

Assessing the impact of supporting facilities on the development of halal tourism: A bibliometric review

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Abstract: This bibliometric review evaluates the research progress and knowledge structure regarding the impact of supporting facilities on halal tourism development. Using the Scopus database and bibliometric analysis with the “bibliometrix” package in R, the study covers the period from 2016 to 2023. The search, employing keywords like “halal tourism,” “facilities,” “infrastructure,” and “local support,” identified 26 relevant publications. The findings highlight a limited body of research, with the *Journal of Islamic Marketing* being the most active publisher in this area, contributing six articles. Indonesia emerges as a leading contributor to halal tourism research, driven by its significant Muslim population and the economic potential of this niche market. Key facilities, such as mosques, musholla, and high-quality halal food options, are identified as crucial factors influencing Muslim travelers’ destination choices. This review provides a comprehensive overview of the current research landscape on supporting facilities in halal tourism and highlights opportunities for future investigation to further enrich the field.

Keywords: bibliometric; halal tourism; Scopus

1. Introduction

Halal tourism has emerged as a significant market segment in the global tourism industry, driven by the increasing demand for halal services among Muslim travelers. This market segment refers to travel and tourism activities that comply with Islamic beliefs and practices, offering services and facilities such as halal food, prayer spaces, and accommodations that align with Islamic principles (Wardi et al., 2018). The rapid growth of the halal tourism sector can be attributed to the expanding global Muslim population, which now exceeds 1.8 billion, constituting nearly a quarter of the world’s population. This demographic shift, coupled with the rise of middle-class Muslim consumers who prioritize fulfilling their religious obligations while traveling, has fueled significant growth in halal tourism. Recent estimates valued the global halal tourism market at approximately \$200 billion in 2020, highlighting the sector’s attractiveness for stakeholders in the tourism industry (Muna et al., 2023; Pewresearch, 2009; Wanof and Gani, 2023).

Support facilities such as accommodation, transportation, and halal food are critical to the success of halal tourism. The availability and quality of these facilities

can significantly influence Muslim travelers' decisions regarding travel destinations. Additionally, the provision of such facilities not only meets religious needs but also promotes cultural exchange and interfaith dialogue. Halal tourism presents opportunities for economic development and job creation in regions catering to Muslim travelers (Rahman et al., 2020). To assess the research progress and knowledge structure related to these supporting facilities, this study employs a bibliometric analysis using the Scopus database, covering the period from 2016 to 2023 (Burnham, 2006; Chasani et al., 2023). Bibliometric analysis, a quantitative method for examining the structure and evolution of scientific literature, enables the identification of trends, regularities, and knowledge gaps within the field (Mardiana, 2023; Watrionthos, Ambiyar, et al., 2022; Watrionthos, Sagala, et al., 2022). This study specifically reviews the impact of supporting facilities, such as accommodation, transportation, and halal food, on the development of halal tourism. By analyzing 26 relevant studies, this research aims to uncover trends and gaps in the current literature and provide a foundation for future research in this emerging field.

2. Methods

This study uses bibliometrics to analyze how supplementary amenities affect halal tourism. This study uses Scopus data from 2016 through 2023 (Burnham, 2006; Singh et al., 2021). To conduct the review, the search keywords used are “halal tourism” AND facilities OR infrastructure OR “local support” or using this advanced query: (TITLE (“halal tourism”) AND TITLE-ABS-KEY (facility) OR TITLE-ABS-KEY (facilities) OR TITLE-ABS-KEY (infrastructure) OR TITLE-ABS-KEY (“local support”)). This investigation used Scopus because it has many functions and tools that speed up and simplify data collection and analysis. This drives the resource choice. Citation analysis, author/affiliation research, keyword research, and other methods are included. Scopus provides citation counts, h-indices, and other measures to assess research quality and impact.

This study seeks to find halal tourism and facilities research tendencies and general frameworks. The bibliometric study used the “bibliometrix” package with R Language (Aria and Cuccurullo, 2017). This software is useful for bibliometric analysis. It offers many metrics and visualization approaches. This study analyzes 26 previous papers on halal tourism and its facilities. This study uses keyword co-occurrence analysis, citation analysis, and collaboration analysis.

