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Mapping Halal Tourism Research in Indonesia: A Bibliometric Analysis of Scopus-Indexed Articles

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Abstract

Objective: This study systematically maps the intellectual structure, publication dynamics, and thematic evolution of halal tourism research in Indonesia, offering a comprehensive overview of its development and future research directions. **Theoretical framework:** Grounded in bibliometric and science mapping theory, it analyzes scientific knowledge as a cumulative, networked process via publication patterns, citation relationships, and keyword structures to reveal research domain evolution. **Literature review:** Prior halal tourism studies emphasize conceptual development, tourist behavior, destination attributes, and sustainability. Bibliometric analyses in tourism have identified influential sources, collaborations, and themes, yet systematic assessments of Indonesian halal tourism—especially integrating sustainability and development—are limited. **Methods:** Employing bibliometric analysis of 147 Scopus-indexed peer-reviewed articles (2017–2025), data were retrieved with predefined search strings and screened rigorously. Biblioshiny (R) and VOSviewer analyzed publication growth, productive journals, leading authors/institutions, country contributions, collaborations, and keyword co-occurrences. **Results:** Research output surged, signaling rising academic interest. Indonesia dominates, bolstered by growing international collaboration. Key journals, authors, and institutions are pinpointed. Themes focus on destination development, tourist behavior, and sustainability; innovation and region-specific topics are underexplored. **Implications:** Insights guide researchers, policymakers, and practitioners by spotlighting knowledge areas and gaps for evidence-based halal tourism policies and strategies in Indonesia. **Novelty:** This pioneering bibliometric mapping integrates publication trends, intellectual structure, and thematic evolution for Indonesian halal tourism in one framework.

Keywords: tourism research, halal tourism, Indonesia, bibliometric analysis, sustainable development.

INTRODUCTION

The global tourism industry has undergone a significant structural transformation over the past decade due to increasing demand for value-based, inclusive, and sustainable travel experiences. One prominent development within this transformation is the rapid growth of halal tourism, which caters to the needs of Muslim travellers by integrating Islamic principles into tourism products and services [1], [2]. With the global Muslim population

projected to reach 2.2 billion by 2030, halal tourism has emerged as a strategic segment within international tourism markets, contributing to economic growth, destination competitiveness, and cultural exchange [3].

Indonesia has positioned itself as a leading halal tourism destination due to its large Muslim population, cultural diversity, and strong government support for Islamic-friendly tourism development. Regions such as Lombok, Aceh, Java, and Jakarta have been promoted as halal tourism destinations through destination branding, infrastructure development, and supportive regulatory frameworks [4], [5]. As a result, academic interest in halal tourism in Indonesia has increased substantially, leading to a growing but fragmented body of literature across business, management, and social science disciplines.

Beyond its economic contribution, halal tourism is increasingly linked to the global sustainability agenda, particularly Sustainable Development Goal 8 concerning decent work and economic growth [6], [7]. Halal tourism contributes to SDG 8 by supporting local entrepreneurship, strengthening small and medium enterprises, and creating employment opportunities within host communities [8]. In the Indonesian context, halal tourism development aligns with the National Research Master Plan under priority themes related to sustainable development, creative economy, and digital transformation, as well as indicators associated with productivity improvement and human capital development [9], [10].

In addition, halal tourism is consistent with *Asta Cita*, particularly the objective of increasing quality employment and promoting inclusive and sustainable economic growth. By integrating religious values, cultural preservation, and environmental awareness, halal tourism offers a policy-relevant pathway for balancing economic development with social cohesion and sustainability [11], [12]. These linkages highlight the importance of systematically understanding how halal tourism research in Indonesia has evolved and contributed to sustainability-oriented development discourse.

Previous studies have highlighted the role of halal tourism in strengthening regional competitiveness, empowering local communities, and shaping Muslim-friendly destination branding in Indonesia [13]. Those studies on halal tourism in Indonesia predominantly adopt empirical research approaches, including structural equation modelling, destination image analysis, and tourist satisfaction studies. Several scholars have examined determinants of Muslim tourist loyalty, halal destination competitiveness, and service quality in Islamic hospitality contexts [14]. Other research streams focus on governance, branding strategies, and policy implementation related to halal tourism development at regional and national levels [15].

At the global level, a limited number of bibliometric studies have attempted to map halal tourism research by identifying dominant themes, influential authors, and publication trends [16]. However, these studies typically analyse halal tourism literature in a broad international context and do not provide a focused examination of the Indonesian research landscape.

Despite the increasing number of studies on halal tourism in Indonesia, there is still no comprehensive bibliometric analysis that systematically maps publication trends, intellectual structure, and thematic evolution of this literature using Scopus-indexed articles. Existing research remains fragmented and discipline-specific, making it difficult to identify key contributors, dominant research themes, and emerging topics over time [17], [18]. Moreover, the relationship between halal tourism research and sustainability discourse, particularly in relation to the Sustainable Development Goals, has not been sufficiently explored using bibliometric methods.

This lack of systematic mapping limits theoretical consolidation and weakens the ability of policymakers and practitioners to utilise academic knowledge for evidence-based

decision-making in halal tourism development. Given the growing strategic importance of halal tourism for sustainable economic development in Indonesia, the absence of a structured bibliometric mapping raises important questions regarding the maturity, direction, and intellectual structure of this research field. Without such mapping, it is challenging to identify influential studies, research clusters, and underexplored areas that are critical for advancing both theory and practice.

