

The Impact of Covid-19 on The Halal Tourism

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This study aims to determine the map of the development of research on the theme of halal tourism during the COVID-19 pandemic published by digital object identifier equipped journals. The study was conducted in November 2020. The data analyzed were more than 50 published papers. The object of study is a published journal published in 2020. The data is then processed and analyzed using the VOSviewer application program to determine the bibliometric mapping of the development of halal tourism research. The results showed that the most popular countries used as the object of study were Indonesia with 18 papers and Malaysia with 13 papers. The research development map of this theme is divided into 4 clusters. Cluster 1 consists of 11 topics, cluster 2 consists of 11 topics, cluster 3 consists of 10 topics and cluster 4 consists of 8 topics. The findings from this study indicate that the halal tourism sector is also affected by COVID-19 and various countries have made efforts to minimize this impact. The adverse effects of COVID-19 have quite an impact on the halal tourism sector today and in the future, this is because visitors and tourists are reluctant to travel because they are worried about health risks despite the COVID-19 pandemic has ended. However, players in the halal tourism sector must continue to make improvements, by continuing to improve the facilities provided to support the health insurance.

Keywords: COVID-19; Halal Tourism; Bibliometrics; Islamic Tourism

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INTRODUCTION

Tourism is one of the sectors that most influences the global economy. The tourism sector contributes 9% of total world GDP. The tourism sector has also developed from a massive one to be more focused on specific consumer segments, and a niche market has been formed starting from eco-tourism, medical-tourism, education-tourism, to halal tourism. Halal tourism is here because of the increasing growth of Muslim tourists. According to Mastercard-CrescentRating, it is estimated that by 2026 there are 230 million Muslim tourists in the world who will spend 180 billion US Dollars in booking travel online.

Halal tourism is a tourism concept that places its products and services focused on fulfilling the needs of Muslims in worship while travelling. The needs of Muslims are motivated by the obligation to perform worship and stay away from its prohibitions. The needs of Muslims can be developed based on the pillars of Islam and the pillars of faith, for example, Muslims must pray five times a day and eat halal food according to Allah's commands in the Koran. Mastercard-CrescentRating classifies the needs of Muslim tourists into three categories: Need to have, Good to have and Nice to have.

In its development, halal tourism involves various industries, from the transportation industry, recreation, restaurants, to accommodation. Of these various sectors, industries that are considered a priority in fulfilling the needs of Muslim tourists are airports and Islamic hotels (Isa et al., 2020).

Halal tourism continues to develop rapidly in line with the growth of the world's Muslim population. Halal tourism is based on the observance of sharia which has implications for values, integrity and trust that affect all aspects of a Muslim's travel activities (Vanany et al., 2019). The scope of halal tourism is now more than just religious tourism locations, but also every activity related to the economy, such as halal hotels, halal food to halal hospitals that have the potential to make halal tourism proliferate.

However, currently, the whole world is experiencing a prolonged crisis due to the COVID-19 pandemic since the beginning of 2020. This virus has caused severe economic damage (Brodeur et al., 2020). This is very influential in the tourism sector, especially when there is a social restriction or lockdown policy so that many studies have reviewed how the impact of COVID-19 on the tourism sector and proposed innovations so that the tourism sector can continue to run safely.

There are more than 50 scientific research papers published by various journals both national and international in the period of observation at the end of 2019 until the time this paper was written, namely November 2020, which discusses halal tourism in the COVID-19 pandemic. Paper with this theme is interesting to discuss considering the importance of scientific research to generate ideas and innovations that can answer the challenges of the tourism sector.

This research is structured as follows—the second part reviews, in general, the research method, namely the bibliometric method. The third section presents and reports the results of descriptive research while providing content analysis of each cluster category in a meta-analysis consisting of the topics used in published papers on the theme of halal tourism. It was followed by explaining the visualization of bibliometric mapping, which consists of trends in keywords, authors, published journals to citation of halal tourism theme papers. The fourth section will explain the findings of this study. The fifth part is the closing of the paper, which contains a summary of the main discussion and conclusions.

