

A Note on Halal Sustainable Tourism

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This study aims to see the development of research on the topic "Halal Sustainable Tourism" and research plans that can be done based on journals published on the theme. This research uses a qualitative method with a bibliometric analysis approach. The data used is secondary data with the theme "Halal Sustainable Tourism" which comes from the Dimension database with a total of 174 journal articles. Then, the data is processed and analyzed using the VosViewer application with the aim of knowing the bibliometric map of "Halal Sustainable Tourism" research development in the world. The results of the study found that there were 4 clusters with the most used words being halal tourism, tourism, Indonesia, concept, tourist, destination, value, service, business, impact, intention, and community. Then, the topics of research lines related to Halal Sustainable Tourism are Sustainable Halal Tourism Development, Impact of Halal Tourism on the Environment, Technology in Halal Tourism Development, and Halal Tourism and Sustainable Development.

Keywords: Halal Sustainable Tourism; Research Map; Bibliometric; VosViewer

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INTRODUCTION

The World Tourism Organization defines tourism as people who "travel to and stay in places outside their usual environment for not more than one consecutive year for pleasure, business, and other purposes". Similarly explained by [Dilek & Dilek \(2018\)](#), tourism is the movement of people temporarily in the short term to destinations outside their daily residence and work, as well as their activities during their stay at these destinations. Meanwhile, in the Islamic context, [Suban et al \(2021\)](#) and [Abdullah et al \(2020\)](#) explain that halal tourism is a form of tourism that is firmly rooted in Islamic principles and involves Muslims who want 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.

Tourism plays an important role in socio-economic development in many countries if planned and managed properly ([SESRIC, 2020](#)). This is reinforced by a statement from [Anti \(2022\)](#) that halal tourism is experiencing rapid development, where Muslim tourists are projected to spend \$300 billion on tourism by 2026. [Muharis et al \(2023\)](#) also emphasized that the development of halal tourism can improve the economic landscape by attracting investment in the hospitality, food services, transportation, and entertainment sectors that comply with Islamic principles. Therefore, it is important to develop the tourism sector, as sustainable tourism becomes a key aspect of tourism development ([Streimikiene et al., 2021](#)). Halal tourism development refers to the strategic enhancement of tourism services and offerings that specifically cater to Muslim travelers, ensuring compliance with Islamic principles.

Furthermore, tourism development must also include sustainability. Sustainable tourism is an approach that seeks to minimize the negative impacts of tourism while maximizing its positive contributions to the local community, economy, and environment, with the aim of achieving a balance between these dimensions to ensure long-term viability. The concept encompasses a range of practices that not only protect natural resources but also improve the quality of life of local residents by creating jobs and preserving cultural heritage ([Coccossis, 1996](#)). Sustainable tourism emphasizes responsible management of tourism activities to reduce problems such as economic leakage and environmental degradation while encouraging community involvement in the decision-making process ([Liang et al., 2018](#)).

On the other hand, halal tourism can contribute significantly to several Sustainable Development Goals (SDGs), including good health and well-being, gender equality, decent work and economic growth, and responsible consumption and production ([Azam et al., 2019](#); [Setiawan et al., 2025](#)). The concept encourages responsible use of resources and promotes local culture while ensuring that tourism benefits the surrounding community ([Battour et al., 2021](#)). By encouraging a balance between economic, social, and environmental factors, halal sustainable tourism not only meets the demands of Muslim travelers, but also supports broader sustainability goals in the tourism sector ([Khutub & Ulfa, 2022](#); [Keliat & Sentanu, 2022](#)).

Sustainable halal tourism offers many benefits that positively impact local communities, economies and the environment. One significant advantage is its potential to drive economic growth while ensuring social inclusion and environmental sustainability. Research shows that halal tourism can contribute to achieving various Sustainable Development Goals (SDGs), particularly SDG 8 (Decent Work and Economic Growth) and SDG 12 (Responsible Consumption and Production) by creating jobs and promoting local businesses that adhere to halal principles ([Maskuroh et al., 2024](#)). In addition, halal tourism encourages cultural preservation by integrating local customs and practices into the tourism experience, fostering a sense of community pride and identity ([Setiawan et al., 2025](#)).

