

TRENDS AND CHALLENGES IN THE DEVELOPMENT OF HALAL TOURISM: A BIBLIOMETRIC ANALYSIS BASED ON VOSVIEWER

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ABSTRAK

Penelitian ini bertujuan untuk memetakan tren, fokus kajian, serta tantangan utama dalam pengembangan pariwisata halal dari perspektif wisatawan dan industri pariwisata global. Studi ini menggunakan pendekatan mixed-methods dengan mengombinasikan analisis bibliometrik dan Systematic Literature Review (SLR). Data penelitian diperoleh dari publikasi ilmiah yang terindeks di Google Scholar dan dianalisis menggunakan perangkat lunak VOSviewer untuk mengidentifikasi pola kolaborasi penulis, distribusi kata kunci, serta kluster tematik penelitian pariwisata halal. Hasil analisis menunjukkan bahwa penelitian pariwisata halal mengalami pertumbuhan yang eksponensial, terutama dalam satu dekade terakhir, seiring meningkatnya kesadaran pasar Muslim global dan peran strategis industri halal. Temuan bibliometrik mengelompokkan penelitian ke dalam beberapa kluster utama, yaitu pengembangan dan regulasi pariwisata halal, perilaku dan preferensi wisatawan Muslim, adaptasi dan kesiapan industri pariwisata, serta tantangan kontemporer yang muncul akibat pandemi COVID-19. Selain itu, penelitian ini mengidentifikasi sejumlah isu krusial, antara lain inkonsistensi standar sertifikasi halal lintas negara, keterbatasan integrasi digital, serta kesenjangan kapasitas pelaku industri dalam mengadopsi layanan berbasis syariah. Lebih lanjut, celah penelitian yang teridentifikasi menekankan perlunya kajian mendalam mengenai dampak jangka panjang digitalisasi, pengembangan model pariwisata halal yang berkelanjutan, serta pemanfaatan teknologi baru seperti platform digital dan kecerdasan buatan. Temuan ini diharapkan dapat menjadi peta jalan penelitian bagi akademisi dan pemangku kepentingan dalam mendorong pengembangan pariwisata halal yang inklusif dan berdaya saing.

Kata Kunci: Pariwisata Halal; Industri Pariwisata; Analisis Bibliometrik; VOSviewer; Systematic Literature Review.

ABSTRACT

This study aims to map research trends, thematic focuses, and key challenges in the development of halal tourism from the perspectives of tourists and the tourism industry. Employing a mixed-methods approach, the research integrates bibliometric analysis and a Systematic Literature Review (SLR). The dataset was collected from scholarly publications indexed in Google Scholar and analyzed using VOSviewer to identify publication growth patterns, keyword co-occurrence networks, and thematic research clusters in halal tourism

studies. The findings reveal an exponential growth of halal tourism research, particularly over the last decade, reflecting the increasing significance of the global Muslim travel market and the strategic role of the halal industry. The bibliometric mapping identifies several major research clusters, including halal tourism development and regulation, Muslim tourist behavior and preferences, tourism industry adaptation and readiness, and contemporary challenges arising from the COVID-19 pandemic. Key issues highlighted include inconsistencies in halal certification standards across countries, digital transformation gaps, and limited institutional capacity within tourism stakeholders to deliver sharia-compliant services. Furthermore, the study identifies important research gaps, particularly regarding the long-term impacts of digitalization, the development of sustainable halal tourism models, and the role of emerging technologies such as digital platforms and artificial intelligence in enhancing service quality and destination competitiveness. These findings provide a comprehensive research roadmap for scholars and policymakers to support inclusive, innovative, and sustainable halal tourism development.

Keywords: Halal Tourism; Tourism Industry; Bibliometric Analysis; VOSviewer; Systematic Literature Review.

A. INTRODUCTION

The development of the tourism sector has long been one of the important pillars of the global economy, and Indonesia is no exception. (Kurniawan et al., 2025). In recent decades, a special segment has emerged and grown rapidly. DinarStandard (2023) states that halal tourism is one of the fastest growing tourism sectors in the world. Halal tourism refers to tourism services and facilities that are tailored to sharia principles, meeting the needs of Muslim tourists for halal food, worship facilities, Muslim-friendly accommodation, and an environment that is in accordance with Islamic values. (Kusumaningtyas & Ulfah, 2024).

