

Tourism In Oic Countries: A Review Based On Scopus Database

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This study aims to look at the development of research on "Tourism in OIC" worldwide and research plans that can be carried out based on published journals with this theme. This study used a qualitative method with a bibliometric analysis approach. The data used is secondary data with the theme "Tourism in OIC" from the Scopus database with a total of 655 journal articles. Then, the data is processed and analyzed using the VosViewer application to know the bibliometric map of the development of "Tourism in OIC" research worldwide. The results of the study found that in the bibliometric author mapping, the authors who published the most research on the theme "Tourism in OIC" were Henderson JC; Jalilvand MR; Samiei N; Ahmed F.; Haque A.; Abdullah K.; Razali SS; Michael Hall C.; Prayag G; and Cusack CM. Furthermore, based on the bibliometric keyword mapping, there are 3 clusters that can become research lines with topics related to Challenges in the Development of Tourism Amidst the Covid-19 in OIC, Halal Tourism and its Impact on Muslim Tourists' Satisfaction in OIC and Community Engagement and Cultural Hospitality in OIC, and for the words most used are destination, development, Muslim tourist, and challenge.

Keywords: Tourism; OIC; Islamic countries; Research Map

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INTRODUCTION

Tourism is the temporary movement of people in the short term to destinations outside their places of residence and daily work and activities while living in these destinations (Dilek & Dilek, 2018). In the context of the halal industry, Islamic tourism is a form of tourism that is firmly rooted in Islamic principles and engages Muslims who wish to preserve religious practices while traveling and is not only limited to visits to mosques but also includes experiences that are closely related to nature, culture and creativity (Suban et al., 2021; Abdullah et al., 2020). Tourism plays an essential role in the socioeconomic development of many countries if correctly planned and managed (SESRIC, 2020). It is crucial to develop the tourism sector because sustainable tourism is an essential aspect of tourism development, which involves creating new jobs, preserving the natural environment, mitigating climate change, reducing pollution and waste, and promoting green and sustainable consumption practices (Streimikiene et al., 2021).

The countries that are members of the OIC are attractive tourist destinations for foreign tourists, especially in Islamic tourism. This is because OIC member countries have high tourism potential due to their rich and diverse natural, geographical, historical and cultural heritage assets (SESRIC, 2016). In addition, Islamic tourism is becoming a significant tourism component in OIC member countries and a primary source of market for the global Islamic tourism industry (SESRIC, 2020). This is supported by OIC cooperation in the form of initiatives and policies such as joint promotional campaigns and the development of regional transportation networks to support tourism development in OIC countries.

Furthermore, there are several uniqueness that make OIC countries tourism destinations, especially Islamic tourism and deserve to be developed, including the experience of religious and pilgrimage travel; Islamic tourism in OIC countries often involves the experience of pilgrimage and traditional religious travel, such as visiting Mecca in Saudi Arabia to perform the pilgrimage (Suban et al., 2021). Then, OIC countries have also become one of the leading destinations for halal tourism, which involves travel that adheres to Islamic principles and practices, such as halal food and prayer facilities (SESRIC, 2017). Another uniqueness of OIC countries is that there are opportunities for OIC countries to combine traditional pilgrimage and religious travel experiences with other activities, such as nature, culture and creativity, to create innovative tourism products

(SESRIC, 2016; SESRIC, 2017). In addition, strong traditions and the preservation of religious practices are also unique to Islamic tourism in OIC countries (Suban et al., 2021).

However, besides the uniqueness and potential of tourism in OIC countries, there are still several challenges or problems that must be faced by OIC in developing tourism, including limited investment in the tourism sector, which is a challenge in many OIC countries, political instability and security problems in several OIC countries can make tourists are reluctant to visit and hinder the development of the tourism industry, many OIC countries limit the marketing and promotion of their tourism offerings, which can limit their visibility and attractiveness to potential tourists, environmental challenges such as climate change, pollution, and natural disasters can impact the tourism industry in the country -OIC countries, limited human resources with skills and training are in many OIC countries, and a lack of infrastructure, including transport, accommodation, and communication facilities, is a challenge in many OIC countries (SESRIC, 2020; Dabour, 2003).

