

How Far Has Halal Travel Been Studied?

Aviyu Nekha¹, Dwi Ratna Kartikawati²

¹IPB University

²Universitas Krisnadwipayana, Indonesia

The increasing growth of the Muslim population, followed by increasing religiosity, has led to a rising desire to travel with halal tourism. Not only are Muslim-majority countries aware of this, but non-Muslim countries are also interested in developing this market. This research aims to see the development of Halal Travel research worldwide published by journals with this theme. This study used a qualitative method with a bibliometric analysis approach. The data used is secondary data with the theme of Islamic halal travel originating from the Scopus database for 2011-2023. Then, the data is processed and analyzed using the VosViewer application to know the bibliometric map of the development of Halal Travel research worldwide. The study found six clusters related to Halal Travels: challenge in halal travel, halal travel in general, application Islamic value in halal travel, halal travel index, halal food in non-muslim country, and Intention and relationship muslim millennial for halal travel. The authors with the most published articles are Han H, Al-Ansi A, Rahman M. K, and Oktadiana H. The three keywords that appear the most are tourism, muslim tourist, and tourist. The author's affiliation is the university with the most publications dominated by Sejong University, UTM, and UPM. And countries with the most publications related to related studies are Malaysia, Indonesia, and South Korea.

Keywords: Bibliometric; Halal Travel; VosViewer

OPEN ACCESS

*Correspondence:
Aviyu Nekha
aviyunekha@gmail.com

Received: 14 November 2022

Accepted: 18 November 2022

Published: 4 December 2022

Citation:
(2022) How Far Has Halal Travel
Been Studied?
Halal Tourism and Pilgrimage. 2.1.

INTRODUCTION

Traveling to other places to gain experience or specifically visit certain areas is one of the activities that can move and strengthen the economy. The trips made by individuals will affect the tourism sector from an economic perspective—for example, those related to transportation, accommodation, or food. [Mudrikah et al. \(2014\)](#) revealed that the impact of tourism activities is very significant for a country's economic growth. Other studies state that Muslim travel is a rapidly growing market ([Oktadiana et al., 2016](#); [Suban et al., 2021](#)). It is proven that there has been an increase in halal tourism globally ([Sthapit et al., 2022](#)). Not only in terms of tourism activities but research by [Feizollah et al. \(2021\)](#) also found that tweets related to halal tourism have also increased in recent years. In addition, Johnson and Samakovlis in [Suban et al. \(2021\)](#) found that the number of journal articles on halal tourism has increased in recent years. The same thing was also expressed by [Battour & Ismail \(2016\)](#) that the tourism industry is aware of the increasing interest in halal tourism both from the perspective of practitioners and researchers.

The increase in interest in halal tourism is partly due to the growing Muslim population worldwide, which also continues to increase ([Battour & Ismail, 2016](#)). On the other hand, the increased development of halal tourism is also caused by the level of awareness of people's religiosity, which has also increased, not only in Islamic countries or the majority of the population is Muslim, but also in even secular countries ([Ramadhani, 2021](#)). Based on data from the State of the Global Islamic Economy Report 2022, Muslim spending on tourism increased from US\$58 billion to US\$102 billion in 2021 and is expected to grow by 50.0% in 2022 to US\$154 billion reach US\$189 billion in 2025 with a 4-year CAGR of 16.5%. This explains that halal travel or halal tourism has great potential.

The development of halal tourism which continues to increase needs to be explained from various perspectives. This is because the terms used for this industry differ, including halal tourism, Islamic tourism, Muslim-friendly tourism, halal travel, and so on ([Vargas-Sánchez & Moral-Moral, 2018](#)). Research by [Suban et al. \(2021\)](#) also states that academics and practitioners continue to be confused by the use of Halal/Islamic tourism terminology. Although the words Islamic tourism and Halal are often used interchangeably in the literature, a standard definition has not been established. Islamic tourism, Halal

tourism, destinations on halal-friendly tourism and Muslim-friendly travel, Halal travel, Muslim-friendly tourist destinations, and other terms are still used. However, academics often use the term for *Islamic Tourism* ([Khan & Challanan, 2017](#); [Saufi et al., 2020](#)). Apart from the increasing interest in Halal tourism practices resulting in a growing number of publications on the subject ([Faiza & Michelle, 2017](#)), this research aims to examine the literature studies on halal travel.

A lot of literature examines halal travel, halal tourism, or Muslim-friendly tourism, including [Vargas-Sánchez & Moral-Moral \(2018\)](#) and [Prayag \(2020\)](#), who examine further the concept of halal tourism. [Battour & Ismail \(2016\)](#) explain halal tourism's concepts, practices, challenges, and future. [Devi & Firmansyah \(2019\)](#) describe the development of halal travel and halal tourism to promote economic growth. [Oktadiana et al. \(2016\)](#) explain the needs of Muslim travelers. And [Saufi et al. \(2020\)](#) illustrate the reconceptualization of halal tourism.

