

A Qualitative Review On Halal Tourism: NVivo Approach

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According to the Global Muslim Travel Index report, the market share of Muslim travelers is increasing. It is expected to increase to USD 220 billion by 2020 and is expected to increase by USD 80 billion to USD 300 billion by 2026. The Muslim consumer market has been recognized as another important segment for cross-sectoral businesses. With this increasing interest, researchers are starting to focus on halal tourism. This study aims to identify and map research related to the development of halal tourism in the world of research for the last 14 years, from 2009 to 2022. The method used is a qualitative analysis of secondary data in the form of metadata from 287 Scopus-indexed publications, then processed using NVivo software. 12 Plus. The results of the study show that the number of publications on the development of halal tourism continues to increase. From the results of the exploration and visualization review of the halal tourism pattern, it was found that there are 4 research lines related to this topic including satisfaction with halal tourism, the role of government policies in halal tourism, innovative business opportunities for the halal tourism industry, the Muslim tourism market sector and players in the halal tourism sector. In addition, this study found that the halal tourism management system was still poorly organized. Therefore, the contribution of this research is very important for tourism operators, managers, and marketers of tourism destinations who have direct and indirect leadership in improving the halal tourism management system.

Keywords: Halal Tourism; Qualitative Analysis; NVivo 12 Plus

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INTRODUCTION

Background

The halal industry has become a viable market for products and services worldwide (Mahdzar et al., 2021). Among the halal industrial sectors, halal tourism or better known as halal tourism has its involvement that 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 the non-food sector, such as pharmaceuticals, cosmetics, logistics, banking, and tourism (Devi & Firmansyah, 2019).

Furthermore, the data show a steady increase in the Muslim population worldwide, hence retaining international Muslim customers is critical to the success of any tourist destination (Han et al., 2019). Quoted by Mannaa (2020) that the total world population is projected to grow by 35% in the coming decades, and the entire Muslim population is expected to grow by 73% from 1.6 billion in 2010 to 2.8 billion in 2050.

Seeing these opportunities, the tourism sector has now 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 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 in 2014 to 40th in 2018 (Directorate of Sharia Ecosystem Infrastructure, 2020).

Since it was launched by the government in 2014, the competitiveness of halal tourism in Indonesia is currently increasing. 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. In this case, Indonesia has enormous potential in the development of halal tourism which is spread in various regions. In 2019 the Ministry of Tourism noted that 13 provinces 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 (Wuryandani et al., 2020).

In the halal tourism 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). In addition, easy access for Muslim travelers (e.g. accessibility to Muslim prayer rooms/places, familiarity with Islamic culture or religion, convenient mosque locations), halal tourist facilities/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 movies, sightseeing opportunities, cultural events/festivals, halal-friendly service providers, friendly tourist environment halal and residents, and the availability of halal food service operations can be an important travel motivation dimension (Han et al., 2019). Therefore, halal tourism 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).

Research Objectives

Based on this background, this study aims to identify and map research related to the development of halal tourism research. Research related to halal tourism itself has been done quite a lot to date. However, this study tries to summarize the new results and collect research studies related to halal tourism from various literature that has been published by Scopus in indexed journals. Finally, this study tries to contribute to various Islamic economic studies on halal tourism by analyzing publications on the topic. The analyzed data consisted of 287 journals published in the last 14 years (2009-2022). The data is processed and analyzed using the NVivo 12 Plus software application for coding automatically with a qualitative approach.

Furthermore, this paper is structured as follows. First, this paper presents the background and objectives of the research, the second part reviews the related literature, and the third part describes the methodology. The fourth section presents and reports the results. The fifth section is the closing which contains a summary of the main discussions and recommendations.

LITERATURE REVIEW

The term sharia tourism is now better known as halal tourism. 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 that 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).

Halal tourism, which has now penetrated the halal industry, has now become a new paradigm or even a lifestyle. Halal tourism has become a viable market for products and services worldwide. Mahzar et al. (2021) say 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. 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. The 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 the largest industry in the world. Therefore, many countries, both OIC and non-OIC countries are very serious about developing tourism strategies to attract foreign visitors, especially visitors who are dominated by Muslims.