If this research gap remains unaddressed, future halal tourism studies may suffer from conceptual fragmentation, duplication of research efforts, and limited alignment with national and global development agendas. From a practical perspective, policymakers and destination managers may also face difficulties in designing effective strategies that are informed by a coherent body of academic knowledge.

Accordingly, this study aims to conduct a bibliometric analysis of Scopus-indexed articles on halal tourism in Indonesia published between 2017 and 2025. The study seeks to answer the following research questions:

RQ1: How have publication trends in halal tourism research in Indonesia evolved, and which journals have published the most influential articles?

RQ2: Which authors, institutions, and countries contribute most significantly to halal tourism research in Indonesia, and which articles receive the highest citation impact?

RQ3: What are the main research themes and emerging topics in halal tourism research in Indonesia, and what potential directions can be identified for future studies?

From an academic perspective, this study provides the first systematic bibliometric mapping of halal tourism research in Indonesia, thereby consolidating fragmented literature and revealing its intellectual structure and thematic development. The findings contribute to theory building by identifying dominant and emerging research streams within the field.

From a practical perspective, the results offer insights for policymakers, tourism practitioners, and destination managers by highlighting research trends relevant to sustainable development and economic policy. The study also supports national research priorities by identifying areas where academic research can more effectively inform halal tourism planning and governance in Indonesia.

LITERATURE REVIEW

Research on halal tourism has expanded significantly over the past decade as scholars seek to understand both conceptual foundations and evolving empirical patterns. Early scholarship established halal tourism as a distinct subfield within tourism studies, focusing on religious motivations, destination attributes, and consumer behaviour [19]. However, recent work has shifted from purely conceptual discussions toward more nuanced analyses that integrate sustainability, economic development, and regional competitiveness [20]. For example, bibliometric studies have demonstrated that research outputs in halal tourism are increasingly associated with sustainability and economic impact, as well as patterns of international collaboration. These studies suggest that Indonesia plays a central role in the halal tourism literature, reflecting its demographic characteristics and policy priorities.

In addition to bibliometric mappings, literature on halal tourism in Indonesia has examined drivers of tourist behaviour, destination branding, and service quality. Several empirical studies have highlighted the importance of service standards, infrastructure quality, and cultural influences on Muslim travel preferences [21], [22]. Moreover, systematic reviews indicate that digital technologies, policy frameworks, and governance mechanisms are emerging as areas of interest, suggesting a multidimensional research agenda beyond traditional tourism constructs [23].

Despite this growing body of research, several gaps remain. Most studies are descriptive or focus on bibliometric patterns without linking findings to broader tourism theory or

Sustainable Development Goals [24]. There is also limited integration of innovation diffusion, digital transformation, and consumer experience research within the halal tourism literature. Addressing these gaps requires not only quantitative bibliometric mapping but also theoretical synthesis that can guide future empirical and policy-oriented research.

METHODOLOGY

The methods. This study adopts a bibliometric analysis approach to systematically examine the evolution, intellectual structure, and thematic patterns of halal tourism research in Indonesia. Bibliometric analysis enables quantitative assessment of scientific publications by analysing publication outputs, citation structures, and conceptual relationships within a research field. This method is particularly suitable for identifying research trends, influential contributors, and emerging themes in multidisciplinary domains such as tourism and management [25].

The data for this study were retrieved from the Scopus database, which was selected due to its extensive coverage of high quality peer reviewed journals and its suitability for bibliometric studies. Scopus provides comprehensive bibliographic records and citation information that support robust performance analysis and science mapping techniques. Its reliability and consistency have led to its widespread use in bibliometric research within business, management, and social sciences. Data collection was conducted in January 2026 to ensure the inclusion of the most recent publications.

A structured search strategy was employed using the TITLE-ABS-KEY field with the keyword “halal tourism” combined with geographic identifiers, including Indonesia, Bali, Jakarta, NTB, and Java. The search was limited to publications from 2017 to 2025 and restricted to the subject areas of Business, Management and Accounting, Social Sciences, and Economics. Only journal articles published in English were included to ensure academic consistency and comparability. This search strategy yielded an initial dataset of 213 documents before screening.

The screening and selection process followed the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) framework to enhance transparency and replicability. The PRISMA process involved identification, screening, eligibility assessment, and inclusion of relevant documents. Duplicate records, articles outside the scope of halal tourism in Indonesia, and publications that did not meet the inclusion criteria were systematically excluded. Following the PRISMA-based filtering process, a final dataset of 147 articles was retained for bibliometric analysis. The application of PRISMA has been increasingly recommended in bibliometric studies to improve methodological rigour and reporting clarity [26].

Bibliometric analysis was conducted using Biblioshiny, the web-based interface of the Bibliometrix package in the R environment. Biblioshiny was used to perform descriptive and performance analyses, including annual publication trends, leading journals, productive authors, institutional contributions, and keyword frequency analysis. In addition, thematic evolution and conceptual structure analyses were carried out to identify dominant and emerging research themes. Biblioshiny is widely recognised for its analytical flexibility and suitability for small to medium-sized bibliometric datasets.