Mapping halal travel research is very important to see the concept of a research framework for other researchers studying halal travel. This research will try to map halal travel research using bibliometrics. Given that there are still research gaps on this topic. So there is an urgency to develop research related to halal travel.

PREVIOUS STUDY

Halal travel, or halal tourism, is the most promising sector in many countries right now ([Devi & Firmansyah, 2019](#)). According to [Saufi et al. \(2020\)](#), halal tourism is a tourist object or action that is permitted by Islamic teachings to be used or involved in the tourism industry by Muslims. Tourism can be defined as a travel activity undertaken by an individual or a group to visit a tourist destination for entertainment purposes ([Ramadhani, 2016](#)). According to [Battour and Ismail \(2016\)](#), halal tourism is any object or action permitted by Islamic teachings to be used or involved in the tourism industry by Muslims.

From an Islamic perspective, [Azizuddin and 'Ainulyaqin \(2022\)](#) and [Ramadhani \(2016\)](#) define tourism as follows: First, travel is considered a form of worship because it is considered the implementation of one of Islam's pillars, namely performing the pilgrimage in a specific month and the Umrah pilgrimage, which can be performed at the Kaaba throughout the year. Second, tourism is linked to the concept of learning and knowledge. This became the most incredible journey undertaken to seek and impart knowledge in early Islam. As stated in Q.S At-Taubah: 112, which

explains that people who wander for knowledge and religion were carried out at the beginning of Islam. *Third*, the purpose of learning science and thought, is presented in several letters in Q.S Al An'am: 11-12 and al-Naml: 69-70, which are orders to explore the earth to explore more phenomena. Fourth, the goal is to encourage humanity to believe in monotheism to Allah and to spread the teachings of the prophet Muhammad. It became the Apostles' and friends' mission: spreading kindness worldwide and inviting people to practice the truth. The tourism concept was developed to achieve this goal. *Fifth*, the goal is to contemplate the greatness and majesty of the creator of the universe by enjoying the beauty of the natural surroundings.

Several empirical studies, including Vargas-Sánchez and Moral-Moral (2018), explain it about the topic in this research. His research discovered that, despite recent efforts, halal tourism is still in its infancy. However, on a practical level, the number of Halal products and services is beginning to grow globally. Furthermore, the tourism industry faces challenges in moving toward authenticating Halal tourism offerings, including the role of new technology and the digital economy.

Battour and Ismail (2016) explain the concepts, practices, challenges, and future of halal tourism. The research found that one effective way to access the market was to make Halal food widely available in destinations initially considered a high priority for Muslim tourists. Furthermore, Muslim-friendly hotels or a separate hotel section that does not serve alcoholic beverages, pork, or Halal food should be available at the destination. Finally, Muslim-friendly airports can be used as a starting point for marketing Muslim-friendly destinations.

Devi & Firmansyah (2019) explain the development of halal travel and halal tourism to promote economic growth. His research concluded that many customers depend on Halal marketing, making it the dominant determining factor. In contrast, the second dominant determinant is a travel and halal tourism. Then the third determinant is halal awareness. Religious beliefs and perceptions of a private society are the last two priorities.

Suban et al. (2021) reviewed a bibliometric analysis of halal and Islamic tourism. Based on his research findings, the Scopus database includes 151 (34.40%) documents on business, management, and

accounting and 89 (20.27%) documents on social sciences. He published 29 documents in 2018, 54 documents in 2019, and 56 in 2021. Malaysia contributed 86 documents on Islamic tourism, while Indonesia contributed 64 papers. Then, Oktadiana et al. (2016) then explained Muslim travelers' needs. And his research found that researchers needed to identify better the needs of Muslim tourists from the domains of cultural norms, verbal and non-verbal communication, life scripting, and relationships.

Other research relevant to this topic includes Prayag (2020), who further examines the concept of halal tourism. Saufi et al. (2020) explain the reconceptualization of halal tourism. Azizuddin & 'Ainulyaqin (2022) describe the halal tourism industry. Hurriyati et al. (2020) demonstrate the impact of a memorable halal travel experience. Chrysnaputra & Panestoeti (2021) examines halal tourism and sharia travel after the Covid-19 pandemic. Harahsheh et al. (2019) explained the implementation of Jordan's marketing as a halal tourism destination. And research from Ratnasari (2020) analyzes halal tourism based on value creation.

Based on the research that has been done before, there has been no research on bibliometric literature studies that specifically analyzes related to halal travel. For this reason, this study is intended to fill in the gaps in previous studies.

