

# Bibliometrix Application on Halal Tourism Management Research

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This research aims to find out and map research related to the development of Halal Tourism Management research trends published by leading journals on Halal Tourism Management policy. The analysis focused on describing the characteristics and trends of the keywords, authors, and journals. The data analyzed were from 191 research publications in Scopus. The search terms were "Halal Tourism Management". The searches used to establish the study dataset were last updated on May 11, 2022. Descriptive statistical methods were used, and a bibliometric analysis was conducted using Biblioshiny, an R-based app, to generate a bibliometric map. This study has found that the basic themes of this topic are "Travelers Destinations Countries", "Muslim Tourists Destinations", and "Halal Tourism Indonesia". And the destination countries for halal tourism are not only Muslim countries, but there are non-Muslim countries that are developing halal tourism management such as; Japan, North Korea, Australia, and Thailand. The originality offered by this research is the use of the biblioshiny analysis tool by the R program. The limitations of this research include the time for data analysis is not long enough. The findings of this study can provide insight for regulators and academics to develop marketing strategies and management of halal tourism.

**Keywords: Halal Tourism; Islamic Tourism; Management; Bibliometric**

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## INTRODUCTION

The tourism sector industry in developing countries is currently one of the vital and influential sectors in national income and is even able to open new jobs for the community (Khaerani, Pamungkas, & Aeni, 2018). Even in Indonesia itself, based on the performance report of the Ministry of Tourism and Creative Economy explained that the realization of the tourism sector to the country's foreign exchange reached Rp.280 trillion or 5.5% of the total Gross Domestic Product (GDP) with a total of 16.3 million foreign tourist visits. This figure increased when compared to 2018 the tourism sector only contributed Rp. 270 trillion (Darussalam, Syarifuddin, Rusanti, & Tajang, 2021).

One of the marketing trends of tourism development that is currently carried out by the world including Indonesia is through halal tourism discourse. Halal tourism is one form of tourism strategy that prioritizes cultural-based management and follows Islamic sharia values and norms used as a foundation. (Awalia, 2017) and Islam in principle became *rahmatan lil aalamiin* (Darussalam, Tajang, Sofyan, & Trimulato, 2020). Halal tourism is realized through the provision of basic facilities and needs for Muslim religious tourists that are by Islamic law. However, this facility is not only intended for Muslim tourists but can also be enjoyed by all visitors in general. The facilities in question refer more to the availability of worship facilities, halal food and beverages, transportation, travel agencies, and lodging facilities that comply with sharia standards (Subarkah, 2018).

Indonesia began to make this halal tourism a focus in developing the tourism sector which is considered strategic, this is based on Indonesia's achievements in 2015 where Lombok was awarded as the World Halal Travel Summit and the World Best Halal Honeymoon Destination in the Category of World Best Halal Tourism Destination which managed to beat Turkey and Malaysia who excelled in the previous year (Lubis, 2018).

This research aims to find out and map research related to the development of Halal Tourism Management research trends published by leading journals on Halal Tourism Management policy. The analyzed data consisted of 191 Scopus indexed research publications from 1997 to 2022. This data will be processed and analyzed using the Biblioshiny application to find out the bibliometric map of research development related to Halal Tourism Management.

## LITERATURE REVIEW

Tourism is a travel activity carried out by a person or group of people by visiting a particular place for recreational purposes, personal development, or learning the uniqueness of the tourist attraction visited for a temporary period. Tourism is a wide variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, governments, and local governments. In this decade, the term Islamic tourism has become a trend in various worlds as the development technology is developing very quickly (Mahardika, 2020).

Halal tourism has several terms that are often used by researchers, namely 'Halal Tourism' and 'Islamic Tourism' and others as if the concept is the same, Muslim scholars define halal as what is allowed by Allah. (Al-Qaradawi, El-Helbawy, Shukry, Siddiqui, & Hammad, 2013) so halal is interpreted to refer to activities in tourism is that istttt allowed by Islamic teachings (Battour & Ismail, 2016). The term Islamic is only used on anything related to religion such as Islamic laws, Islamic principles, and beliefs, and worship (Douglass & Shaikh, 2004). From the previous presentation, it can be concluded that halal tourism is any object or action that is allowed according to Islamic teachings to be used or involved in the tourism industry, the definition is used as a basis to provide tourism products and services to mostly Muslim customers such as halal hotels, halal resorts, halal restaurants, and halal travel, halal tourism activities are not only limited to the Muslim world because they include services and products. designed for Muslim travelers from Muslim and non-Muslim countries (Battour & Ismail, 2016).

