

# Halal Travel Research Development

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According to the State of the Global Islamic Economic report by Thomson Reuters in collaboration with Dinar Standard, the global Muslim market destination was valued at \$140 billion in 2013, representing 11.5% of global spending. The same report also shows that the segment was worth \$238 billion in 2019 and represented 13% of global spending. The Muslim consumer market has been recognized as another important segment for cross-sectoral businesses. The increasing interest has made researchers begin to focus their research on halal tourism. The increasing population and purchasing power of Muslims around the world, as well as the new era of modernization reinforce the trend of increasing halal lifestyle in tourism. Sharia values will be more practiced as a way of life by seeing this condition the global market must respond to the needs, preferences, and unique market orientations as well as economic values and trade. One of the halal lifestyle trends in Indonesia currently consists of the tourism sector, namely Halal Travel. This study aims to determine the development map and trends of Halal Travel. The data analyzed were more than 67 Scopus indexed research publications. The export data is then processed and analyzed using the VOSviewer application program to find out the bibliometric map of the development of Halal Travel. The results of the study show that the number of publications on the development of the role of Halal Travel research continues to increase.

**Keywords : Halal Travel; Bibliometric; Scopus**

## OPEN ACCESS

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Received: 7 October 2021  
Accepted: 14 November 2021  
Published: 31 December 2021

Citation:  
(2021) Halal Travel Research  
Development.  
Halal Tourism Pilgrimage. 1.1.

## INTRODUCTION

The halal industry has become a viable market for products and services worldwide (Mahdzar et al., 2021). Halal Travel which is always associated with halal tourism whose involvement is never separated from the halal industry which is currently experiencing very rapid development among tourists who are aware of halal from or within Islamic countries. The definition of the halal industry itself is not only related to the food sector, but also to the non-food sector, such as pharmaceuticals, cosmetics, logistics, banking and tourism (Devi & Firmansyah, 2019). Due to the steady increase in Muslim population worldwide, attracting and retaining international Muslim customers is critical to the success of any tourist destination (Han et al., 2019). Quoted from Mannaa (2020) that the total world population is projected to grow by 35% in the coming decades, the entire Muslim population is expected to grow by 73% from 1.6 billion in 2010 to 2.8 billion in 2050. In 2010, Muslims make up 23.2% of the world.

Quoted from KNEKS, tourism today has become the mainstay of the national economy, this can be seen from the growth of the tourism sector since 2015 s.d. 2018 reached 67%, which was marked by the growth in the number of foreign tourists who came since 2014 which amounted to 9.7 million until in 2018 to 16.5 million. The movement of the tourism sector can also be seen from the ranking of the competitiveness position of Indonesian tourism destinations in the Travel and Tourism Competitiveness Index by the World Economic Forum which continues to increase from 78th rank in 2014 to 40th rank in 2018.

Since it was launched by the government in 2014, the competitiveness of Indonesia's halal tourism has continued to increase. Based on the 2019 Global Muslim Tourism Index (GMTI) ranking, Indonesian halal tourism has reached the world's best ranking. The Ministry of Tourism takes advantage of this opportunity to improve the position of the halal tourism industry in Indonesia to become the main destination for global halal tourism. Indonesia has enormous potential in the development of halal tourism which is spread in various regions. In 2019 the Ministry of Tourism noted that there were 13 provinces that were ready to become halal tourist destinations, namely Aceh, Banten, West Sumatra, Riau, Lampung, DKI Jakarta, West Java, DI Yogyakarta, East Java, South Sulawesi, Central Java, Nusa Tenggara. West and Bali. (KNEKS)

Quoted from the BBC, the Head of Bappenas, Bambang Brodjonegoro, said, in the context of Indonesia, the halal sector can make and make many contributions to national economic growth, considering that the number of Muslim population in Indonesia is the highest in the world. Unfortunately, the population is still a consumer. In fact, Indonesia can have more roles as the largest producer and exporter of world halal products and services.