According to reference (Ninkov et al., 2022), bibliometric analysis has become increasingly popular for analyzing research trends and assessing research effect. This study uses statistical and computational methods to analyze publishing, citation, and co-citation patterns across several research subjects, authors, and publications. Bibliometric analysis is popular because it can quantitatively and objectively evaluate research patterns and trends. This analysis can inform research policy, financing, and academic evaluations (Valérie and Pierre, 2010). A “bibliometrix” citation analysis determines the most important papers. Analysis helps find highly referenced publications in the dataset, providing new insights on prevalent study themes and trends. The analysis facilitates the identification of the most influential

authors in the domain, thereby aiding in comprehending the knowledge structure and research collaborations (Pöder, 2022).

The current investigation also employed bibliometric methodologies to ascertain the most frequently cited authors, sources, and documents, as well as to perform a keyword analysis. The study had a specific objective of identifying the primary domains of emphasis in the realm of supporting amenities that have an effect on halal tourism. The aforementioned methodology enabled the discernment of salient themes and subjects within the literature, thereby augmenting the comprehension of the respective field of inquiry. The co-occurrence network analysis was generated by utilizing abstracts due to document limitations, as other fields such as author keywords or keyword plus were not available (Eck and Waltman, 2009). Through the process of analysis, we were able to discern the predominant keywords and their interconnections, thereby yielding valuable perspectives on the principal themes and subjects that have been explored in the context of facilities and halal tourism.

3. Results and discussion

The present investigation centered on performing a methodical examination of the scholarly works pertaining to the subject of halal tourism and its amenities within the timeframe spanning from 2016 to 2023. The inclusion criteria of the study were met by a total of 26 published papers, as revealed by the review process. The analysis of the papers revealed that the year 2022 exhibited the maximum number of publications, comprising a total of 7 studies. The paucity of literature pertaining to halal tourism and its amenities indicates a dearth in the current body of knowledge concerning this subject matter. The growth and development of the halal tourism market may face hindrances due to insufficient research on the necessary supporting facilities, despite the potential economic advantages it offers.

Insufficient provision of supporting facilities may pose a challenge in attracting Muslim travelers to destinations where their needs are not adequately met. A comprehensive understanding of the impact of such facilities is crucial in this regard. The absence of certain information may impede the capacity of industry participants, including private enterprises and governmental bodies, to make well-informed determinations with respect to the establishment of auxiliary amenities in the halal tourism sector. Consequently, conducting research to address this knowledge gap is imperative in order to enhance the halal tourism industry and render it a more appealing and enduring alternative for Muslim tourists.

Due to the current situation, more research is needed to understand the role of auxiliary amenities in halal tourism. This study may reveal Muslim travelers' preferences. Additionally, it could contribute to the formulation of policies and strategies that aim to foster the expansion of halal tourism. The present state of knowledge suggests a dearth of research on the function of auxiliary amenities in the context of halal tourism. The provision of supporting facilities is crucial for Muslim tourists to have a satisfactory halal tourism experience. These facilities include halal restaurants, prayer rooms, and hotels that have been certified as halal. The insufficient investigation into the provision of supporting amenities within the halal

tourism industry is a cause for concern, despite the increasing desire for such services.

The initial record discovered within this dataset was published in the Geo Journal Library, Volume 121, 2016. The topic of halal tourism in Turkey was investigated by Fikret Tuna, who is affiliated with the Department of Geography at Fatih University in Istanbul, Turkey. The present research provides a foundation for comprehending the notion of halal tourism and its significance for the Muslim travel sector. Although the research does not conduct a direct investigation, it provides significant perspectives on the realm of halal tourism establishments. According to the report, Turkey was positioned as the third most Muslim-friendly halal tourist destination globally in 2015, with a total of 152 tourist facilities meeting halal standards. It is noteworthy to mention that the aggregate count of tourist establishments in Turkey amounts to 3830, denoting that halal tourist facilities constitute approximately 4% of the total figure, see **Figure 1**.