Therefore, it is necessary to carry out further research related to Tourism in OIC considering the potential, uniqueness which is also accompanied by challenges or problems in developing tourism in OIC countries. This study uses bibliometric analysis to determine the extent to which research has progressed with the theme of Tourism in OIC, which in turn is expected to provide knowledge related to tourism development in OIC countries to provide policy recommendations that are right on target. There are several studies relevant to the topic in this study, namely Arbabian et al. (2013) explaining the relationship between international tourism and economic growth based on case studies in OIC countries; Ozguzel (2020) evaluates and identifies barriers to tourism in Islamic countries; Akhter et al. (2022) bibliometric review of travel destination literature; Ali Soofi et al. (2018) describe the factors that influence tourism demand in certain OIC countries; Bilim (2017) describes the Islamic state's new move for tourism; and Roknoddin Eftekhari et al. (2009) explains the role of member countries of the Organization of the Islamic Conference (OIC) in global tourism.

Based on the several studies above, there is no research that explicitly addresses Tourism in OIC using bibliometric studies. Therefore, this research was conducted to complement existing research and fill in the gaps in previous research and expand the literature

related to zakat and SDGs through a research path. Therefore, the purpose of this research is to specifically look at the development of research on "Tourism in OIC" around the world, which is published by journals with that theme and to see future research opportunities by formulating a future research agenda.

LITERATURE REVIEW

Tourism is defined as a global economic activity consisting of travel behavior, service industry management and marketing activities, the effects of tourism activities on society, and policies and governance at various levels (Leiper, 1979). The World Tourism Organization defines tourism as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for pleasure, business and other purposes." Dilek & Dilek (2018) also explained that tourism is the movement of people temporarily in the short term to destinations outside their daily places of residence and work, as well as their activities while living in these destinations. At the same time, tourists travel to destinations other than their place of residence and work and stay at least 24 hours for vacation or business purposes.

In the halal industry, the term Islamic tourism or halal tourism is a particular segment in the tourism industry defined as tourism activities that follow Islamic norms, including prohibitions against consuming certain ingredients such as pork or alcohol. Muslims' trips have various purposes, including recreation, medical treatment, pilgrimage to holy places, and business purposes. Islamic religious teachings encourage its adherents to travel to broaden their knowledge and admire the greatness of Allah SWT. In other words, Islamic tourism is a form of tourism firmly rooted in Islamic principles and involves Muslims who wish to preserve their religious practices while traveling (Suban et al., 2021). Abdullah et al. (2020) explain that Islamic tourism is not only limited to visits to mosques but also includes experiences that are closely related to nature, culture and creativity.

The development and demand for tourism, especially Islamic tourism, continue to increase. A growing Muslim population and growing incomes within that population are driving this high demand for tourism. As a result, Islamic tourism has developed in Muslim countries and non-Muslim countries (Suhartanto et al., 2020). The Organization of Islamic Cooperation (OIC) is the second largest organization after the United Nations (UN), with 57 member countries spread across four continents. The countries

that are members of the OIC are among the many tourist destinations for foreign tourists, especially in Islamic tourism. Tourism in OIC member countries is an essential economic sector identified as a priority area of cooperation in the OIC Plan of Action to Strengthen Economic and Commercial Cooperation among Member States (SESRIC, 2017). Likewise, Islamic tourism is a significant tourism component in OIC member countries, with 57 OIC member countries being the primary source of the global Islamic tourism industry market (SESRIC, 2020). This is because OIC member countries have high tourism potential due to their rich and diverse natural, geographical, historical and cultural heritage assets (SESRIC, 2016).

Based on this explanation, it is crucial to see the extent to which research developments are related to Tourism in OIC, and one method that can be used to view research developments is bibliometrics using VosViewer. The method can create and display maps of journal authors and research paths based on co-citation data or keyword maps based on shared incident data. Furthermore, several studies that are relevant to this research include Zamani-Farahani & Eid (2016), discussing tourism in general and pilgrimage in particular among Muslim countries. The study results reveal that tourism and pilgrimage have great potential in most Muslim countries. However, in general, it is constrained by several internal and external factors, which causes the industry's contribution to economic growth and the unity of Muslim nations to be relatively limited.