Indonesia, as the country with the largest Muslim population in the world, has tremendous potential to become a global leader in halal tourism. (Dewi, 2023). The Indonesian government has demonstrated a strong commitment to developing this sector, launching various initiatives and strategic policies. Global recognition peaked in 2019 when Indonesia ranked first in the World's Best Halal Tourism Destination category according to the Global Muslim Travel Index (GMTI), surpassing other countries such as Malaysia and Turkey (Rachman & Sangare, 2023). This success is supported by the richness of Islamic culture, diverse natural destinations, and a rapidly growing halal food industry. Provinces such as Aceh,

West Nusa Tenggara, and West Sumatra have been designated as leading halal tourism destinations, with continuously improving infrastructure and promotion. (Tanjung & Panggabean, 2022)

Data shows that the contribution of halal tourism to the national GDP continues to increase, indicating significant economic potential. In addition, the significant growth of halal tourism, marked by an annual growth rate of 34.24%, demonstrates its increasing global relevance, driven by a growing Muslim population and higher disposable income. (Misbah & Johari, 2024)

Despite showing positive trends and great potential, halal tourism in Indonesia still faces a number of challenges that hinder its optimisation. One of the main problems is the uneven quality of services and infrastructure across destinations. (Haerisma, 2018). Standardisation and consistency in halal certification for restaurants, hotels and other supporting facilities still need to be strengthened in order to meet the high expectations of international Muslim tourists. (PUTRIANA, 2020). In addition, the lack of awareness and comprehensive understanding among local tourism businesses about the essence of halal tourism is also an obstacle. Many still consider it to be merely the provision of halal food and prayer facilities, when in fact its scope is broader, extending to Islamic muamalah and service ethics (Indratno et al., 2022). Promotion and marketing that are not yet integrated and optimised also contribute to the failure to achieve full potential.

Data shows that although Indonesia ranks high in the GMTI, the number of international Muslim tourist visits is still below its actual potential (Indratno et al., 2022). Other challenges include the digital divide among tourism SMEs, the lack of integrated digital platforms, and issues of cyber security and data privacy (Casum & Bawono, 2023). From an industry perspective, adapting to digital trends and meeting the ever-changing expectations of tourists requires significant investment and increased human resource capacity (Dikhanbayeva, 2025).

This study, through a bibliometric approach and systematic review, aims to analyse current trends and identify fundamental challenges affecting the development of halal tourism, as well as provide strategic recommendations to overcome these obstacles. Globally, the halal tourism market is highly promising, with projections of 230 million Muslim tourists by 2026 and an increase in revenue from \$177 billion in 2017 to \$274 billion by 2023 (Syahrizal, 2021).

Given the rapid development of halal tourism, the existence of various trends and challenges, and the urgency to understand the academic landscape that has researched this field, it is important to conduct systematic research mapping. Although studies on halal tourism are widely available, there has been no systematic literature review that specifically maps trends and challenges in the development of halal tourism from the perspective of tourists and the industry, through bibliometric analysis based on VOSviewer and supported by Google Scholar literature. Previous studies have often focused on case studies or specific aspects, such as tourist preferences or marketing strategies.

The gaps in this research are, first, the lack of comprehensive mapping of thematic trends emerging in halal tourism research, particularly how the research has shifted from basic issues to more complex topics such as digitalisation, sustainability, or Islamic finance. Second, there has been no bibliometric analysis that specifically examines trends and challenges from two key perspectives: the Muslim tourist perspective, including motivation, perception, satisfaction, and loyalty; and the tourism industry perspective, including product adaptation, marketing strategies, and regulations. Third, this study will explicitly identify key actors (authors, institutions) and patterns of collaboration in this research, which can reveal where centres of research excellence are located and encourage future collaboration. Fourth, by mapping areas that have been widely discussed, this study will explicitly show research gaps on trends and challenges that have been under-explored, providing a roadmap for future research. Thus, this study aims to present a systematic ‘Intellectual Map’, providing strategic insights for academics, practitioners, and policymakers in accelerating the development of halal tourism that is more resilient, inclusive, and sharia-compliant.