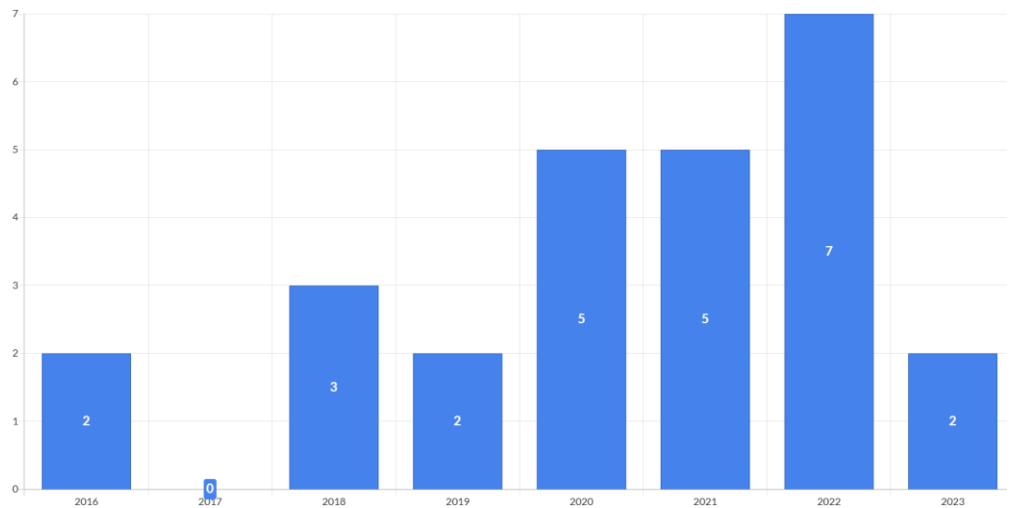


Figure 1. Number of paper.

The study's results are significant in furnishing a framework for comprehending the significance and prospective influence of halal tourism amenities in the realm of travel. Halal tourism establishments provide services that are tailored to the specific requirements of Muslim tourists, who are in search of destinations that conform to the precepts and standards of Islam. Halal tourism encompasses a diverse range of tourist activities that are in accordance with Islamic principles, spanning from religious pilgrimages to recreational and amusement pursuits. Halal tourism establishments are tailored to cater to the distinct needs of Muslim tourists, including segregated swimming pools, halal cuisine, and designated prayer areas. The significance of these amenities for the tourism sector is substantial, as they provide a distinct type of tourism that caters to an expanding segment of the market. This study emphasizes the necessity for additional investigation into halal tourism amenities and their impact on the tourism sector, considering their capacity to stimulate expansion and generate income for global destinations.

Yuliana Dwi Lestari and Faridatus Saidah, both affiliated with the Bandung Institute of Technology in Bandung, Indonesia, recently authored a scholarly article

on the effects of facilities on halal tourism. This publication represents the latest contribution to the field. The aforementioned study was disseminated in the *Journal of Islamic Marketing*, Volume 14, in the year 2023 and has garnered four citations on Scopus (Lestari et al., 2023). The present research aims to examine the influence of destination competitiveness attributes on tourists' behavioral control, perceived value, trust, and intention to visit halal tourism destinations located in Indonesia. The research gathered numerical information by means of an internet-based questionnaire administered to 244 Muslim participants in Indonesia. The study then employed partial least squares structural equation modeling to evaluate the associations among the variables.

The study's results indicate that halal tourist intentions are influenced by perceived behavioral control, perceived value, and trust. The impact of visit intention is influenced by supporting factors, however, other aspects of destination competitiveness, such as core resources, attractiveness, and destination management, play a mediating role in this association. The intentions of halal tourists are often influenced by destination management, which is mediated by factors such as perceived behavioral control, perceived value, and trust. Trust is indirectly influenced by core resources and attractors, which in turn impact intention.

This research provides insights to the government and relevant stakeholders regarding the halal tourism preferences of domestic tourists in Indonesia. It is recommended to prioritize the promotion of Halal tourism awareness, the dominance of the domestic tourism market, and the generation of government revenue from Halal tourism. This study would have an impact on the Indonesian halal tourism sector, which holds significant economic promise. The promotion of tourism has the potential to enhance both sustainability and government revenue. The report emphasizes the significance of destination management in halal tourism, and highlights the need for Indonesia to attain destination competitiveness standards. The report proposes that in order to enhance the competitiveness of Indonesian tourism destinations, it is imperative to adopt sustainable tourism practices and make advancements in infrastructure, promotion, services, and environmental aspects.