Nurrachmi (2017) examines the factors influencing Muslim tourists and how to promote tourism in OIC countries. The growth of Islamic tourism in Muslim countries must be an alternative source of income besides natural resources such as oil, gas and agricultural products. This research examines the factors that influence Muslim tourists in choosing Islamic tourist destinations and how to promote this industry efficiently among OIC members who do not explore their domestic resources. Push and pull factors influence Muslim tourists in determining the places they want to visit. Cooperation and coordination between OIC members can increase Islamic tourism for Muslim countries interested in attracting foreign tourists.

Yagmur et al. (2019) tested studies published in the international literature on Halal tourism between 1975 and 2019 regarding bibliometric characteristics and to reveal trends and trends of these publications within the framework of specific parameters. The growing competition between the developing halal market and countries in the halal market has increased the interest

of researchers in this field in recent years. The results of this study determine that studies in halal tourism have increased in recent years. It was concluded that this research was mainly conducted after 2011 and showed significant improvement in 2016. Most of the publications were in the form of study papers, the average number of citations in the field was 3.1, and the h-index number was seven.

Other relevant research includes [Arbabian et al. \(2013\)](#) explaining the relationship between international tourism and economic growth based on case studies in OIC countries; [Ozguzel's \(2020\)](#) evaluates and identifies barriers to tourism in Islamic countries; [Akhter et al. \(2022\)](#) bibliometric review of travel destination literature; [Ali Soofi et al. \(2018\)](#) describe the factors that influence tourism demand in certain OIC countries; [Bilim \(2017\)](#) describes the Islamic state's new move for tourism; and [Roknoddin Eftekhari et al. \(2009\)](#) explains the role of member countries of the Organization of the Islamic Conference (OIC) in global tourism.

So far, based on the several studies above, no research has explicitly addressed Tourism in OIC using bibliometric analysis. Therefore, this research is intended to fill in gaps or gaps in previous studies.

RESEARCH METHODOLOGY

This study uses various scientific journal publications related to the theme "Tourism in OIC" worldwide as data sources. Data was collected by searching for indexed journal publications in the Scopus database using the keyword "Tourism in OIC." 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 for filtering and processing data using the software. There are 655 published journal articles within the research theme "Tourism in OIC." 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 build maps, VOSviewer uses the abbreviation VOS which refers to Visualizing Similarity. In previous studies, the VOS mapping technique has been used to obtain bibliometric visualizations, which are then analyzed. Furthermore, VOSviewer can create and display journal author maps based on co-citation data or keyword maps based on shared incident data. Therefore, in this study, journal maps related to "Tourism in OIC" will be analyzed, including author maps and keywords which will then be analyzed for

research paths that can be carried out in the future through clusters on keyword mapping.

This study uses a descriptive qualitative approach with meta-analysis and descriptive statistical literature studies based on 655 journal publications that discuss the theme "Tourism in OIC." 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 called 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 study is a purposive non-probability sampling method, which aims to fulfill certain information by the desired research objectives.

RESULTS AND DISCUSSION

This study discusses "Tourism in OIC" using 655 journal article publications indexed in Scopus. Bibliometrics is a method used to measure and evaluate scientific performance by considering factors such as citations, patents, publications, and other more complex indicators. Bibliometric analyses were conducted to evaluate the activities of research, laboratories, and scientists and the performance of countries and scientific specialties. Several stages in the bibliometric analysis include identifying the research background, We are collecting the database and determining the leading indicators for the research.

This section will deepen the meta-analysis results by showing a visual mapping chart that describes 655 journals related to "Tourism in OIC." In this research, mapping is done by analyzing keywords and important or unique terms in journal articles. Mapping is a process for identifying elements of knowledge, configuration, dynamics, dependencies, and interactions among these elements. The network visualization results of 655 journals with the theme "Tourism in OIC" will be explained in more detail in the next section.

Bibliometric Author Mapping

Using bibliometric analysis using VOSviewer software, a mapping of authors who contribute to the field of "Tourism in OIC" is obtained. The resulting image provides a visual representation of the mapping; the more significant and brighter the dot marked in yellow, the greater the number of journal publications related to the theme "Tourism in OIC" published by the author.