To complement the analysis, VOSviewer software was employed to visualise bibliometric networks, including keyword co-occurrence, bibliographic coupling, and citation relationships. VOSviewer facilitates the identification of research clusters and thematic relationships through network and density visualisations, allowing clearer interpretation of the intellectual structure of the research field. Its application has been validated in tourism and management research for mapping knowledge domains and identifying future research directions [27].



Figure 1. Main Bibliometric Information of the Dataset 2017–2025

(Source: Biblioshiny R Software)

The general characteristics of the bibliometric dataset are summarised in Figure 1, which provides an overview of publication volume, authorship patterns, collaboration intensity, and citation performance. Figure 1 presents the main bibliometric characteristics of the dataset analysed in this study, as generated using the Biblioshiny interface of the Bibliometrix package in R. The dataset covers publications from 2017 to 2025 and consists of 147 journal articles published across 76 academic sources. A total of 475 authors contributed to the literature, with 13 single-authored documents, indicating a strong tendency toward collaborative research. The international co-authorship rate of 28.57 per cent reflects a moderate level of cross-country research collaboration in halal tourism studies related to Indonesia.

The dataset demonstrates a high annual publication growth rate of 54.82 per cent, suggesting rapid expansion of scholarly interest in halal tourism research within the Indonesian context. On average, each document involves 3.86 coauthors, further confirming the collaborative nature of this research field. The analysis also identifies 421 author keywords and 1,016 cited references, indicating thematic diversity and a solid theoretical foundation. The average document age of 3.37 years and an average of 15.51 citations per document suggest that the literature is relatively recent and actively cited, highlighting the contemporary relevance and academic impact of halal tourism research in Indonesia.

By integrating Scopus as the data source with Biblioshiny and VOSviewer as analytical tools, this study provides a comprehensive and systematic mapping of halal tourism research in Indonesia. This methodological design follows established best practices in contemporary bibliometric research and ensures the reliability and validity of the study's findings for both academic and policy-related applications.

RESULTS AND DISCUSSION

Publication Growth and Annual Research Trends

The results indicate a clear upward trend in the number of publications over the observed period, reflecting the increasing academic attention given to halal tourism as a strategic and emerging research area. In the early stage from 2017 to 2019, the number of publications remained relatively low, suggesting that halal tourism research in Indonesia was still in an exploratory phase and had not yet attracted widespread scholarly engagement. The annual growth of publications on halal tourism research in Indonesia indexed in the Scopus database between 2017 and 2025 is illustrated in Figure 2.

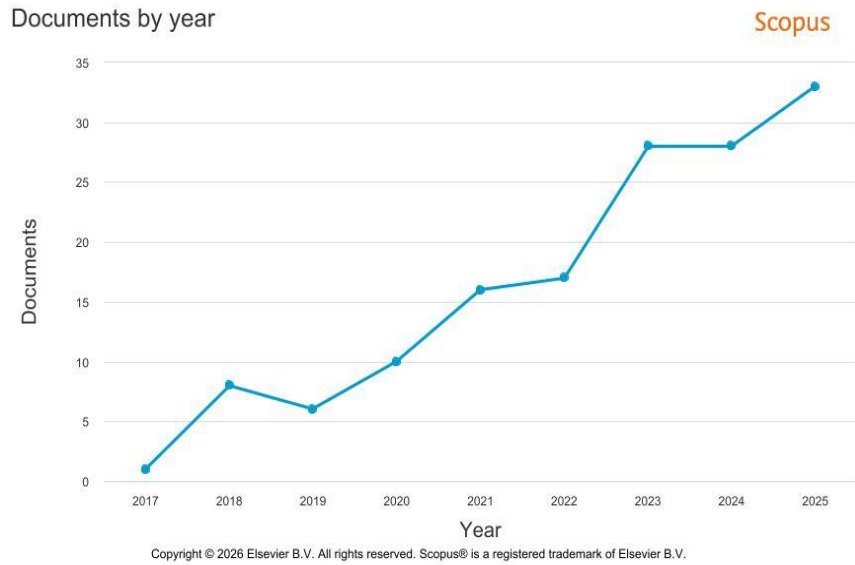


Figure 2. The annual growth of publications on halal tourism research in Indonesia indexed in the Scopus database between 2017 and 2025 (Source: Scopus Database)

A noticeable increase in publication output began in 2020 and continued steadily through 2022. This growth coincides with broader global discussions on sustainable tourism development and the rising recognition of halal tourism as a driver of inclusive economic growth in Muslim-majority destinations. Previous studies have highlighted that during this period, scholars increasingly examined halal tourism in relation to destination competitiveness, tourist behaviour, and policy development, which contributed to the expansion of the literature [28].

The most significant surge in publication volume occurred from 2023 onwards, with a sharp rise in the number of documents published annually. This acceleration suggests a maturation phase of the research field, where halal tourism in Indonesia became a consolidated topic within tourism, management, and social science research. The rapid growth observed during this period can also be associated with government initiatives promoting Indonesia as a global halal tourism destination, as well as increased alignment of tourism research with sustainability and development agendas. Similar patterns of accelerated publication growth have been observed in other bibliometric studies focusing on emerging tourism themes, indicating a shift from descriptive studies toward more theory-driven and policy-oriented research [29].