A study written by Mannaa (2020) in a paper entitled 'Halal food in the tourist destination and its

importance for Muslim travelers', 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 their 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 circulation 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 research by Haris & Nashirudin (2019) which discusses Lombok as a halal tourist destination in Indonesia that is experiencing rapid development in accepting tourists, both domestic and foreign. Not only that, data from the Central Statistics Agency (BPS) via 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.

Another big provision for Indonesia in developing halal tourism, namely the population of Indonesia is majority Muslim. 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 practice 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).

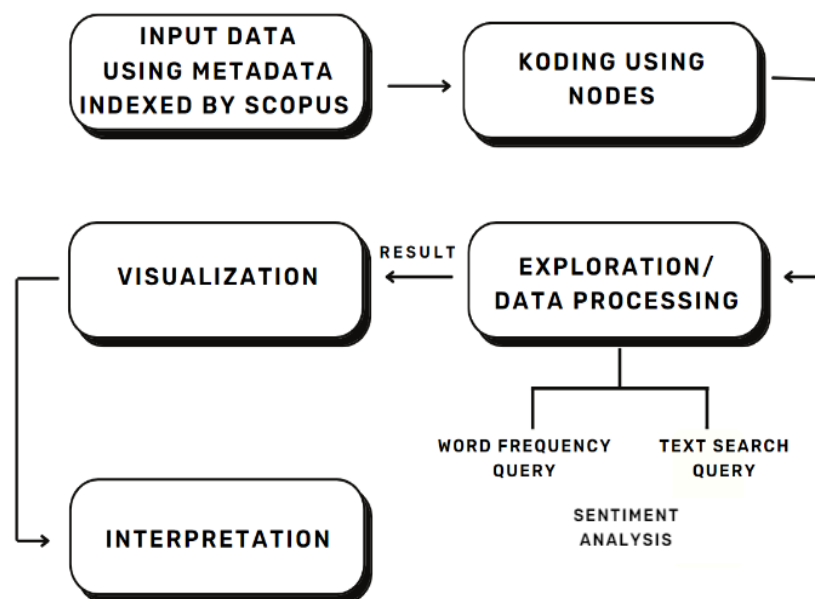
RESEARCH METHODOLOGY

This study uses Scopus metadata to analyze data from research publications on "halal tourism" and other scientific articles published between 2009-2022. The results obtained are 287 selected articles obtained based on the keywords used, namely "halal tourism" from the Scopus database with various multidisciplinary topics that discuss halal tourism. This analysis of 287 papers on halal tourism combines qualitative methods with descriptive statistics. According to Yusuf (2017: 328), qualitative deepening is a research technique that focuses on extracting meaning, characteristics, symptoms, understanding, concepts, symbols, and descriptions of a phenomenon by using many methodologies and narrative styles. Qualitative methods are searching, collecting, evaluating, and interpreting extensive visual and narrative data to gain deeper knowledge about an event or topic of interest. Descriptive research is qualitative; learn techniques for collecting, compiling, and summarizing research data in the statistical discipline. Data should be frequently and sufficiently summarized for evaluation in tables, graphs, and other graphical displays. In addition, other advantages of qualitative methods are richness in data collection, valid coding, and reliable interpretation (Moretti et al., 2011).

Next, the authors build a study framework as shown in Figure 1, which describes the methodology used to conduct a qualitative study using the NVivo 12 Plus software. NVivo, one of the most popular qualitative data management programs today has its roots in NUD*IST. Software developers have described