METHODOLOGY

This research uses mixed methods, combining quantitative and qualitative research approaches. The quantitative approach is found in the bibliometric analysis. A qualitative approach was used in the literature review. This study uses secondary data. The data in this study came from publications on the theme of halal travel in the Scopus database in 2006-2023. The data used are articles with the keywords 'halal travel', 'halal pharmaceutical concentration', 'halal pharmaceutical general', and 'Halal pharmaceutical in accessed on 26 January 2023. This study uses VOSviewer software as a quantitative analysis tool. Other studies using bibliometric approach on halal topic and other Islamic economics issues has been done by Antonio et al., (2020), Srisusilawati et al., (2021), Rusydiana et al., (2021), and also Al-Qital et al., (2022).

RESULTS AND DISCUSSION

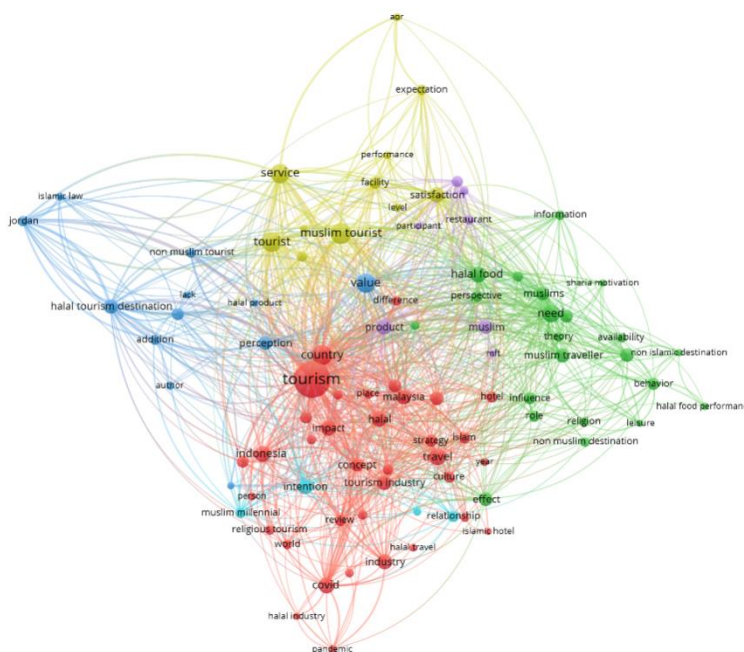


Figure 1: Co-occurrence keywords of halal travel

Table 1: Research Path of Halal Travel

Clusters	Word extraction	Sub-themes
1-Red (28 items)	Challenge, chapter, concept, context, country, covid, culture, development, difference, halal, halal industry, halal travel, hospitality, hotel, Indonesia, industry, interest, Islam, Islamic hotel, Islamic tourism, issue, Malaysia, number, pandemic, person, place, preference, religious tourism, review, strategy, tourism, tourism industry, travel, world, year	Challenges in halal travel
2-Green (22 items)	Availability, behavior, affect, halal food, halal food performance, importance, influence, information, interview, leisure, Muslim traveler, Muslim traveler, Muslims, need, non-Islamic destination, non-muslim destination, perspective, practical implication, religion, role, sharia motivation, theory	Halal travel in general
3-Blue (12 items)	Addition, adoption, author, halal product, halal tourism destination, implication, Islamic law, Jordan, lack, non-muslim tourist, perception, value	Application of Islamic value in halal travel
4-Yellow (11 items)	Aor, expectation, facility, Islamic attribute, level, Muslim tourist, performance, satisfaction, service, Thailand, tourist	index halal travel
5- (7 items)	Halal logo, MFT, Muslim, non-Muslim country, participant, product, restaurant	halal food in non muslim country
6- (4 items)	Intention, Muslim millennial, relationship, religiosity	Intention and relationship Muslim millennial for halal travel

Research Path 1: Challenges in halal travel

The topic in the first research line is the challenge of halal travel, as for several relevant empirical studies, including research conducted by (Rahman et al., 2017) discussing the utilization of the Muslim-friendly medical tourism market in Malaysia. The research examines the emerging interest in medical tourism products, offering a lucrative market and opening the door for Malaysia to position itself as the preferred halal medical treatment center for Muslims. For this reason, this study aims to investigate market mechanisms for Muslim-friendly medical tourism and its prospects and challenges. The results of his research confirm that perceptions of Muslim tourists play an essential role in the intention to travel to Malaysia for Muslim-friendly treatment. As a result, Malaysia must promote the success of these medical tourism efforts through excellent practices and services to attract more outside patients.

Moshin et al. (2020) discussed the opportunities and challenges of promoting halal tourism in New Zealand. The study's finding explains the lack of knowledge and misunderstandings about halal tourism in New Zealand. To address this issue, education is critical, including training programs for hospitality and conference staff and academic research on these topics. On the supply side, information on obtaining halal certification is also helpful. Halal certification is widely acknowledged as necessary for becoming a halal-friendly destination. Furthermore, providers believe that finding a balance that allows facilities to accommodate all types of travelers will be difficult and that targeting this market niche will incur additional costs.