Overall, the publication trend shown in Figure 2 demonstrates that halal tourism research in Indonesia has transitioned from a nascent research topic into a dynamic and rapidly expanding field of study. The consistent increase in scholarly output highlights the growing relevance of halal tourism for academic inquiry and underscores its importance for understanding sustainable tourism development in emerging economies. This trend also suggests strong potential for future research, particularly in areas related to sustainability, digital transformation, and destination governance within the halal tourism context [30].

Most Productive Journals in Halal Tourism Research

Figure 3 presents the annual publication output of the most productive journals publishing halal tourism research related to Indonesia based on data extracted from the Scopus database. The findings indicate that the Journal of Islamic Marketing consistently records the highest number of publications throughout the observed period and shows a

pronounced increase after 2022. This pattern highlights the journal's dominant role as a primary publication outlet for halal tourism research, particularly studies addressing Islamic marketing, Muslim consumer behaviour, and halal destination development. The increasing concentration of publications in this journal reflects its strong thematic alignment with halal-related tourism research and its growing influence within the field [31].

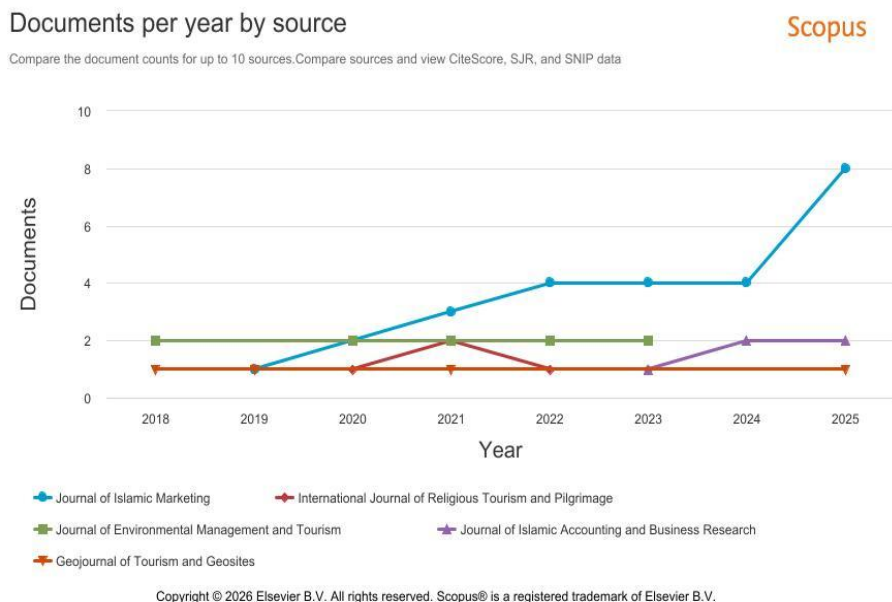


Figure 3. Annual Publication Output of Leading Journals in Halal Tourism Research in Indonesia (2018–2025, Source: Scopus Database)

Other journals, including the International Journal of Religious Tourism and Pilgrimage, the Journal of Environmental Management and Tourism, and the Journal of Islamic Accounting and Business Research, display more moderate and stable publication trends. These journals tend to publish halal tourism studies that intersect with religious motivation, sustainability, governance, and institutional perspectives. The distribution of publications across multiple journals suggests that halal tourism research in Indonesia remains multidisciplinary and spans tourism, management, environmental studies, and Islamic business research. Similar patterns have been identified in bibliometric analyses of emerging tourism fields, where research outputs are distributed across specialised but interconnected journals [32].

Figure 4 illustrates the most productive institutional affiliations contributing to halal tourism research in Indonesia using Scopus-indexed publications. The results show that Indonesian universities dominate the institutional landscape, with Universitas Airlangga, Universitas Pendidikan Indonesia, and Universitas Negeri Padang emerging as leading contributors. This dominance underscores the central role of domestic higher education institutions in advancing halal tourism research and reflects Indonesia's strategic commitment to halal tourism development. The strong representation of public universities also indicates the influence of national research priorities and funding mechanisms in shaping scholarly output [33].

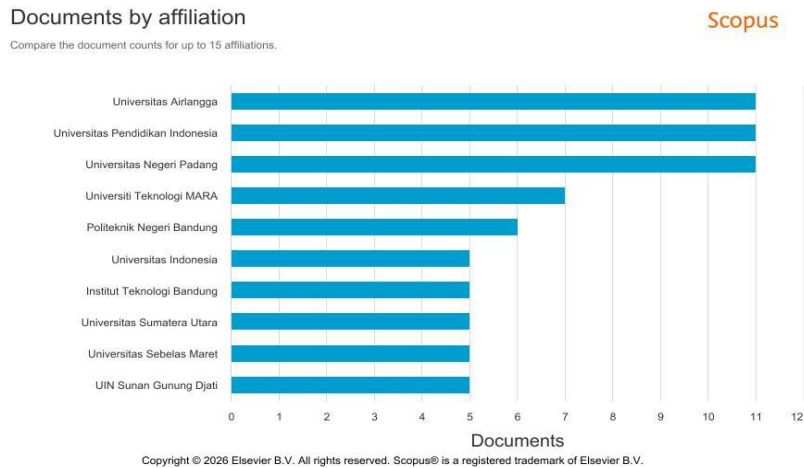


Figure 4. Most Productive Institutional Affiliations in Halal Tourism Research in Indonesia (Source: Scopus Database)

Furthermore, the presence of regional institutions such as Universiti Teknologi MARA highlights cross-country academic collaboration within Southeast Asia, particularly between Indonesia and Malaysia. This pattern is consistent with prior bibliometric studies in tourism and management, which report that institutional productivity is often concentrated among a limited number of universities with established expertise in tourism, Islamic studies, and sustainability research [34]. Overall, the findings from Figures 3 and 4 confirm that halal tourism research in Indonesia is supported by both specialised journals and key academic institutions, providing a robust foundation for future interdisciplinary collaboration.