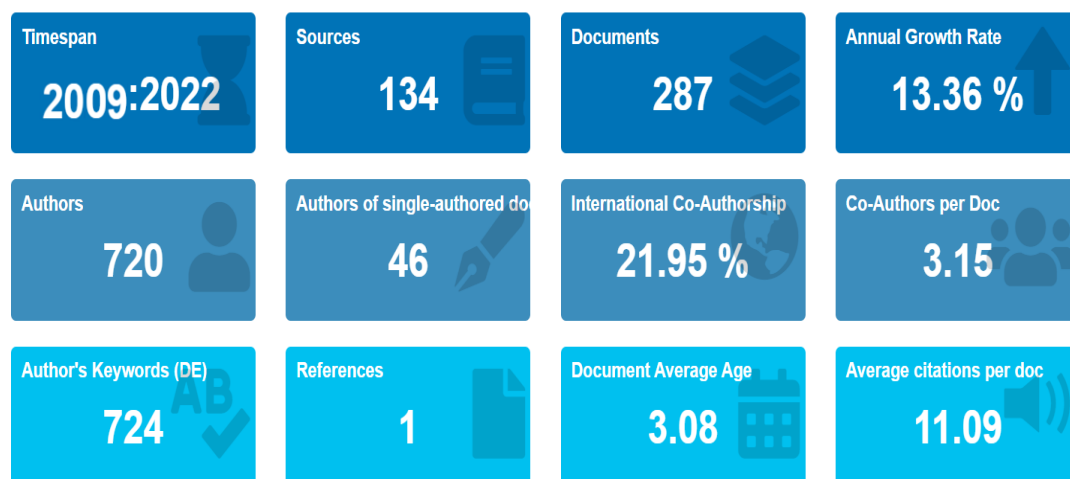
it as an improved and expanded version of NUD*IST3. NVivo has features such as character-based encoding, rich text analysis capabilities, and multimedia functions that are essential for qualitative data management. Apart from that, NVivo also has a built-in facility that allows people from different geographic spaces to work on the same data file at the same time over the network. One of NVivo's strengths lies in its high compatibility with research designs. This software is not methodologically specific and works well with various qualitative research designs and data analysis methods such as discourse analysis, grounded theory, conversational analysis, ethnography, literature review, phenomenology, and mixed methods (Zamawe, 2015). Apart from that, another advantage of using NVivo 12 Plus is that it can collect, organize, analyze and visualize unstructured or semi-structured data by importing data in various file formats, organizing demographic data, source code, capturing ideas, running queries, and visualizing project items.

Finally, data in the form of metadata is processed with Microsoft Excel 2019 and then analyzed using NVivo 12 Plus software to automatically utilize and separate data in files with sentences, paragraphs, or unique text strings through code. The NVivo 12 Plus software performs coding and classification automatically so that this research can create an organized file structure (Huang et al., 2020). The following process is performed by importing metadata using NVivo 12 Plus. Then, using a word frequency query tool to perform text analysis on the list of terms or concepts that most often appear about halal tourism, which can reveal themes through automatic coding. Apart from that, Word Cloud and TreeMap are also used to understand the collected data better. In addition, the graphical depiction of the sentiment derived from the encoded sentiment is automatically displayed with objective results. In short, by automating the text analysis process, this research will show the results of research trends in terms of words, texts, and sentiments related to the discussion of halal tourism.

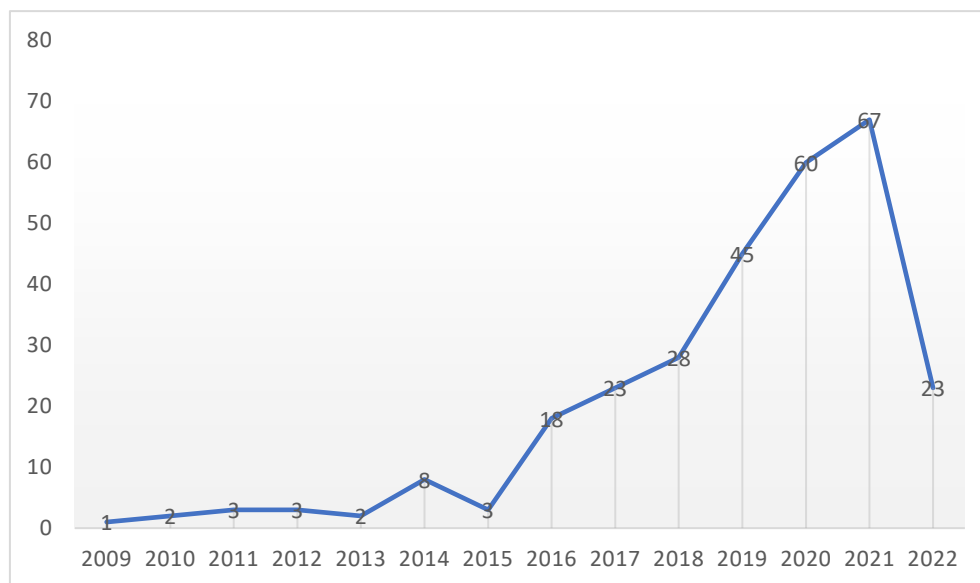
Figure 1: Qualitative Approach Using NVIVO 12 Plus

RESULT AND DISCUSSION

Initial Search Results

Figure 2: Main Information

Source: Processed with Biblioshiny from the Scopus database database

Figure 3: Number of Publications per Year

Based on the initial search results obtained after running a search query on Scopus, information and general descriptions are obtained regarding research articles with the keyword "halal tourism". From these results, there are 287 documents with an observation period of 14 years, namely 2009-2022 with the number of publications ranging from 1 to 67 with the most published publications being in 2021 with 67 articles. While the publication for 2022 does not cover the whole.