Other understandings of halal tourism include cultural tourism, natural tourism, as well as artificial tourism packed with Islamic principles and values. The character of halal tourism is the packaging of Islamic values and principles that can be enjoyed by tourists from various religious backgrounds by meeting the basic needs of Muslim tourists such as worship facilities, halal food, and beverages with halal guarantees, and Muslim tourist-friendly residences (Subarkah, 2018). Halal tourism has been finalized in various ways by many scientists designed to meet the basic needs of Muslim tourists consisting of various components such as halal food, halal hotels, Islamic travel packages, and halal spas (El-Gohary, 2016). From the various definitions above, it can be interpreted that halal tourism is a tourist activity that is allowed inseparably from the values and principles of Islamic teachings that can be involved in the tourism industry in the form of services and

products to meet the basic needs of Muslim and non-muslim tourists in the form of facilities (worship), halal guaranteed food, comfortable residences, and halal travel packages.

## METHOD

The methodology used in this study is a qualitative method approach with descriptive statistics literature study from 191 publications on the topic of Halal Tourism Management. The qualitative research method is based on the philosophy of postpositivism, used to study the state of natural objects (as opposed to experimentation), in which the researcher is the key instrument. Data collection techniques are triangulation (combined), inductive/qualitative data analysis, and qualitative research results emphasizing importance rather than generalization (Sugiyono, 2007).

This research was then continued with bibliometric analysis. Bibliometric studies in information science are studies that can reveal patterns of document use, literature development, or information sources in a subject. Bibliometrics includes two types of studies, namely descriptive study,s, and evaluative studies. Descriptive studies analyze the productivity of articles, books, and other formats by looking at authorship patterns such as the gender of the author, the type of work the author does, the level of collaboration, and the author's productivity. In this institution, the author works and the creation and topic of the article. Evaluative studies analyze the use of literature by counting references or citations in research articles, books, or other formats (Pattah, 2013).

Qualitative research is descriptive. The analyzed data is not used to accept or reject the hypothesis (if any). The analysis results are in the form of a description of the observed symptoms and do not need to be in the form of numbers or coefficients between variables (Subana, 2005). And descriptive statistics is a branch of statistical science that studies the methods of collecting, compiling, and presenting a summary of research data. The data must be summarized properly and regularly, both in tables, charts, and graphs, as the basis for various decision-making (Wijaya, 2013).

This study uses data from published articles taken from various journals on the topic of Islamic Civilization Ana Economy research. Data was collected through a search for articles indexed by Scopus on May 11, 2022, and the investigation was carried out by entering the keyword "Halal Tourism Management." The search results will return 191 articles published between 1997

and 2022. The data in the form of topics used in the publication of papers on Islamic civilization economy and analyzed using Microsoft Excel 2016. Development trends of publications on Halal Tourism Management were analyzed using Biblioshiny software or also called Bibliometrix.

Other studies using bibliometric method with other Islamic economics and finance topics have been carried out by several researchers, for example Marlina et al., (2021), As-Salafiyah et al., (2021), Rusydiana et al., (2021), Taqi et al., (2021) and Laila et al., (2020).

## RESULTS AND DISCUSSION

### Source

The following is a table showing a collection of documents used in research with the theme Halal Tourism Management. The number of documents used is 191 which are divided into 7 types of documents, including journal articles (146 documents), book chapters (24 documents), editorial (1 document), reviews (13 documents), and proceedings. / proceeding (5 documents) book (1 document), and letter (1 document).

**Table 1.** Type of Documents

No	Document Types	Number of Articles
1	Journal Article	146
2	Book Chapter	24
3	Proceeding	5
4	Editorial	1
5	Review	13
6	Book	1
7	Letter	1
	<b>Total</b>	191

Based on the results of the grouping of document types above, the type of document that is most widely used as a research subject is a document in the form of a journal article with a percentage of 76% or as many as 146 documents. Meanwhile, the least documents used were in the form of a Proceeding and Preprint by 0,5% or as many as 1 document. This shows that the references used in this study are quite valid because most of them come from documents in the form of scientific articles.