In addition, halal tourism emphasizes ethical consumption, in line with sustainable practices such as waste reduction and resource conservation, which are crucial for protecting fragile ecosystems ([Ajidin et al., 2024](#)). By catering to both Muslim and non-Muslim travelers, halal tourism promotes inclusivity and respect for diverse cultural values, enhancing the overall tourism experience while encouraging sustainable behavior among visitors ([Azam et al., 2019](#)). Ultimately, the integration of halal principles in tourism not only supports economic viability but also contributes to long-term environmental stewardship and social justice, making it a holistic approach to tourism development ([Herawati et al., 2023](#)).

Based on this background, it is important to see the extent of the current development of *Halal Sustainable Tourism* through research, and one method that can be used to see the development of research is bibliometrics using VosViewer. The method is able to create and display author journal maps and research paths based on co-citation data or keyword maps based on shared incident data. Some research that examines

related to *Halal Sustainable Tourism*, namely Ratnasari et al (2024) analyzed studies on halal tourism on Scopus from 2010 to 2021 and revealed trends, impacts, the most influential articles, and future research trends. His research revealed an increase in publications on halal tourism by 39.1% per year, and reached its peak in 2021. The most influential article is by Battour and Ismail (2016), which emphasizes Islamic principles in halal tourism. Mohamed Battour was the lead author, with Indonesia and Malaysia being the countries that covered the topic the most. Future research trends include halal traveler motivation, marketing strategies, mobile applications, and artificial intelligence in support of halal tourism.

Mas'ud & Syamsurrijal (2022) mapped several insights related to halal tourism with bibliometric analysis. The results of this study indicate a significant increase in the number of articles on halal tourism, especially in Islamic marketing journals. In addition, the main outputs obtained through this bibliometric research related to halal tourism reveal who the most popular authors are, the most cited articles, the countries with the most publications, as well as the most studied research domains. Yagmur et al (2020) reviewed research published in the international literature on halal tourism between 1975 and 2019 with bibliometric analysis. The findings of this study state that research in the field of halal tourism has increased in recent years. It was concluded that halal tourism research was mostly conducted after 2011 and showed a large increase in 2016, the majority of publications were in the form of study-papers and the average number of citations in the field was 3.1, and the h-index number was seven.

Fauzi & Battour (2024) provided a comprehensive and systematic review of the structure of halal tourism using bibliometric analysis. Interest in halal tourism is increasing due to the high demand for tourism products that comply with Sharia law. Furthermore, the large Muslim population has increased the demand for halal tourism products and destination factors in this particular tourism segment. Current and emerging trends show three themes namely the basics of halal tourism, communication through word-of-mouth in halal tourism and Muslim traveler satisfaction and loyalty. At the same time, the shared word analysis presents four themes that are mainly related to the challenges of halal tourism i.e. traveler satisfaction, service quality and Muslim traveler attraction.

Chantarungsri et al (2024) conducted a bibliometric analysis of Halal tourism research from 2013 to 2023. Key findings revealed an exponential

growth in publications, highlighting influential works such as those written by Battour M. in *Tourism Management Perspectives*. Analysis of 67 highly cited authors identified four main schools of thought: Islamic principles, customer satisfaction, risk management, and the Muslim traveler experience. Keyword analysis identified dominant themes such as Halal certification and food, indicating emerging opportunities in heritage tourism and technology integration. The study identifies key research gaps, advocating investigation into the intersection of heritage tourism with Halal tourism, the impact of Halal certification, and the role of technology in enhancing the travel experience.

Other studies include Kawuryan et al (2022) analyzing 861 articles published until February 2021 in the Scopus database on the sustainability of Indonesia's tourism development; Herawati et al (2023) exploring the potential of halal tourism levies; Sulong et al (2024) building a sustainable halal tourism composite performance index for the global halal tourism industry; Battour et al (2021) examining sustainable halal tourism; Menghayati et al (2021) examining community-based tourism and sustainable tourism; and Keliat & Sentanu (2022) discussing the opportunities and challenges of sustainable halal tourism in the post-pandemic era

This research was conducted to complement existing research and fill the gaps in previous research and to expand the literature related to *Halal Sustainable Tourism* through research paths. Specifically, the purpose of this research is to see the development of "*Halal Sustainable Tourism*" research published by journals with this theme and see future research opportunities by formulating a research agenda.