In the halal travel sector itself, Muslim tourists need halal services and products not only in accommodation places but in all places commonly visited by Muslim tourists such as airports, shopping centers, and restaurants (Mannaa, 2020). According to research written by Han, Al-Ansi, Koseoglu, et al. (2019) in his paper entitled 'Halal tourism: travel motivators and customer retention' said that easy access for Muslim travelers (eg accessibility to Muslim prayer rooms/places, familiarity with Islamic culture or religion, convenient mosque location), facilities/ Halal tourist attractions (e.g. shopping facilities, quality of tourism infrastructure e.g. airports, trains, transportation, roads), technology, availability/accessibility to visit prime locations of TV dramas and films, sightseeing opportunities, cultural events/festivals, halal-friendly service providers, Halal friendly tourism environment and local residents, and the availability of halal food service operations can be important dimensions of travel motivation (Han et al., 2019).

Therefore, halal travel is based on current practice and can be explored more deeply to see the innovative business opportunities available in the halal destination industry that can be utilized by halal entrepreneurs (Battour et al., 2021). This research is related to Halal Travel from 2011-2021 which has experienced rapid development and is interesting to explore. This means that research on Halal Travel in the literature has been more than 10 years. Therefore, it is necessary to discuss the development of this research. The purpose of this research is to find out the map of research development related to Halal Travel in the tourism sector by using bibliometric mapping. The things described in the mapping are related to authors, institutions, countries and keywords related to Halal Travel.

## LITERATURE REVIEW

The term Halal Tourism is often equated with Halal Travel. Halal itself is identified as everything that

is allowed or halal according to sharia or Islamic values. In short, halal is an Islamic way to regulate the Muslim way of life which involves Muslim behavior, speech, clothing, manners, and eating patterns (Devi & Firmansyah, 2019). In the context of tourism, Duman (2012, p. 722) describes halal tourism as a tourist activity by Muslims originating from Islamic motivation and realized according to Sharia principles (Said et al., 2020). Quoted from the Kemenparekraf/Baparekraf Halal Tourism Implementation Guide, halal tourism refers to additional amenities, attractions, and accessibility services that are intended and provided to meet the experiences, needs, and desires of Muslim tourists. This definition means that the development and offering of all aspects of halal tourism must be guided by Islamic teachings. In other words, adherence to religious rules and regulations while traveling needs to be adhered to by Muslims and facilitated by service providers (Said et al., 2020).

In a paper written by Said et al. (2020) entitled 'Exploring halal tourism in Muslim-minority countries: Muslim travelers' needs and concerns' defines halal tourism in two perspectives. From the point of view of Muslim tourists (consumers), halal tourism refers to involvement in objects and activities that adhere to Islamic teachings or facilitate the religious practices of Muslims. Meanwhile, from the perspective of service providers, halal tourism is the provision of services that meet the needs of Muslim tourists.

Halal travel which has penetrated into the halal industry has now become a new paradigm or even a lifestyle. Halal travel has become a viable market for products and services worldwide. Quoted from Mahdzar et al. (2021) in their paper entitled 'Non-Muslim travelers influence in choosing halal food' said that halal tourism has been defined as offering tour packages and destinations specifically designed to meet Muslim concerns and meet Muslim needs. Important components of halal tourism include halal restaurants, halal delivery, halal food shops, halal transportation, sharia banking, sharia tour packages, and halal spas. In addition, the hotel at the destination does not serve alcohol and has separate swimming pools and spa facilities for men and women.

In short, tourism can be the main factor that contributes to the national economy (Suidetal., 2017). This is in direct proportion to the State of the Global Islamic Economic report, produced by Thomson Reuters in collaboration with Dinar Standard, the \$140

billion global Muslim travel market in 2013, representing 11.5% of global spending. The same report also shows that the segment was worth \$238 billion in 2019 and represented 13% of global spending. The Muslim consumer market has been recognized as another important segment for cross-sectoral businesses. This increasing interest has made researchers begin to focus their research on halal tourism. In a study written by Aji et al. (2021) with the title 'The determinants of Muslim travelers' intention to visit non-Islamic countries: a halal tourism implication' said the halal concept in tourism is a very important sector where as much as 7% of international capital investment is carried out in this sector and is predicted to become a largest industry in the world.