### Publication Trend

This section describes the number of publications of papers with the theme of Halal Tourism Management. There were 191 papers published over a 25-year observation period, from 1997 to 2022. Table 1

depicts the distribution of documents per year that varied over the last 25 years, with 0 to 9 papers. The most published Halal Tourism Management-themed papers were in 2019, with 9 articles published annually.

Between 1986 and 2022, it was identified that there were several years in which Scopus did not index the number of publications at all.



Figure 1: Publication per Year

Based on the graphs above, there is a tendency to increase the number of papers published with the Scopus indexed Halal Tourism Management theme. Although it can be seen that there was a vacancy of

indexed publications from 1998 to 2008. The highest number of publications was with 2021 with a total of 41 publications with the theme of Halal Tourism Management.

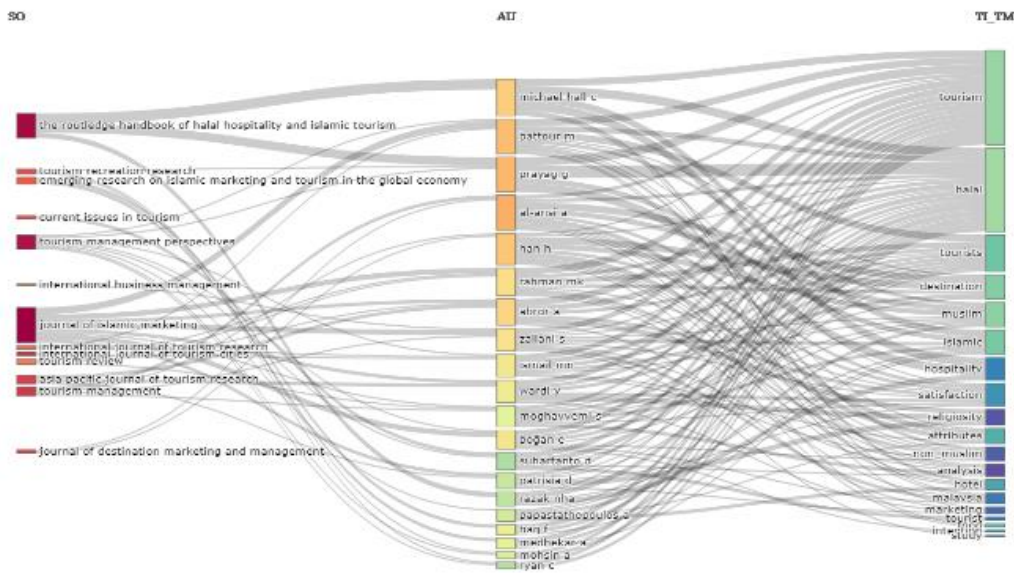


Figure 2: Three Fields Plot

The Three Fields Plot image above is an image consisting of 3 elements, namely the name of the publication journal, the list of authors' names, and the theme/topic used. The three elements are connected by a gray plot, which is related to each other. Starting from the name of the journal, each journal shows authors who often contribute to the publication. Each author points

out a topic they often use for research conducted with Islamic civilization and economics. The rectangular size describes the number of publications associated with each of these elements.

From the image above, it is known that in the first element there are 6 journals indexed in the Three Fields Plot which publish a paper-themed Halal Tourism

Management. The top journal that published the largest number of papers with the theme Halal Tourism Management was the Journal of Islamic Marketing, which was depicted with a red rectangle related to several authors namely Bottour M, Abror A, Wardi Y, Patrisia D, Rahman MK, Zailani S, Bogan E, and Moghavvemi S.

Next, go to the second element in the center of the image, which shows the author's name, where several authors are related to the previous journal. In addition, the author will also be related to the topic keywords that are often used to the right of the image. In this study, 19 top researchers were listed in this plot. The rectangular size indicates the number of research

publications of each author. As for this study, the authors mostly published the theme of Halal Tourism Management, namely Michael Hall C, Bottour M, Prayag G, and Al-Ansari A which are depicted with orange rectangles.

Finally, the third element explains the research topic on the right side of the image. Each topic connects with authors who write a lot about related topics. From the results of the image, there are 17 keyword topics listed. Of all the topics that arise, the words Islamic and Policy often appear marked with a green rectangle. This illustrates that the words Tourism and Halal are very closely related to research themed Halal Tourism Management.