METHOD

Bibliometric mapping is an important research topic in the bibliometric field (Börner et al., 2003). Two different bibliometric aspects are the construction of the bibliometric map and the graphical representation of the map. In the bibliometric literature, the most significant concern is with the construction of the bibliometric map. Research related to the effects of differences in similarity measures (Ahlgren et al., 2003; Klavans & Boyack, 2006; Van Eck & Waltman, 2009), and they tested with different mapping techniques (Boyack et al., 2005; Van Eck & Waltman, 2007). ; White, 2003). The graphic representation of the bibliometric map has received less attention. Although some researchers seriously study issues related to graphical representations (Chen, 2003; Skupin, 2004), most articles published in the bibliometric literature rely on simple graphical representations provided by computer programs such as SPSS and Pajek.

For thumbnails containing no more than, say, 100 items, a simple graphical representation usually yields satisfactory results. However, there appears to be a trend towards larger maps, and for such maps a simple graphic representation is inadequate. The graphical representation of a sizeable bibliometric map can be further improved by, for example, a zoom function, unique labelling algorithms, and density metaphors.

Such functionality is not included in the computer programs commonly used by bibliometric researchers. In this paper, we introduce a new computer program for bibliometric mapping. This program pays special attention to the graphical representation of bibliometric maps.

This section discusses the use of VOS, which is to build a bibliometric map. The purpose of VOS is to place items in such a low dimension that the distance between the two items accurately reflects the uniformity or association of the items. For each pair of items i and j , VOS requires a similarity input s_{ij} ($s_{ij} \geq 0$). VOS treats the equation s_{ij} as a measure on a ratio scale. The equation s_{ij} is usually calculated using the power of association defined in Equation 1. VOS determines the location of items on the map by minimizing

$$V(x_i, \dots, x_n) = \sum_{i < j} s_{ij} \|x_i - x_j\|^2 \quad (1)$$

to:

$$\frac{2}{n(n-1)} \sum_{i < j} \|x_i - x_j\| = 1 \quad (2)$$

VOS's idea is to minimize the weighted sum of the squares of the distance between all pairs of items. The equation between those items weights the square of the distance between pairs of items. In order to avoid worthless solutions, where all items have the same location, limits are imposed so that the average distance between two items must be equal to one.

Two computer programs have implemented the VOS mapping technique. Both are available free of charge. A simple open-source program is available at www.neesjanvaneck.nl/vos/, and a more advanced program called VOSviewer (Van Eck et al., 2010) is available at www.vosviewer.com. Both programs use the variant of the SMACOF algorithm mentioned above to minimize Equation 1 to Equation 2.

This study uses paper publication data sourced from various journals with research on the theme of halal tourism. Data collected through tracing papers within the last year. From the search results, there were 56 published articles. Data in the form of topics used in the publication of a paper on the theme of Halal tourism were analyzed using Microsoft Excel 2010. As for the development trend of the publication of the theme of halal tourism, it was analyzed using the VOSViewer software.

The computer program that was introduced was called VOSviewer. VOSviewer is a program developed for building and viewing bibliometric maps. This program is freely available to the bibliometric

research community (see www.vosviewer.com). VOSviewer, for example, can be used to create author maps or journals based on cocitation data or to build keyword maps based on shared incident data. The program offers a viewer that allows the bibliometric map to be examined in detail.

VOSviewer can display maps in a variety of ways, each emphasizing a different aspect of the map. It has functions for zooming, scrolling, and searching, which facilitate detailed inspection of the map. The display capability by VOSviewer is beneficial for maps containing at least a large number of items (e.g. 100 items). Most computer programs used for bibliometric mapping do not adequately display such maps.

To build maps, VOSviewer uses the VOS mapping technique, where VOS stands for similarity visualization. For previous studies where the VOS mapping technique was used. VOSviewer can display maps built using suitable mapping techniques. Therefore, this program can be used not only to display maps built using the VOS mapping technique but also to display maps built using techniques such as multidimensional scaling. VOSviewer runs on a large number of hardware and operating system platforms and can be started directly from the internet. Other research using bibliometric on Islamic economics and finance can be found in As-Salafiyah (2022), Izza (2022), Riani (2021), Sari (2022), Ikhwan (2021), Ruhana (2021), As-Salafiyah & Kartikawati (2022), Taqi et al., (2021), and Putri (2022).