Leading Authors and Author Productivity

Figure 5 presents the most productive authors contributing to halal tourism research in Indonesia based on Scopus-indexed journal articles. The results show that Abror A. is the most prolific author, followed by Gaffar V., Ratnasari R.T., Patrisia D., and Jaelani A.K. These authors have made substantial contributions to the development of halal tourism research, particularly in areas related to Muslim tourist behaviour, destination satisfaction, service quality, and Islamic marketing perspectives. The concentration of publications among a relatively small group of authors indicates the presence of a core research community that actively shapes the direction of halal tourism studies in the Indonesian context.

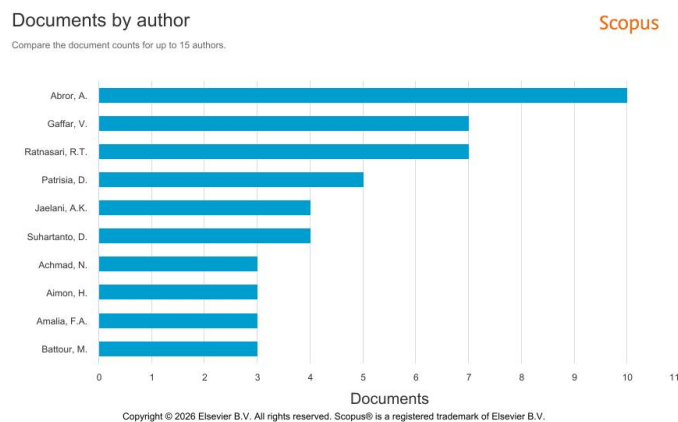


Figure 5. Most Productive Authors in Halal Tourism Research in Indonesia (Source: Scopus Database)

The dominance of these authors is consistent with prior bibliometric findings in tourism and management research, which often report that emerging research fields are driven by a limited number of highly productive scholars who establish foundational concepts and methodological approaches. Such author concentration suggests a growing level of specialisation and intellectual leadership within the halal tourism research domain [35]. Moreover, the presence of internationally recognised scholars such as Battour M. among the most productive authors highlights the integration of Indonesian halal tourism research into the broader global discourse.

Figure 6 illustrates the three field plots generated using Biblioshiny, linking cited references, authors, and merged keywords. This visualisation provides insight into the intellectual structure of the field by showing how influential authors are connected to foundational literature and dominant research themes [36]. The figure reveals that leading authors are strongly associated with highly cited works on halal tourism concepts, Muslim travel behaviour, religiosity, and tourist satisfaction. Keywords such as halal tourism, religiosity, tourist satisfaction, destination loyalty, and tourism development emerge as central thematic nodes, indicating that author productivity is closely aligned with established and widely cited research streams.

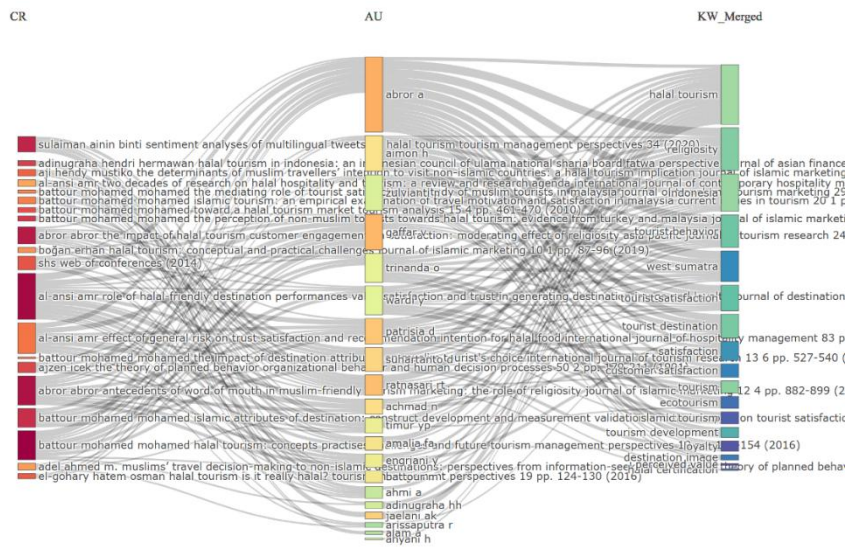


Figure 6. Three Field Plot of Cited References, Authors, and Keywords in Halal Tourism Research in Indonesia (Source: Biblioshiny R Software)

The three-field plot also demonstrates that highly productive authors tend to draw upon a shared body of seminal literature, reinforcing theoretical coherence within the field. This pattern suggests that halal tourism research in Indonesia has developed around a relatively stable intellectual base while gradually incorporating new themes such as sustainability, ecotourism, and destination governance. Similar structural patterns have been observed in bibliometric studies of tourism research, where strong linkages between authors, references, and keywords signal the consolidation and maturation of a research field [37].

