



## **Bibliometric Analysis of Halal Tourism (Hajj and Umrah) Development in the World**

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### **Abstract**

*This research highlights the theoretical basis and future research directions in religious tourism and related topics from 2003 to 2023. 1,689 documents from the Scopus database related to religious tourism and the Umrah Hajj have been analyzed using VOS viewer software. This analysis found that research on religious tourism and the Umrah pilgrimage experienced a consistent increase. The most influential countries in the research were Saudi Arabia, Indonesia, Malaysia, France, and Australia. Studies on Umrah mass gathering, respiratory viruses, preventive measures, and pilgrimage season in Hajj and Umrah religious tourism are predicted to be a significant research focus, as can be seen through keyword co-occurrence analysis. The results of this study provide a comprehensive evaluation of the religious tourism literature over a decade using bibliometric and network analysis. The results of this research can help researchers gain a deeper understanding of the study of religious tourism as a whole and determine priorities for future research.*

**Keywords:** *Tourism; Halal tourism; Hajj; Umrah, Bibliometric analysis.*

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### **1. Introduction**

Tourism significantly influences the global economy ([Law et al., 2022](#)). In recent years, tourism has proliferated and contributed to 9% of the world's total Gross Domestic Product (GDP) ([Henseler et al., 2022](#)). The tourism sector's growth has changed from mass circulation to focusing on specific consumer segments. Many new market niches have emerged, such as ecotourism, medical tourism, educational tourism, and halal tourism ([Sthapit et al., 2023](#)). Halal tourism is developing in response to the increasing number of Muslim tourists worldwide ([Kamassi, 2021](#)).

According to estimates from Mastercard-Crescan Rankings, by 2026, there will be approximately 230 million Muslim tourists worldwide ([Liberato et al., 2020](#)). These Muslim tourists

are estimated to spend around 180 billion US Dollars in online travel booking transactions. These figures show significant potential for the tourism industry to tap into the Muslim tourist market segment. The development of halal tourism has increased demand for accommodation and services that comply with halal principles, such as halal food, Muslim-friendly lodging facilities, and worship facilities ([Bastaman, 2019](#)).

Governments and tourism industry players in various countries have taken steps to attract Muslim tourists by providing facilities and services that suit their needs ([Wibawa et al., 2021](#)). This includes developing Muslim-friendly tourist destinations, halal certification for hotels and restaurants, and providing information about supporting facilities for Muslim tourists. The development of halal tourism provides economic benefits and promotes cultural diversity and mutual understanding between nations. By providing positive tourism experiences to Muslim tourists, we can encourage the growth of the tourism sector and create sustainable economic opportunities ([Khan et al., 2020](#)). *Halal tourism* is a tourism concept that accommodates the needs of Muslims in carrying out their worship while travelling. This need is based on the obligation of every Muslim to carry out worship and avoid prohibitions. Halal tourism aims to provide products and services that comply with the principles of the Islamic religion. The needs of Muslim travellers can be classified into three categories according to the Mastercard-Crescan Rating, namely "Need to have", "Nice to have", and "Good to have" (good to have) ([Thamagasorn & Pharino, 2019](#)).

1. "Need to have" (need to have): This includes the basic needs Muslim tourists must meet in their worship. Examples include access to worship facilities, such as mosques, prayer rooms, or Muslim-friendly prayer spaces. Apart from that, the need for halal food is also included in this category, where Muslim tourists need food that complies with halal principles;
2. "Nice to have" (nice to have): This category covers the needs desired by Muslim travellers to increase their comfort and satisfaction during their travels. For example, accommodation that provides facilities and services that suit Muslim needs, such as bathrooms with the direction of the Qibla, Al-Qur'an in hotel rooms, or door coverings that separate bedrooms and prayer areas;
3. "Good to have": This category involves necessities or facilities considered as added value by Muslim tourists. This may include activities or tourist destinations related to Islamic culture or history, such as visits to historical sites, museums, or cultural events related to Islam.

In developing the halal tourism industry, tourism service providers need to understand and meet the needs of each of these categories. By meeting the needs and preferences of Muslim travellers, tourism destinations and service providers can provide better and more attractive experiences for this growing market segment. Halal tourism is a type of tourism that follows the principles of Islamic sharia and tries to avoid contamination with things that are considered haram ([Zain & Zakaria, 2022](#)).