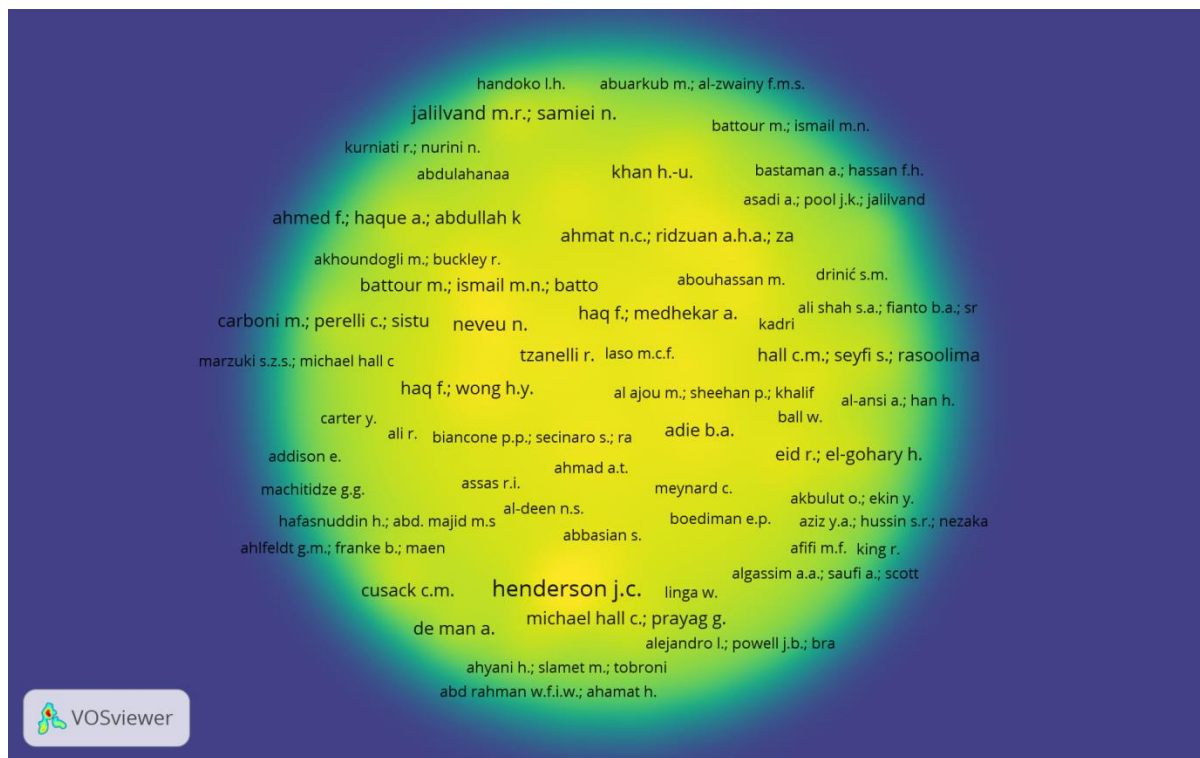


Figure 1: Author Mapping “Tourism In OIC”

The figure above explains that the cluster density in the bibliometric map depends on the intensity of the yellow color shown. Furthermore, the yellow color on the map depends on how many items are related to other items. For this reason, this section is significant for getting an overview of the general structure of bibliometric maps, which are considered essential for analysis. From this, the author who has published most of his work can be identified.

Every writer or researcher has a different tendency in every publication of his work. On some occasions, an author appears as a single author. However, on other occasions, the author may co-author with other authors or researchers, affecting the cluster density and some clusters showing different densities. However, authors with a relatively large cluster density identify that these authors publish the most research on

the theme " Tourism in OIC "when compared to authors whose cluster density is lower so that 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 Social " Tourism in OIC " included Henderson JC; Jalilvand MR; Samiei N; Ahmed F.; Haque A.; Abdullah K.; Razali SS; Michael Hall C.; Prayag G; and Cusack CM.