Therefore, many countries, both OIC and non-OIC countries, are very serious in developing tourism strategies to attract foreign visitors, especially visitors who are dominated by Muslims. In a study written by Mannaa (2020) with a paper entitled 'Halal food in the tourist destination and its importance for Muslim travelers', it shows that several other non-Organization of Islamic Cooperation (OIC) countries such as Japan, France, and the United Kingdom have recognized the importance of this tantalizing travel segment. Japan, for example, has begun to promote Islamic-oriented (halal) tour packages to attract Muslim tourists. In November 2014, Japan organized 'The Halal Expo' to raise awareness among Japanese hotels regarding providing practices and services required by Muslim tourists. In addition, Japan has facilitated visa requirements for tourists coming from Malaysia and Indonesia to promote Japan as a halal-friendly tourist destination. Many non-Islamic countries understand that halal tourism is not Islamic tourism. They understand that it is only a strategy to cater to the needs of Muslim visitors, not a strategy to undermine local religious values or traditions. They are aware of the strong potential of the Muslim market, which does not escape business sense (Aji et al., 2021).

Quoted from Kemenparekraf (2021) that in the global arena, halal tourism is a promising market. This can be seen from the 2019 Mastercard Crescentrating Global Travel Market Index (GMTI) report, which predicts there will be 230 million Muslim tourists globally in 2026. This is an increase from 2018 which was only around 140 million. In line with this prediction, the Global Islamic Economy Report states, the velocity of money from world halal tourism is predicted to

increase, from US\$177 billion (2017) to US\$274 billion in 2023.

Halal travel and tourism is currently the most promising sector in many countries, including Indonesia. As we know, Indonesia is a popular country, where we can find many alternative tourism destinations in every destination (Devi & Firmansyah, 2019). This is in accordance with the research by Haris & Nashirudin (2019) in their paper entitled 'Lombok as An Indonesian Halal Travel Destination' which discusses Lombok as a halal tourist destination in Indonesia which is experiencing rapid development in accepting tourists, both domestic and foreign. Not only that, data from the Central Statistics Agency (BPS) through the bps.go.id website shows tourists to Lombok increased by 50% in 2017 compared to the previous year. That is, the branding of halal tourism echoed by the NTB Regional Government has received a positive response from tourists.

One more big provision for Indonesia in developing halal tourism, namely the majority of the population of Indonesia is Muslim. In fact, it is listed as the country with the largest Muslim population in the world. The Indonesian Muslim population will later become a skilled halal tourism driver in developing destinations (Kemenparakraf, 2021). From a marketing perspective, this provision has great potential and has an impact on the future of other halal industries such as halal food, halal hotels, halal transportation, and so on. Therefore, halal tourism is based on current practices and can be explored more deeply by looking at the innovative business opportunities available in the halal destination industry that can be utilized by halal entrepreneurs (Battour et al., 2021).

## METHODOLOGY

This study uses data in the form of study journals and other study publications within the last 10 years that have been published with the theme of Halal Travel using metadata sourced from the Scopus database

Co-authorship analysis is a form of analysis based on the interrelationships between items determined based on the number of documents co-written by the authors. One type of co-authorship is the authors' unit of analysis. In this analysis, the software will process the entire literature to find a description of the cluster of authors who have published their studies with the theme "Halal Travel".

(www.scopus.com). Data collection was carried out by taking the keywords Halal Travel with the categories of article titles, abstracts, keywords from the period 2011-2021. From the search results, there were 67 articles published. The methodology used in this study is a qualitative study with a descriptive statistical method approach, a literature study of 67 publications related to Halal Travel and analyzed using Microsoft Excel 2010. Meanwhile, trends in the development of Halal Travel publications were analyzed using VOSviewer software.

VOSviewer was developed to build and view bibliometric maps and is freely available to the bibliometric studies community (see www.vosviewer.com). VOSviewer can create author maps or journal maps based on co-authorship data and co-occurrence keywords, i.e. build author and keyword maps based on shared incident data. This program offers the reader that the map allows bibliometrics to be examined in detail.