The Cooperation Economic and Commercial Committee of the Organization for Islamic Cooperation (COMCEC) uses the term "Muslim Friendly Tourism" (MFT) to describe halal tourism ([Adinugraha, 2021](#)). They define MFTs as Muslim tourists who do not want to sacrifice their basic needs based on their faith when travelling for halal purposes. They also call them "halal-conscious travellers" who travel for any halal purpose.

Apart from that, halal tourism also involves providing additional services, which include facilities, attractions and accessibility aimed at meeting the experiences, needs and desires of Muslim tourists ([Ratnasari et al., 2021](#)). Various parties, such as the tourism industry, community and government, provide this service. These definitions indicate that halal tourism is not only about halal food and worship facilities but also involves efforts to provide tourism experiences that comply with Islamic principles, such as maintaining privacy and morality and offering opportunities to know and appreciate Islamic cultural heritage. In the development of the halal tourism industry, tourism service providers need to understand the definition and needs of Muslim tourists in order to provide appropriate tourism experiences and meet their expectations ([Battour, 2022](#)).

Religious tourism is vital in promoting understanding between various religions and civilizations and contributes significantly economically. The United Nations World Tourism Organization (UNWTO) has actively promoted the potential and ability of religious tourism to facilitate cultural exchange and interfaith dialogue. Visiting pilgrimage and religious sites allows tourists to understand the spiritual values, religious practices, and cultural heritage associated with a particular religion. This helps promote deeper understanding between different religions and civilizations, encourages tolerance, and strengthens community relationships ([Spenceley & Rylance, 2019](#)).

Besides social and cultural aspects, religious tourism has a significant economic impact. Tourists' interest in visiting religious sites has encouraged the development of religious destinations in various countries. Residents and businesses see the economic potential in offering religious tourists accommodation facilities, food, transportation, and other services. This creates employment opportunities and increases the income of local communities. Religious tourism is also an essential topic in the academic world in the tourism research community. Many leading tourism journals publish research on religious tourism, including analysis of its impact on social, cultural and economic aspects ([Tohirovich & Mamarasulovna, 2020](#)). This study helps increase our understanding of the potential and challenges associated with religious tourism and provides a necessary knowledge base for tourism policymakers and practitioners. Overall, religious tourism has essential value in promoting understanding between religion and civilization and providing significant economic contributions. Support from organizations such as UNWTO and the tourism research community plays a vital role in developing and better understanding the potential of religious tourism ([Musaddad et al., 2019](#)).

As one of the pillars of Islam, the Hajj pilgrimage has a powerful religious dimension ([Caidi, 2019](#)). Even though it is not a tourism sector, because the primary purpose of the Hajj is worship and obedience to Allah, in the modern context, there are tourism elements related to the Hajj. Every year, millions of Muslims worldwide travel to Mecca in the Kingdom of Saudi Arabia to perform the Hajj pilgrimage. These trips involve planning, transportation, accommodation, and other services often arranged by travel agents, airlines, and related service providers. Therefore, the tourism sector provides facilities and services to facilitate the implementation of the Hajj pilgrimage.

The Saudi Arabian government also plays an essential role in organizing and managing the Hajj as a form of religious tourism. They coordinate various logistics, security and infrastructure aspects to accommodate millions of Hajj pilgrims annually. They are also trying to improve the comfort and facilities available to Hajj pilgrims, including developing infrastructure such as hotels, transportation facilities and larger prayer areas. However, it is essential to remember that the Hajj is not just a tourist destination, but is a worship that involves a profound spiritual commitment. The main goal of Hajj pilgrims is to obtain Allah's blessings and forgiveness, as well as increase their spirituality and faith. Governments and Muslim communities worldwide are committed to maintaining the integrity and religious values of the Hajj, making it more than just a tourism destination ([Razak et al., 2020](#)).

In this context, the Hajj and Umrah pilgrimages involve elements of tourism. It should be remembered that the main dimensions are spiritual and religious. Hajj pilgrims and related stakeholders must balance facilitating the pilgrimage and maintaining the integrity and religious values contained therein.

Research conducted regarding halal tourism, especially Hajj and Umrah, since 2009, and more than 60 publications have been published, shows significant interest and attention to this topic. Along with the development of the halal tourism industry, it is essential to develop more comprehensive research to understand and identify indicators of halal tourism. Research that uses a bibliometric analysis approach can provide a map of the development of research related to halal tourism. This

analysis can involve the year of publication, author, quotation, keywords, and journals that publish papers related to halal tourism.