The research articles are categorized into five groups; articles (216), book (1), book chapter (29),

conference paper (18), conference review (2), editorial (2), letter (1), and review (18). Most of the research works have been published in articles, namely 75.3%, followed by book chapters at 10.1%.

Furthermore, from the author's point of view, 720 authors write related to halal tourism with 46 authors of single-authored docs. Meanwhile, from the side of authors' collaboration, there are 49 single-authored docs and co-authors per doc, namely 3.15 and international roles. co-authorship of 21.95%. Finally, from the document contents, there are 337 keywords plus (ID), and 724 author's keywords.

Word Frequency Query

Wordcloud

Figure 4: Halal Tourism Wordcloud

The analysis through the word frequency tool aims to find research problems with the highest repetition in terms of the material being sought. Frequently used words and terms in the text are shown in Figure 2 based on automatic coding. The word size in the word frequency results shows a higher frequency of occurrence than the others.

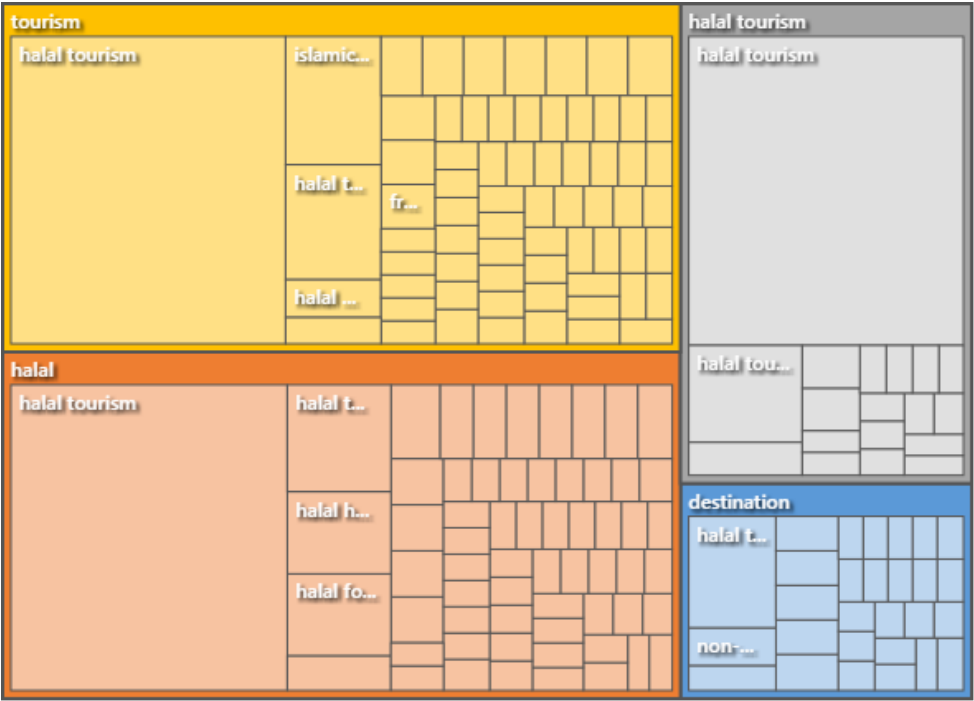
Based on the results of word frequency from 287 Scopus-indexed publications with the theme of halal tourism obtained from mapping and percentages

calculated automatically by NVivo 12 Plus Wizard. The words with the highest frequency in research published after the word tourism are "destination" with a percentage of 1.56%, followed by "food" at 1.09%, and followed by the third highest word, "hotel" at 0.78%. . In addition, the automatic coding results also show several other interesting terms such as industry, marketing, services, medical, brand, challenges, business, opportunities, service, support, potential, certification, culinary, restaurants, ecotourism, environment, accommodation, and others.