El-Gohary (2020) examines the impact of Covid-19 on the halal tourism and hospitality industry. The research stated that since Covid-19 broke out in Wuhan (China), it has become one of the significant challenges affecting the whole world. In a relatively short period, the virus outbreak turned into a pandemic causing enormous negative impacts not only on human health and well-being but also on the global economy, the travel industry, the pharmaceutical industry, the tourism industry, and many other industries. Furthermore, the results of the analysis reveal several main challenges faced by stakeholders in developing the halal tourism and hotel industry, including the lack of identical halal standards, the absence of global arrangements that can be applied to halal certification and accreditation, the industry is fragmented, the existence of many certification organizations and Halal

accreditation, lack of trust in certification and accreditation organizations, and the Halal market are still considered a niche industry in most countries.

Destiana & Kismartini (2020) discuss the challenges of marketing halal tourism in the disruption era on Penyengat Island, Riau. This research is motivated by the period of disruption, which can create great opportunities for the development of halal tourism by utilizing technology to market halal tourism products. From the results of his research, he found that the marketing efforts for halal tourism on Penyengat Island had not been implemented digitally. To market Penyengat Island tourism, local governments and stakeholders use mass media advertisements, billboards, annual festivals, and digital channels such as social media, online ordering sites, and e-book guides at halaltrip.com. However, the media does not inform about tourism events or show Penyengat Island as a halal tourism destination. This proves that there is a lack of information about halal tourism and other information available about halal travel guides for Muslim tourists on digital platforms. Efforts to promote Penyengat Island as halal tourism using digital channels are exciting content that is relevant in digital marketing channels, the availability of information on the need for halal services, and innovative tourist attractions.

And other research that is also relevant to this topic includes Afifi et al. (2021) explaining the challenges of not serving alcoholic beverages in Islamic tourist destinations in halal hospitality. Kurniawan & Jatimika (2021) described a challenge for Muslim-friendly tourism in Japan. Muhajir & Al Hasan (2021) examines the potential, opportunities, and challenges of developing halal tourist destinations in Indonesia. Putra et al. (2021) explain the opportunities and challenges of halal tourism in the Toraja Muslim minority. Ammar et al. (2021) studied the opportunities and challenges of halal tourism and hospitality in Egypt. Halim et al. (2021) explain the concepts and challenges of Muslim-Friendly Railway Services in Malaysia.

Research Path 2: Halal travel in general

Rahman et al. (2020) examined the impact of non-Muslim tourists' perceptions of halal products or services on their intentional loyalty to halal tourism destinations. They found that the prohibition of non-halal services and the adoption of halal food product services were significantly related to travel experience and value. General halal services are positively related to trip value, while travel experience is not associated with it. In addition, travel experience and travel value

have a significant effect on satisfaction. The findings also revealed a link between non-Muslim tourist satisfaction and tourist loyalty intentions.

Petit et al. (2016) investigate the relationship between "halal" hotel attributes and customer satisfaction in the Islamic tourism industry. According to the findings of the study, the four main characteristics of a "halal-friendly hotel" have a significant relationship with customer satisfaction. Prayer facilities, Halal food, Islamic dress codes, and general morality are among these characteristics. Prayer room facilities have the most significant impact on customer satisfaction of the four features.

Stapitet et al. (2021) explored the motivational, emotional, and memorable dimensions of non-Muslim travelers' halal food experiences. The research results conclude that out of 311 non-Muslim respondents, more than half consider themselves new foodies and consider the halal food experience a must when traveling. However, tasting Halal food is not the primary motivation for the trip. Novelty and taste are the two main motivations for tasting Halal food at tourist destinations. The emotions evoked by the experience of Halal food focus on "joy" and "love".

Ramadani (2022) explains the culture of halal tourism in Indonesia. This research reveals the general findings in the halal tourism culture in Indonesia. In general, many stakeholders still reject several destinations to be used as halal tourism. The conclusion of success is driven by effective advertising and marketing plans. Relations with local travel agents need to be improved and appropriately maintained as a form of cooperation with travel agencies and airlines to promote sales to reach the target market while providing incentives for family travel, travel marts, product knowledge training, and bureaus to be improved.

Other relevant research includes Brien (2014) studying Singapore Food Writing and Culinary Tour. Rashid et al. (2019) explain the factors influencing the satisfaction of Muslim tourists traveling to non-Muslim countries. Musa et al. (2021) analyzed the determinants of Muslim-friendly tourism in Aceh. Bahrudin (2022) explains the governance of halal tourism based on the DSN Fatwa regarding increasing tourism. And research from Jaapar et al. (2021) describes traveler fiqh according to maqashid sharia.