METHOD

In this research, various scientific journal publications related to the theme "*Halal Sustainable Tourism*" around the world are used as data sources. Data is collected by searching for Dimension database indexed journal publications using the keyword "*Halal Sustainable Tourism*". After that, scientific articles or 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 the criteria in the screening process and data processing using software. There are 174 journal articles published from within the research theme "*Halal Sustainable Tourism*". The development of publication trends related to the research topic was analyzed using VOSviewer software, which can generate bibliometric maps and allow for more detailed analysis.

In order to build the map, 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 is able to create and display author journal maps based on co-citation data or keyword maps based on co-incidence data. Therefore, this research will analyze journal maps related to "*Halal Sustainable Tourism*", including author maps, and keywords which are then analyzed for research paths that can be carried out in the future through clusters on *keyword mapping*.

This research uses a descriptive qualitative approach with meta-analysis and descriptive statistical literature study based on 174 journal publications that discuss the theme "*Halal Sustainable 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 a constructive

method, where 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 purposive non-probability sampling method, which aims to fulfill certain information in accordance with the desired research objectives. Studies with bibliometric analysis in research on other topics, for example, can be seen in [Napitupulu, et al., \(2024\)](#); [Abu-Husin et al., \(2025\)](#), [Rusydiana et al., \(2021\)](#), [Sukmana et al., \(2023\)](#), and also [Maulida & Rusydiana \(2023\)](#).

RESULT AND DISCUSSION

Research Map

The figure below describes the trend of keywords that appear in research on the theme "*Halal Sustainable Tourism*" and the larger shape is the most used word in journal publications with the theme "*Halal Sustainable Tourism*".

