

A Science Mapping Analysis of Halal Tourism in Asian Leisure Destinations: Trends, Challenges, and Opportunities in the Post-Pandemic Era

Supriyono, Bambang Hermanto, Nenden Kostini, Ratna Maisa Dai

Business Administration, Department of Social and Political Science, Universitas Padjajaran, Bandung, Indonesia

supriyono20001@mail.unpad.ac.id (Corresponding Author), b.hermanto@unpad.ac.id, nenden.kostini@unpad.ac.id, ratna.meisa.dai@unpad.ac.id

Abstract. This study employs a science mapping analysis to investigate the landscape of Halal tourism research in the post-pandemic era, with a focus on Asian leisure destinations. Using bibliographic data from Scopus, we identify key themes, influential works, and research trends through bibliographic coupling, co-citation analysis, and co-occurrence analysis. Our findings highlight the growing importance of Halal tourism and its interconnectedness with broader tourism dynamics, as well as emerging trends such as the role of digital platforms, experiential tourism, and sustainable practices. We discuss the implications of these findings for future research and practice in the field of Halal tourism, and we provide recommendations for addressing the challenges and opportunities associated with this rapidly evolving sector.

Keywords: Halal Tourism, Post-Pandemic, Bibliographic Coupling, Co-citation Analysis, Co-occurrence Analysis, Leisure Destinations.

1. Introduction

The COVID-19 pandemic significantly impacted global tourism, and the halal travel segment was no exception (El-Gohary 2020; Hanafiah, Hasan, and Mat Som 2022; Santoso, Triyanta, and Thontowy 2022; Sodawan and Hsu 2022; Sulong, Abdullah, and Chowdhury 2023). While the industry faced challenges, it also revealed opportunities for adaptation and growth. As we navigate the post-pandemic landscape, halal tourism is poised for an exciting evolution (Sodawan and Hsu 2022; Sulong et al. 2023). The pandemic has spurred a growing desire for meaningful and authentic travel experiences. Halal tourism, with its focus on cultural immersion and responsible practices (Jeaheng, Al-Ansi, and Han 2020), aligns perfectly with this trend. Destinations can attract visitors by highlighting their unique cultural heritage, promoting responsible tourism initiatives, and offering immersive experiences that cater to Muslim travelers' values (Zulvianti, Aimon, and Abror 2022).

Halal tourism, an expanding sector catering to the unique preferences of Muslim travelers, has emerged as a prominent player in the global tourism industry (Abror et al. 2020; Mohd Nawawi et al. 2020). This specialized form of travel not only encompasses halal-certified amenities but also seeks to provide an immersive experience aligned with Islamic principles (Adinugraha et al. 2021; Katuk et al. 2021; Sofyan et al. 2022). From halal dining options to gender-segregated facilities, the multifaceted nature of Halal tourism reflects a growing demand for culturally sensitive and inclusive travel experiences (Pamukcu and Sariisik 2021; Saraç, Kiper, and Batman 2023).

Studying Halal tourism in Asia is crucial for several reasons. First, Asia boasts a vibrant tapestry of cultures, traditions, and historical sites with deep Islamic roots, making it a central hub for Halal tourism (Adinugraha et al. 2021; Akhtar et al. 2020; Huda et al. 2021; Jeaheng et al. 2020). However, our emphasis on Asia is rooted in its rich cultural, religious, and historical diversity, driving our exploration into the intricacies of Halal tourism in the region (Abror et al. 2020; Jia and Chaozhi 2020; Rachmiatie et al. 2022). Destinations across Asia, ranging from bustling metropolitan cities to serene landscapes, serve as a comprehensive canvas that allows us to glean insights into the varied expressions and evolution of Halal tourism (Jeaheng et al. 2020; Yagmur and Aksu 2020).

With its significant Muslim population and varied destinations, Asia presents unique challenges and opportunities for the industry (Aji, Muslichah, and Seftyono 2021; Hanafiah et al. 2022). Approximately 28% of Asia's population resides in regions such as South Asia, the Middle East, and certain successor states to the former Soviet Union, where Islam constitutes the majority religion in 26 out of 48 Asian countries (Estes and Tiliouine 2014; Hirschl 2014). By focusing on Asia, this study aims to provide tailored insights into the specific context of the region, addressing critical gaps in existing literature and offering actionable knowledge for stakeholders in the Muslim-friendly travel sector.

In our study, we aim to make significant contributions to both the theoretical understanding and practical implementation of Halal Tourism. By employing advanced scientific mapping analysis techniques (Donthu et al. 2021), we offer a comprehensive and systematic examination of the Halal tourism landscape in Asia. This approach not only enhances our theoretical understanding of Halal Tourism dynamics but also provides valuable insights for policymakers, industry stakeholders, and researchers. Through the identification of key themes, trends, and knowledge gaps, our study offers actionable guidance for the development of Halal-friendly destinations, marketing strategies, and customer experiences. By explicitly articulating these contributions, we seek to bridge the gap between theoretical research and practical applications in the rapidly evolving field of Halal Tourism. The following research questions have been carefully crafted to advance these objectives:

- What are the key themes and relationships evident in scholarly literature on Halal tourism within the Asian context?

- Through co-citation analysis, which words are frequently cited together in the context of Halal tourism in Asia?
- Through co-occurrence analysis, what are the prevalent themes and topics co-occurring in academic literature on Halal tourism in Asia?

In addition to unraveling the current state of Halal tourism scholarship in Asia, our exploration will lay the groundwork for future research directions, identifying gaps and areas requiring further investigation to guide scholars and practitioners towards beneficial avenues for expanding understanding of Halal tourism dynamics in Asia. As we embark on this exploration, our goal is not only to enrich the scholarly discourse surrounding Halal tourism but also to contribute practical insights that can inform strategic interventions and policies.

The structure of this paper is outlined as follows: Section 2 presents the materials and methods, encompassing a comprehensive review of the utilized database, methodologies employed, and the science mapping analysis conducted. Section 3 presents the findings derived from both the database analysis and science mapping analysis. In Section 4, attention is directed towards establishing a research agenda for the prospective future of Halal Tourism. Section 6 highlights the study's conclusion and limitations, along with providing noteworthy closing remarks that underscore key insights and implications.

2. Material and Method

In this study, we adopt a comprehensive methodology to explore the landscape of Halal tourism in Asia post-pandemic. The approach involves a synthesis of bibliographic coupling, co-citation analysis, and co-occurrence analysis to uncover the interconnectedness, and influential works within scholarly literature. The methodology employed leverages the power of Science Mapping Analysis, a systematic approach to visually represent and analyze the structure of scientific knowledge (Donthu et al. 2021). For this purpose, we utilize the VOSviewer software, a widely recognized tool for bibliometric analysis. VOSviewer enables the visualization of bibliographic data, facilitating the identification of key themes, influential works, and relationships within a specific field (van Eck and Waltman 2010).