The present study centers on the framework model of destination competitiveness in the context of halal tourism, which is a distinctive approach. The outcomes of this research can assist stakeholders in making informed and tactical choices to entice tourists to halal tourism destinations. In order to achieve a comprehensive comprehension of Indonesia's halal tourism industry, it is imperative to incorporate non-Muslim participants in the research.

This investigation examined 26 pertinent documents. Conference papers (11.5%, $n = 3$), book chapters (7.7%, $n = 2$), and reviews (3.8%, $n = 1$) followed journal articles (76.9%, $n = 20$). The sources' categorization helps reveal the topic's research status. To be more explicit, the preponderance of journal papers in the body of research indicates that academics choose this medium to share their findings and advance the field. The *Journal of Islamic Marketing* published the most papers during the inquiry, at six. The discovery illustrates the journal's role in halal tourism research and dissemination.

Table 1 shows Emerald publishing publishes the peer-reviewed *Journal of Islamic Marketing*. Its primary focus is on the utilization of marketing theories and

practices in conjunction with Islamic principles and values. The subject matter encompasses a diverse array of themes pertaining to Islamic marketing, comprising branding, advertising, consumer behavior, corporate social responsibility, and e-commerce. The academic journal extends an invitation to scholars and practitioners from diverse fields, such as marketing, business, economics, and Islamic studies, to submit both theoretical and empirical contributions. As per the results of a study, the *Journal of Islamic Marketing* has been recognized as the most prolific journal in the domain of Islamic marketing, having published six articles during the reviewed period. As a prominent scholarly publication within the discipline, this journal offers a significant forum for scholars and professionals to engage in discourse and share perspectives regarding contemporary advancements and emerging patterns in the realm of Islamic marketing.

Table 1. Top five sources halal tourism.

No.	Source	Number paper	Publication year start	Total cited	h index
1	Journal of Islamic Marketing	6	2018	100	4
2	E3S Web of Conferences	3	2021	1	1
3	Journal of Environmental Management and Tourism	3	2018	6	1
4	Asia Pacific Journal of Tourism Research	2	2018	104	2
5	Current Issues in Tourism	1	2021	25	1

Isa et al. (2018) from Universiti Sains Malaysia in Gelugor, Malaysia, have been identified by Scopus as having authored the most impactful paper in this journal with respect to the influence of facilities on halal tourism, having garnered 50 citations (Isa et al., 2018). Their research suggests that price and social factors have no effect on tourist satisfaction, while quality, emotions, and halal physical and non-physical attributes have a direct impact on tourist satisfaction, especially when destination experience acts as a mediating variable. Moreover, the study concludes that destination experience has a significant impact on traveler satisfaction. The practical implications of this research are that the cognitive, affective, and Islamic (Halal) values of tourist satisfaction have been analyzed, along with the importance of destination experience. This study's results can aid stakeholders in the tourism industry, specifically in the Halal tourism sector, in improving their understanding of what drives Muslim travelers' satisfaction with their travel experiences. Furthermore, this research contributes to the theoretical framework of Halal tourism by aligning it with the conventional tourism paradigm.

Although the *Journal of Islamic Marketing* was identified as the most productive journal in the field of halal tourism, it was found to have fewer citations compared to other relevant journals. Specifically, the *Asia Pacific Journal of Tourism Research* received a higher number of citations despite publishing only two related articles, thus indicating a greater impact on the field. The *Asia Pacific Journal of Tourism Research*, published by Taylor and Francis, is a highly respected journal in the field of tourism research. As per the Scopus database, the *Asia Pacific Journal of Tourism Research* had received a total of 104 citations, while the *Journal of Islamic Marketing* had received a comparatively lower number of citations. This

finding highlights the importance of not only producing scholarly works but also ensuring their impact on the academic community, especially in emerging areas of research such as halal tourism. Further efforts may be required to promote the visibility and relevance of halal tourism research in academic circles.