Overall, the combined evidence from Figures 5 and 6 indicates that halal tourism research in Indonesia is characterised by a core group of productive authors who are closely connected to influential literature and dominant thematic areas. This author-driven structure provides intellectual stability but also suggests opportunities for expanding collaboration and diversifying research perspectives. Encouraging broader international and

interdisciplinary collaboration may further enrich the field and support the development of innovative research directions in halal tourism studies.

Country Contribution and Research Collaboration Networks

Figure 7 illustrates the distribution of publications by country or territory related to halal tourism research focusing on Indonesia. The results show that Indonesia overwhelmingly dominates the publication output, reflecting its central role as both the main research context and a key contributor to scholarly production. This dominance is expected, given Indonesia's status as the country with the largest Muslim population globally and its strategic positioning of halal tourism as a national development agenda. The strong domestic research output indicates active engagement from Indonesian scholars and institutions in exploring policy, management, and socio-economic dimensions of halal tourism [38].

Malaysia emerges as the second most productive country, albeit with a substantially lower number of publications compared to Indonesia. This reflects Malaysia's long-standing leadership in halal certification, Islamic tourism governance, and regional collaboration within Southeast Asia. Other contributing countries, such as Thailand, New Zealand, Taiwan, Australia, Egypt, India, and Japan, appear with relatively limited publication counts, suggesting that international contributions remain supplementary rather than dominant. Similar patterns have been observed in recent halal tourism bibliometric studies, which note that research production is often concentrated in Muslim-majority countries with established halal ecosystems, while non-Muslim countries tend to participate selectively through collaborative or comparative studies [39].

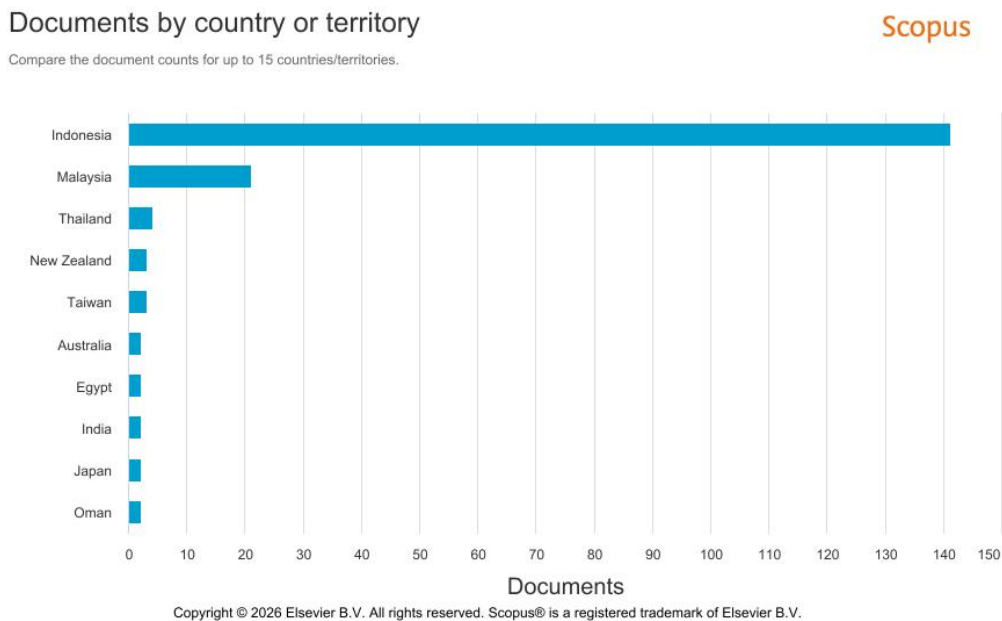


Figure 7. Country Contribution in Halal Tourism Research in Indonesia (Source: Scopus Database)

Figure 8 presents the international co-authorship network visualised using VOSviewer, highlighting collaboration patterns among countries involved in halal tourism research related to Indonesia. The network clearly positions Indonesia as the central hub, with strong collaborative links to Malaysia, South Korea, India, Egypt, New Zealand, and several European countries such as the United Kingdom, France, and Spain. The size of the node representing Indonesia indicates its high publication volume, while the thickness of connecting lines reflects the intensity of collaborative relationships.