To ensure a robust and comprehensive analysis, we gathered data from Scopus, a reputable academic database (Alam et al. 2023; Handoko 2020; Laila et al. 2021; Maia et al. 2019; De Moya-Anegón et al. 2007; Rahman, Faisal, and Ali 2022). By using Scopus, we ensure that our analysis includes well-regarded research in the field of Halal tourism. Scopus provides extensive coverage and reliable indexing, making it a strong choice for our study.

The selection criteria involved a meticulous process to focus on articles directly relevant to Halal tourism in Asia. Documents originating from countries outside of Asia were excluded to maintain the specificity of our exploration. Additionally, we restricted the document type to articles, ensuring a refined and scholarly-focused dataset. The language criterion was narrowed exclusively to English, aligning with the predominant language of academic discourse. The exclusion of non-English publications is to facilitate the use of VOSviewer software, which we employed for our analysis. This refined dataset ensures a focused and consistent analysis, aligning with linguistic and geographical parameters. Following this refined selection process, our dataset comprises 158 articles that meet these criteria, ensuring a focused and representative examination.

The study specifically focuses on the period following the onset of COVID-19. This timeframe (2020-2023) is crucial for understanding the immediate impacts and emerging trends in Halal tourism during the post-pandemic recovery phase. The decision to focus on Asia as the primary region stems from its historical significance as the birthplace of Islam and its pivotal role in shaping the foundations of Halal tourism. This region not only holds profound cultural and religious importance but also serves as a beacon of inspiration and guidance for the development of Halal tourism practices worldwide. By examining Halal tourism within

the context of Asia, we gain valuable insights into the intricate interplay between religious heritage, cultural traditions, and contemporary tourism dynamics, providing a blueprint for other regions seeking to embrace and implement Halal-friendly initiatives. This careful curation ensures a focused and representative examination in Figure 1.

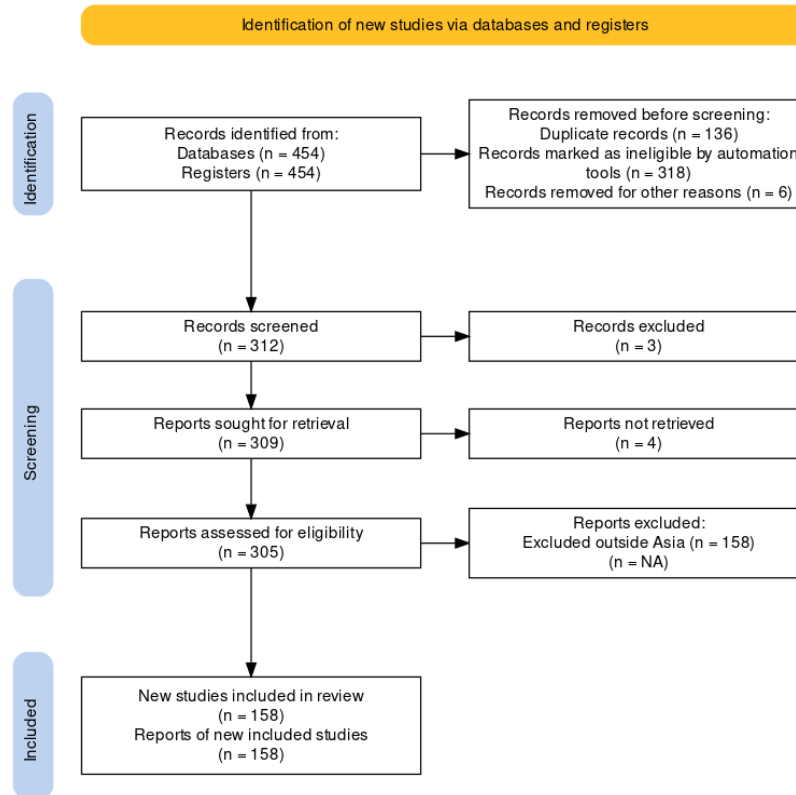


Fig. 1 PRISMA Diagram

Our analysis unfolds through three primary techniques (Donthu et al. 2021; Donthu, Kumar, and Pattnaik 2020; Ruslan, Maulina, and Tahir 2023). First, bibliographic coupling is utilized to identify the strength of relationships between different works based on their shared references, discerning thematic clusters and intellectual connections. Second, co-citation analysis examines the frequency of works cited together, revealing influential clusters and intellectual foundations. The third technique, co-occurrence analysis, explores the frequency of terms and keywords, unveiling thematic landscapes and interconnections. This approach allows for the examination of the past, present, and future of a research domain, facilitating the identification of both the structural and dynamic aspects of knowledge within the subject area being investigated. By using these techniques, our methodology aims to deliver nuanced insights into the academic landscape of Halal tourism in Asia, contributing to both scholarly understanding and practical considerations in the industry.

3. Result and Discussion

The chapter on Results delves into the specifics of Halal tourism in Asia by examining several important aspects. We first analyze countries to shed light on the geographic distribution of research contributions. Turning our attention elsewhere, we investigate university engagement, identifying academic institutions essential to knowledge advancement in this field. We then explore the journals and publishers' landscape to find venues that are critical to the dissemination of research on halal tourism in Asia. Finally, we examine

scholars and writers, showcasing those whose contributions have had a major impact on academic conversation. This brief presentation offers a thorough overview of the scholarly landscape of Halal tourism in Asia post-pandemic, covering times analysis in figure 2, source analysis in Figure 3, affiliations in Figure 4, country analysis in figure 5 and most influence article in Table 1.