RESULT AND DISCUSSION

This section describes the number of published papers on the theme of halal tourism relations. There are 56 papers published during the observation period of the last year. The distribution of papers with a considerable amount of dominates in economic and social journals. The publication of papers on the theme of halal tourism until November 2020, which we made as to the object of study, totals 56 papers. However, this is because 2020 has not been completed until the period December 2020, the number of papers is still possible to increase and increase, the data collection of papers studied in this study is until November 2020.

Country of Research Object

Table 1 below shows several countries that are the objects of research in the research paper on the theme of Halal tourism. Based on the following table, it can be seen that the 2 most popular countries used in this theme paper were Indonesia with 18 papers and

Malaysia with 13 papers. It was followed by Saudi Arabia, the United Kingdom, Turkey and China with 3 papers each. Each paper can contain more than one

research object country so that the number is more than the total number of papers.

Table 1: Country of Research Object

Country	Paper	Country	Paper
Indonesia	18	Iran	1
Malaysia	13	Vatican	1
Saudi Arabia	3	Philippine	1
United Kingdom	3	Thailand	1
Turkey	3	South Korea	1
China	3	Syria	1
United States	2	Sri Lanka	1
Bangladesh	2	Vietnam	1
Canada	2	United Arab Emirates	1
India	2	Qatar	1
Kuwait	2	Bahrain	1
Spain	1	Somalia	1
South Africa	1	Europe (in common)	1

The country with the lowest number of discussions, namely 1 paper occupied by 15 countries, so it needs to be a consideration for researchers to then reproduce quality research in these countries as well as countries that are not yet on this list. The absence of relatively complete and comprehensive data may be the reason why research related to the above topic is not widely published in the paper on the theme of Halal tourism.

Bibliometric Graphic Analysis

This part will present a graphic visual mapping of the publication of a paper on the theme of halal tourism.

The results of the keyword mapping analysis form the basis for the co-occurrence mapping of important or unique terms contained in a particular article. Mapping is a process that allows a person to recognize elements of knowledge and their configuration, dynamics, interdependencies, and interactions.

Related to bibliometrics, science mapping is a method of visualizing a field of science. This visualization is done by creating a landscape map that can display topics from science. The results of the visualization for the Halal tourism paper can be seen in Figure 1 below.