Two articles pertaining to halal tourism, published in the *Asia Pacific Journal of Tourism Research*, have garnered significant interest within the academic sphere. In the context of halal tourism, Wardi et al. (2018) investigate the antecedents of tourist satisfaction and word-of-mouth (WOM) in their first article. The Scopus database has recorded 75 citations for this article, suggesting its noteworthy impact on the respective academic discipline. The second scholarly article, authored by Jia and Chaozhi (2020), investigates the patterns in halal tourism and has garnered 29 citations on Scopus. The aforementioned articles have contributed significant insights pertaining to the diverse facets of halal tourism, thereby prompting additional scholarly inquiry in this domain. The study conducted by Wardi et al. (2018) examines the correlation among the characteristics of Halal tourism, the contentment of tourists, and word of mouth (WOM) (Wardi et al., 2018).

The objective of the research was to enhance comprehension of the notion of Halal tourism and its influence on the contentment and allegiance of tourists. This study in West Sumatra, Indonesia, examined how halal tourism factors affect visitor happiness and word-of-mouth. 345 participants from five locations were studied. Halal tourism features Islamic provisions, halal accreditation, comprehensive Islamic moral values, and no alcohol or gambling, according to the research. The UK conducted the study. Structural equation modeling analyzed the data. The findings show that halal tourism's qualities affect travelers' satisfaction and vocal suggestions. This study shows how halal tourist amenities boost consumer happiness and brand loyalty (Rahman et al., 2022).

Tourism practitioners and policymakers in Indonesia and other Muslim-majority nations can benefit from this study. It stresses the need of catering to Muslim travelers' demands, especially halal tourism amenities, to improve their travel experiences. Additionally, the research emphasizes the need to promote positive WOM among Muslim tourists, which can enhance the reputation of halal tourism destinations and lead to increased tourism revenue. The use of structural equation modeling in the analysis of the data adds rigor to the research, making the findings more reliable and generalizable to other contexts.

Jia and Chaozhi (2020) concentrate on investigating the requirements of Muslim travelers within the framework of halal tourism in China, which is a relatively nascent field of study (Jia and Chaozhi, 2020). This research is predicated on conducting interviews with a sample size of 32 participants, with the objective of scrutinizing the requisites of Muslim tourists and the reactions of tourism professionals in China. The research indicates that the requirements of Muslim travelers can be categorized into six dimensions, namely culinary preferences, lodging accommodations, transportation options, recreational activities and shopping opportunities, restroom amenities, and personnel service. Muslim tourists have a religious obligation to consume halal food, in addition to their need for water-friendly toilets and worship facilities.

Conversely, the research reveals that Chinese tourism experts exhibit a

favorable outlook towards Muslim tourists, albeit solely providing halal cuisine at present. The research findings suggest that the characteristics of halal tourism that have been established in Islamic nations cannot be readily transferred to non-Islamic countries, such as China. Additional investigation is necessary to gain a deeper understanding of the requirements and preferences of Muslim travelers in these settings.

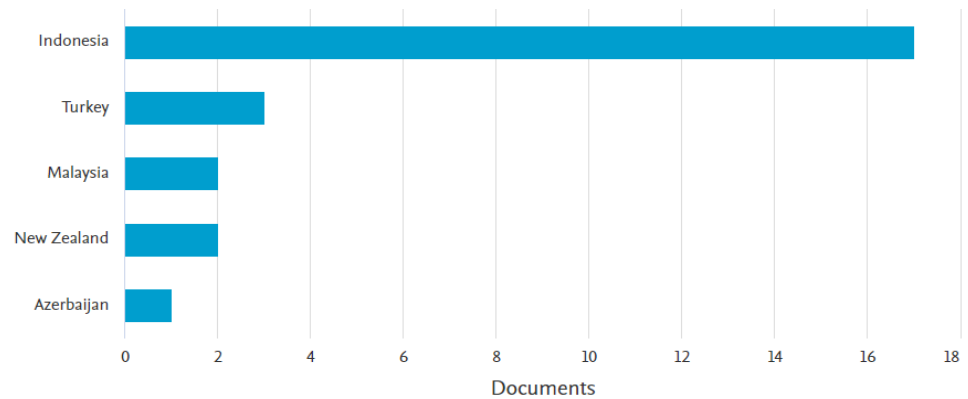


Figure 2. Documents halal tourism by country/territory.