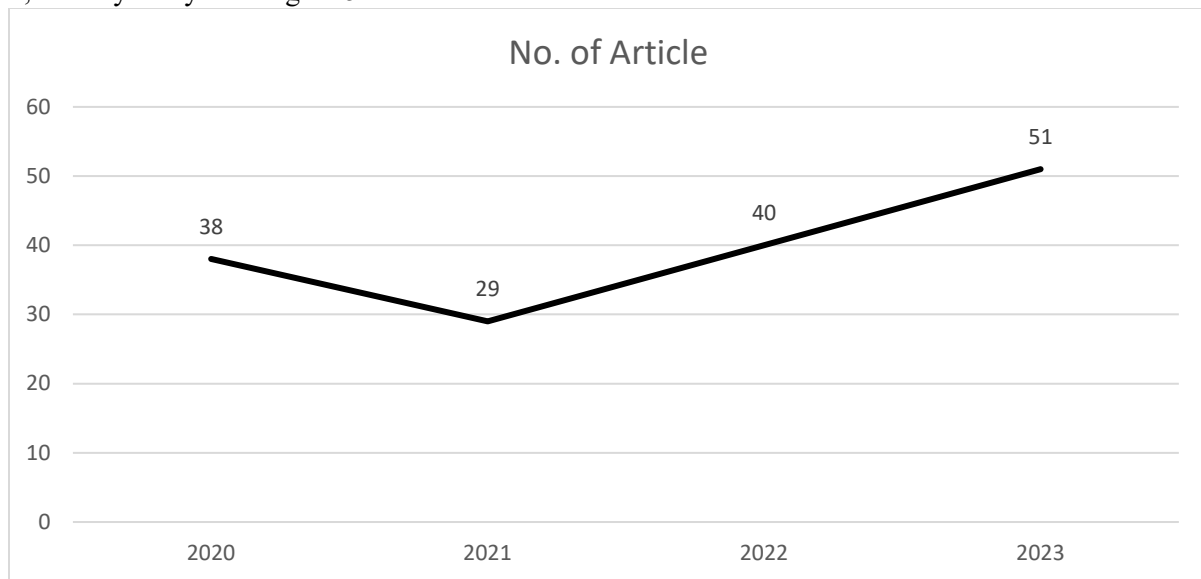


Fig. 2 Time Analysis

The analysis of articles pertaining to halal tourism in Asia post-pandemic unveils a nuanced trajectory that reflects the evolving scholarly engagement with the topic over the years. In 2020, a total of 38 articles were published, signaling a notable surge in interest and scholarly discourse amid the global upheaval caused by the pandemic. This initial spike in publications underscores the urgency and relevance of understanding the implications of the pandemic on the halal tourism industry, as well as the broader tourism landscape in Asia. However, the following year, 2021, witnessed a slight decline in the number of articles, with only 29 publications. This dip may be attributed to the uncertainties and disruptions faced by academia and the tourism industry during the early stages of recovery from the pandemic, as researchers and practitioners grappled with unprecedented challenges and uncertainties.

Nevertheless, the subsequent years paint a more optimistic picture, with a resurgence in research activity observed. In 2022, the number of articles rebounded to 40, indicating a renewed scholarly interest and commitment to exploring the dynamics, challenges, and opportunities within the halal tourism sector in Asia. This upward trajectory gained further momentum in 2023, with a substantial increase to 51 articles. This notable surge in publications suggests a growing recognition of the significance of halal tourism in the context of Asia's post-pandemic recovery efforts.

The increasing volume of scholarly output reflects a concerted effort to deepen our understanding of the multifaceted aspects of halal tourism, including its socio-economic impacts, cultural dimensions, and policy implications. Moreover, it underscores a commitment to exploring strategies for sustainable growth and resilience within the halal tourism sector in the aftermath of the global crisis. By delving into diverse topics such as destination marketing strategies, consumer behavior patterns, and industry innovations, researchers aim to shed light on the evolving landscape of halal tourism and contribute to the development of evidence-based policies and practices that foster inclusive, responsible, and sustainable tourism development in Asia and beyond. This resurgence in research activity not only highlights the resilience of the scholarly community but also underscores the pivotal role of academia in driving positive change and

innovation within the tourism industry.

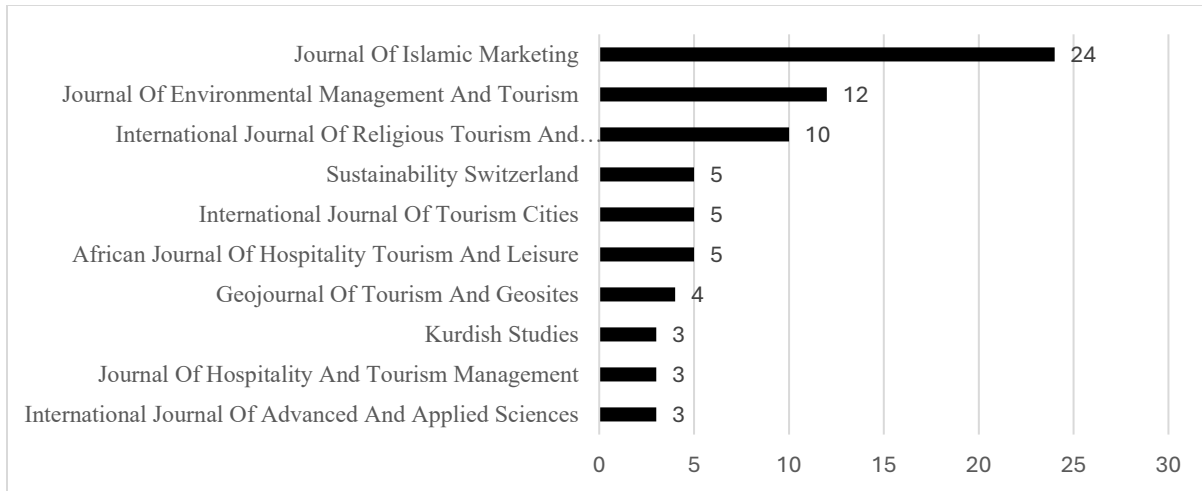


Fig. 3 Source Analysis

The analysis of source titles reveals key scholarly outlets contributing to research on halal tourism in post-pandemic Asia. Leading publications include the Journal of Islamic Marketing 24 articles and the Journal of Environmental Management and Tourism 12 articles, emphasizing the focus on marketing and sustainability aspects. Additionally, journals like the International Journal of Religious Tourism and Pilgrimage 10 articles and the African Journal of Hospitality Tourism and Leisure 5 articles highlight research intersections between religion, tourism, and leisure. Other notable outlets such as the International Journal of Tourism Cities and Sustainability Switzerland 5 articles each emphasize urban and sustainability dimensions of halal tourism.

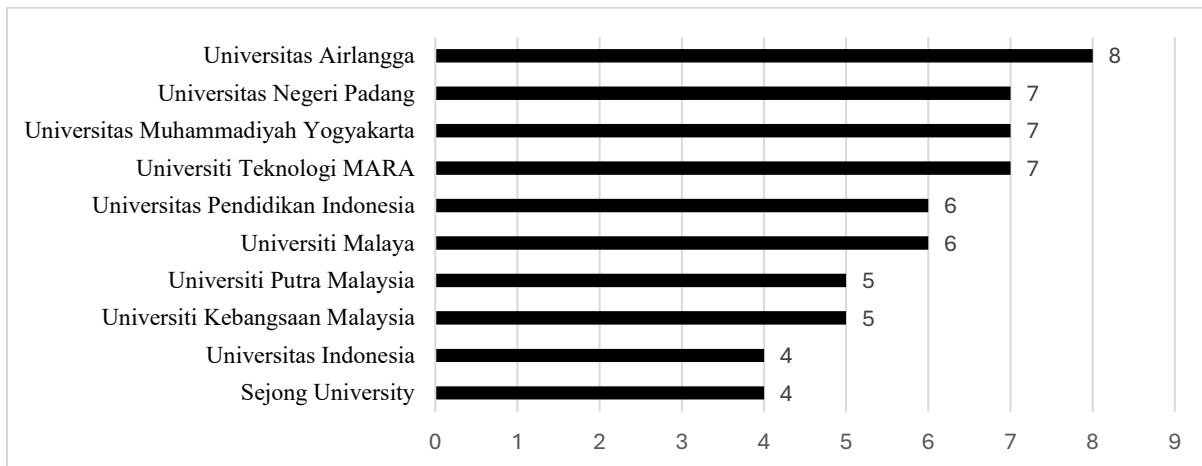


Fig. 4 Affiliation Analysis

The bibliometric analysis of affiliations associated with research on halal tourism in Asia post-pandemic reveals key institutional contributors to scholarly discourse in this field. Notably, Universitas Airlangga emerges as the leading affiliation with 8 publications, indicating its prominent role in advancing knowledge and research on halal tourism within the Asian context. Following closely behind are Universiti Teknologi MARA, Universitas Muhammadiyah Yogyakarta, and Universitas Negeri Padang, each with 7