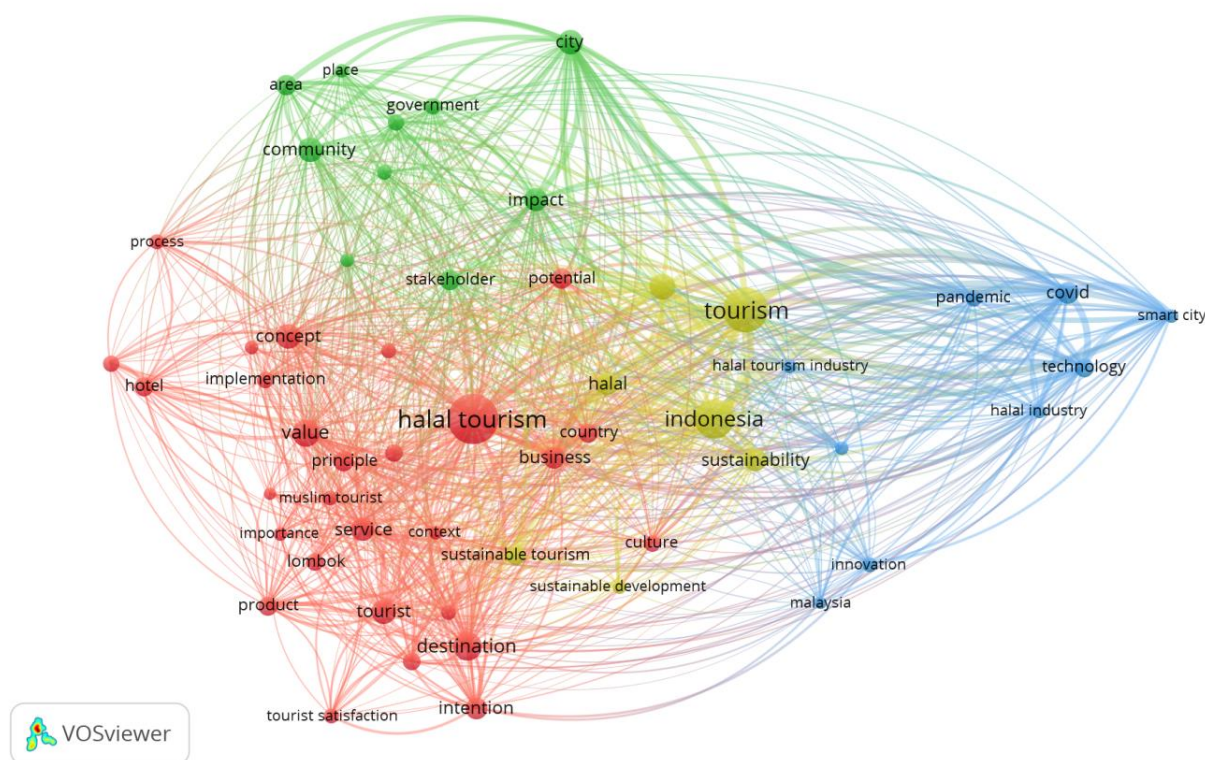


Figure 1. Research Cluster

As for the mapping, the keywords that appear most in the publication "*Halal Sustainable Tourism*" include halal tourism, tourism, Indonesia, concept, tourist, destination, value, service, business, impact, intention, and community, which are then divided into 4 clusters, as follows:

Cluster 1: Sustainable Halal Tourism Development

This cluster has 28 keyword items, namely addition, business, concept, context, country, culture, destination, halal tourism, halal tourism development, hotel, implementation, importance, intention, lombok, Muslim tourist, need, person, potential, principle, process, product, service, sharia, sustainable halal

tourism, tourist, tourist satisfaction, understanding, value. A number of relevant studies include [Aimon & Zulvianti \(2023\)](#) examining the antecedents of Electronic Word of Mouth (eWoM) for the context of halal tourism, including psychological safety, sustainable tourism development, halal-friendly destination performance, and tourist satisfaction. This study concluded that psychological safety and halal-friendly destination performance significantly affect traveler satisfaction. However, sustainable tourism development does not significantly affect traveler satisfaction. In addition, psychological safety, sustainable tourism development, halal-friendly destination performance, and tourist satisfaction also influence Electronic Word of Mouth (eWoM). Tourist satisfaction does not mediate the effect of psychological safety, sustainable tourism development, and halal-friendly destination performance on electronic Word of Mouth (eWoM).

[Indratno et al \(2022\)](#) identified the potential for sustainability and inclusiveness in the development of halal tourism in Alamendah Village. The research findings indicate that although the village has made progress in these areas, better regulatory and administrative support is needed to fully achieve sustainable and inclusive halal tourism. [Zarkasyi et al \(2022\)](#) described the development of a halal tourism strategy in Ponorogo Regency, Indonesia, using a stakeholder approach, which highlighted the need for increased awareness and understanding of halal tourism among various parties. This research emphasizes the role of government, tourism businesses, academics, tourists, and media in promoting and implementing the concept of halal tourism to increase the growth of the sector and attract local and international tourists.

[Sulong et al \(2024\)](#) developed the Sustainable Halal Tourism Composite Performance Index (SHTCPI) to assess the sustainability of the global halal tourism industry from 2010 to 2020 across 116 countries. The findings show that halal tourism is still evolving, with many Muslim-majority countries lagging behind the best-performing countries, and the SHTCPI aims to assist policymakers in creating strategic policies for sustainable development in this sector. [Danarta \(2024\)](#) examines the development of halal tourism in Indonesia, emphasizing the synergy between religion and sustainable tourism. The study highlights how religious principles can guide halal practices and how integrating sustainable tourism can increase economic opportunities and improve tourism services, thus positioning Indonesia as a leading halal tourism destination. The findings of this study indicate the need

for supportive policies and collaboration among stakeholders to promote sustainable halal tourism practices.

[Peristiwo \(2021\)](#) highlights the important role of transportation in supporting sustainable halal tourism in Indonesia, which is experiencing promising growth. This research reviews literature on transportation impacts, planning challenges, and issues related to safety, mobility, and service accessibility in the context of halal tourism. [Setiawan et al \(2025\)](#) identified key factors that shape sustainable halal tourism by integrating sustainability and religious morality, which contribute to the development of Sustainable Cities and Communities. This study concludes that religious morality, economic, environmental, and social aspects significantly influence sustainable halal tourism, which advocates a balanced approach that is in line with moral values and the UN Sustainable Development Goals.