Figure 3.:World Tree Map

The World TreeMap above is a description of the words that often appear in the data set of papers researched with the theme Halal Tourism Management in different forms. World TreeMap displays images of words of various sizes according to the number of words that appear. In terms of placement, the World TreeMap

shows the word that often appears first, namely "Halal" as many as 137 words with a percentage of 18%. Then in the second place, there is "Tourism" with a total of 124 words and a percentage of 17%, and the third word is "Muslim" with a total of 31 words and a percentage of 4%.

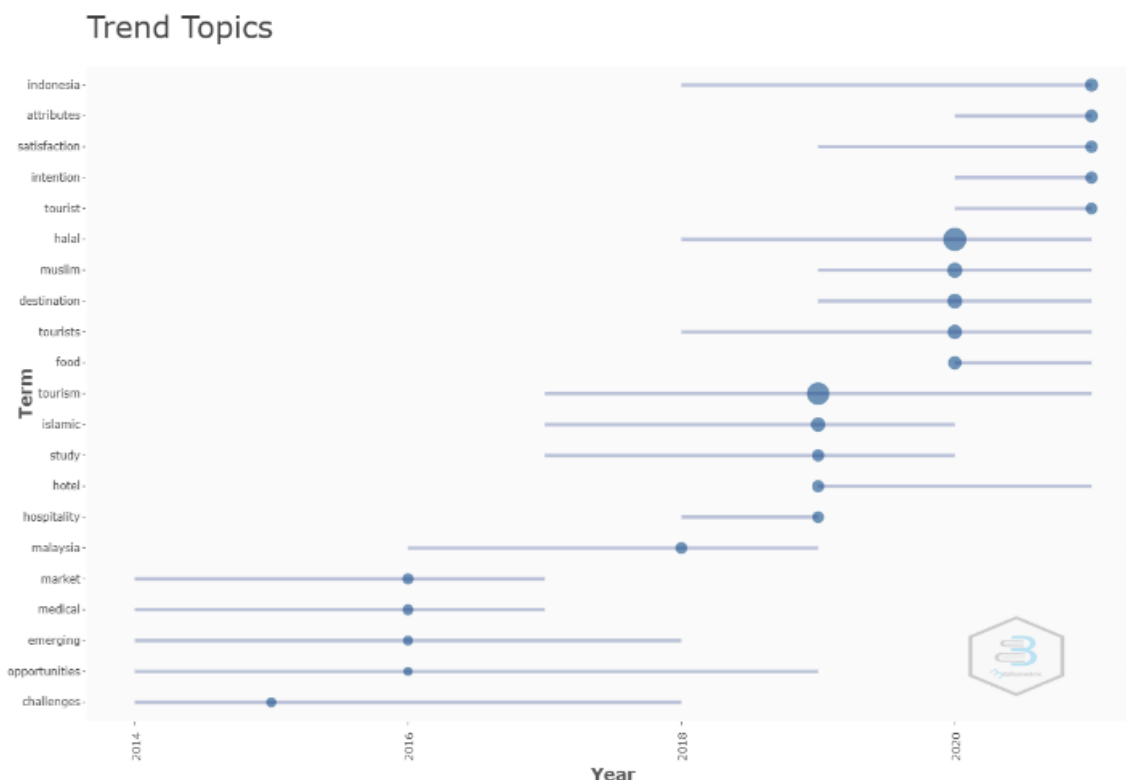


Figure 4: Trend Topics

Topic trends are also part of this study, where the image above shows an overview of the development of the topic over time with a division per year. So it is known what topics have been used for a long time and what topics have been used recently. The emergence of the topic was also adjusted to the frequency of the number of words in the research on the theme of Halal Tourism Management. The higher the more words are

used and the more to the right the newer the word is used.

Based on the data description above, the topic used since 2014 is the keyword "Challenges", especially about development themes and challenges. Furthermore, in 2016, market, medical and emerging topics began to appear. Topics that are widely used in 2020 include Halal, Muslim, Destination, Tourist, Food, and others with different amounts.