publications, suggesting a significant collective contribution from Indonesian and Malaysian institutions to the scholarly discourse on this subject. Additionally, Universiti Malaya and Universitas Pendidikan Indonesia demonstrate strong research output with 6 publications each, further underscoring the active involvement of Malaysian and Indonesian academic institutions in studying halal tourism post-pandemic. Other notable contributors include Universiti Kebangsaan Malaysia and Universiti Putra Malaysia, both with 5 publications, indicating a consistent engagement in research activities related to halal tourism. Moreover, international institutions like Sejong University also make noteworthy contributions, albeit to a lesser extent, with 4 publications.

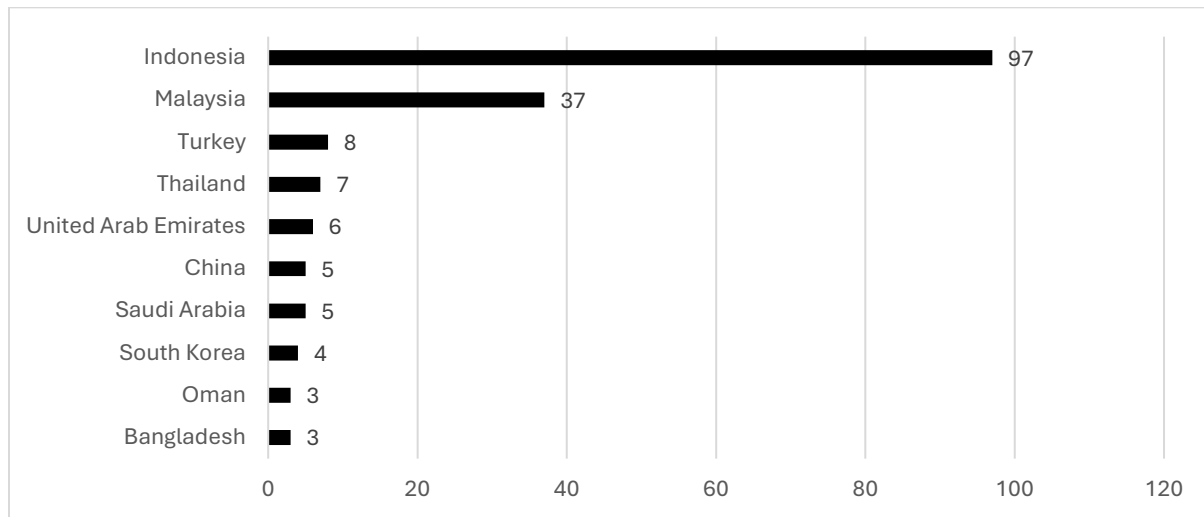


Fig. 5 Country Analysis

The analysis of country/territory affiliations in research on post-pandemic halal tourism in Asia indicates significant contributions from Indonesia, leading with 97 publications, followed by Malaysia with 37. These countries showcase substantial engagement and expertise in this area, likely due to their prominence in the halal tourism industry. Turkey, Thailand, and the United Arab Emirates follow with 8, 7, and 6 publications, respectively, reflecting their emerging roles in the halal tourism landscape. China, Saudi Arabia, and South Korea demonstrate moderate involvement with 5, 5, and 4 publications, respectively, suggesting growing interest and potential in exploring halal tourism within these regions. Bangladesh and Oman contribute 3 publications each, indicating nascent but noteworthy engagement in scholarly discussions surrounding post-pandemic halal tourism. Overall, these findings underscore the diverse geographical perspectives and global significance of halal tourism research, with certain regions showing more established contributions while others are emerging.

Table 1 Most Influence Article by

Authors	Year	Source title	Cited by
Jeaheng et al., (2020)	2020	Journal of Hospitality Marketing and Management	56
Rahman et al., (2020)	2020	Tourism Review	66
Aji et al., (2021)	2021	Journal of Islamic Marketing	38
Muslim et al., (2020)	2020	Management Science Letters	35
Akhtar et al., (2020)	2020	Journal of Hospitality and Tourism Management	35

Abror et al., (2020)	2020	Journal of Islamic Marketing	35
Ratnasari et al., (2020)	2020	Journal of Islamic Marketing	54
Jia & Chaozhi, (2020)	2020	Asia Pacific Journal of Tourism Research	40
Ainin et al., (2020)	2020	Tourism Management Perspectives	64
Mohd Nawawi et al., (2020)	2020	Journal of Islamic Marketing	27

The dataset encompasses a comprehensive array of scholarly inquiries into the multifaceted realm of halal tourism. Each study delves into distinct facets of this burgeoning field, offering insights into the intricate interplay of factors that shape Muslim travelers' experiences and behaviors. For instance, research by Jeaheng et al., (2020) delves into the intricate web of Halal-friendly services, facilities, and food and beverages, examining how these elements influence perceptions of service quality, price, satisfaction, trust, and loyalty among Muslim travelers. Similarly, Rahman et al., (2020) undertakes a structural model analysis to elucidate the impact of tourists' perceptions on halal tourism destinations, shedding light on the underlying dynamics driving destination preferences within this niche market. Aji et al., (2021) contribute to the discourse by probing the determinants of Muslim travelers' intentions to visit non-Islamic countries, thereby expanding our understanding of the evolving landscape of halal tourism beyond traditional Islamic destinations.

Muslim et al., (2020) aims to investigate the impact of social media experiences, particularly interactions and content sharing, on attitudes and behavioral intentions regarding Umrah packages among Generation X and Y Muslims who have performed Umrah and actively seek information through social media channels. Akhtar et al., (2020) introduces a novel conceptual framework exploring how conflicting halal attributes contribute to attitude ambivalence among Muslim tourists, leading to psychological discomfort and subsequent behavioral responses, with religiosity playing a moderating role in this relationship. Abror et al., (2020) investigate how religiosity influences the performance of Muslim-friendly destinations, as well as customer engagement and satisfaction. Additionally, it explores the mediating role of Muslim-friendly destination performance, customer engagement, and satisfaction in the relationship between religiosity and word of mouth (WOM), along with the moderating effect of religiosity on the association between Muslim-friendly tourism, customer engagement, and satisfaction. Ratnasari et al., (2020) explore the influence of halal certification, destination brand, and emotional experiences on customer satisfaction and behavioral intention in the context of halal culinary tourism, employing a quantitative survey approach with 400 respondents consisting of both domestic and foreign Muslim tourists who visited Lombok within the past three years, employing structural equation modeling-partial least square (SEM-PLS) for analysis.