B. LITERATURE REVIEW

1. Concept and Definition of Halal Tourism

Halal tourism, often referred to as Muslim-friendly tourism, is a segment of tourism specifically designed to meet the needs and preferences of Muslim travellers in accordance with Islamic sharia principles (Al Mustaqim, 2023). This concept goes beyond simply providing halal food and prayer facilities. It encompasses the entire travel ecosystem to ensure Muslim travellers feel

comfortable and safe, in accordance with their religious values. Therefore, halal tourism services include alcohol- and pork-free accommodation, halal-certified food, easily accessible prayer facilities, privacy for Muslim women, and Sharia-compliant entertainment and recreation options. (Mas'ud & Hamim, 2022).

The core components of halal tourism include:

- a. **Muslim-Friendly Accommodation:** Hotels or lodgings that provide facilities such as qibla direction, Al-Qur'an, wudu facilities in rooms, and ensure that there is no alcohol or non-halal products in the minibar (Zarkasyi et al., 2022). Some accommodations even offer separate swimming pools for men and women, as well as staff trained to understand Muslim cultural sensitivities. (Lubis et al., 2024);
- b. **Halal Food and Beverages:** Availability of food that is certified halal or at least prepared in accordance with Sharia principles in restaurants, hotels, and destinations (Alam et al., 2024). Existing research emphasises the importance of clear and reliable halal certification to ensure consumer confidence and compliance with Islamic standards. This aspect is not limited to raw materials, but also includes the preparation, storage, and serving of food that is free from contamination by non-halal substances (Al Mustaqim, 2023);
- c. **Worship Facilities:** The availability of clean and easily accessible mosques or prayer rooms in public places, tourist destinations, and other public areas. (Martaleni et al., 2022). This allows Muslim tourists to perform their prayers on time without difficulty or worry during their travels;
- d. **Muslim-Friendly Activities:** Tours and activities that take prayer times into consideration, avoid places that conflict with Islamic values, and offer separate tour options for men and women if necessary (Subagiyo & Syaichoni, 2023);
- e. **Ethics and Service:** Service that reflects Islamic ethics, such as politeness, honesty, and respect for privacy and modesty. (Suswanta et al., 2023).

Halal tourism is not only about fulfilling religious obligations, but also about providing an authentic and meaningful travel experience for Muslim tourists,

who are increasingly seeking destinations that align with their identity. (Arijuddin & Nurwahidin, 2023).

2. Trends in the Development of Halal Tourism

Halal tourism has shown significant growth trends globally. The Global Muslim Travel Index (GMTI) report consistently shows an increase in the number of Muslim tourists and their spending in the tourism sector. In 2023, the global Muslim travel market is estimated to reach USD 224 billion, and is projected to grow to USD 300 billion by 2028. Indonesia itself has been recognised as a global leader, ranking first in the World's Best Halal Tourism Destinations in the 2019 GMTI (Tanjung & Panggabean, 2022). Some key trends driving and shaping the development of halal tourism include:

- a. Increase in Muslim Population and Income: The increase in the number and purchasing power of the Muslim middle class in various countries, especially in Asia and the Middle East, has driven demand for better tourism services (Mawardi, 2022);
- b. Digitalisation and Technology Utilisation: The utilisation of digital platforms, social media, mobile applications, and Online Travel Agencies (OTAs) has become a dominant trend. Modern Muslim travellers rely heavily on online information to search for halal destinations and services. This trend also includes the use of big data to understand tourist preferences and smart tourism to improve operational efficiency (Battour et al., 2021);
- c. Product and Destination Diversification: From being merely a destination for worship, halal tourism has now expanded to include adventure, wellness, culinary, shopping, and even Muslim-friendly ecotourism. Non-Muslim destinations are also increasingly trying to attract Muslim tourists by providing relevant facilities;
- d. Focus on Authentic Experiences: Muslim tourists are looking for experiences that go beyond basic needs; they want cultural connections and authentic, meaningful experiences (Sutandar et al., 2024);
- e. The Influence of Young Muslims: Young Muslims, millennials and Gen Z, who are more identity-conscious, tech-savvy, and have

purchasing power, are the main drivers of this trend. They actively seek online reviews and share their experiences on social media (Sholikhah et al., 2021);

- f. **The Role of Government and Standardisation:** Governments in various countries, including Indonesia, are actively developing policies, halal certification standards, and promotions to strengthen the halal tourism ecosystem. This can be seen from collaborations with certification bodies and the drafting of development roadmaps (Satriana & Faridah, 2018).