Research Path 3: Application of Islamic value in halal travel

The topic in the third research line is the application of Islamic values in halal travel in general

and specifically as far as the author's observations, there has been no research that discusses this matter. However, Battour (2018) research is relevant enough to be developed further on this topic. His study examines the need for destination marketers to understand Muslim travel behavior to meet their needs, especially in the halal tourism industry. Furthermore, the research discusses the importance of getting the correct terminology in Muslim-friendly or Halal tourism. The needs of Muslim tourists identified when traveling abroad include Muslim-friendly hotels, Halal food, Muslim-friendly phone apps, Muslim-friendly airports, Halal vacations, Halal tourism websites, Halal healthcare facilities and services, Halal cruises, and Halal swimwear.

Research Path 4: Halal Travel Index

Research conducted by (Suharko et al., 2018) discusses the suitability of halal certification organizations (HCO) in the Indonesian state (Indonesian Ulema Council (MUI)) and Thailand (Central Islamic Committee of Thailand (CICOT)) for the development of the halal tourism industry (HTI). The results of the study show that the two HCOs have significantly adapted to the development of HTI, which is marked by the provision of halal certificates for the protection of Muslim consumers, increasing exports of goods to several Muslim countries, and increasing the competitiveness of each region by providing halal tourism services.

Widjaja et al. (2020) examined the influence of Islamic attributes and the affective image of destinations on the reputation of halal destinations in Jakarta. The results show that both variables are influential and the affective image variable of the goal has the most dominant effect. In this case, the aspects that must be considered as the development of the affective image of the plan relates to natural and cultural resources, security, nightlife entertainment, accessibility, and quality or price ratio.

Nuraini & Sucipto's research (2021) compared halal food regulations and practices in several Asian countries. In terms of implementation, each country has different standards and regulations. Product halal guarantees must be realized to increase the confidence of Muslim visitors. Based on Karia & Fauzi, (2019) Malaysia is the country with the most advanced Islamic economy for halal travel for 2014-2015 according to the Dubai Islamic Economy Development Center (DIEDC) Halal Travel Index. The hospitality industry in Malaysia is excellent.

Rhama, 2022 examined the Mastercard-Crescent Rating guidelines in supporting sustainable Muslim tourism. This research uses three reports: Global Muslim Travel Index, Indonesia Muslim Travel Index, and Halal Travel Frontier. The search results show that the Mastercard-Crescent rating is not prioritized in supporting sustainable halal tourism. Researchers also suggest improving halal tourism guidelines such as transparency and guarantees that profits will be used for social welfare and promoting environmental and social empowerment activities.

Research Path 5: Halal food in non-Muslim countries

Ayyub (2015) examined the increasing demand for Halal food products and services in some non-Muslim countries. The results of this study found that most non-Muslims positively perceive halal food products and services as far as quality is concerned. In addition, from the interviews, it was found that topics or themes discussed in services and products in Muslim minority countries were related to quality, knowledge about halal, acculturation, and animal welfare.

Wilkins et al. (2019) explain the acceptance of halal food in non-Muslim countries. The general background of this study demonstrates that Purpose International restaurants and fast food chains such as KFC, McDonald's, and Subway are serving Halal food in several non-Muslim countries, with mixed results. The results show that companies can fulfill specific market niche segments with standard mass-market products. Consumer cosmopolitanism and non-Muslim religious identity were positively related to the evaluation of halal products, and consumer ethnocentrism and national identification were negatively associated with the assessment of halal products. In addition, there is a strong relationship between product evaluation and the desire to consume halal food. Furthermore, the implications of this research show that halal marketing can provide promising business opportunities for international restaurants, fast food chains, and food manufacturers and retailers. However, in countries or regions with many consumers with a high degree of national identification or consumer ethnocentrism, companies should not expect non-target consumers to accept Halal products.

Billah et al. (2020) explain the factors that influence the consumption behavior of halal food for Muslim and non-Muslim consumers. The study shows that consumer habits and knowledge of halal food

significantly affect consumer behavior and purchase intentions. Furthermore, understanding the purchase intention of halal food can influence consumer behavior concerning sustainable consumption.

Jalil et al. (2018) examined people's attitudes toward halal food and animal welfare issues in two countries with Muslim and non-Muslim majority populations. The research was conducted in Australia with a majority of Christians and Malaysia with a majority of Muslims. The research findings explain that animal welfare, religion, and meat quality are the most common reasons for avoiding halal food. Malaysians generally believe that the halal process produces better-quality meat, while Australians do not. The consensus is in favor of legally controlling animal welfare during slaughter, supported by Muslims and Christians. Malaysians are more aware of the main principles of Halal slaughter than Australians. However, some practices that are not mandatory and incorrect are considered required practices by respondents in both countries, especially in Australia. Muslims are more concerned about the humane treatment of animals during Halal slaughter. They generally believe that stunning is never allowed and this view is acceptable, whereas people of other belief systems argue that it is unacceptable. Religion and education are the most common factors related to consumer attitudes, beliefs, and habits about halal.