Research on the development of halal tourism through bibliometrics has been carried out by many researchers, including [Hidayat et al. \(2021\)](#), [Das et al. \(2023\)](#), [Supardin et al. \(2023\)](#), and [Suban et al. \(2023\)](#). These studies explain that research related to halal tourism is still relatively rare in countries/locations where the majority of the population is Muslim and non-Muslim. This can be seen from most previous research conducted in Muslim-majority countries/locations, such as Malaysia and Indonesia. Future research should be conducted in countries/locations where the majority of the population is non-Muslim. Meanwhile, in this research, what is meant by halal tourism is specifically about Hajj and Umrah, so many researchers have yet to carry out bibliometric searches on this theme. The novelty of this research lies in the particular emphasis on the field of Hajj and Umrah, which has yet to be given adequate attention.

This research aims to identify research trends, collect existing knowledge, and search for and identify various indicators that can be used to build a halal tourism index, especially Hajj and Umrah. Through this research, a more profound understanding of halal tourism, especially Hajj and Umrah, will be gained. This can help the government, tourism industry players, and society develop strategies and policies that are more effective in meeting the needs of Muslim tourists and promoting halal tourism as a whole. With more comprehensive research on halal tourism and the development of a halal tourism index, it is hoped that it can provide helpful guidance for stakeholders in improving the quality and competitiveness of halal tourism destinations.

## 2. Literature Review

Early research on pilgrimages, especially in religious contexts, focused on experiences, ritual practices, and aspects of pilgrimages as sacred ceremonies ([Moufahim, 2013](#)). Pilgrimages are often viewed through a ritualistic lens and linked to liminality. Visitors who travel to holy sites for holidays or religious purposes are often considered different from pilgrims ([Wang et al., 2020](#)). However, [Dimitrovski \(2021\)](#) notes, “a tourist is half a pilgrim if a pilgrim is half a tourist.” In this case, pilgrimage and tourist destinations have the search for unique experiences in common.

In the early 1990s, a new approach to pilgrimage began to develop. For example, [Smith \(1992\)](#) proposed a religious tourism path called “The Pilgrim - Tourist Path” to identify different types of religious tourism. According to [Smith \(1992\)](#), pilgrims and tourists are at opposite ends of the spectrum, ranging from the more sacred to the more secular. Religion is the main factor in pilgrims' decisions about their destination, while tourists are more influenced by non-religious factors ([Iliev, 2020](#)). Overall, religious tourism refers to travel closely related to followers of a particular religion, and the places visited are religious sites considered sacred ([Jafari & Scott, 2014](#)). [Rinschede \(1992\)](#) argues that “religious tourism is closely related to holidays and cultural tourism.” Religious tourism is often seasonal and sometimes coincides with other forms of tourism, such as holiday travel, social and cultural tourism, or group travel. Tourists involved in religious tourism also engage in festivals, religious events, or other activities related to their pilgrimage's purpose.

Research on religious tourism shows that people who do not identify as religious also travel to holy places for religious purposes and to experience local culture, customs, rites, architecture, or natural landscapes ([Rejman et al., 2016](#)). In contemporary society, religious tourism involves religious motivations and non-religious factors ([Rinschede, 1992](#)). This shows that there are variations in motivation among religious tourists. The definition of *religious tourism* is still a matter of debate among experts. [Blackwell \(1990\)](#) describes religious tourism as travel to tourist attractions that involve experiencing religious activities, religious sites, or related attractions such as art, culture, customs, and architecture ([Heydari Chianeh et al., 2018](#)). Meanwhile, Bideci and [Albayrak \(2018\)](#) argue that religious tourists may visit a location out of curiosity or interest in the supporting services available in the surrounding area. Although the terms “pilgrimage” and “spiritual tourism” are often

used interchangeably, “religious tourism” is considered a more appropriate term to describe visits to religious sites ([Tsai, 2021](#)), and has a broader definition and meaning ([Shinde & Rizello, 2014](#)).

In conclusion, religious tourism involves travelling to holy places to experience religious, cultural and architectural experiences and following certain ritual practices. Religious tourism also involves non-religious factors and is not limited to individuals who identify themselves as religious. The definition of religious tourism varies among experts but includes spiritual and cultural aspects, and tourists can visit holy places without carrying out the pilgrimage practices typical of pilgrims.