Hierarchy Chart

Figure 5: Hierarchy Chart "Title"

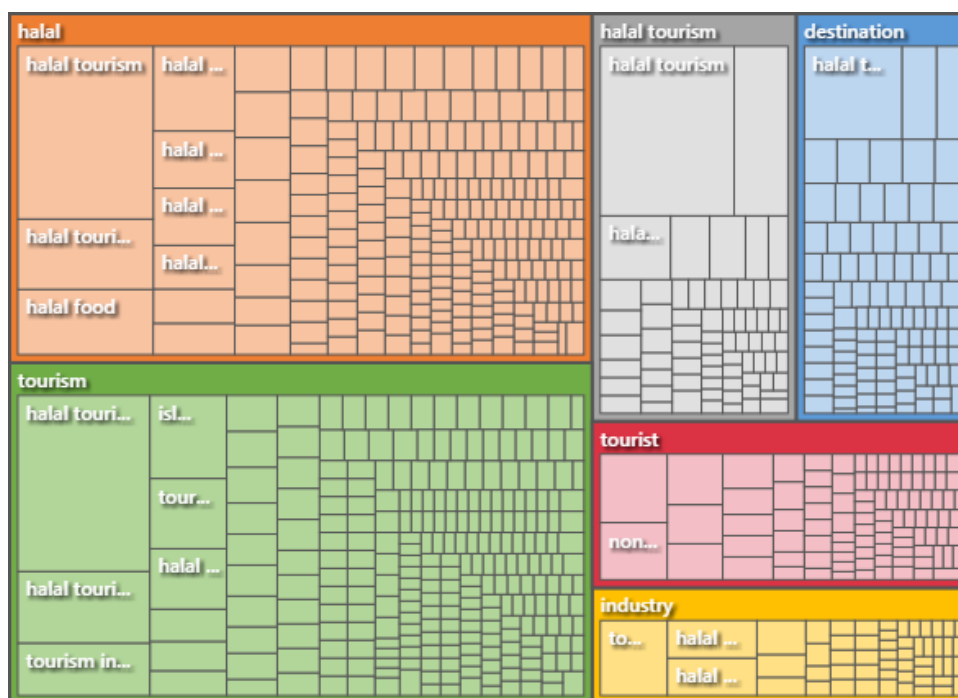




Based on the coding, it automatically generates a hierarchy chart in the title, which brings up several relevant themes that often appear, including tourism,

halal, halal tourism, and destinations. Among the charts, the word "tourism" has a larger square size than the others.

Figure 5. Hierarchy Chart "Abstract"

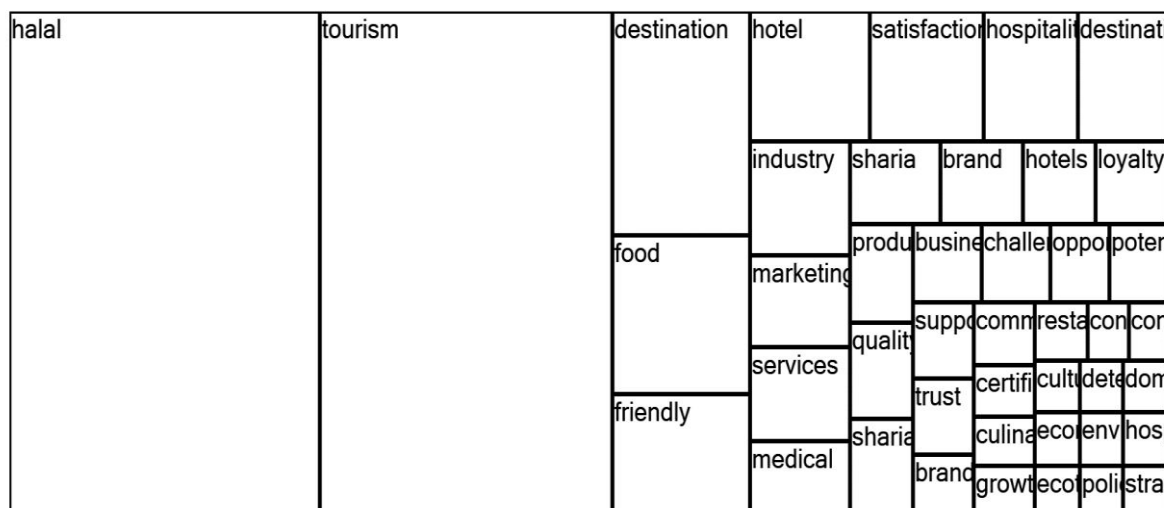


Based on coding, automatically generates a hierarchy chart based on author keywords. Figure 4 presents relevant themes that often appear including

halal, tourism, halal tourism, destinations, tourist, and industry. The word "halal" has a larger square size than the others.

