022) examining halal food services provided by South Korean health institutions to patients from the United Arab Emirates and their companions. This study found important gaps that emerged after the analysis among the different levels of halal food services provided to the participants (respondents) by different Korean health institutions. The five levels revealed by the results of the research analysis are that the management of Korean health care institutions does not understand the needs of patients; Korean health care institutions overcame the situation and adopted a new halal food policy; food offered by Korean health agencies is not strictly considered Halal; food offered by Korean health agencies is not considered good quality halal food; and the food is delicious, liked, and trusted by patients. From the research results, it is necessary to consider more deeply the diversity of religious needs in different cultures and the availability of facilities to meet these needs in medical tourism destinations can help enrich the understanding of countries, especially Muslim minorities, about global medical tourism.

Furthermore, Mohezar et al (2017) examine the challenges and prospects of Malaysia's Islamic medical tourism sector and suggest strategies to capitalize on strengths and opportunities as well as overcome weaknesses and threats. The findings of this study based

on the SWOT analysis identified several strengths including good hospitality, country characteristics and Islamically compliant hospital development, weaknesses such as low international certification, opportunities such as growing Muslim population, September 11 incident and threats namely competition from the main medical tourism market. and the non-uniformity of Islamic medical tourism standards.

Furthermore, Rahman et al (2017) investigated market mechanisms for Muslim-friendly medical tourism and their prospects and challenges. The results confirm that perceptions of Muslim tourists play an important role in the intention to travel to Malaysia for Muslim-friendly treatment. Accordingly, Malaysia needs to promote the success of these medical tourism efforts with the right practices and services they offer to attract more outside patients.

Cluster 4: Halal Medical Tourism Services

Research on this topic is still very rare. Some relevant studies include Rahman & Zailani (2017) investigating the effectiveness and sustainability of Muslim-friendly medical tourism supply chain practices in Malaysia. The results of the study provide credible evidence that the effectiveness of Muslim-friendly medical tourism supply chain practices has a positive impact on Muslim-friendly medical tourism supply chains. In addition, Muslim-friendly medical tourism supply chain practices also have a significant and positive impact on the overall performance of the organization. The results also show that collaboration depends on demand management, whereas productivity is not related to it.

Bai (2015) investigated issues related to medical tourism based on a review of medical tourism reports and statistics on the global healthcare industry. To become a leading country in the global healthcare industry, the needs and culture of many people, including Muslims, must be considered. Quality medical services through JCI certification, including nutritional services, will open opportunities to participate in the international and Asian medical tourism market. In the study, the definitions of medical tourism, medical services, Halal and Haram, nutritional services for incoming Muslim patients, and Halal food supply in Korea are analyzed for the improvement of medical services. Mutual assistance between the government and private companies, information sharing on medical services, and the development of a cooperative network system are needed and must be supported by the government.

Furthermore, Arefi et al (2018) explain halal branding as a strategy for developing medical tourism. In his research it was revealed that halal branding covers a variety of economic activities including medicines, cosmetics, health, textiles, clothing, leather, financial services, banking and tourism. Among the various forms of tourism, medical tourism is developing rapidly due to its competitive advantages. The results of his research concluded as many as 110 main themes in the development of medical tourism. These themes have two general orientations namely requirements that are materialistic or spiritual and simultaneously apply to short-term and long-term affairs. As well as, certain codes such as not serving unclean food and drinks, not having abortions and the availability of prayer rooms in special facilities for halal hotel hospitals. Then, from the combination of the two orientations, four organizing themes were drawn, namely spiritual and long-term goals, short-term needs, materialistic and long-term needs, and short-term goals. The inclusive theme is determined by the nature of the requirement and the time orientation of the requirement.

CONCLUSION

This study aims to determine the extent to which research developments on the theme "*Halal Medical Tourism*" in this world. The results of the study show that the number of research publications is related to "*Halal Medical Tourism*". There are 101 journal articles indexed by Dimension. Furthermore, based on the results of the bibliometric author mapping analysis, it shows that Rahman M. K; Ratnasari R.T; Zailani S; HanH; Idrus S; Trinanda O; Haq F; Adham K.A; Ab Talib M.S; Rusydiana A. S; and Moral-Moral M is the author of the most publications with the theme "*Halal Medical Tourism*". Then, based on the author's organization, some of the organizations that contribute the most to the publication of journal articles "*Halal Medical Tourism*" is the Faculty of Business and Accountancy, University of Malaya; Faculty of Economics and Business; College of Hospitality and Tourism; Malaysian University of Technology; Canadian University of Dubai; and Faculty of Economics and Muamalat. Then, countries that contribute a lot to research "*Halal Medical Tourism*" are Malaysia, Indonesia, United States, South Korea, Australia and China. Lastly, on the development of related research "*Halal Medical Tourism*" Based on the bibliometric keyword mapping, it is divided into 4 clusters with the most used words being tourism, service, medical tourism, hospital, destination, attitude, product, and Muslim tourist.

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