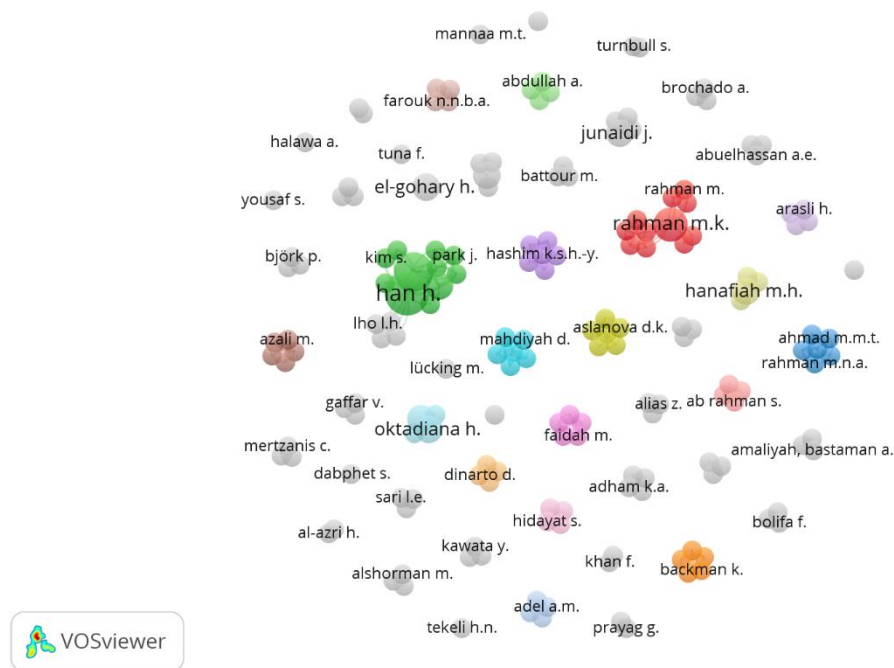
VOSviewer uses the VOS mapping technique (Van Eck and Waltman 2007a), where VOS stands for visualization similarity. Previous studies in which the VOS mapping technique was used refer to Van Eck and Waltman (2007b) and Van Eck et al. (in press). VOSviewer can display maps that have been constructed using appropriate mapping techniques.

Therefore, this program can display maps created using VOS mapping techniques and display maps built using multidimensional scaling techniques. VOSviewer runs on many hardware and operating system platforms and can be started directly from the internet (Rusydziana Aam Slamet, 2019).

## RESULT AND DISCUSSION

### Author Analysis

In using the VOSViewer software, we found a bibliometric mapping of the authors as shown in the following figure.

**Figure 1:** Co-Authorship Authors

The results of software processing will display the author's name in a colored circle according to the type of co-author, or better known as network visualization. Authors who are related to each other are marked with the same color and there is a line between each other. The names appearing in the cluster indicate that they collaborated with each other in their studies. The size of the circle also indicates the number of papers the authors have written. The bigger the circle, the more papers the author has written.

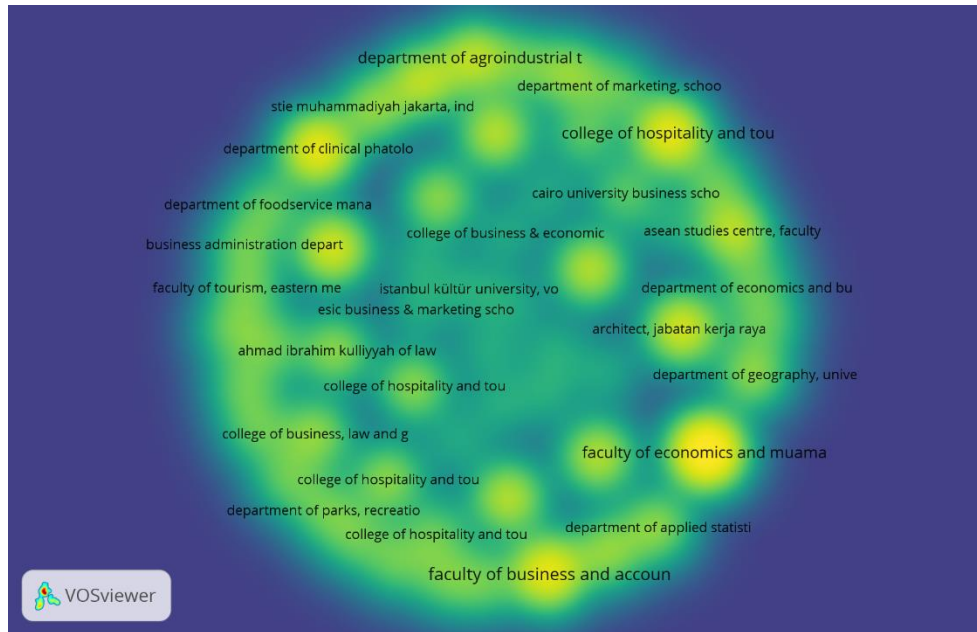
Based on the picture above, the results show that the resulting cluster if the literature is grouped by author's name in a study with the theme of Halal Travel. The picture also shows the involvement of 179 authors by collaborating in writing a journal with the theme of Halal Travel which is grouped into 53 clusters of interrelated authors, which are marked with the same color and there are fine lines between one another. Among them there are clusters of red, blue, orange, green, purple, brown, and so on. Meanwhile, the authors listed in the gray circle indicate that the authors conducted the study collaboratively but in relation to not as many as the light-colored clusters and in this color there were also authors who did not have co-authors. Based on the results displayed, the red and green clusters are the largest clusters with 11 authors with the following details:

The red cluster consists of 11 authors, namely: Hoque M., Ismail M., Jalil M., Moghavvemi S., Muhammad M, Musa G., Rahman M., Rahman MK, Rana M., Thirumoorthhi T., Zailani S. The green cluster consists of 11 authors, namely: Al-Ansi A., Han H., Kim H., Kim S., Kim W., King B., Koseoglu M., Lin P., Olya H., Park J., Yu J.

If the map network visualization is enlarged, it will be seen that the author Han H. has a high productivity and has 18 total link strengths with 5 published papers related to the Halal Travel theme. One of the papers written by Han et al. (2019) with a paper entitled 'Halal tourism: travel motivators and customer retention'. The study discusses the motivational factors for halal-friendly tourism and its role in the retention process of Muslim customers in Korea. The results of the study show that halal-friendly tourism is significantly related to return on investment and customer satisfaction, and this relationship contributes to increasing customer retention.

### Organizations Analysis

VOSViewer software can display a bibliometric map of the author's organization with the theme of Halal Travel. The bibliometric mapping of the origin of the organization can be seen in the image below.

**Figure 2:** Co-Authorship Organization

Organizations that are larger in shape and lighter in color indicate that many authors come from this organization and produce journals with themes related to Halal Travel. Organizations that have larger shapes and lighter colors indicate that many authors come from these organizations and produce journals with the theme of Halal Travel. Co-authorship by organization is the unit of analysis in the type of co-authorship analysis determined by the number of documents co-authored by the authors. From the results of this bibliometric, it provides an overview of the most popular author affiliation institutions in the literature with the theme of Halal Travel.

In the picture of the co-authorship organization, the results used are generally in the form of density visualization. That is, each item of the institution's name is depicted in a yellow halo without showing the relationship between items. The brighter the light, the higher the density and the greater the number of papers produced by authors affiliated with the institution.

Figure 2 also shows the collaboration that exists between organizations in publishing journals with the theme of Halal Travel. Of the 144 existing organizations, College of Business Administration University of Sharjah (UAE), Faculty of Business and Social Development of University Malaysia Terengganu (Malaysia), Faculty of Commerce of Menoufia University (Egypt), Faculty of Commerce of Tanta University (Egypt), Faculty of Commerce of Kafrelsheikh University (Egypt), Faculty of Economics

and Management of University Kebangsaan Malaysia (Malaysia), Faculty of Economics and Muamalat University Sains Islam Malaysia (Malaysia), School Business and Economics of University Putra Malaysia (Malaysia) are the 8 organizations that collaborate the most. Each organization is interconnected with one another, so that it is in one cluster, namely the red cluster, although it cannot be seen directly in the bibliometric visualization description above.