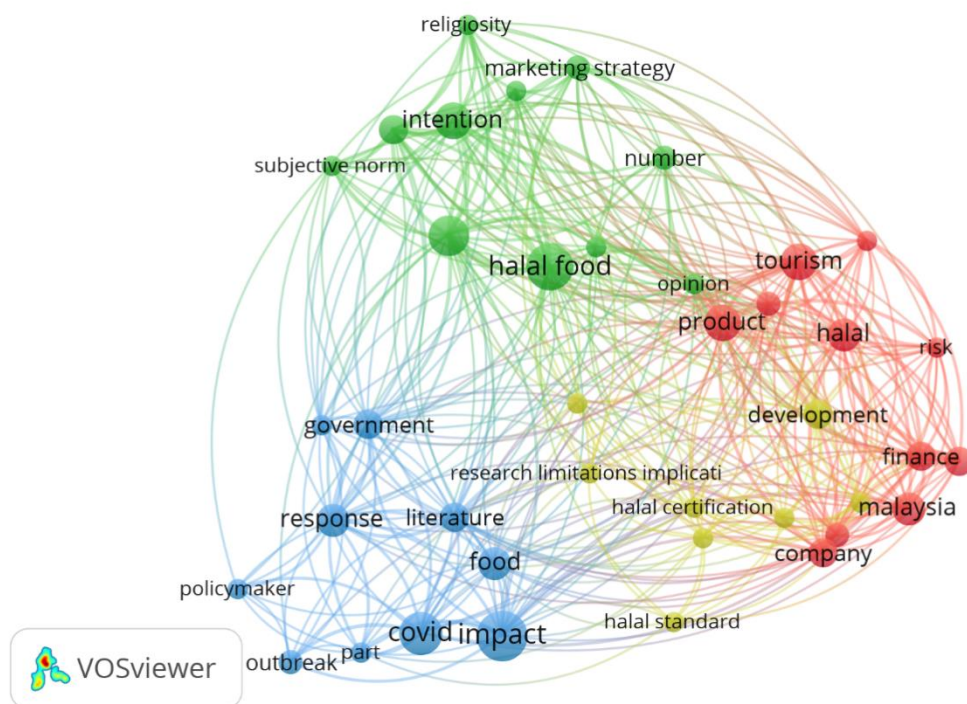


Figure 1: Bibliometric Keyword Mapping

In this mapping, several keywords that have often appeared in papers on the theme of Halal tourism in the past year are displayed and their relation to other keywords in 4 clusters, namely:

- Cluster 1 in red consists of 11 keywords: *company, finance, halal, influence, malaysia, price, product, risk, source, tourism, travel.*
- Cluster 2 in green consists of 11 keywords: *attitude, determinant, evidence, halal food, intention, marketing strategy, number, opinion, religiosity, subjective norm, variable.*
- Cluster 3 in blue consists of 10 keywords: *COVID, food, government, impact, literature, outbreak, part, policymaker, response, square.*
- Cluster 4 in yellow consists of 8 keywords: *analysis technique, design methodology approach data, development, halal certification, halal industry, halal standard, production, research limitation implication.*

The keywords divided into the 4 clusters and arranged in the form of a coloured circle indicating the clusters, and this data can be used to determine the keyword trend in the last year. The bibliometric analysis shows several keywords that are widely used in the paper, which is the object of study. The keywords that appear, the more extensive the circle indicates the most. Meanwhile, the line relationship between keywords shows how much it is related to other keywords.



Figure 2: Bibliometric Writer Mapping

Furthermore, using the VOSViewer software, we found the bibliometric mapping of the authors, as in Figure 2 above. The bigger the circle of the author's name, the more papers he has published in the paper on the theme of halal tourism in the last year.

The cluster density view is the item (label) which is marked the same as the visible item. Each item dot has a colour depending on the density of the item at that time. The colour of the points on the map depends on the number of items associated with other items. This section is handy for obtaining an overview of the general structure of the bibliometric map by paying attention to

which parts of the items are considered essential to be analyzed. Through this worksheet, we can interpret the authors who have written the most publications.

Based on these results, a density map is displayed, which is the result of an analysis using all published articles on halal tourism themes, both related and unrelated. There are many clusters sorted by author (indicated by coloured circles). The most popular writer writing publications related to the theme of Halal tourism based on bibliometric mapping is Mohammad Iranmesh.