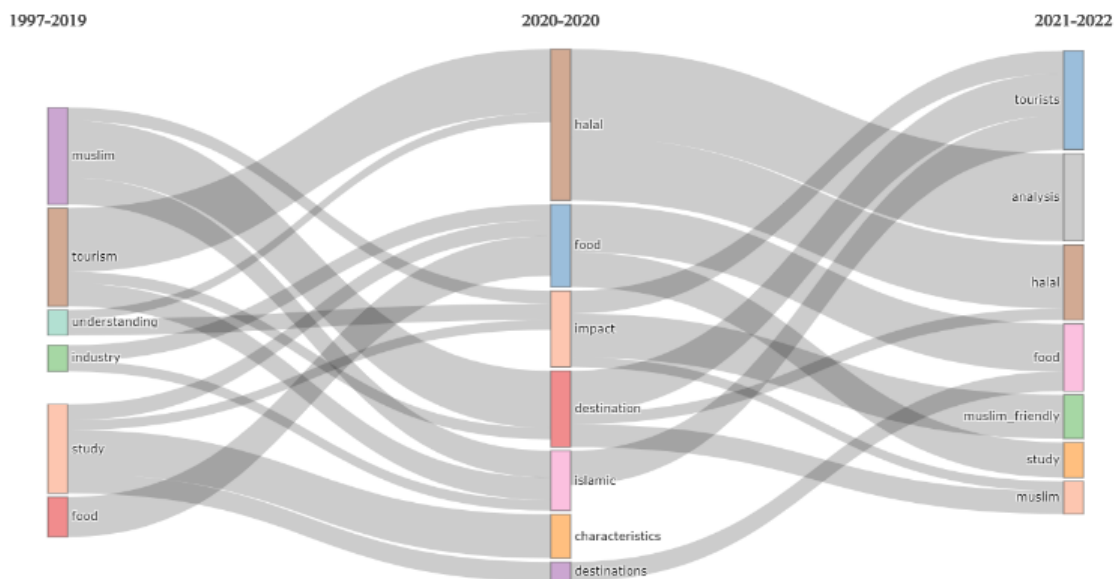


Figure 5: Thematic Evolution

The themes used in written works that are the object of research continue to change, especially from recently published papers when compared to papers that have been published for a long time. The evolution of the theme is shown in the image above. Although the theme of the study is Islamic banking, this data shows some widely used subthemes. The left section shows some of the themes that were widely used from 1997 to 2019, there are 6 themes listed with different sizes depending on the number of the themes uses. The theme "Muslim" took first place, followed by the theme "Tourism" and "Study".

The second or middle section features some of the widely used themes from 2020. Some of the themes

that appeared in this period are an evolution of themes that were previously used and have connections in their content, for example, the theme 'Halal' appeared as a form of revolution of the theme. 'Tourism' and 'Understanding'. In this section, the most widely used theme is "Halal".

The third or right section shows the most recently used themes in the period between 2021 and 2022. There are 7 themes listed, of which 2 themes are evolutions of themes that appeared in the previous period, namely 'Tourists' and 'Analysis' which are extensions of several themes shown by colorful grooves.