### 3. Method

The method is to collect data through publications with the keyword "Halal Tourism" in the categories of article title, abstract and keywords for 15 years (2009-2023). Data such as year of publication, authors, and citations can be analyzed using Microsoft Excel 2010. Use this spreadsheet to organize and analyze this data, such as calculating the number of publications per year, identifying the most prolific authors, and seeing the number of citations received by the articles.

In addition, to analyze trends in the development of publications in halal tourism, keywords, authors and journals using VOS viewer software. VOS viewer is a valuable visualization tool for analyzing and visualizing the relationship between elements in a dataset, such as the relationship between keywords, authors, and journals related to halal tourism ([Handoko, 2020](#)). Using VOS viewer, you can identify patterns, relationships and trends from the data. By combining the use of Microsoft Excel and VOS viewer, you can carry out a more comprehensive analysis of the research data related to halal tourism that has been collected. This will help gain better insight into research developments, key contributors, and emerging trends in halal tourism over the period studied.

Several researchers have carried out research using bibliometric methods on tourism and halal tourism. Among others are:

1. Sutan Emir [Hidayat et al. \(2021\)](#): This research focuses on the development of strategic initiative topics to encourage Muslim tourist loyalty and obtain Muslim tourist satisfaction in halal tourism, which is currently developing;
2. [Rusydiana et al. \(2021\)](#): This research aims to determine the development map of halal tourism research published by reputable journals;
3. Anirban [Das et al. \(2023\)](#): This research aims to highlight the theoretical basis and future research directions in religious tourism and related topics from 2003 to 2023;
4. [Syed Ahmed Suban et al. \(2021\)](#): This research on halal and Islamic tourism has received attention in tourism literature in recent years. This research uses bibliometric analysis techniques to explore all publications indexed in the Scopus database on Halal and Islamic tourism from 2004 to 2021.

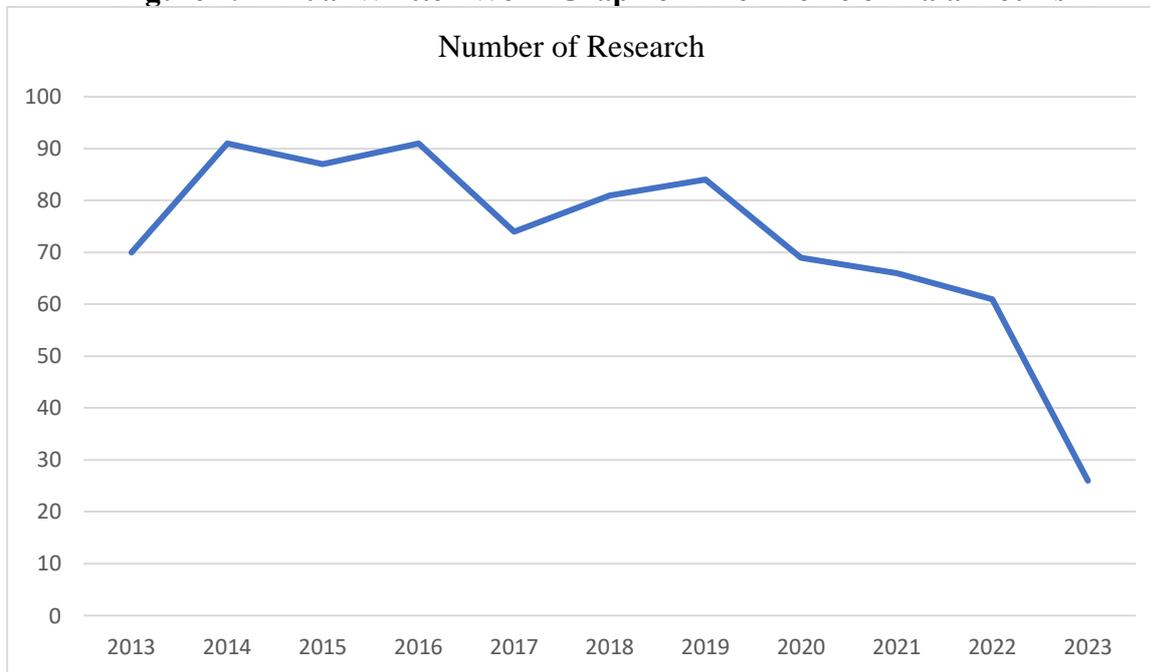
These studies use bibliometric methods to analyze and map developments, trends and research topics related to Islamic economics and finance. This approach provides insight into existing literature, research trends, and contributions made in the field.