[Santoso & Wahid \(2023\)](#) examined the development of halal tourism in Indonesia, highlighting its potential and existing challenges that hinder maximum benefits and welfare for the community. The study emphasizes the need for an integrative and responsive tourism policy that involves all stakeholders and is in line with sustainable development, and advocates a regulatory approach based on rule utilitarianism to create an inclusive and contextually relevant halal tourism policy. [Maftukhatusolikhah et al \(2024\)](#) describe the development of sustainable halal tourism in Perlang Village, Indonesia, by highlighting the need for effective strategies that address environmental sustainability alongside post-Covid-19 tourism growth. This research uses qualitative methods to show that the development model of Sustainable and Responsible Halal Tourism in Perlang fulfills halal principles and contributes to sustainable development goals, benefiting the local community and future generations.

[Hidayat \(2024\)](#) analyzed the influence of halal tourism attributes on visit behavior, tourist satisfaction, repeat visit intention, and loyalty of Muslim tourists in destinations with a majority non-Muslim population, such as Bali. This study found that halal tourism attributes (halal food and beverages, Muslim-friendly facilities, social environment, services, and supportive staff) have a significant effect on visitation behavior. Furthermore, visitation behavior has an impact on tourist satisfaction and repeat visitation intention, which in turn increases tourist loyalty. This study highlights that destinations with non-Muslim populations can attract Muslim tourists and build their loyalty. [Ajidin et al \(2024\)](#) investigated sustainable halal tourism practices

in Rubiah Island, Indonesia, focusing on the integration of Acehese culture and Islamic Sharia principles. The research highlights key practices such as halal-certified activities and environmental responsibility, emphasizing the island's commitment to preserving its natural beauty and cultural heritage while providing a halal-friendly experience for visitors.

Cluster 2: Impact of Halal Tourism on the Environment

This cluster has 10 keyword items, namely area, city, community, environment, government, impact, local community, place, region, stakeholder. There are still quite a few studies on this topic. A number of relevant studies include [Zulvianti et al \(2022\)](#) explaining the effect of environmental and non-environmental factors on tourist satisfaction in halal tourist destinations in West Sumatra. The results showed that environmental factors (perceived environmental values) and non-environmental factors (halal-friendly destination performance, sustainable tourism development, and halal destination image) affect tourist satisfaction. Furthermore, sustainable tourism development mediates the effect of perceived environmental value on tourist satisfaction. However, sustainable tourism development does not mediate the effect of halal-friendly destination performance on tourist satisfaction. Meanwhile, halal destination image does not moderate the effect of sustainable tourism development on satisfaction.

[Tabash et al \(2023\)](#) analyzed the impact of religious tourism on the quality of Saudi Arabia's natural environment. The study proved that religious tourism has a direct impact on the environmental degradation of the Kingdom of Saudi Arabia (KSA). The incessant visitation of pilgrims accelerates various economic operations and activities, e.g. assimilation and digestion of industrial products, which of course hinders environmental quality. In addition, the analysis shows negative impacts on financial development, foreign investment and renewable energy consumption, while positive impacts of fossil fuel assimilation and economic expansion on CO2 secretion.

[Amalia et al \(2024\)](#) built a sustainable strategy model for the halal tourism industry from the perspective of tourists, namely tourists' experience and their enjoyment of the visit, using innovation and environmental concerns as determinants. The study found that innovation and environmental stewardship are significant determinants of tourists' experience in tourist destinations, with innovation having a higher influence. Furthermore, tourist satisfaction is strongly

influenced by attractiveness and halal products and services. Thus, this analysis implies that destination innovation and tourists' concern for the environment are important variables for the sustainable development of halal tourism.

[Syukria \(2017\)](#) analyzed the factors that shape students' environmental care character in the context of halal tourism in East Lombok Regency. The results showed that the main factors shaping students' environmental care character are ulama/teachers as role models who instill Islamic values and environmental awareness, parents as the initial environment that shapes children's character, teachers who instill positive characters through extracurricular activities, governments that play a role in socializing halal tourism without changing the existing social order, and communities that maintain cleanliness and environmental sustainability as an example for other regions. This research emphasizes the importance of synergy between religion, family, education, government, and society in shaping the character of environmental care in halal tourism.