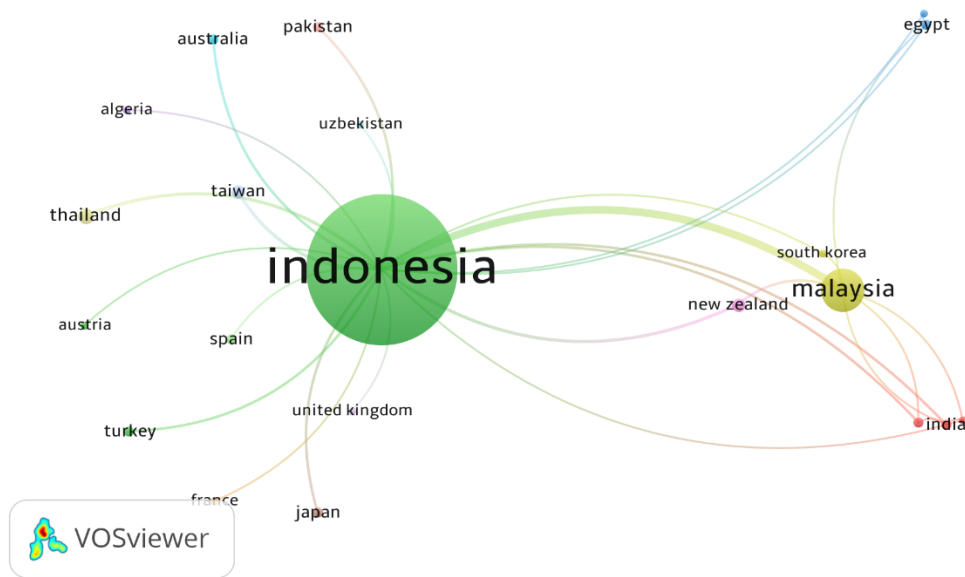


Figure 8. International Research Collaboration Network in Halal Tourism Research
(Source: VOSviewer Analysis Based on Scopus Data)

The strong Indonesia–Malaysia collaboration underscores shared cultural, religious, and academic interests, as well as overlapping research agendas in Islamic tourism, Muslim traveller behaviour, and halal destination management. Emerging collaborations with non-Muslim majority countries such as South Korea, New Zealand, Australia, and Japan suggest a growing global interest in halal tourism as a niche market within mainstream tourism development. This trend aligns with recent literature emphasising the increasing internationalisation of halal tourism research and the role of cross-country collaboration in enhancing methodological rigour and theoretical advancement [40].

Overall, the collaboration network indicates that while halal tourism research in Indonesia remains locally anchored, it is progressively integrating into the global research landscape. Strengthening international collaboration, particularly with countries that have advanced tourism infrastructure and diverse market perspectives, may further enrich future research directions and increase the global impact of Indonesian halal tourism studies.

Keyword Co-occurrence and Emerging Research Themes

Figure 9 illustrates the thematic structure of halal tourism research in Indonesia using a strategic diagram generated through Biblioshiny. The thematic map positions keyword clusters according to their centrality and density, allowing identification of core, emerging, niche, and declining themes. The motor themes quadrant is dominated by keywords such as tourist destination, tourism development, and ecotourism, indicating that these topics are both well-developed and central to the intellectual structure of halal tourism research. This suggests that Indonesian halal tourism studies have increasingly aligned with broader sustainability and destination development discourses, consistent with recent tourism and sustainability literature.

The cluster containing halal tourism, economic growth, and halal certification is positioned near the boundary between motor and basic themes. This placement indicates strong relevance to the field, although further theoretical consolidation is still required. These findings reflect the growing policy and managerial focus on halal certification as a driver of economic performance and tourism competitiveness in Muslim-friendly

destinations, as noted in recent halal tourism and Islamic marketing studies published over the past five years.

Basic themes, represented by keywords such as Indonesia, tourism, and halal, demonstrate high centrality but relatively low density. This suggests that while these concepts form the foundation of the research field, they remain conceptually broad and underdeveloped. Future studies may refine these themes by integrating more advanced theoretical frameworks, particularly those related to sustainable tourism, governance, and stakeholder collaboration.

Emerging or declining themes include keywords such as innovation, Aceh, sharia hotel, and muslim tourists. Their low density and centrality indicate either newly developing research interests or topics experiencing reduced scholarly attention. These themes present opportunities for future empirical exploration, especially at the regional level and in relation to innovation-driven halal tourism models. Niche themes, including bibliometric analysis, Scopus, and VOSviewer, appear well developed but peripheral, reflecting their methodological rather than substantive role in the literature.