Jia & Chaozhi, (2020) underscores the nascent status of Halal tourism, particularly outside Islamic contexts, by examining the needs of Muslim tourists and the responses of tourism professionals in China, revealing a disparity between the comprehensive requirements of Muslim tourists and the limited provision of services by Chinese tourism practitioners, indicating the limitations of directly transferring Halal tourism practices from Islamic to non-Islamic countries. Ainin et al., (2020) investigates the burgeoning trends within Halal tourism through the analysis of Twitter posts, revealing valuable insights into the origins of halal tourism tweets worldwide, the key populations engaged in these discussions, the sentiment associated with halal tourism, and the most popular destinations mentioned in tweets, providing actionable information for stakeholders to shape their future strategies in the realm of Halal tourism. Mohd Nawawi et al., (2020) explores Thailand's remarkable success as a leading exporter of halal-certified goods despite its non-Muslim-majority status, attributing this achievement to factors such as the country's robust tourism industry, the uniformity of halal standards, and strong support for local SMEs, offering valuable insights and

benchmarks for Muslim-minority countries seeking to thrive in the global halal market.

The dataset presents a diverse range of scholarly investigations into the multifaceted domain of halal tourism, shedding light on various aspects influencing Muslim travelers' experiences and behaviors. Notably, studies such as those conducted by Jeaheng et al. (2020) and Rahman et al. (2020) scrutinize the intricate dynamics of Halal-friendly services and tourists' perceptions, elucidating the factors shaping destination preferences and trust among Muslim travelers. Additionally, research by Aji et al. (2021) extends the discourse by exploring the determinants of Muslim travelers' intentions to visit non-Islamic countries, expanding the understanding of halal tourism beyond traditional Islamic destinations. Moreover, investigations by Muslim et al. (2020) and Akhtar et al. (2020) delve into the impact of social media experiences and conflicting halal attributes on Muslim tourists' attitudes and behavioral responses, highlighting the moderating role of religiosity in shaping these relationships. Abror et al. (2020) further examine the influence of religiosity on the performance of Muslim-friendly destinations and customer engagement, emphasizing the mediating effects in the relationship between religiosity and word of mouth. Ratnasari et al. (2020) contribute insights into the factors affecting customer satisfaction and behavioral intention in halal culinary tourism contexts, employing quantitative survey methods to analyze the interplay between halal certification, destination brand, and emotional experiences. Additionally, studies by Jia & Chaozhi (2020), Ainin et al. (2020), and Mohd Nawawi et al. (2020) underscore the evolving landscape of halal tourism, emphasizing the challenges and opportunities faced in non-Islamic contexts, the burgeoning trends observed on social media platforms, and the success factors driving Thailand's prominence in the global halal market. Together, these analyses offer valuable insights into the multifaceted nature of halal tourism, providing a foundation for future research and strategic initiatives in this burgeoning field.

4. Science Mapping Analysis

Science mapping explores the relationships among different elements. This section suggests utilizing co-citation analysis for historical context, bibliographic coupling for current trends, and co-occurrence analysis to uncover potential future research directions. This concise exposition provides a comprehensive summary of the academic terrain concerning Halal tourism in Asia after the pandemic, encompassing bibliographic coupling illustrated in figure 6, co-citation analysis depicted in figure 7, and co-occurrence represented in figure 8 and 9.

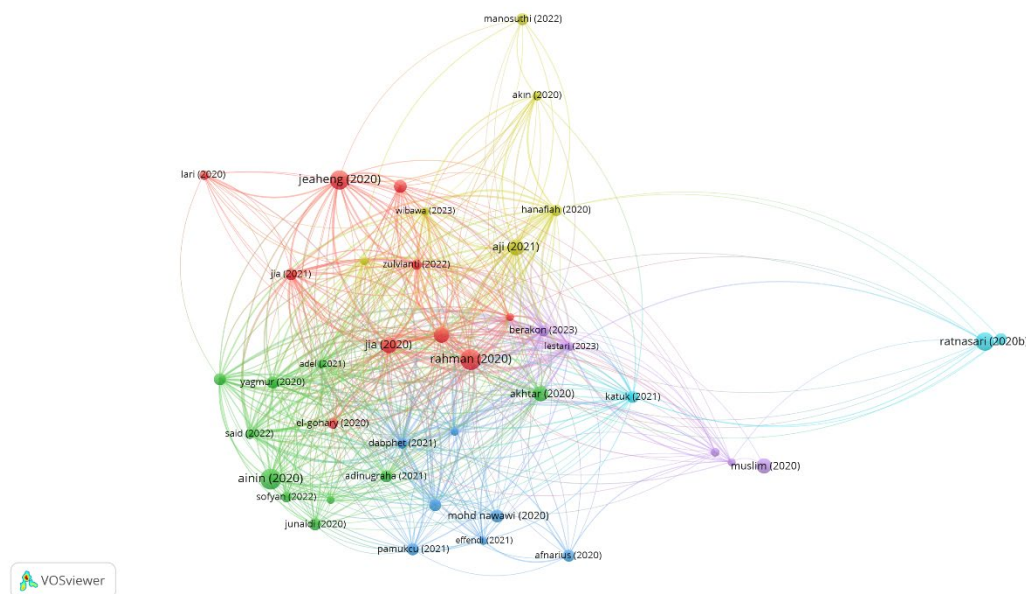


Fig. 6 Bibliographic Coupling

Bibliographic coupling identifies publications with common references, grouping them together (Zupic and Čater 2015). This method works best within a specified time frame. In the journal bibliographic coupling research, a minimum requirement of 7 documents per journal was applied, resulting in 48 journals meeting this criterion. The dataset comprises scholarly articles focusing on various aspects of halal tourism and related phenomena. These articles cover a wide range of topics, including consumer behavior, destination attributes, marketing strategies, and regulatory frameworks. One notable trend is the increasing attention to halal tourism in non-Islamic destinations, as evidenced by studies such as Jia (2021), Azali (2023), and Sofyan (2022). These articles explore the perceptions, attitudes, and behaviors of Muslim travelers in destinations where halal amenities may not be readily available.

Several studies, such as Hanafiah (2020) and Adel (2021), investigate the determinants of Muslim travelers' attitudes and behavioral intentions toward halal food consumption and tourism experiences. These papers shed light on factors influencing the decision-making process of Muslim tourists, including religiosity, service quality, and destination branding. Moreover, there is a growing interest in the impact of technology and social media on halal tourism, as demonstrated by Ainin (2020), Feizollah (2021), and Rahman (2022). These studies employ sentiment analysis, social media mining, and structural modeling techniques to understand the role of digital platforms in shaping travelers' perceptions and experiences in the halal tourism sector. Additionally, the dataset includes research on destination management and crisis preparedness, such as Pamukcu (2021) and El-Gohary (2020). These articles emphasize the importance of standardized practices, regulatory frameworks, and risk management strategies in ensuring the sustainability and resilience of halal tourism destinations.