3. Challenges in Halal Tourism Development

Despite the positive trend, the development of halal tourism still faces a number of challenges that need to be overcome in order to reach its optimal potential:

- a. **Standardisation and Consistency of Halal Certification:** One of the biggest challenges is the lack of uniform global standardisation in halal certification for tourism services. This can be confusing for tourists and business operators. At the national level, the implementation of certification that is not yet comprehensive and consistent across all destinations remains an issue (Hamzana, 2018);
- b. **Quality and Availability of Muslim-Friendly Infrastructure:** Although some destinations are ready, there are still many areas that do not have adequate infrastructure, such as a lack of mosques, limited availability of halal food outside major cities, or accommodation that truly understands the concept of Muslim-friendliness in depth (Haerisma, 2018);
- c. **Gap in Understanding and Literacy among Business Actors:** Many tourism business actors, especially MSMEs, still have a shallow understanding of halal tourism, considering it to be limited to food and prayer. The lack of effective training and socialisation hinders them from implementing comprehensive services (Zarkasyi et al., 2022);
- d. **Suboptimal Promotion and Marketing:** Although promotional efforts have been made, Indonesia's halal tourism marketing strategies are still not fully effective in reaching specific international target

markets. More targeted campaigns that utilise big data for personalisation are needed (Huda et al., 2022);

- e. Security Issues and Global Uncertainty: External factors such as the COVID-19 pandemic, which paralysed the sector, as seen in VOSviewer, geopolitical conflicts, or local security issues can greatly affect the confidence of Muslim tourists and hinder growth;

Digital Divide and Technology Adoption: Although digitalisation is a trend, there is still a large gap in technology adoption among tourism SMEs. Limited internet access, technology costs, and a lack of digital skills hinder them from competing in the digital era.

4. The Perspective of Tourists and Industry in Halal Tourism

Studies from the perspective of Muslim tourists focus on their motivations, preferences, perceptions, and experiences in choosing and enjoying halal tourism destinations. Factors influencing their decisions include the availability of halal food, prayer facilities, security and safety, cleanliness, reasonable prices, and the image of Muslim-friendly destinations (Hamdan et al., 2024). Research also shows that revisit intention and word-of-mouth recommendations are greatly influenced by satisfaction levels and how their experiences align with religious values (Jameel et al., 2025). Muslim tourists are also becoming increasingly digitally savvy and rely on online reviews and influencers in their travel planning (Preko et al., 2020).

From an industry perspective, research highlights how hotel, restaurant, travel agency, and airline service providers are adapting to meet the needs of the halal tourism market. This includes developing innovative products and tour packages, effective marketing strategies to reach a global Muslim audience (Idris et al., 2022). efforts to obtain halal certification, and investment in improving human resource capacity to provide culturally and religiously sensitive services. Challenges from an industry perspective are often related to certification costs, lack of market understanding, competition, and the ability to adapt to new technologies. Government support and collaboration among stakeholders are also key factors from this perspective (Wenten et al., 2024).

The interaction between these two perspectives is crucial. The industry needs to understand the needs and expectations of Muslim tourists (the tourist perspective) in order to develop relevant products and services, while tourists rely

on the readiness and quality of industry services to meet their travel needs.

C. RESEARCH METHOD

This study uses a mixed-methods approach, combining bibliometric analysis (quantitative) with a Systematic Literature Review (SLR) (qualitative). Data will be collected from Google Scholar using Publish or Perish (PoP) software on 26 June 2025. The search keywords will focus on ‘halal tourism’ by considering the perspectives of tourists and the industry, as well as trends and challenges. Bibliometric analysis will be conducted using VOSviewer to map publication trends, author/institutional collaborations, and identify thematic clusters of keywords that frequently appear together.

The results of this visualisation will be interpreted alongside the findings from the SLR. The SLR will be conducted on relevant key articles to provide an in-depth qualitative understanding of trends and challenges from both perspectives. A synthesis of these two approaches will be used to identify research gaps and formulate recommendations for future research.

1. Synthesis of SLR Findings: Qualitative analysis of the content of key articles, identification of arguments, findings, and gaps.
2. Integration and Interpretation: Combining quantitative (bibliometric) results with qualitative insights (SLR). This interpretation will identify significant research trends, key actors, saturated areas, and research gaps that have not been widely explored.
3. Formulation of Recommendations: Based on the synthesis and interpretation, formulate concrete suggestions and recommendations for the future direction of halal tourism research, both for academics and policymakers.