Treemap

Figure 6: Treemap of Essential Concerns and Focus on Halal Tourism Themes



The next tool that is presented from the Word Frequency analysis is a treemap. A treemap is a diagram that shows data in a hierarchical order, as a collection of nested rectangles with different dimensions, sizes, and shapes. Size shows the amount by frequency and percentage. The treemap is scaled to fit the space offered. The size of the rectangles must be considered

with each other, resulting in a larger display area in the upper left of the chart, compared to a smaller rectangular display in the lower right (Help NVivo, 2020). From the analysis of Word frequency in the form of a treemap resulting from this analysis, it has shown two different aspects, namely:

a) Concerns are the main concerns in grouping related general topics. Among those related to this topic is halal tourism.

b) Focus, this section discusses the focus of discussion in halal tourism research. The focus discussed was related to destination (Mursid & Anoraga, 2022), food (Nuraini & Sucipto 2021), certification (Katuk, 2021),

hotel (Qurtubi et al., 2021), satisfaction (Mas'ud et al., 2022), hospitality (Pamukcu, 2021), industry (El-Gohary, 2020), marketing (Battour et al., 2021), services (Abas et al., 2017), hotels (Shnyrkova & Predvoditeleva, 2022), products (Surya et al., 2018), quality (Sumaryadi et al., 2021), business (Junaidi et al., 2019), challenges, opportunities, and strategies (Rasul, 2019).

Cluster Analysis

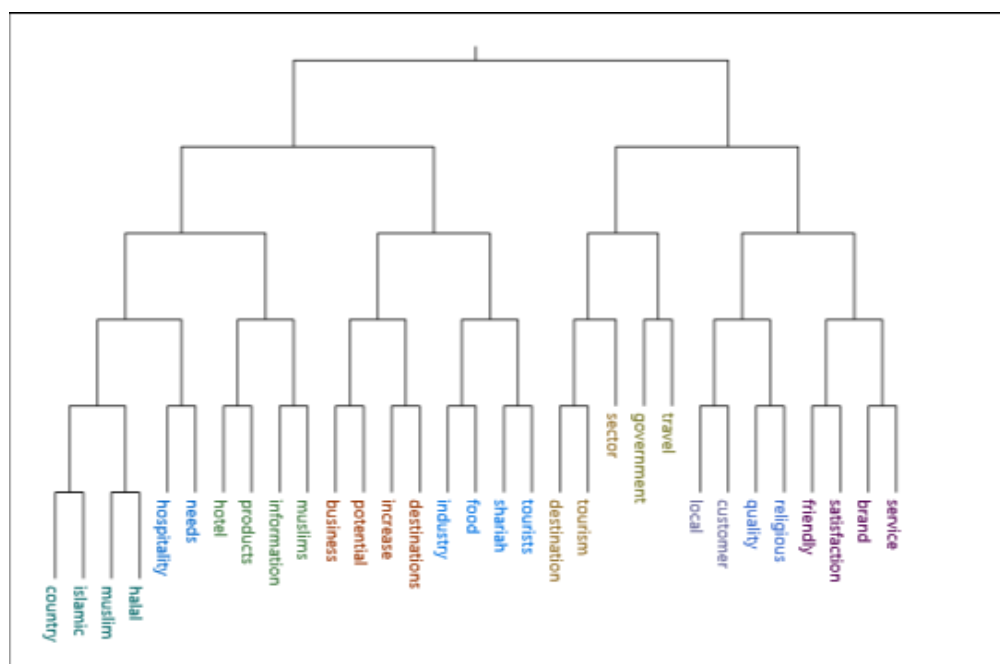


Figure 7: Items Cluster Analysis of Halal Tourism

Furthermore, Figure 6 shows cluster analysis, which is a technique used in exploring and visualizing patterns in the general theme of halal tourism in scientific research by grouping sources or words that are similar or related by using code automatically from the NVivo 12 software. This is used to get detailed and comprehensive results so that they can determine research paths related to halal tourism research. There are 4 main clusters in general that group words and their relationships.