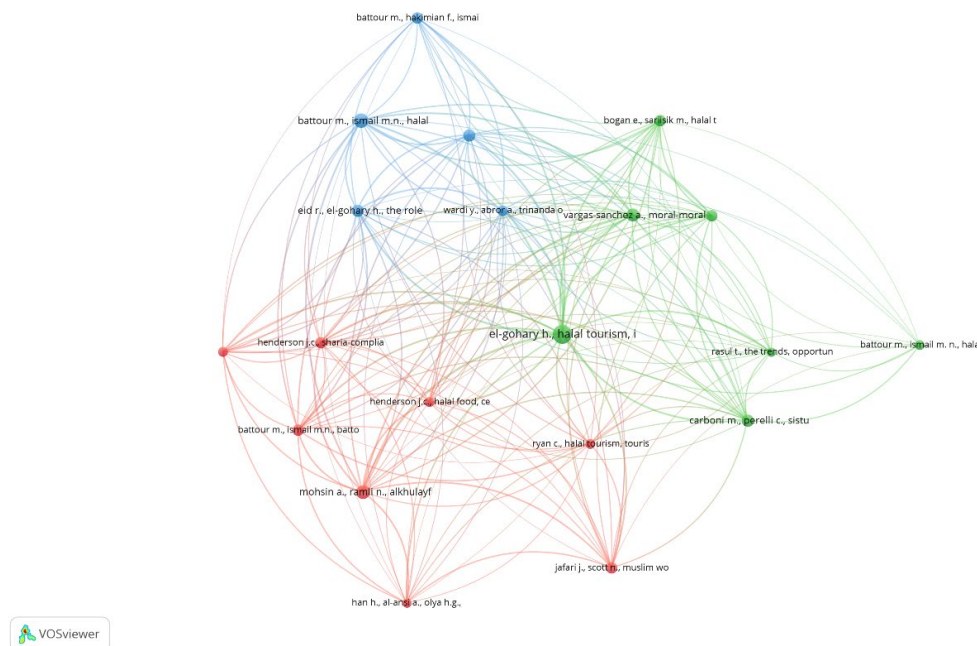


Fig. 7 Co-Citation Analysis

Oliveira et al. (2019) suggests that co-citation analysis helps identify frequently cited publications, indicating significant connections between them. Figure 7 outlines the minimum requirement of ten citations per source, yielding 20 references. The provided data presents a comprehensive overview of scholarly research on halal tourism, a niche segment within the broader tourism industry. Several key themes emerge from the analysis of these publications. Firstly, there is a strong emphasis on understanding the concept of halal tourism and its various dimensions, including its principles, challenges, and future studies. Authors such as Battour & Ismail, (2016) and Mohsin et al., (2016) delve into the conceptual framework and emerging opportunities within halal tourism, shedding light on its complexities and potential for growth. Secondly, there is a notable focus on the factors influencing tourist satisfaction and engagement in the context of halal tourism. Studies by Abror et al., (2019) and Wardi et al., (2018) explore the impact of customer engagement, religiosity, and halal attributes of destinations on tourist satisfaction and word-of-mouth recommendations. These findings highlight the significance of catering to the specific needs and preferences of halal-conscious travelers to enhance their overall experience.

Furthermore, the literature underscores the importance of destination attributes and marketing strategies in attracting and retaining halal tourists. Research by Battour et al., (2018) and Yousaf & Xiucheng, (2018) investigates the perception of non-Muslim tourists towards halal tourism, as well as the role of government websites in promoting halal culinary experiences and tourism offerings. Understanding these dynamics is crucial for destination managers and policymakers seeking to tap into the lucrative halal tourism market. Overall, the scholarly discourse on halal tourism reflects a growing interest in this specialized segment and its implications for the tourism industry. By addressing key issues such as conceptualization, tourist satisfaction, and destination marketing, researchers contribute valuable insights to inform practice and policy in this evolving field.