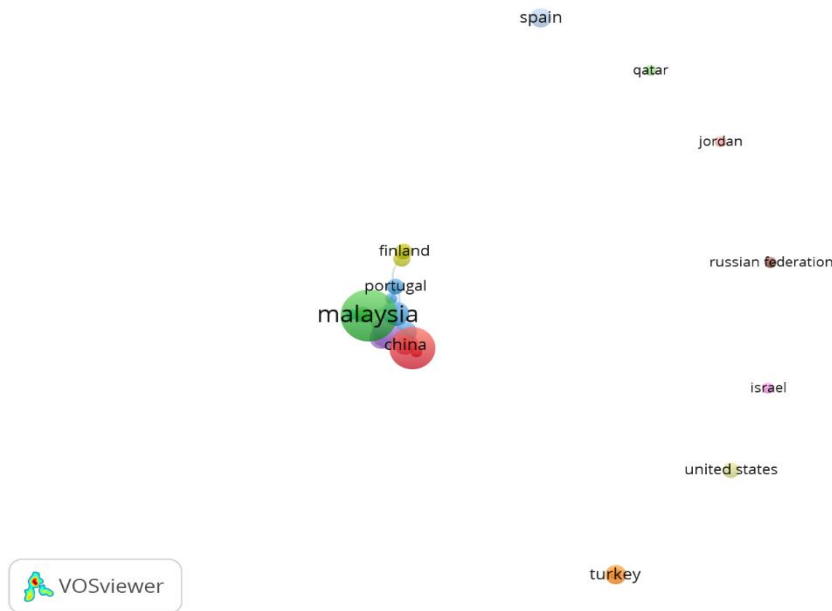
One of the papers written by 8 organizations that collaborate with each other in writing papers is [Battour et al. \(2021\)](#) with a paper entitled 'Halal tourism: exploring innovative marketing opportunities for entrepreneurs'. The study discusses halal tourism based on current practices and explores the innovative business opportunities available in the halal travel industry that halal entrepreneurs can take advantage of. The results of the study found that the relationship between halal tourism and halal entrepreneurship as well as the need to explore halal tourism and the existence of new prospects for halal entrepreneurs that allow them to start new businesses in the halal tourism industry.

This shows that studies on Halal Travel are published by authors from various institutions in different countries, so it can be concluded that the Halal Travel theme is quite popular among researchers and experts in various parts of the world.

### Countries Analysis

Next is Co-Authorship based on country, which shows the relationship that is built by countries in the publication of a paper with the theme of Halal Travel.

**Figure 3:** Co-Authorship Countries



In this type of co-authorship analysis, another unit of analysis that can be generated is co-authorship countries which show the names of the most popular countries in the publication of papers with the theme of Halal Travel. The most popular countries can be calculated either based on the number of authors who come from that country or based on the number of papers conducting studies in that country, meaning that it is calculated from the number of countries that are the object of study.

In this study, the countries listed and emerging from the software process results are based on the number of authors originating from that country. Based on the co-authorship countries above, the results displayed are network visualizations in the form of a circle with each item having a relationship and colored according to its cluster division.

From 32 countries, with the 13 largest clusters of interconnected item sets. This means that these countries collaborate with each other in publishing papers. Based on the description of table 1-3 from the bibliometric mapping above, the most popular and dominating country in the study with the theme of Halal

Travel seen from the number of documents and its total link strength is Malaysia which is in the middle position among 32 countries. These results show that writers from Malaysia collaborate a lot in making Halal Travel-themed papers with authors from 13 listed countries, namely Bangladesh, Brunei Darussalam, Thailand, Canada, Japan, UAE, Oman, Egypt, United Kingdom, South Korea, Indonesia, Croatia and Portugal. It can also be concluded that South Korea and United Kingdom are non-Muslim countries that participated in writing a paper with the theme 'Halal Travel'. This means that Halal Travel has opportunities in the world of tourism.

Among the studies published by co-authors from Malaysia is the paper by [Azali et al. \(2021\)](#) with the title 'Why Not travel to Malaysia? Variations In Inbound Tourists' Perceptions Toward Halalfriendly Destination Attributes'. This study discusses the effect of halal-friendly destination attributes on the behavioral intentions of inbound tourists in the Malaysian context by comparatively analyzing to find out the similarities and differences between Chinese and Indonesian Muslim tourists. The results of this study indicate that Muslim tourists from different countries are not all the



destinations for global Muslim tourists and increases the number of visits.