Other relevant studies include Nawawi et al. (2019) explaining the emergence of the halal food industry in non-Muslim countries, namely Thailand. Yamaguchi (2019) examines the potential and challenges of halal food in Japan. Halawa (2022) explains the role of immigration and colonialism in the acculturation of halal food in European countries. Gunawan & Gaffar (2021) described the effect of religiosity on the intention to buy halal fast food in non-Muslim countries of origin.

Research Path 6: Intention and Relationship Muslim Millennials for Halal Travel

More research on this subject is still needed. Several empirical studies, including Rehman A (2022), are pretty relevant. Muslim tourism has evolved in response to younger, more educated consumers' needs. There was a shift from halal tourism 1.0 to halal tourism 2.0 when the Covid-19 pandemic occurred. Based on the Global Muslim Travel Index report, this study attempts to identify changes that have occurred. Efforts will be made in 2020 to overcome the crisis and recover.

Research by Nahdliyah et al. (2021) explains that tourism is a new phenomenon due to the rapid expansion of the halal industry. In 2019, the Global Muslim Travel Index (GMTI) reported that a Muslim-based platform is needed to support halal tourism services as one of the most critical aspects of halal tourism. One of the available platforms to support halal tourism in Indonesia is the HalalTrip application. The HalalTrip application is one of the Muslim-based applications with the most significant number of users, but its use is less visible and has a low rating. The analysis results found that the redesigned user interface stated there was an increase in every aspect of UEQ and a success rate of 92% was obtained on the usability testing results.

CONCLUSION

Bibliometrics will be used in this study to map halal travel research. According to bibliometric analysis of halal travel, the identity of halal travel remains biased, whether among the general public, academics, or practitioners. In some literature, the terms halal tourism, Islamic tourism, Muslim-friendly tourism, and so on refer to the same goal. Furthermore, based on the keyword mapping analysis, six clusters of research lines were found with the topics of challenges in halal travel, halal travel in general, application of Islamic values in halal travel, Halal Travel Index, halal food in non-Muslim countries and Muslim millennial intentions and relationships for halal travel. The six research lines can be developed into other research in the future. The implications of this research provide knowledge of the extent to which research related to halal travel has been studied and developed for further analysis.

REFERENCES

- Afifi, M. F., Mohsin, A., & Farouk, M. (2021). Halal hospitality goes global: challenges of (not) serving alcohol in an Islamic tourist destination: a case study of Egypt. *Tourism Critiques: Practice and Theory*, 2(2), 134-152.
- Al Qital, S., Sunarya, S. L., & Rusydiana, A. S. (2022). Manajemen Pariwisata Halal. *Ar Rebla: Journal of Islamic Tourism, Halal Food, Islamic Traveling, and Creative Economy*, 2(2), 140-157.
- Ammar, S., Kozmal, H. A., & Abouzied, F. (2021). Studying Halal Tourism and Hospitality (Opportunities and Challenges) in Egypt. *Journal of Association of Arab Universities for Tourism and Hospitality*, 21(2), 129-149.
- Antonio, M. S., Rusydiana, A., Laila, N., Hidayat, Y. R., & Marlina, L. (2020). Halal value chain: A bibliometric review using R. *Library Philosophy and Practice (e-journal)*, 4606.
- Ayyub, R. M. (2015). Exploring perceptions of non-Muslims towards Halal foods in UK. *British Food Journal*.
- Azizuddin, I., & Ainulyaqin, M. H. (2022). The halal tourism industry: driving innovation for halalpreneurs. *Scientific Journal of Islamic Economics*, 8(1), 106-116.
- Bahrudin, M. (2022). Halal Tourism Governance Based on the Fatwa of the National Sharia Council on Tourism Improvement. *Journal of Environmental Management and Tourism*, 13(7), 2058-2068.
- Battour, M., & Ismail, M. N. (2016). Halal tourism: Concepts, practises, challenges and future. *Tourism management perspectives*, 19, 150-154.
- Battour, M. (2018). Muslim travel behavior in halal tourism. *Mobilities, tourism and travel behavior-contexts and boundaries*, 3-16.
- Billah, A., Rahman, M. A., & Hossain, M. T. B. (2020). Factors influencing Muslim and non-Muslim consumers' consumption behavior: A case study on halal food. *Journal of Foodservice Business Research*, 23(4), 324-349.
- Brien, D. L. (2014). A taste of Singapore: Singapore food writing and culinary tourism. *M/C Journal*, 17(1).
- Chrysnaputra, R. D., & Pangestoeti, W. (2021). Halal Tourism and Sharia Travel After the Covid 19 Pandemic. *An-Nisbah: Sharia Banking Journal*, 2(2), 151-167.
- Destiana, R., & Kismartini, K. (2020). Halal tourism marketing in the disruption era: a case study of Penyengat Island in Riau Islands Province. *Society*, 8(1), 264-283.
- El-Gohary, H. (2020). Coronavirus and halal tourism and hospitality industry: Is it a journey to the unknown?. *Sustainability*, 12(21), 9260.
- Faiza, K., & Michelle, C. (2017). Article information: The "Halalification" of tourism Abstract. *Journal of Islamic Marketing*.
- Feizollah, A., Mostafa, M. M., Sulaiman, A., Zakaria, Z., & Firdaus, A. (2021). Exploring halal tourism tweets on social media. *Journal of Big Data*, 8(1), 72.
- Gunawan, A. I., & Gaffar, V. (2021). Does Religiosity Affect the Intention to Purchase Halal Fast Food from Non-Muslim Countries of Origin. *Journal of Islamic Economics and Business*, 7(1), 87-99.