- Cluster 1 consists of 8 items, in this cluster emphasizes the perceptions and factors that influence the level of satisfaction with halal tourism (Juliana et al., 2021; Mas'ud et al., 2022; Said et al., 2020; Suhartanto et al., 2021). Among the related words are service, brand, satisfaction, friendly, religious, quality, customer, and local.

- Cluster 2 consists of 5 items, in this cluster explains the relationship between the role of government policies in halal tourism to the essential, inclusive, and broad aspects in developing the halal tourism industry (Yusuf et al., 2021). The related words in this cluster are travel, sector, tourism, and destination.

- Cluster 3 consists of 8 items, this cluster focuses on innovative business opportunities available in the halal tourism industry that can be utilized by halal entrepreneurs (Battour et al., 2021). Among the words related to this topic are tourists, shariah, food, industry, destinations, increase, potential, and business.

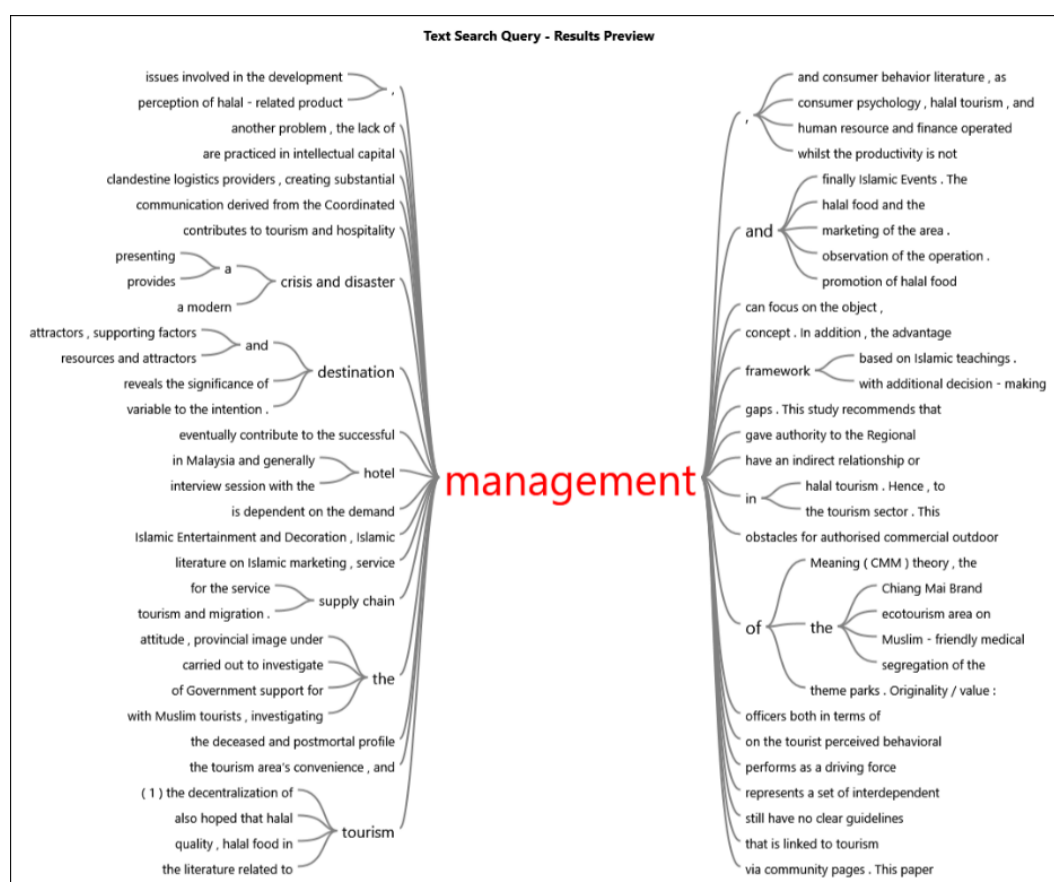
- Cluster 4 consists of 10 items, this cluster describes the global Muslim tourism market sector which has increased the level of players in the halal hotel sector (Jeaheng et al., 2020). The words related to this topic are Muslims, information, products, hotel, needs, hospitality, halal, Muslim, Islamic, and country.