Indonesia has demonstrated a noteworthy inclination towards the exploration and advancement of halal tourism (as depicted in **Figure 2**). This can be attributed primarily to the country's substantial Muslim populace and the conceivable financial gains that can be obtained from this particular tourism sector. Indonesia, with a populace of roughly 270 million, harbors the most substantial Muslim community globally, constituting over 87% of the nation's aggregate population. Indonesia has been proactively promoting halal tourism by creating halal-certified tourism offerings, including halal hotels, restaurants, and tourism packages, to meet the unique requirements of Muslim tourists in recent times. The government has implemented several measures and strategies to facilitate and encourage halal tourism, including the formation of the Halal tourism acceleration and development team and the introduction of the wonderful Indonesia Halal tourism program.

Apart from receiving support from the government, academic institutions and researchers in Indonesia have been actively engaged in conducting research and advocating for the development of halal tourism. Numerous scholarly investigations have been carried out to examine the requirements and inclinations of Muslim travelers, the possible financial implications of halal tourism, and the creation of halal tourism commodities and amenities. In addition, Indonesia has played host to various global conferences and seminars pertaining to halal tourism, thereby showcasing the nation's dedication towards promoting the growth and progression of this specialized tourism sector. The emphasis of Indonesia on research and development pertaining to halal tourism underscores the nation's capacity to emerge as a prominent hub for Muslim travelers. This underscores the significance of catering to the distinct requirements and inclinations of this burgeoning tourism sector.

Table 2. Top five cited publications halal tourism.

No.	Document title	Author	TC	Finding
1	“Current trends on Halal tourism: Cases on selected Asian countries”	Samori et al. (2016)	79	The study underscores the significance of Halal tourism amenities in meeting the demands of Muslim travelers, encompassing the provision of Islamic services, Halal cuisine, prayer spaces, and lodgings that are segregated by gender.
2	“Halal tourism: Antecedent of tourist’s satisfaction and word of mouth (WOM)”	Wardi et al. (2018)	75	The results of this investigation offer significant perspectives for professionals in the tourism industry, government officials, and scholars to comprehend the significance of Halal tourism amenities in enhancing tourist contentment and word-of-mouth recommendations.
3	“Muslim tourist perceived value: A study on Malaysia Halal tourism”	Isa et al. (2018)	50	This study underscores the significance of offering appropriate amenities for Muslim travelers as a means of enhancing their contentment and drawing in a greater number of Muslim tourists to a given location.
4	“Halal tourism: Is it the same trend in non-Islamic destinations with Islamic destinations?”	Jia and Chaozhi (2020)	29	This research highlights the significance of catering to the needs of non-Muslim tourists in non-Islamic regions by providing Muslim-friendly amenities.
5	“Halal tourism: Literature review and experts’ view”	Vargas-Sánchez and Moral-Moral (2020)	28	The study suggests that destinations seeking to attract this particular tourism demographic ought to ensure the accessibility of appropriate dining and religious amenities, acquire halal accreditations, and furnish details regarding this specialized market segment.

Table 2 presents an analysis of the most frequently cited articles in Scopus, which suggests that the availability of amenities has a noteworthy influence on the long-term viability of Halal tourism. The research indicates that the provision of appropriate amenities that address the distinct requirements of Muslim travelers, such as Halal-endorsed cuisine, designated areas for prayer, and facilities that are segregated by gender, is imperative for the sustained prosperity of the Halal tourism sector. The provision of these amenities is crucial in augmenting the holistic travel experience of Muslim visitors and in fulfilling their religious and cultural needs. Additionally, the research underscores the significance of endorsing Halal-certified establishments as a means of enticing Muslim tourists. The certification of Halal guarantees adherence to Islamic Shariah law in the products and services provided, thereby instilling confidence and a sense of security in Muslim travelers. The process of certification confers a competitive edge to enterprises operating in the Halal tourism sector, while simultaneously promoting the growth of a sustainable and conscientious tourism industry. Therefore, the availability of sufficient and accredited Halal amenities is imperative in catering to the expanding Muslim tourism industry and advancing the durability of Halal tourism.

Upon reviewing the five articles, it was found that a significant factor in halal tourism is the provision of sufficient dining and worship amenities. To effectively establish their presence in the halal tourism market, destinations must ensure the accessibility of requisite amenities, with the recommendation of obtaining halal certifications. Thus, it is crucial to incentivize tourism enterprises to acquire Halal certifications to appeal to the Muslim demographic.