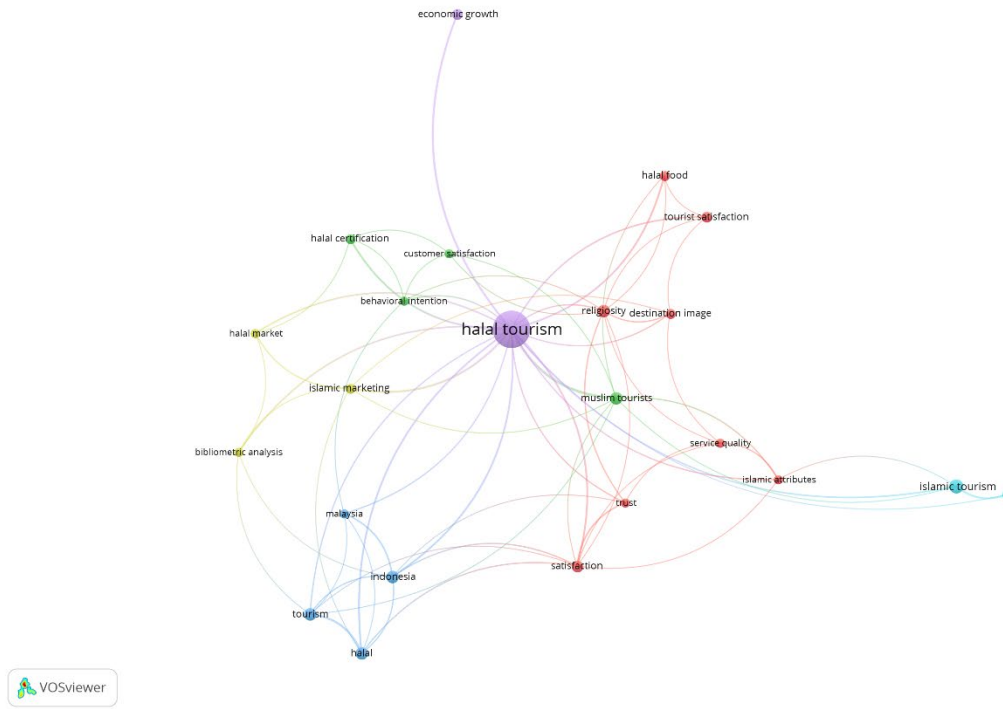


Fig. 8 Co-Occurrence Analysis

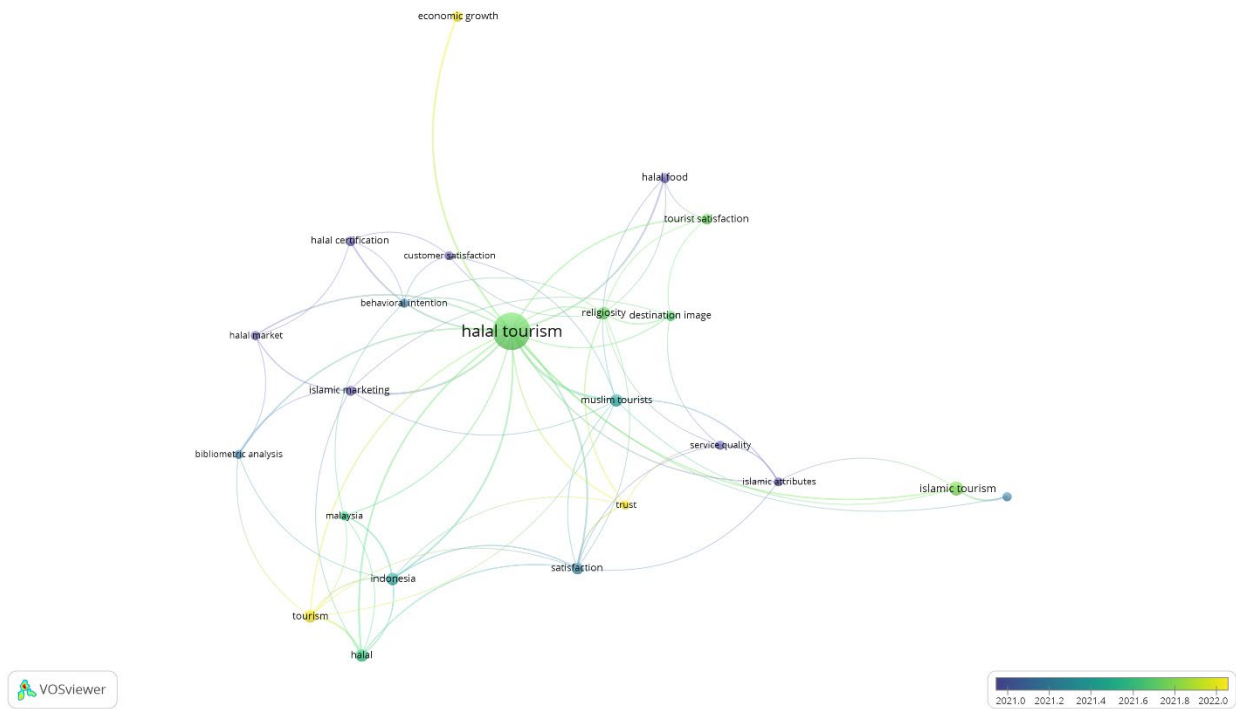


Fig. 9 Overlay Analysis

Co-occurrence analysis aims to identify relationships among terms in a set of publications (Zupic and Čater 2015). Out of 485 keywords examined, only 23 met the requirement of appearing at least five times. The analysis results are displayed in Figure 9, illustrating the co-occurrence of keywords. Figures 8 and 9 offer an extensive examination of numerous factors and concepts pertinent to the tourism sector, with a specific emphasis on halal tourism and its associated elements. Central to this analysis is the recognition of customer satisfaction and the image of tourist destinations as critical determinants in shaping travelers' perceptions and preferences. The data presented in the figure underscores the escalating significance of halal tourism, evident in the substantial occurrences and robust link strengths attributed to terms such as "halal," "halal tourism," and "halal market." Moreover, the inclusion of terms like "halal food," "halal certification," and "halal market" serves to delineate the diverse components comprising the halal tourism ecosystem, ranging from culinary offerings to certification processes and market dynamics.

Additionally, the dataset illuminates related concepts such as Islamic marketing, Islamic tourism, and Islamic attributes, thereby accentuating the convergence of religion, culture, and tourism practices within the halal tourism landscape. Furthermore, the analysis delves into factors such as economic growth and tourism development, offering insights into the broader socio-economic implications and considerations inherent in the tourism industry. By encapsulating these multifaceted dimensions, the analysis furnishes valuable insights into the complex interplay between halal tourism and various facets of the tourism landscape. This nuanced understanding is pivotal in navigating the intricacies of this rapidly evolving sector and underscores the need for holistic approaches in catering to the diverse needs and preferences of halal-conscious travelers.

5. Future Studies

Current trends in halal tourism encompass several evolving aspects that reflect the changing preferences and behaviors of travelers, as well as industry responses to emerging challenges and opportunities. Some notable trends include:

- **Rise of Digital Platforms**

The emergence of digital platforms has become increasingly prominent in the realm of travel planning and booking. As technology continues to play a pivotal role in shaping the way individuals navigate their travel experiences, a discernible trend has surfaced, particularly catering to the needs of halal-conscious travelers (Al-Ansi et al. 2022; Berakon et al. 2023; Santoso et al. 2022). These digital platforms have emerged as essential tools in facilitating seamless travel experiences for halal-conscious individuals. Offering a wealth of information on halal-friendly accommodations, restaurants, and attractions, these platforms serve as comprehensive resources for trip planning. Travelers can easily access detailed insights into the availability of halal options at their desired destinations, thereby alleviating concerns and uncertainties associated with halal travel. Moreover, the convenience and accessibility afforded by these digital platforms contribute to the overall satisfaction and enjoyment of the travel experience for halal-conscious travelers, further driving the growth and prominence of this segment within the tourism industry.

- **Experiential Tourism**

Halal travelers are increasingly seeking authentic and immersive experiences that align with their religious and cultural values (Juliana et al. 2022; Rhama 2022; Sodawan and Hsu 2022). This trend has led to a rise in experiential tourism offerings, such as halal cooking classes, cultural tours, and heritage visits, aimed at providing meaningful and enriching experiences beyond traditional sightseeing (Aji et al. 2021; Jaelani, Handayani, and Karjoko 2020; Juliana et al. 2022; Sodawan and Hsu 2022). This evolving trend has spurred the development of experiential tourism offerings tailored specifically to cater to the needs and desires of halal-conscious individuals. These offerings

extend beyond conventional sightseeing activities, aiming to provide meaningful and enriching experiences that foster deeper connections with destination cultures and communities. For instance, halal cooking classes offer travelers the opportunity to engage in hands-on culinary experiences, learning about local cuisines and culinary traditions while adhering to halal dietary principles. Similarly, cultural tours and heritage visits enable travelers to immerse themselves in the rich tapestry of history, art, and traditions of a destination, gaining insights into its cultural heritage and identity. Further exploration into the motivations, preferences, and experiences of halal travelers engaging in experiential tourism activities can provide valuable insights for destination marketers, tourism stakeholders, and policymakers. Additionally, examining the impact of experiential tourism on destination development, community engagement, and cultural preservation can contribute to the sustainable growth and diversification of halal tourism offerings globally. Therefore, future research endeavors should aim to delve deeper into the dynamics of experiential tourism within the context of halal travel, unraveling its implications for destination management, visitor experiences, and cultural exchange initiatives.