## FINDINGS

This study found that the theme of Halal Travel has been widely discussed in various published papers. Halal tourism is a tourist activity by Muslims that originates from Islamic motivation and is realized according to Sharia principles (Said et al., 2020). Globally, the number of Muslim tourists continues to increase. According to MasterCard Crescent Rating, a research firm that measures Muslim-friendly travel, the number of Muslim tourists has increased by around 30% since 2016. Indonesia's efforts to improve the performance of the top ten Muslim-friendly tourist sites have made the country the best Muslim-friendly tourist destination in the world. In 2019, the Global Muslim Travel Index (GMTI) will set a new benchmark. This achievement is intended to invite tourists from various parts of the world to visit Indonesia.

With Halal Travel growing, it can also be used as a booster and trigger for regional economic development considering the location of destinations, tourist facilities, and cultural roots as the basic capital of tourism in Indonesia. Halal travel, which has also penetrated the halal industry, has now become a new paradigm or even a lifestyle. Halal travel has become a viable market for products and services worldwide. Many non-Islamic countries understand that halal tourism is not Islamic tourism. They understand that it is only a strategy to cater to the needs of Muslim visitors, not a strategy to undermine local religious values or traditions. They are aware of the strong potential of the Muslim market, which does not escape business sense. that several other non-Organization of Islamic Cooperation (OIC) countries such as Japan, France and the United Kingdom have recognized the importance of this lucrative travel segment (Mannaa, 2020).

With the population of Indonesia, which is predominantly Muslim, it is an opportunity in itself to play a role in Halal Travel. It is hoped that the Indonesian Muslim population will become a skilled halal tourism driver in developing destinations (Kemenparakraf, 2021). Meanwhile, from a marketing perspective, this provision has great potential and has an impact on the future of the halal industry and becomes an innovative business opportunity available in the halal destination industry that can be utilized by halal entrepreneurs (Battour et al., 2021).

## CONCLUSION

This study examines the extent to which the theme of Halal Travel has developed in the scientific literature. The results show that there have been a number of paper publications with the theme of Halal Travel in the last 10 years starting from 2011 to 2021, namely with 66 studies equipped with a Scopus indexed Digital-Object-Identifier (DOI).

The results of this bibliometric research show that the map of research development in the field of Halal Travel is divided into co-authorship and co-occurrence types, with the most popular authors being in the red and green clusters, each of which consists of 11 authors with the red cluster consisting of Abidin I, Hashim H. , Hashim J, Mohammad S, Shamsudin A, Wan Yusof, Yusof A., Yusof AM, Zainuddin N. And the green cluster consists of Aledinat I, Alwi E, Aseh K, El-Ebiary Y, Jusoh J, Pathmanathan P, Rose A, Saany S, Tarshany Y and the authors with the green cluster consisting of Al-Ansi A., Han H., Kim H., Kim S., Kim W., King B., Koseoglu M., Lin P., Olya H. , Park J., Yu J. Then the most popular institution in publishing papers with the theme of Halal Travel is the Faculty of Economics and Muamalat, University Sains Islam Malaysia with a total of 2 documents, 7 citations, and 7 link strengths. The most popular and dominating country in research with the theme of Halal Travel seen from the number of documents and its total link strength is Malaysia which is in the middle position among 32 countries. While in co-occurrence, popular keywords are obtained from the results of the analysis unit of all keywords, author's keywords to index keywords.

The findings of this study are Halal Travel has been widely discussed in various published papers. Halal travel is present as a tourist activity by Muslims originating from Islamic motivation and realized according to sharia principles. The increase that occurs in halal travel is in line with the number of Muslim tourists continuing to increase. Indonesia as a country with a Muslim majority has its own opportunity to play a role in Halal Travel. Meanwhile, from a marketing perspective, this provision has great potential and has an impact on the future of the halal industry and becomes an innovative business opportunity available in the halal destination industry that can be utilized by halal entrepreneurs.

It should be noted that the purpose of this research is to present an overview of research trends in the Halal Travel theme, but the limitation is only in the

last 10 years. Although research has been carried out using specific bibliometric indicators so that readers can get a general representation of the most significant data, the results presented are still dynamic and may change over time.

Of course there are still many parts that can be explored. It should also be noted that the number of articles studied was obtained from the limited Scopus database from 2011 to 2021, so it is still possible to continue to experience changes and developments in the future. Suggestions for further research is to conduct a complete bibliometric analysis with more study elements or more diverse software to produce more comprehensive results.

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