D. RESULTS AND DISCUSSION

1. Publication Trends and Key Players in Halal Tourism Research

Bibliometric analysis shows exponential growth in the volume of publications on halal tourism, particularly from 2020 to 2023, with a decline in 2024 and only 40 publications in mid-2025. The total number of publications from 2020 to 2025 is 913. This reflects a substantial increase in academic interest, in line

with global recognition of the potential of halal tourism, such as Indonesia's achievement as the World's Best Halal Tourism Destination at the 2019 GMTI(Buntoro & Sulaeman, 2024).

Table 1. Number of Publications on 'Halal Tourism'



Source: Data processed by the author (VOS Viewer, June 2025)

In terms of author productivity, the majority of research contributions came from academics. Names such as Hadi Peristowo, from Hadi Peristowo Halal Management Doctoral Student UIN Walisongo Semarang and Mohamed Battour from Sharqiyah University were identified as the most productive authors with 5 relevant publications each. The institutions that contributed the most were dominated by universities and research institutions focusing on Islamic economics, tourism, or Islamic studies..

The collaboration network map visualised by VOSviewer shows several strong collaboration clusters within the domestic sphere between universities in a single country, or regionally between neighbouring countries such as Indonesia and Malaysia. However, cross-continental collaboration or collaboration with global non-halal tourism research centres is still relatively limited. This indicates that despite the spirit of collaboration, the halal tourism research network still has great potential to be expanded in order to promote a wider exchange of knowledge and best practice standards.

2. Thematic Research Clusters

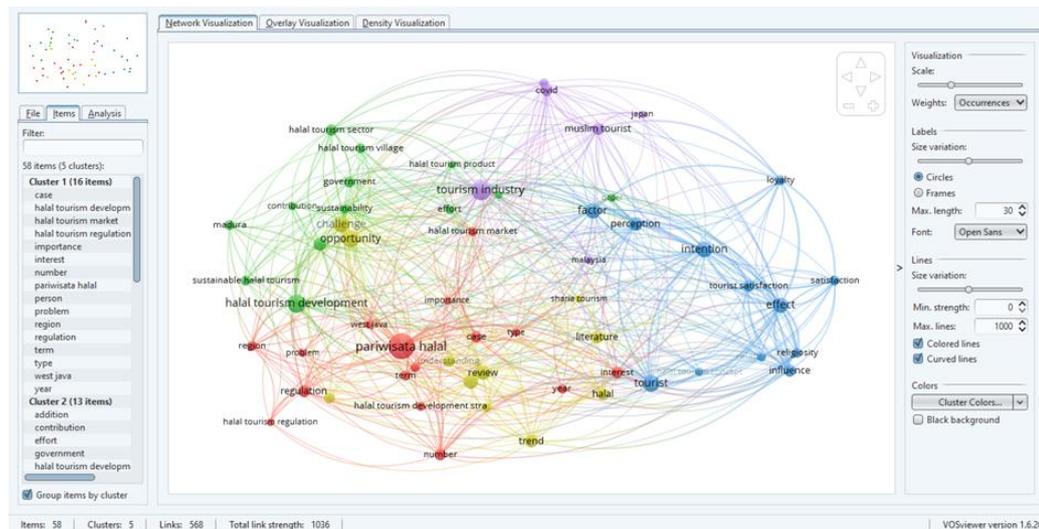


Figure 1. Results of VOSviewer Halal Tourism

The VOSviewer visualisation of this halal tourism research data identifies 58 items divided into 5 main clusters, with a total of 568 links and a cumulative link strength of 1038. This map clearly shows the intellectual structure and thematic focus of the halal tourism literature.

In general, the clusters that have formed indicate four main areas of focus that are interrelated in halal tourism research:

- a. Focus on Halal Tourism Development and Regulation (Red Cluster - Case 1):

This cluster highlights the core of ‘halal tourism’ itself, with keywords such as ‘halal tourism development,’ ‘regulation,’ ‘region,’ ‘importance,’ and ‘problem.’ This indicates that most of the initial and ongoing research focuses on halal tourism development efforts, including regulatory aspects and the identification of problems in various regions, such as ‘West Java’ and ‘Malaysia.’ The presence of the words “opportunity” and ‘challenge’ also shows that research is still largely concerned with identifying opportunities and challenges in this development.