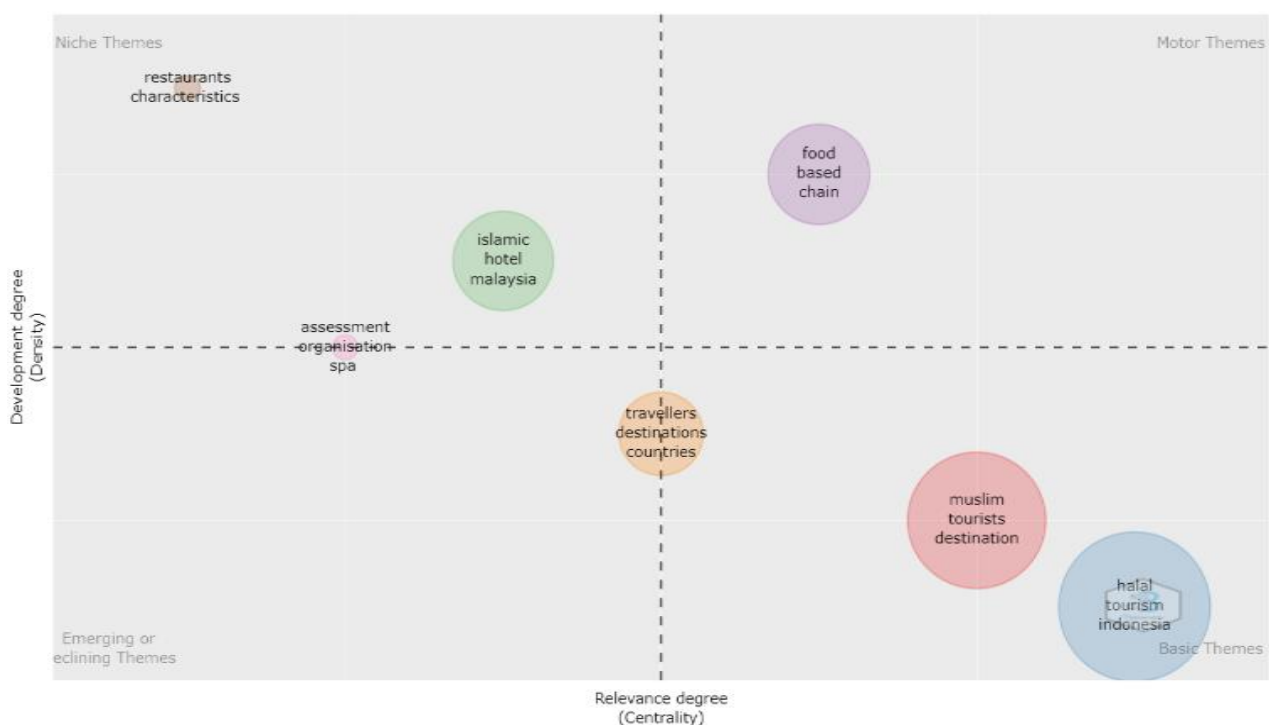


Figure 6: Thematic Map

This study also conducted an analysis of thematic maps based on density and centrality divided into 4 quadrants of themes as shown above. This result is obtained from a semi-automated algorithm by reviewing the titles of all references to the research object with the addition of relevant keywords other than the author's keywords. So that the result can capture a deeper variation.

The upper right quadrant indicates the topic "motor" or "driving", indicated by high density and centrality; This topic is "Food Based Chain". These topics should be further developed given their importance to future research. The quadrant in the upper left shows specific and underrepresented topics

that remain areas of rapid development, as indicated by high density but low centrality, these topics are "Restaurants Characteristics", "Islamic Hotel Malaysia", and "Assessment Organizations Spa".

Furthermore, in the lower-left quadrant is a theme that has long been used but has experienced a downward trend with a pronounced low centrality, these topics are "Assessment Organizations Spa" and "Travellers Destinations Countries". And lastly, the lower right quadrant is a basic theme characterized by High centrality but low density. among the themes are "Travellers Destinations Countries", "Muslim Tourists Destination", and "Halal Tourism Indonesia".



Wahidati & Sarinastiti, 2018; Yessy, 2017), South Korea (Amina, 2019; Arifiyatti, 2020; Brahmantya, 2021; Firstantin & Hasanah, 2021; Poetri, 2019; Yasmin, 2021), Australia (Kusumaningtyas & Lestari, 2020; Muttalib, 2019; Nugroho, Utami, & Doktoralina, 2019; Setyaningsih, 2022), and Thailand (Ilham, Alfitri, & Tamsyah, 2021; Karjaya, 2020; Maria, 2021; Rachmiatie, Fitria, Suryadi, & Ceha, 2020; Silvia, Nisyak, & Rivai, 2022; Yuristia, 2019).

If talking about Halal Tourism Management, then several things that distinguish halal tourism from the concept of religious and conventional tourism lie in the elements and values contained in it. Halal tourism is carried out with the motivation to increase the religious soul in the human soul by admiring and maintaining the creation of Allah SWT. In addition, halal tourism also provides various facilities that support and support worship activities in Islam (Jaelani, 2017). It also cannot be removed from Maqashid al-sharia perspective and concept.

## CONCLUSION

This research was conducted to determine the development of research on Halal Tourism Management during the period 1997 to 2022. The 191 documents used in this study show that research on the theme of Halal Tourism Management has increased every year. The top journal that published the largest number of papers with the theme Halal Tourism Management was the Journal of Islamic Marketing, and the authors on the theme of this study were Michael Hall C, Bottour M, Prayag G, and Al-Ansi A. Meanwhile, the keyword used in this study often appeared first, namely "Halal". Then in the second place, there is "Tourism" and the third word is "Muslim". The author's collaborations with the largest clusters on this theme are Micheal Hall C, Prayag G, and Razak NHA. Finally, the latest trend of topics is "Food Based Chain". So the research was with the theme of Halal Tourism Management which is growing.

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