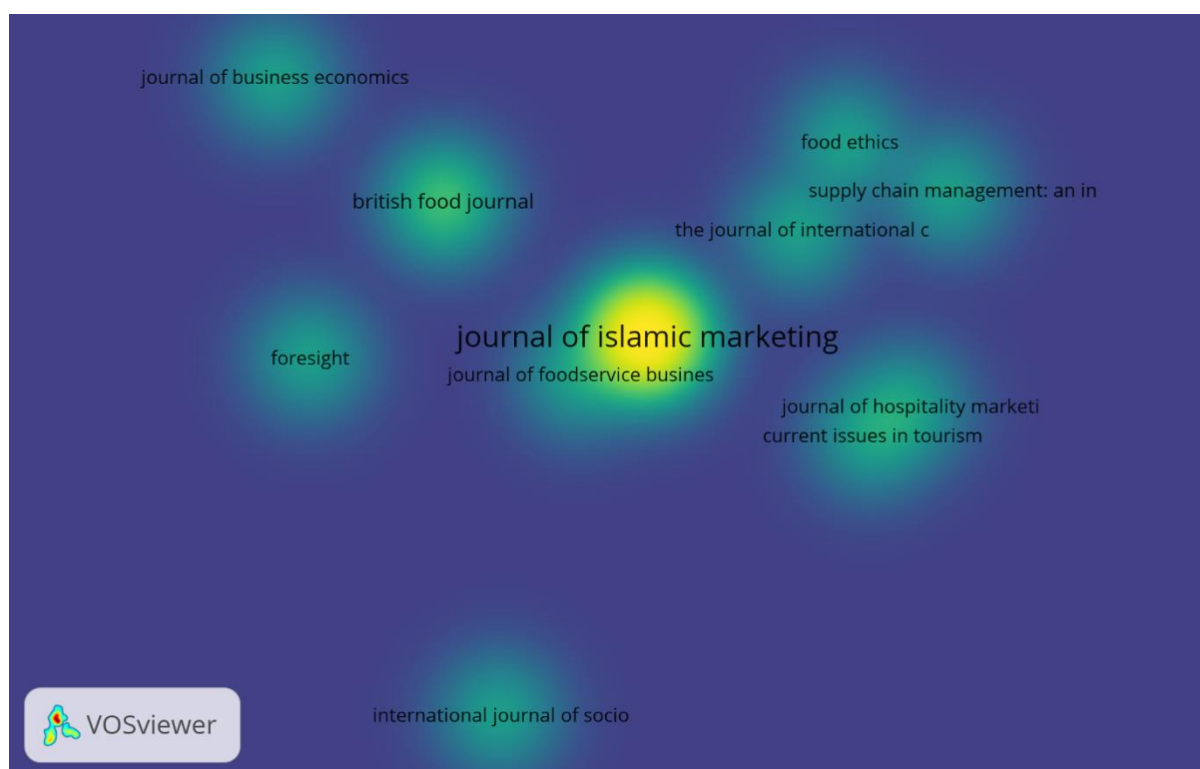


Figure 3: Bibliometric Journal Mapping

Furthermore, the journal mapping visualization is depicted in bibliometric Figure 3 above. Based on the following picture, the journal clusters that appear to be listed in a glowing circle show how productive the journal is in contributing to publishing its paper on the theme of halal tourism. The largest number of journals is calculated from the number of publications and the

number of links to other journals, where a paper writer can write many papers in different journals.

Most journals are counted in terms of the number of publications and number of links to other journals, where a paper writer can write many papers in different journals. The ranking of the most popular journals shown by the results of the bibliometric mapping is the Journal of Islamic Marketing.