- b. Focus on the Interests, Behaviour, and Experiences of Muslim Tourists (Light Blue Cluster):

This cluster is very much centred on ‘Muslim tourists,’ with related keywords such as ‘intention,’ ‘perception,’ ‘satisfaction,’ ‘loyalty,’

and ‘experience.’ This indicates a strong focus on understanding the psychology and behaviour of Muslim tourists, including factors that influence their intention to visit, their perceptions of halal destinations and services, and how satisfaction can build loyalty. The word ‘halal’ appearing in the middle of this cluster emphasises a direct connection with halal aspects.

c. Focus on the Tourism Industry, Products, and Halal Market (Green Cluster):

This cluster highlights the ‘tourism industry,’ ‘halal tourism products,’ ‘halal tourism market,’ and ‘government.’ Research in this cluster tends to discuss the supply side of halal tourism, namely how the tourism industry adapts to create halal products, targets the halal market, and the role of the government in facilitating this. The presence of ‘covid’ in this cluster also indicates the industry's response to the pandemic.

d. Focus on Trends, Literature, and Comparative Studies (Yellow Cluster):

This cluster includes ‘trends,’ ‘literature,’ ‘review,’ ‘impact,’ and ‘number.’ This indicates an effort to conduct a literature review, identify research trends or market trends in halal tourism, and analyse their impact. The presence of ‘Japan’ in this cluster may indicate comparative studies or interest in the development of halal tourism in non-Muslim countries..

This visualisation confirms that halal tourism research is a rapidly growing field with a clear focus on destination and regulatory development, in-depth understanding of Muslim travellers, and industry and product adaptation. The emergence of the words ‘trend’ and ‘review’ also indicates reflection and synthesis efforts from the growing literature. However, the separation of clusters despite the links may also imply that there is still room for more interdisciplinary research that holistically integrates the perspectives of developers, industry players, travellers, and policymakers. The presence of ‘covid’ also indicates the adaptation of research to contemporary issues affecting the sector.

3. Link Strength and Centrality

- a. Large keywords located at the centre of the network, such as halal tourism development, halal tourism, Muslim tourists, and tourism industry, indicate centrality and high frequency of occurrence. This indicates that these keywords are the core topics most frequently researched and serve as connectors between clusters.
- b. Link strength (line thickness) indicates how often two keywords appear together. Strong links indicate a close thematic relationship. For example, the strong link between Muslim tourist and intention and perception confirms the research focus on tourist behaviour.

4. Implications and Interpretation

The visualisation in Figure 1 comprehensively maps the landscape of halal tourism research:

- a. **Balanced Focus:** There is a balance between research focusing on the supply side (industry, development, regulation) and the demand side (tourists).
- b. **Crucial Issues:** Problems and challenges are an integral part of the development cluster, indicating that challenges are a central aspect of the literature.
- c. **Geographical Relevance:** The explicit presence of West Java and Malaysia shows that regional or national case studies contribute significantly to the global literature on halal tourism.
- d. **Response to Global Events:** The presence of COVID-19 indicates that the halal tourism research community is responsive to global events that affect this sector.
- e. **Future Direction:** The words ‘trend’ and ‘review’ (Yellow Cluster) as well as “opportunity” and ‘research gap’ (Red and Yellow Clusters) implicitly indicate efforts to reflect on and identify future research directions.

5. Recommendations for Further Research

Based on thematic cluster analysis and link strength in VOSviewer visualisation, as well as understanding trends and challenges in halal tourism research, several recommendations for further research can be proposed to enrich this field:

a. Integration of Digitalisation and Technology Aspects in the Halal Tourism Development Model

Although there are clusters for halal tourism development (Red) and the tourism industry (Green) that cover marketing strategy and innovation, and the word “digital” appears in the background (although it is not dominant in this VOSviewer), there is no cluster that explicitly links destination development with a comprehensive digitalisation strategy. An empirical study on the model of halal tourism destination development based on smart tourism or an integrated digital ecosystem. How technologies such as AI, big data, or blockchain can be implemented to improve operational efficiency, personalise tourist experiences, and ensure transparency in halal certification at leading destinations.

b. The Impact of the Digital Divide on the Competitiveness of Halal Tourism MSMEs and Mitigation Solutions

The tourism industry cluster (Green) mentions SMEs (MSMEs), but the ‘digital divide’ as a significant challenge does not explicitly appear as a major node or separate cluster. This is a crucial issue that is recognised in the literature review.

c. An in-depth investigation into the impact of the digital divide on the competitiveness of MSMEs in the halal tourism value chain in Indonesia. This research could seek effective strategies or intervention programmes to improve digital literacy and technology adoption by MSMEs, as well as measure their impact on business performance and inclusiveness.