[Anggraeni et al \(2023\)](#) examined the impact of green economy, sustainable halal environment, and digital tourism on community income in tourist villages in West Java and Lampung. The results showed that these factors positively affected community income, while digital tourism also increased the impact of the other two elements. This research shows that innovative sustainable tourism business models can increase income while protecting the environment and promoting social inclusion.

Cluster 3: Technology in Halal Tourism Development

This cluster has 9 keyword items, namely covid, halal industry, halal tourism industry, innovation, malaysia, pandemic, smart city, technology, tourism industry. A number of relevant studies include [Suhendar & Sholihah \(2024\)](#) analyzing the opportunities and challenges of developing halal tourism in the Society 5.0 era, which places technology as a tool to empower humans and solve social problems. This study found that technology in Society 5.0 provides opportunities for halal tourism through increased access to information, personalization of the tourist experience, operational efficiency, and halal tourism product innovation. However, major challenges are still faced, such as standardization, infrastructure quality, human resources, global competition, and cybersecurity risks. Therefore, collaborative strategies between the government and the

private sector, utilization of technology for efficiency and security, improving the quality of human resources, and intensive promotion in domestic and international markets are needed so that halal tourism in Indonesia can develop optimally, strengthen the economy, and meet global market demand.

[Hidayat \(2023\)](#) discusses halal tourism development strategies in Indonesia with a smart tourism approach, which integrates digital technology, local community involvement, and infrastructure strengthening. This research identifies that the utilization of smart technology can improve the efficiency, tourist experience, and competitiveness of the halal tourism sector globally. In addition to opening up significant economic opportunities, this approach also supports cultural preservation and makes halal tourism more inclusive and competitive in the international market. [Mukherjee et al \(2022\)](#) explored the utilization of digital technology in the halal tourism industry and the challenges faced in its implementation. The study identified that technologies such as cyber-physical systems, internet of things, cloud computing, big data, artificial intelligence, and advanced robotics play a role in enhancing halal tourism. However, the main challenges include security risks for Muslim tourists, difficulties for technology providers in updating facilities, the need for standardization of halal terms, and barriers in regional marketing.

[Aysan & Sharif \(2025\)](#) examined the potential influence of Nonfungible Tokens (NFTs) and Metaverse on the halal tourism industry, with particular emphasis on halal brands and hotel booking platforms. The study uncovered several opportunities provided by NFTs and Metaverse for the halal tourism industry, such as improved authentication and traceability of halal products and customized immersive experiences for Muslim travelers. However, the study also identified challenges including compliance with Islamic principles, data privacy, cybersecurity, and fair access to technology. [Berakon et al \(2023\)](#) investigated the factors that influence the intention to use halal travel apps among Muslim travelers, focusing on the role of trust, halal knowledge and religiosity. The study found that trust mediates the relationship between perceived ease of use and perceived usefulness, while halal knowledge has a positive impact on intention, and religiosity does not significantly affect it. This paper extends the technology acceptance model by integrating these constructs, particularly in the context of halal tourism.

[Akim et al \(2023\)](#) explain the effect of technological digitization on the development of halal

tourism in Southeast Asia. The results of this study indicate that the existence of digital information media in tourism has a positive impact on the development of halal tourism in Southeast Asia. With the existence of digital technology platforms, it can promote tourist destinations to everyone easily and at low cost. However, the impact of digitalization media also has a negative influence, namely misuse of applications and misinformation that have an impact on the development of halal tourism through digital technology.

[Azam et al \(2024\)](#) explored the role of digital innovation in enhancing the Muslim traveler experience in the halal tourism sector. The study identified how technologies such as digital platforms, halal food delivery apps, augmented reality (AR), as well as online forums assist Muslim travelers in accessibility, cultural engagement, and experience sharing. This study highlights the importance of technology in supporting the needs of halal travelers and provides insights for stakeholders to develop strategies that are in line with digital trends. [Battour et al \(2023\)](#) present a theoretical explanation of the relationship between artificial intelligence (AI)-supported technology and Muslim-friendly travel experiences (MFTX) using customer experience (CX) theory, reference group theory, and travel consumption system theory. This research has conceptualized the CX theory for Muslim tourists who meet their religious needs in Halal-friendly tourism by suggesting a new construct called MFTX. This research also offers a theoretical model for using AI-supported technology to enhance MFTX.