- **Sustainable and Eco-Friendly Practices**

An increasing awareness of environmental conservation and sustainable travel practices is influencing halal tourism trends (Al-Ansi et al. 2022; Hassib and Ibtissem 2020; Hsu et al. 2022; Sodawan and Hsu 2022). Travelers are seeking eco-friendly accommodations, halal tours that promote environmental stewardship, and destinations that prioritize sustainability in their tourism development initiatives (Alim et al. 2023; Lestari, Saidah, and Aliya Putri 2023; Santoso et al. 2022). This growing awareness of environmental conservation and sustainable travel practices has significant implications for the development of halal tourism offerings and destination management strategies. Future research endeavors could delve into the motivations and preferences of halal travelers in adopting sustainable travel practices, examining the factors that influence their decision-making processes and behaviors. Understanding the drivers behind the demand for eco-friendly accommodations, halal tours that promote environmental stewardship, and destinations prioritizing sustainability initiatives can provide valuable insights for tourism stakeholders, policymakers, and destination marketers. Future studies can investigate the impact of sustainable and eco-friendly practices on destination development, community engagement, and visitor experiences within the context of halal tourism. This presents an intriguing avenue for future research. Scholars could explore the effectiveness of sustainability certifications and eco-labels in influencing consumer choices among halal travelers, as well as the challenges and opportunities associated with implementing sustainable tourism practices in halal-friendly destinations.

- **Health and Wellness Tourism**

Halal tourism is expanding beyond traditional leisure travel to encompass health and wellness experiences (Jeaheng et al. 2020; Praprom and Laipaporn 2023; Sodawan and Hsu 2022). Halal-friendly spas, wellness retreats, and resorts offering activities such as yoga, meditation, and holistic therapies are gaining popularity among health-conscious Muslim travelers seeking relaxation and rejuvenation in accordance with their beliefs (Muneeza et al. 2020). Future research endeavors could delve into the motivations and preferences driving the uptake of health and wellness tourism among halal travelers, exploring the factors influencing their decision-making processes and the types of experiences they seek. Understanding the demand for halal-friendly, future studies can investigate the impact of health and wellness tourism on destination development, community engagement, and visitor experiences within the context of halal tourism presents an intriguing avenue for research. Scholars could explore the role of health and wellness offerings in enhancing the overall

attractiveness and competitiveness of halal-friendly destinations, as well as their contribution to visitor satisfaction and loyalty.

- **Culinary Tourism**

Food plays a central role in halal tourism, and culinary experiences continue to be a key driver of travel decisions for Muslim travelers (Al-Ansi et al. 2022; Ariffin 2020; Dabphet 2021; Jia and Chaozhi 2021; Katuk et al. 2021; Lari, Jabeen, and Iyanna 2020; Said et al. 2022). Destinations are promoting their authentic halal cuisines, street food markets, and food festivals to attract food-loving travelers looking to explore diverse culinary traditions while adhering to halal dietary restrictions (Adel et al. 2021; Huda et al. 2021; Ramadhanu, Rani, and Enggari 2021; Ratnasari et al. 2020; Rusby and Arif 2020). However, amidst the burgeoning popularity of culinary tourism within the halal travel sector, several potential challenges and opportunities emerge that warrant further exploration in future research endeavors. One such challenge pertains to the need for standardization in Halal certification processes. As halal tourism continues to gain momentum, ensuring the authenticity and integrity of halal culinary offerings becomes paramount. Therefore, future research could delve into the efficacy of existing Halal certification mechanisms, identifying gaps and opportunities for standardization to enhance consumer confidence and trust. Future studies can investigate the impact of culinary tourism on destination branding, local economies, and cultural exchange initiatives presents an exciting opportunity for research. Scholars could explore how destinations promote their authentic halal cuisines, street food markets, and food festivals to attract food-loving travelers seeking to explore diverse culinary traditions while adhering to halal dietary restrictions.

- **Halal Travel Packages and Tours**

Tour operators and travel agencies are increasingly offering specialized halal travel packages and tours catering to the specific needs and preferences of Muslim travelers. These packages often include halal meals, prayer facilities, and guided tours of culturally and historically significant sites, providing convenience and peace of mind to halal-conscious travelers (Hanafiah and Hamdan 2020; Sodawan and Hsu 2022; Yagmur and Aksu 2020). An area ripe for future research lies in investigating the motivations and decision-making processes of Muslim travelers in opting for specialized halal travel packages and tours. Scholars could delve into factors such as convenience, peace of mind, and the assurance of adherence to halal principles that influence travelers' choices. Understanding the perceived value and benefits of these packages and tours can provide valuable insights for tour operators, travel agencies, and destination marketers looking to tap into the growing market of halal-conscious travelers. Exploring the impact of specialized halal travel packages and tours on destination development, local economies, and cultural exchange initiatives presents an intriguing avenue for research. Scholars could examine how destinations collaborate with tour operators and travel agencies to curate experiences that showcase their cultural and historical heritage while catering to the needs of Muslim travelers. By assessing the effectiveness of these initiatives in enhancing destination attractiveness and competitiveness within the halal tourism market, researchers can contribute to the sustainable growth and diversification of halal tourism offerings globally.

These trends collectively reflect the evolving landscape of halal tourism, driven by changing consumer preferences, technological advancements, and efforts by destinations and stakeholders to tap into the growing market of Muslim travelers.

6. Conclusion and Limitation

This study contributes to the understanding of Halal tourism in the post-pandemic era by providing a

comprehensive overview of the research landscape and identifying key trends and challenges. Our science mapping analysis reveals the complex and multifaceted nature of Halal tourism, highlighting the need for further research on topics such as consumer behavior, destination management, and the role of technology. We also identify several emerging trends, such as the growing demand for experiential and sustainable tourism offerings, that present both opportunities and challenges for Halal tourism stakeholders. To fully realize the potential of this sector, researchers and practitioners will need to collaborate to develop innovative solutions and best practices that meet the evolving needs and preferences of Muslim travelers. This study provides a foundation for future research and practice in this area, but there is still much work to be done to ensure the sustainable and inclusive growth of Halal tourism in the post-pandemic world.

In particular, the reliance solely on the Scopus database may introduce limitations in terms of comprehensiveness and coverage of relevant literature. Additionally, the restriction of the analysis to the post-pandemic period from 2020 to 2023 and the inclusion criteria focusing exclusively on English-language articles may introduce potential biases and limitations in capturing the full spectrum of research on Halal tourism. To address these limitations, future research could consider incorporating data from multiple databases, including non-English publications, to ensure a more comprehensive and inclusive analysis of the Halal tourism landscape. Moreover, researchers could explore alternative methodologies or analytical approaches to complement the science mapping analysis and provide a more holistic understanding of the field. By acknowledging and addressing these limitations, future studies can enhance the rigor and validity of research findings in the domain of Halal tourism.

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