- Halawa, A. (2022). The Role of Immigration and Colonization in the Acculturation of Halal Food in European Countries: An Evidence-Based Systematic Review. *International Journal of Social Science Research and Review*, 5(9), 31-46.
- Halim, S. N. B. A., Harum, A. A., Jamaludin, M. A., & Muflih, B. K. (2020). Muslim-Friendly Railway Services: Concept and Challenges of Malaysian Electric Train Service (ETS). *Journal Of Halal Industry & Services*, 3(1).
- Harahsheh, S., Haddad, R., & Alshorman, M. (2019). Implications of marketing Jordan as a Halal tourism destination. *Journal of Islamic Marketing*.
- Hurriyati, R., Wibowo, L. A., & Gaffar, V. (2020). The impact of memorable halal travel experience. *Journal of Environmental Management & Tourism*, 11(6), 1407-1415.
- Jaapar, N. B. H., Abdullah, S. F. S., & Ismail, F. A. B. (2021). Fiqh Traveler According to Maqasid Shariah. In *Enhancing Halal Sustainability: Selected Papers from the 4th International Halal Conference 2019* (pp. 65-76). Springer Singapore.
- Jalil, N. S. A., Tawde, A. V., Zito, S., Sinclair, M., Fryer, C., Idrus, Z., & Phillips, C. J. (2018). Attitudes of the public towards halal food and associated animal welfare issues in two countries with predominantly Muslim and non-Muslim populations. *PLoS One*, 13(10), e0204094.
- Karia, N., & Fauzi, F. A. (2019). Explaining the competitive advantage of Islamic hotel concepts: Insights from Malaysia. In *The Routledge Handbook of Halal Hospitality and Islamic Tourism*. <https://doi.org/10.4324/9781315150604-5>
- Khan, F., & Callanan, M. (2017). The "Halalification" of tourism. *Journal of Islamic Marketing*, 8(4), 558-577.
- Kurniawan, S., & Jatmika, S. (2021). Japan's Challenges on Muslim Friendly Tourism to Attract Muslim Tourists 2013-2019. *Journal of Islamic World and Politics*, 5(2), 313-325.
- Moshin, A., Brochado, A., & Rodrigues, H. (2020). Halal tourism is traveling fast: Community perceptions and implications. *Journal of Destination Marketing & Management*, 18, 100503.
- Mudrikah, A., Sartika, D., Yuniarti, R., Ismanto., & Satia, A. B. (2014). The contribution of the tourism sector to Indonesia's GDP in 2004-2009. *Economics Development Analysis Journal*, 3(2).
- Muhajir, M. N. A., & Al Hasan, F. A. (2021). The Development of Halal Tourism Destinations in Indonesia: Potentials, Opportunities and Challenges. *Al-Kharaj: Journal of Islamic Economic and Business*, 3(2).
- Musa, A., Halim, H., Khalidin, B., & Ibrahim, A. (2021). What Determines Muslim-Friendly Tourism in Aceh?. *Iqtishadia*, 14(1), 81-106.
- Nahdliyah, T., Nabila, A. N., Sensuse, D. I., Suryono, R. R., & Kautsarina, K. (2021). Redesigning User Interface on Halal Tourism Application with User-Centered Design Approach. *2021 International Conference on Computer Science, Information Technology, and Electrical Engineering, ICOMITEE 2021*. <https://doi.org/10.1109/ICOMITEE53461.2021.9650162>
- Nawawi, M. S. A. M., Abu-Hussin, M. F., Faid, M. S., Pauzi, N., Man, S., & Sabri, N. M. (2019). The emergence of halal food industry in non-Muslim countries: a case study of Thailand. *Journal of Islamic Marketing*, 11(4), 917-931.
- Nuraini, S., & Sucipto. (2021). Comparison halal food regulation and practices to support halal tourism in Asia: A review. *IOP Conference Series: Earth and Environmental Science*, 733(1). <https://doi.org/10.1088/1755-1315/733/1/012044>
- Oktadiana, H., Pearce, P. L., & Chon, K. (2016). Muslim travellers' needs: What don't we know?. *Tourism Management Perspectives*, 20, 124-130.
- Prayag, G. (2020). Halal tourism: looking into the future through the past. *Tourism Recreation Research*, 45(4), 557-559.
- Putit, L., Muda, M., Mahmood, A. N., Taufek, N. Z. A., & Wahib, N. (2016). Linking 'Halal'friendly hotel attributes and customer satisfaction: The Islamic tourism sector. *Journal of Emerging Economies and Islamic Research*, 4(4), 43-53.
- Putra, T. W., Possumah, B. T., & Sikki, K. L. (2021). Halal Tourism Opportunities and Challenges in Toraja's Muslim Minority. *Karsa: Journal of Social and Islamic Culture*, 29(2), 415-439.
- Rahman, M., Moghavvemi, S., Thirumoorthi, T., & Rahman, M. K. (2020). The impact of tourists' perceptions on halal tourism destination: A structural model analysis. *Tourism Review*.
- Rahman, M. K., Zailani, S., & Musa, G. (2017). Tapping into the emerging Muslim-friendly medical tourism market: evidence from Malaysia. *Journal of Islamic Marketing*, 8(4). <https://doi.org/10.1108/JIMA-02-2016-0014>
- Ramadhani, M. (2021). Halal Tourism Regulatory Dilemma in Indonesia. *Ar Rebla*, 1(1), 89-105.