The Influence of Sustainability and Ethics on the Preferences of Generation Z/Millennial Muslim Tourists

d. The Muslim tourist cluster (Light Blue) focuses on intention, perception, satisfaction, and loyalty. Meanwhile, sustainability appears in the tourism industry cluster (Green). The direct link between Muslim tourists' sustainability awareness and their travel decisions has not been fully summarised in the visible clusters.

A study examining the extent to which sustainability issues

(environmental, social, economic) and Islamic ethics influence the visitation intentions, perceptions, and destination choices of young Muslim tourists for halal tourism. This research could utilise large-scale surveys or qualitative methods to understand their values and expectations regarding sustainable halal tourism.

- e. **Comparative Analysis of Halal Tourism Regulations and Implementation in Various Countries (Indonesia vs. Japan or Thailand)**
The development cluster (Red) covers regulation and region, while the trend cluster (Yellow) covers Japan. This indicates an interest in regional/comparative studies. However, details of cross-country comparisons of regulations and practical implementation could be explored further.

- f. **Comparative research analysing the effectiveness of regulatory frameworks and implementation practices for halal tourism between Indonesia as a leader (a Muslim-majority country) and non-Muslim countries that are proactively developing halal tourism (e.g. Japan or Thailand).** This could identify best practices and unique challenges in different contexts.

- g. **The Role of Sharia Fintech and Financial Innovation in Facilitating Halal Tourism Travel**

Although innovation exists in the tourism industry cluster (Green), and there is a general context of the Islamic economy, the specific concept of Islamic fintech does not appear to stand out as a keyword node in this visualisation. However, this is an important trend in the halal ecosystem.

Exploration of the potential and challenges of implementing Islamic fintech (e.g., Islamic digital payments, travel financing, takaful insurance) to support and facilitate the halal tourism ecosystem. This research could examine consumer adoption, industry readiness, and the necessary regulations.

These recommendations aim to fill the gaps identified in the visualised literature, encourage more interdisciplinary research, and address practical needs in the future development of halal tourism.

E. CONCLUSION

This study aims to map trends and challenges in the development of halal tourism from the perspective of tourists and the industry through bibliometric analysis based on VOSviewer, supported by a systematic literature review. From the results obtained, several key points can be concluded. First, bibliometric analysis reveals significant and exponential growth in halal tourism research since 2015, with Southeast Asia (particularly Indonesia and Malaysia) being the main contributors. Although there are strong collaboration clusters within the domestic/regional sphere, broader cross-country collaboration still has potential to be strengthened, indicating that the global research community in this field could be more integrated. Second, thematic mapping through VOSviewer clearly identifies four main clusters that reflect research focus: (1) Halal Destination Development and Regulation, highlighting the role of government, issues, and opportunities; (2) Muslim Tourist Behaviour and Preferences, centred on intentions, perceptions, satisfaction, and loyalty; (3) Industry Marketing Strategies and Product Adaptation, discussing how the industry (including MSMEs) innovates and responds to the market; and (4) Contemporary Trends and Challenges, which includes sustainability issues and the impact of global events such as COVID-19. The existence of problems and challenges as important nodes indicates that research actively discusses obstacles in the development of halal tourism. Third, the synthesis of the literature review confirms that the main trends in halal tourism include an increase in demand from Muslim tourists, the dominance of digitalisation, product and destination diversification, and a shift towards more authentic experiences and a focus on experience-centric aspects. However, the challenges faced remain significant, both from the perspective of tourists (such as the consistency of halal certification and integrated access to information) and from the perspective of the industry (such as service standardisation, gaps in SME understanding, implementation costs, and promotional effectiveness). Finally, although research has developed rapidly, this analysis identifies several crucial research gaps. Further studies are needed on the long-term impact of policy implementation, the development of sustainable halal tourism business models in the digital ecosystem, comparative analysis of regulations between countries, the

specific role of immersive technology and AI, and exploration of the role of sharia fintech. Addressing these gaps will be key to developing a more resilient, inclusive, and relevant halal tourism sector in the future, providing a valuable roadmap for academics, practitioners, and policymakers.

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