Research Map

The figure below describes the trend of keywords that appear in research on the theme " Tourism in OIC," the more extensive form is the word most used in journal publications with the theme " Tourism in OIC. "

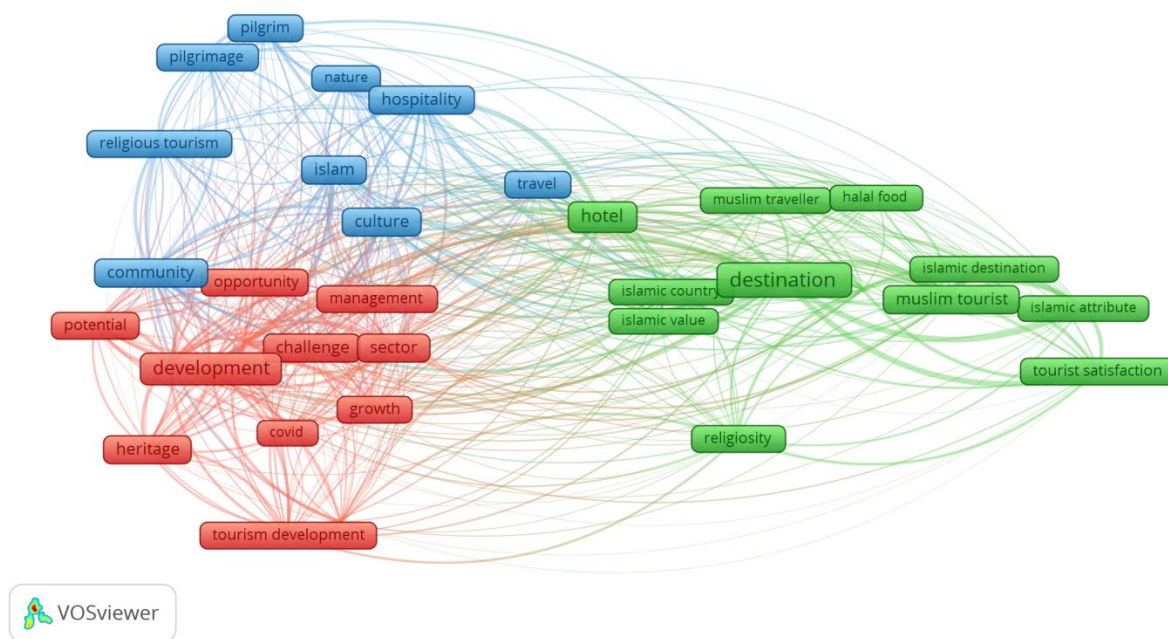


Figure 2: Trend Keywords “Tourism In OIC”

As for the mapping, the keywords that appear the most in the publication " *Tourism in OIC* " include

destination, development, Muslim tourist, and challenge, which are then divided into 4 clusters, as follows:

Table 1: Cluster “Tourism in OIC”

Clusters	Keyword
Cluster 1 (13 items)	Area, challenge, covid, development, economy, growth, heritage, management, opportunity, potential, resident, sector, tourism development
Cluster 2 (12 items)	Destination, halal food, hotel, islamic attribute, islamic country, islamic destination, islamic value, muslim tourist, muslim traveller, religiosity, satisfaction, tourist satisfaction
Kluster 3 (9 items)	Community, culture, hospitality, Islam, nature, pilgrim, pilgrimage, religious tourism, travel

Research maps that can be made based on the 3 keyword mapping clusters are:

Cluster 1 : Challenges in the Development of Tourism Amidst the Covid-19 in OIC

In the first cluster, the topics discussed were related to the challenges of developing tourism amid the Covid-19 pandemic in OIC countries. Research that deals specifically with this topic still needs to be done. However, several studies are relevant to this topic; Wong et al. (2021) discuss Islamic tourism in Malaysia during Covid-19. Malaysia, a member of the OIC, has all the characteristics that make it an ideal Islamic tourist destination. It satisfies the demands of Muslim tourists well with an abundance of Halal cuisine, prayer facilities

and Islamic attractions from various places and festivals. With advantages including an extensive and well-developed halal network, good infrastructure, consistent economic growth rate, government-backed business incentives and political and economic stability, Malaysia is an ideal Muslim-friendly destination that also appeals to non-Muslims. Unfortunately, an epidemic outbreak emerged in December 2019 from Wuhan City, Hubei Province, China, which significantly triggered the Covid-19 virus to impact the world, including Malaysia, and paralyzed the tourism sector. Based on the research results shows that the impact of Covid-19 can be monitored from two factors, firstly based on the statistical number of tourists entering Malaysia from

arrivals and expenses before and after Malaysia closed its borders and secondly, a decrease in the number of projected growth from the tourism sector affected by this pandemic.