- Ramadani, L. A. (2022). SHARIA TOURISM CULTURE IN INDONESIA. *IEB: Journal of Islamic Economics and Business*, 1(1), 13-22.
- Rashid, N. R. N. A., Akbar, Y. A. A., Laidin, J., & Muhamad, W. S. A. W. (2019). Factors influencing muslim tourists satisfaction travelling to non-muslim countries. In *Contemporary management and science issues in the Halal Industry: Proceedings of the International Malaysia Halal Conference (IMHALAL)* (pp. 139-150). Springer Singapore.
- Ratnasari, R. T. (2020). Halal tourism based on value creation. *Al-Uqud: Journal of Islamic Economics*, 4(2), 268-284.
- Rhama, B. (2022). The halal tourism – alternative or mass tourism? Indications of traditional mass tourism on crescent rating guidelines on halal tourism. *Journal of Islamic Marketing*, 13(7). <https://doi.org/10.1108/JIMA-07-2020-0199>
- Rusydiana, A. S., Sanrego, Y. D., & Pratomo, W. A. (2021). Mathematical modeling on Islamic economics and finance: A scientometric. *Library Philosophy and Practice (e-journal)*, 4834.
- Saufi, A., Mulyono, L. E. H., & Apriani, B. L. (2020). HALAL TOURISM: RECONCEPTUALIZATION NEEDED?. *Journal of Master of Management Unram Vol*, 9(3).
- Srisusilawati, P., Rusydiana, A. S., Sanrego, Y. D., & Tubastuvi, N. (2021). Biblioshiny R application on islamic microfinance research. *Library Philosophy and Practice*, 2021(5096), 1-24.
- Sthapit, E., Björk, P., & Piramanayagam, S. (2021). Motivational, emotional and memorable dimensions of non-Muslim tourists' halal food experiences. *Journal of Islamic Marketing*, (ahead-of-print).
- Sthapit, E., Björk, P., Coudounaris, D. N., & Jiménez-Barreto, J. (2022). Memorable Halal tourism experience and its effects on place attachment. *International Journal of Hospitality & Tourism Administration*, 1-27.
- Suban, S. A., Madhan, K., & Shagirbasha, S. (2021). A bibliometric analysis of Halal and Islamic tourism. *International Hospitality Review*, (ahead-of-print).
- Suharko, S., Khoiriati, S. D., Krisnajaya, I. M., & Dinarto, D. (2018). Institutional conformance of Halal certification organisation in Halal tourism industry: The cases of Indonesia and Thailand. In *Tourism* (Vol. 66, Issue 3).
- Vargas-Sánchez, A., & Moral-Moral, M. (2018). Halal tourism: state of the art. *Tourism Review*, 74(3), 385-399.
- Widjaja, Y. I., Khalifa, G. S. A., & Abuelhassan, A. E. (2020). The effect of Islamic attributes and destination affective image on the reputation of the Halal tourism destination of Jakarta. *Journal of Environmental Management and Tourism*, 11(2). [https://doi.org/10.14505/jemt.v11.2\(42\).08](https://doi.org/10.14505/jemt.v11.2(42).08)
- Wilkins, S., Butt, M. M., Shams, F., & Pérez, A. (2019). The acceptance of halal food in non-Muslim countries: Effects of religious identity, national identification, consumer ethnocentrism and consumer cosmopolitanism. *Journal of Islamic Marketing*, 10(4), 1308-1331.
- Yamaguchi, H. K. (2019). The potential and challenge of halal foods in Japan. *Journal of Asian Rural Studies*, 3(1), 1-16.