Cluster 4: Halal Tourism and Sustainable Development

This cluster has 7 keyword items namely halal, indonesia, management, sustainability, sustainable development, sustainable tourism, tourism. Relevant research includes [Ilmi & Ambariyanto \(2024\)](#) examining the role of halal tourism in achieving the Sustainable Development Goals (SDGs) and identifying factors that influence its growth in Indonesia. The research findings show that halal tourism can alleviate poverty, ensure food security, and improve infrastructure, but faces challenges such as the lack of a regulatory framework, while community and business support is essential for its development.

[Azam et al \(2019\)](#) discussed the linkages between halal tourism and sustainability, as well as its contribution to several Sustainable Development Goals (SDGs). Halal tourism, which refers to the principle of halal-thayyiban (lawful and good), not only attracts

Muslim tourists but also has the potential to be accepted by non-Muslim tourists. This study defines the concept of halal in acronym form and formulates a definition of halal tourism that includes sharia law, target market, tourist destination, and products and services. In addition, this study highlights how halal tourism contributes to economic, social and environmental sustainability, and opens up further research opportunities in the halal industry sector and sustainable development.

Qomaro (2019) highlighted the role of pesantren in the development of halal tourism in Indonesia as part of the Pentahelix system. Pesantren contribute to the identification of halal destinations, increasing public awareness about halal food, travel services, and sharia-compliant payment methods. In addition, pesantren also play a role in Islamic business ethics education and training for halal tourism industry players. The results show that the holistic involvement of pesantren can support the internationalization of Indonesia's halal tourism and support the achievement of SDGs, especially in creating jobs, supporting local culture, and strengthening national halal products.

Khusairi et al (2023) discussed how community-based halal tourism can be a sustainable economic development strategy, highlighting the untapped tourism potential in Kerinci Regency. By optimizing the social, economic, and environmental pillars, this study shows that effective management of halal tourism destinations can create jobs and benefits for the community, ultimately contributing to a sustainable economy. Yoshinta et al (2024) explored the integration of human resource (HR) development into the halal tourism industry in Indonesia, highlighting strategies to enhance sustainable competitive advantage through HR initiatives. The findings reveal significant barriers to development, such as institutional readiness and regulatory gaps, and emphasize the need for continuous innovation and investment in human resources to position Indonesia as a global leader in halal tourism.

Nurcahyo et al (2024) examined the application of Maqasid Syariah management in the Hajj and Umrah industry in Central Java and its contribution to the achievement of SDGs. This research explores how Maqasid Syariah principles-such as fulfillment of basic needs, environmental protection, and community empowerment-can be applied to support the sustainability of this industry. The results show that the integration of Maqasid Sharia in management can improve the competitiveness and sustainability of the Hajj and Umrah industry. Marlina et al (2025) analyzed

Indonesia's strategy in creating halal tourism for sustainable development goals. This study concluded that inadequate infrastructure, inadequate legislation, and lack of knowledge and training for human resources continue to hinder the growth of halal tourism in Indonesia. Instead, the suggested measures entail improving the quality of human resources, strengthening laws, and increasing the promotion and advertising of halal tourism sites.

CONCLUSION

This study aims to determine the extent of the development of research on the theme of "*Halal Sustainable Tourism*" in the world. The results of the study show that the number of research publications related to "*Halal Sustainable Tourism*" there are 174 journal articles indexed by Dimension. Furthermore, in the development of research related to "*Halal Sustainable Tourism*" based on bibliometric keyword mapping, the most widely used keywords are halal tourism, tourism, Indonesia, concept, tourist, destination, value, service, business, impact, intention, and community. Based on frequently used keywords, it is then grouped into 4 research map clusters with topics that discuss *Sustainable Halal Tourism Development*, *Impact of Halal Tourism on the Environment*, *Technology in Halal Tourism Development*, and *Halal Tourism and Sustainable Development*.

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