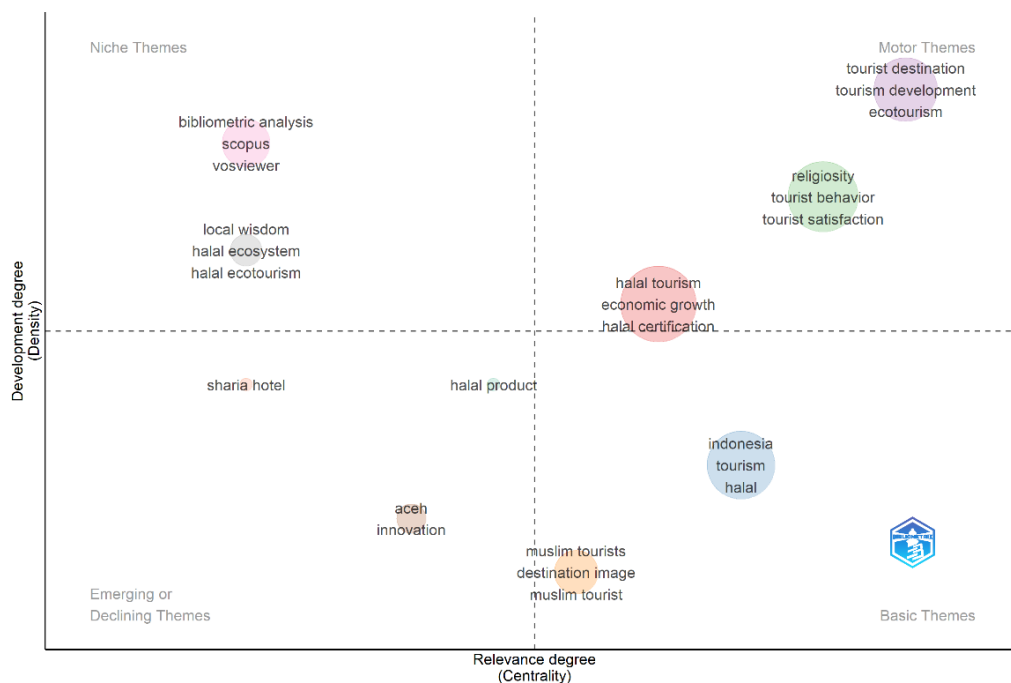


Figure 9. Thematic Map of Halal Tourism Research in Indonesia Based on Author Keywords (Source: Biblioshiny R)

Figure 10 presents the keyword co-occurrence network visualised using VOSviewer, highlighting relational patterns among frequently used keywords. The size of nodes represents keyword frequency, while link strength indicates co-occurrence intensity. The keyword Indonesia occupies a dominant central position, confirming its role as the primary geographical and conceptual anchor of the research domain. Strong connections between Indonesia and Malaysia reflect regional collaboration and thematic convergence in Southeast Asian halal tourism research.

The network also reveals notable linkages between halal tourism and keywords such as tourist behaviour, tourist satisfaction, destination image, and religiosity. This indicates a strong behavioural and consumer-oriented research stream, aligning with recent studies that emphasise Muslim tourist motivations, perceived value, and satisfaction in halal-friendly destinations. Additionally, emerging connections with ecotourism and sustainable tourism

suggest an increasing integration of halal tourism with sustainability-oriented research agendas, particularly in response to global development goals [41].

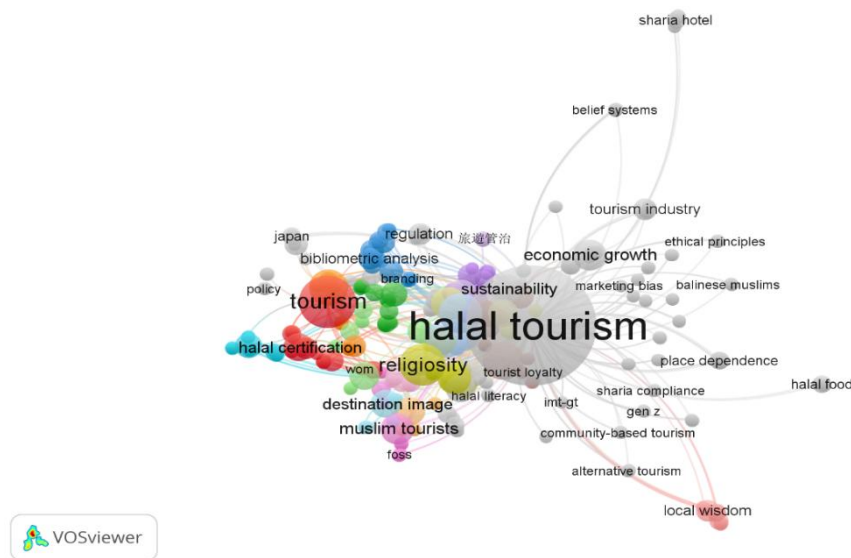


Figure 10. Keyword Co-occurrence Network of Halal Tourism Research in Indonesia (Source: VOSviewer)

Overall, the combined insights from Figures 9 and 10 demonstrate that halal tourism research in Indonesia has evolved from foundational conceptual discussions toward more applied and sustainability-focused themes. However, gaps remain in innovation-driven research, regional case studies, and theory building, providing clear directions for future research development.

CONCLUSION

This bibliometric analysis systematically maps the evolution of halal tourism research in Indonesia using Scopus-indexed journal articles from 2017–2025. Findings highlight rapid publication growth, Indonesian scholarly dominance, and expanding international collaborations—especially with Malaysia and non-Muslim majority countries. Core themes center on halal tourism development, tourist behavior, destination competitiveness, and sustainability, with emerging foci on innovation, ecotourism, and regional studies. Overall, the field has matured into a dynamic, multidisciplinary domain aligning with sustainable tourism and economic development discourses. Despite these advances, limitations persist. Reliance on Scopus may omit non-English or locally indexed works, excluding Indonesian journals. The scope is confined to journal articles, bypassing conference papers, books, or reports. As a bibliometric study, it prioritizes patterns over content quality, methodology, or empirical depth, potentially limiting completeness and generalizability. Future research should broaden databases, document types, and comparative analyses across regions. Mixed-methods or qualitative reviews could deepen insights into themes, while linking halal tourism to Sustainable Development Goals—like inclusive growth, environmental protection, and community empowerment—offers promising avenues. Practically, these insights empower policymakers and tourism authorities to prioritize research gaps, foster collaborations, and craft evidence-based strategies elevating Indonesia as a premier halal tourism destination. This study thus charts the field's trajectory, guiding scholarly and strategic advancements.

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Author Contribution

Nourelhuda S B Elmanaya solely contributed to the conceptualization, research design, data collection, bibliometric analysis, interpretation of results, and writing of the manuscript. The author also reviewed and approved the final version of the manuscript.

Conflicts of Interest

The author declares no conflict of interest.

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