This research is also supported by Hassan et al. (2022), which identifies the main economic challenges OIC countries face. As is well known, COVID-19 has become a black swan event pandemic that has disrupted economic activity worldwide. The challenges faced by OIC countries during the pandemic were challenges in adapting to the new normal in restarting economic activities, problems in formulating effective economic recovery plans, increasing poverty, unemployment and inequality in society, and disruption to global economic chains. To address these identified economic challenges. While the recommendations given to overcome these challenges are creating a fintech ecosystem for financial services and introducing the OKI electronic trading market, formulating strategies to implement shared welfare through the implementation of adequate Islamic social finance, adopting the Blue Ocean Strategy, promoting Islamic economic principles, and apply the circular economy concept.

Based on two studies relevant to the topic in the first cluster, the pandemic will significantly impact tourism development. The tourism-reliant economy has been hit hard by the pandemic. Of course, the crisis has caused a significant contraction in the tourism sector. Judging from the loss of jobs in the tourism sector, especially in MSMEs, it ultimately had an impact on international tourism, which experienced a massive decline due to widespread lockdowns and travel restrictions..

Cluster 2 : Halal Tourism and its Impact on Muslim Tourists' Satisfaction in OIC

The next topic discusses the satisfaction of Muslim tourists in halal tourism in OIC member countries. On this topic, research discussing related matters is still scarce. An example of research relevant to this topic is Suhartanto et al. (2021) examining the role of the quality of Virtual Reality (VR) systems and the quality of VR content in influencing satisfaction and loyalty to VR among Muslim tourists. The results of his research found that only the quality of VR content had a direct impact on tourist loyalty. However, tourist satisfaction is influenced by the quality of the VR system and content. This study highlights the critical role of VR system quality in enabling the delivery of high-quality content, provide satisfaction and generate loyalty among Muslim tourists.

Cluster 3: Community Engagement and Cultural Hospitality in OIC

Very little research has been conducted on this topic, especially those focusing on OIC member countries. Regarding the author's observation, research has yet to discuss this matter. These two things (Community Engagement and Cultural Hospitality) are essential factors in attracting foreign tourists. Community Engagement will promote and enhance trust as a critical element of long-term, ongoing engagement and effective governance, ultimately leading to more sustainable, locally appropriate, community-owned communications, programs, partnerships, and research (PennState, 2023). This will significantly impact the tourism sector. Likewise, Cultural Hospitality refers to collaboration among individuals or groups with the same interests or circumstances that affect their overall well-being. Connecting tourists with local communities creates opportunities for building relationships, which can be one of the more powerful ways to leave lasting impressions and positive memories (Haertel, 2023). So, it is important to do further research regarding the relationship, relevance and impact of Community Engagement and Cultural Hospitality for tourism development in OIC member countries.

CONCLUSION

This study aims to determine the extent to which the development of research on the theme "Tourism in OIC" in the world. The study results show that the number of research publications related to "Tourism in OIC" is 655 Scopus-indexed journal articles. Furthermore, based on the results of the bibliometric author mapping analysis shows that Henderson JC; Jalilvand MR; Samiei N; Ahmed F.; Haque A.; Abdullah K.; Razali SS; Michael Hall C.; Prayag G; and Cusack CM are the authors who publish the most with the theme "Tourism in OIC." Furthermore, developing research related to "Tourism in OIC" based on the bibliometric keyword mapping is divided into 3 clusters with the most used words being destination, development, Muslim tourist, and challenge. Based on the keywords that are often used, then it can be grouped into three research map clusters with topics that discuss Challenges in the Development of Tourism Amidst Covid-19 in OIC, Halal Tourism and its Impact on Muslim Tourists' Satisfaction in OIC and Community Engagement and Cultural Hospitality in OIC.

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