The present study utilized bibliometric techniques to identify the most cited authors, sources, and documents and to conduct a keyword analysis (Wang and Chai, 2018). Specifically, the study aimed to identify the main areas of focus within the field of supporting facilities that impact halal tourism. After analyzing the frequency

and occurrence of keywords, the results were presented in **Figure 3**. The aforementioned methodology enabled the discernment of salient themes and subjects within the literature, thereby augmenting comprehension of the respective academic domain. The co-occurrence network analysis was generated by utilizing abstracts due to document limitations, as other fields such as author keywords or keyword plus were not accessible. Through the process of analysis, we were able to discern the predominant keywords and their interconnections, thereby yielding valuable perspectives on the principal themes and subjects that have been investigated with regard to facilities and halal tourism.

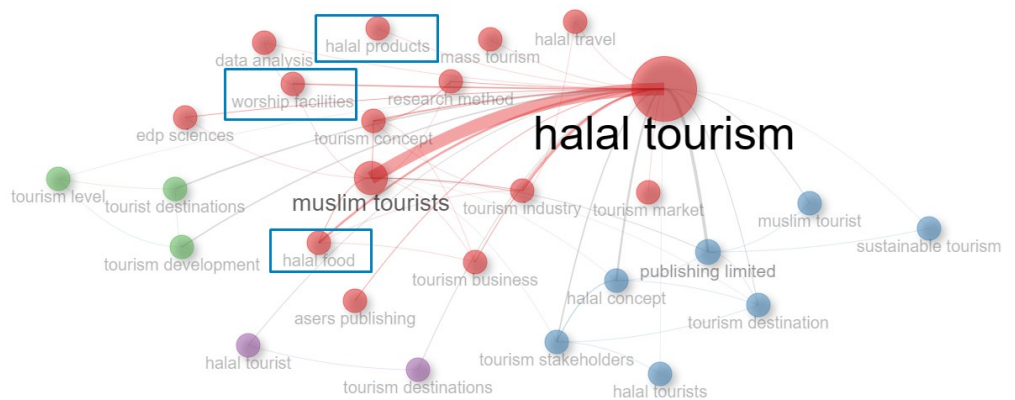


Figure 3. Co-occurrence network based on abstract.

Through the examination of the co-occurrence network, the interrelationships and interdependencies among diverse themes and topics were discerned, thereby underscoring the intricate nature of the discipline. The present study’s keyword analysis makes a valuable contribution to the existing literature on facilities and halal tourism by offering a more comprehensive comprehension of the most notable themes and topics in this domain. By utilizing bibliometric methodologies, we have successfully identified the three most commonly cited supporting amenities in relation to halal tourism. The amenities provided comprise of halal food, worship facilities, and halal products. The aforementioned results are corroborated by the research of various academics who have underscored the significance of said establishments in the advancement and endurance of halal tourism.

The provision of halal commodities is a crucial factor for the prosperity of halal tourism. Muslim tourists exhibit a high degree of concern regarding the accessibility of halal commodities in the locations they choose to travel to. The aforementioned commodities comprise of food that has been certified as halal, mats that are used for prayer, and other articles that fulfill the religious prerequisites of Muslim voyagers. The availability of such commodities not only caters to fulfilling religious duties but also functions as a mechanism for drawing in Muslim travelers to locations that offer these amenities. Nuraini S and Sucipto from Brawijaya University presented their perspectives on the importance of halal products in the realm of halal tourism at the 4th International Conference on Green Agroindustry and Bioeconomy held in Malang, Indonesia (Nuraini and Sucipto, 2021). The significance of halal products in determining the viability and endurance of halal tourism in diverse locations was highlighted by them. This holds significant relevance in light of the increasing

population of Muslim travelers worldwide and the imperative for nations to accommodate their distinct needs and prerequisites.

The authors have emphasized the distinct strategies adopted by nations to tackle the matter of halal commodities. It has been observed that Malaysia and Indonesia have already implemented a uniform certification mechanism and emblem for halal products. Japan and South Korea are currently in the process of establishing their regulatory standards for halal products. At present, they depend on self-claim declarations for their food products. Nuraini and Sucipto have underscored the significance of inter-organizational collaboration among agencies, ministries, and non-governmental organizations (NGOs) to guarantee the accessibility of halal commodities for Muslim travelers. Collaborations of this nature have the potential to enable the exchange of knowledge and specialized skills, while also establishing a structure for the creation and execution of uniform protocols for the certification of halal products.