Text Query Analysis

Next is the analysis of word use in word frequency from various research data sources that can be seen through

the Text Search Query feature. The search results are presented in the Word Tree as follows:

Figure 8: Halal Tourism Text Search Query



Based on the results of the Text Search Query in the Word Tree from information that there is a gap in the management/management sector of halal tourist destinations. Management/management acts as a driving force for the intention to visit halal tourism (Lestari et al., 2022). The management of halal tourism is also expected to focus on object development, marketing, industry, and institutions (Yusuf et al., 2021). So, in this case, it is necessary to decentralize tourism management/management by giving authority to local governments (Harimurti et al., 2019). In addition, policies such as planning to develop new institutional attitudes by regulators and local communities need to be carried out so that halal tourism objects have unique characteristics that revolve around the halal tourism industry and are sustainable and uphold Islamic values (Izudin et al., 2022; Marzuki et al., 2019).

FINDINGS

From the results of the analysis that has been carried out, there are several findings from this study. The first finding is an increase in the number of publications from year to year related to halal tourism research (Graph 1). This indicates that the Muslim consumer market is another important segment for cross-sectoral businesses, including tourism. In addition, the increasing population and purchasing power of Muslims around the world, as well as the new modernization era have also strengthened the trend of halal lifestyle in tourism.

The second finding of this research can be seen from the results of the word cloud (Figure 2) and hierarchy chat (Figures 3 & 4) which show that "destination" is a theme that is widely discussed in halal tourism research. This indicates that halal destinations are increasingly popular and showed development along with the increasing Muslim population (Mursid & Anoraga, 2022; Yaakop et al., 2017).

The third finding of this study is related to the focus of discussion in halal tourism research which includes destinations, food, certification, hotels, satisfaction, hospitality, industry, marketing, services, hotels, products, quality, business, challenges, opportunities, and strategies. From the focus of the discussion, it can be further expanded through academic studies for future research.

The fourth finding is related to the mapping of halal tourism research paths. As for this finding, it still has a relationship with previous findings related to the focus of the discussion. It's just that this section presents it in the form of clusters so that it presents a more comprehensive result. From these results, it was found that there are at least 4 clusters that show research paths in halal tourism research including perceptions and factors towards satisfaction with halal tourism, the role of government policies in halal tourism, innovative business opportunities for halal tourism industry, the Muslim tourism market sector and players in the halal tourism sector. halal tourism. This research path can later be used as a basic reference to see how the graphic visualization of the development of halal tourism research trends in scientific research by experts is an illustration to expand this study in future research.

Lastly is the result of the query text. From these results, it was found that the management sector is in the development of halal tourism. In short, an integrated management/management system is needed in object development, marketing, industry, and institutions in the management and management system so that halal tourism is expected to have unique and sustainable characteristics and uphold Islamic values.

CONCLUSION

This study examines the extent to which the theme of halal tourism has developed in the scientific literature. The results show that there have been several paper publications with the theme of halal tourism in the last 14 years from 2009 to 2022 with 287 studies equipped with a Scopus indexed Digital-Object-Identifier (DOI).

In addition, this review includes an analysis of word frequency and query text from a comprehensive evaluation of interdisciplinary research on halal tourism. This study also finds that there is an increase in the number of publications from year to year related to halal tourism research (Graph 1) which indicates the popularity of halal destinations. Various focus discussions and cluster analyzes that describe research paths in halal tourism research include perceptions and factors towards satisfaction with halal tourism, the role of government policies in halal tourism, innovative business opportunities for the halal tourism industry, the Muslim tourism market sector and players in the halal tourism sector. Finally, the management and management system is still a point that needs to be considered in the development of halal tourism.

Thus, the results of this study are expected to be used as a basic reference to see how the graphic visualization of the development of halal tourism research trends in published scientific research can be further developed by experts. Recommendations for further research can refer to the most popular keywords that can be discussed further. In addition, it is possible to perform a more complete bibliometric analysis with other types of software. Finally, it should be noted that this study has limitations. Limited time frame and the results offered are still dynamic, besides that the database used is Scopus. Suggestions for further research could be to use a better database such as WoS for more comprehensive results.

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