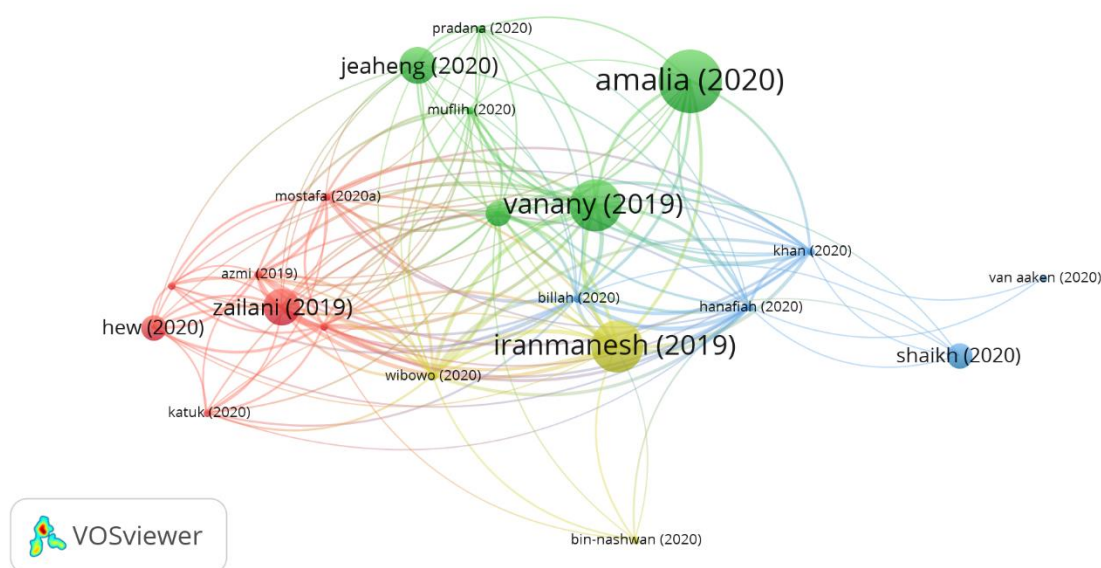


Figure 4: Bibliometric Citation Mapping

The results of data processing show that the most citation mapping is in the COVID-19 theme paper and the issue of Islamic social finance. The results of the VOSViewer analysis show that the most cited paper is in the first place (Amalia et al., 2020), then in the second rank (Vanany et al., 2019), and the third rank is (Iranmanesh et al., 2019).

FINDINGS

Based on the discussion above, we find that halal tourism research during the COVID-19 pandemic is quite popular as a research topic and continues to get the attention of researchers. Several halal tourism instruments have been affected by the economic crisis caused by COVID-19, thus encouraging researchers to see how significant the impact is, as well as to examine what solutions are being implemented in various countries in the world is facing this challenge.

The hotel industry has also experienced a decline, including halal hotels and even partially closed. Likewise, recreational vehicles and industrial events have continued to decline, travel agency cancellations). Until the Muslim fashion industry also experienced a decline in sales this year (Bhoola, 2020).

Indonesia, as the most popular country in the object of research on the theme of halal tourism, reminds us of the position of Indonesia, which already has several particular areas and regions that provide Muslim-friendly tourism. However, this potential cannot be optimized, considering the number of tourists has decreased since January 2020 by -30.42% due to the spread of the COVID-19 outbreak (Hidayah, 2020).

Malaysia, which ranks second as the most popular country, has also experienced a decline in the aviation sector, employees from hotels and resorts are also asked to take leave without pay (Karim et al., 2020). So it is hoped that all service providers from the halal tourism sector can provide accommodation under the health protocol in order to encourage customers to keep using halal tourism products and services safely.

Besides, the main focus of Muslims is also related to halal tourism related to religion, namely the pilgrimage, even though Saudi Arabia is in the third position in the list of the most popular countries as an object of study. In 2019, around 2.5 million pilgrims were carrying out Hajj. Whereas in 2020, due to COVID-19, the Saudi government allowed only 1,000 worshipers, and pilgrims from other countries were not allowed to enter Saudi Arabia to perform Hajj (Yasin et al., 2020). This restriction is a challenge for the Ministry of Haj and Umrah of Saudi Arabia in dealing with and

overcoming this dangerous condition (Raj & Bozonelos, 2020).

So, it can be concluded that the adverse effects of COVID-19 have quite an impact on the halal tourism sector today and in the future (Mosier et al., 2020), this is because visitors and tourists are reluctant to travel because they are worried about health risks despite the COVID-19 pandemic has ended. Public fears can have a lasting impact on halal tourism around the world.

However, players in the halal tourism sector must continue to make improvements, for example by continuing to improve the facilities provided to support the health insurance for visitors (Mubarak & Imam, 2020), from clean transportation facilities, hotels, accommodation, restaurants to travel agents. Under health protocols and increasing public education about health care in tourist areas can be a strategy in efforts to restore halal tourism after the COVID-19 pandemic.

CONCLUSION

The focus of this research is to try to find out the development of the halal tourism theme in the world. The results show that there has been an increase in the number of published papers on this theme in the last few months since the end of 2019, and as of November 2020, there have been more than 50 studies published on this theme.

The top two countries as research objects that are widely used are Indonesia with 18 papers and Malaysia with 13 papers. The visualization of bibliometric mapping shows that the map of research development in the field of halal tourism is divided into 4 clusters. Cluster 1 consists of 11 topics, cluster 2 consists of 11 topics, cluster 3 consists of 10 topics and cluster 4 consists of 8 topics.

It should be noted that the purpose of this study is to present an overview of the research trends on the theme of halal tourism, but the limitation is only in the last year. Although research has been carried out using specific bibliometric indicators so that readers get a general representation of the most critical data on this theme, the results presented are still dynamic and may change over time with new trends that emerge or variables that increase and decrease in the future.

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