Worship facilities, including mosques and prayer rooms, play a crucial role in the prosperity of halal tourism. The provision of prayer facilities can have a significant impact on the decision of Muslim travelers to visit a particular destination, as it is a crucial requirement for them to perform their daily prayers. The provision of worship facilities caters to the religious requirements of Muslim travelers, while also creating avenues for cultural exchange and interfaith dialogue. Vasif Aliyev of Azerbaijan State University of Economics underscores this point in the *Journal of Environmental Management and Tourism*, Volume 12, 2021 (Aliyev, 2021). The research underscores the significance of prayer amenities in the context of halal tourism, and posits that such facilities ought to be accorded commensurate priority with other halal-oriented amenities. The provision of adequate prayer facilities and other amenities necessary for worship has the potential to enhance the appeal of a destination to Muslim travelers, thereby contributing to their overall sense of comfort and satisfaction while on their journey. Enhancing the overall experience and fostering the sustainability of halal tourism in the destination is of paramount significance.

The provision of Halal food is a crucial component of Halal tourism, catering to the requirements of Muslim travelers who desire destinations that align with their religious convictions and customs. Addina et al. (2020) emphasized in the 3rd International Conference on Green Agroindustry and Bioeconomy, held in Malang, Indonesia, that the provision of superior halal food alternatives in eateries and food souvenir shops can considerably enhance the general standard of halal tourism (Addina et al., 2020). Halal cuisine adheres to the dietary regulations of Islam and is devoid of any forbidden substances, such as pork and alcohol. The provision of halal food options not only fulfills a religious obligation but also demonstrates the destination's reverence for Muslim culture and traditions. Furthermore, it functions as a mechanism for intercultural communication and affords non-Muslim individuals the chance to gain knowledge regarding Islamic dietary customs.

Therefore, it is imperative for halal tourism destinations to ensure that halal food options are available and easily accessible to Muslim travelers. Moreover, the availability of halal food options can attract more Muslim tourists to the destination and increase the sustainability of the halal tourism industry.

4. Conclusions

The global tourism industry has witnessed the emergence of halal tourism as a growing trend, driven by the increasing demand for halal services among Muslim travelers. The provision of essential amenities such as lodging, transportation, and halal cuisine is crucial for the success of halal tourism. Facilities that cater to the religious needs of Muslim travelers significantly influence their decisions to visit specific destinations, serving not only to fulfill their religious requirements but also to promote cultural exchange and interfaith dialogue. A bibliometric analysis utilizing the Scopus database was conducted to examine the research progress and knowledge structure related to this subject, covering the period from 2016 to 2023. The analysis revealed that only 26 articles were retrieved, indicating a significant limitation in the current body of research on halal tourism, particularly concerning supporting amenities. This highlights the need for future research to explore this niche further and develop a more comprehensive understanding.

The *Journal of Islamic Marketing*, published by Emerald Publishing, emerged as the leading source with six articles. Indonesia has shown a strong focus on halal tourism, largely due to its sizable Muslim population and the potential economic benefits associated with this specialized tourism sector. The provision of mosques and musholla is a critical aspect of halal tourism, catering to the religious needs of Muslim travelers who require designated spaces for daily prayers. The availability of appropriate worship facilities can enhance a destination's appeal to Muslim visitors, contributing to their overall comfort and satisfaction during their stay. Ensuring the sustainability of halal tourism and enhancing the overall experience for travelers is paramount.

Halal food is another essential component of halal tourism, meticulously prepared according to Islamic dietary laws and free from prohibited substances such as pork and alcohol. Offering high-quality halal food options in dining establishments and food souvenir shops can significantly elevate the standard of halal tourism, attracting more Muslim travelers to the destination. However, the current research lacks depth in exploring how these amenities influence traveler behavior, indicating a need for future studies to delve into these aspects to better understand their impact on the halal tourism industry.

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Conflict of interest: The authors declare no conflict of interest.

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