### 4. Results and Discussions

This study highlights the growing interest and attention towards halal tourism as a research area over recent years. An analysis of 800 studies related to halal tourism published between 2013 and 2023 shows exciting trends. At the beginning of its emergence between 2009 and 2013, publications about halal tourism were still relatively few. However, starting in 2014 and 2015, there was a significant increase in publications. This indicates that interest and attention towards halal tourism increased during that period. 2016 had the highest number of publications, namely 91 papers or around 11% of the total 800 studies analyzed. This fact shows that 2016 was the peak of interest and research focus on halal tourism.

The increase in the number of publications related to halal tourism reflects the growing need and interest in understanding and developing the halal tourism market segment. This is in line with recent growth and greater attention to halal tourism worldwide. This study is hoped to provide a deeper understanding of halal tourism and provide a basis for further development in the industry.

**Figure 1. Annual Written Work Graph on The Theme of Halal Tourism**



Research on halal tourism involves various aspects, including tourism, culture, culinary, accommodation and the unique needs of Muslim tourists. The growth of the global Muslim population and increasing demand for tourism services that comply with Islamic principles strengthen the importance and relevance of halal tourism. In this case, the trend of increasing publications on halal tourism reflects the increasing attention from academic and industrial perspectives to this topic. These studies provide better insight and understanding of the needs and preferences of Muslim tourists, as well as a guide for the tourism industry to develop products and services that comply with halal principles.

Through this research, academics, practitioners and tourism industry stakeholders can better understand what Muslim tourists need in the context of their travel. They can analyze Muslim tourists' preferences regarding halal food, Muslim-friendly accommodation, prayer facilities, and tourism experiences that align with their religious values and beliefs. This research can also guide the tourism industry in developing marketing strategies, providing the right products and services, and improving the quality of tourism experiences for Muslim tourists. This helps the tourism industry meet the growing demand for halal tourism services and expands its market share.

Thus, the increase in the number of publications about halal tourism is an essential indicator of the growth and increasing attention to this market segment. These studies provide a solid knowledge base for the tourism industry to develop and improve halal tourism offerings that suit the needs and expectations of Muslim tourists.

**Table 1 Most cited authors**

Rank	Cite	Author	Title	Year	Field
1	249	M. Battour	Halal tourism: Concepts, practises, challenges and future	2016	Tourism Management Perspectives
2	222	Z.A. Memish	Hajj: Infectious disease surveillance and control	2014	The Lancet
3	178	H.G.T. Olya	Risk assessment of halal products and services: Implication for tourism industry	2018	Tourism Management
4	153	H. El-Gohary	Halal tourism, is it really Halal?	2016	Tourism Management Perspectives
5	144	A. Mohsin	Halal tourism: Emerging opportunities	2016	Tourism Management Perspectives
6	112	J.C. Henderson	Halal food, certification and halal tourism: Insights from Malaysia and Singapore	2016	Tourism Management Perspectives
7	107	H. Alnabulsi	Social identification moderates the effect of crowd density on safety at the Hajj	2014	Proceedings of the National Academy of Sciences of the United States of America
8	102	R.C. Lois-González	Tourists and pilgrims on their way to Santiago. Motives, Caminos and final destinations	2015	Journal of Tourism and Cultural Change
9	98	S. Benkouiten	Respiratory viruses and bacteria among pilgrims during the 2013 Hajj	2014	Emerging Infectious Diseases
10	97	Z.A. Memish	Prevalence of MERS-CoV nasal carriage and compliance with the Saudi health recommendations among pilgrims attending the 2013 Hajj	2014	Journal of Infectious Diseases
11	95	Z.A. Memish	Mass gathering and globalization of respiratory pathogens during the 2013 Hajj	2015	Clinical Microbiology and Infection
12	94	S. Benkouiten	Circulation of respiratory viruses among pilgrims during the 2012 Hajj pilgrimage	2013	Clinical Infectious Diseases
13	89	S. Yousaf	Halal culinary and tourism marketing strategies on government websites: A preliminary analysis	2018	Tourism Management
14	84	S. Amaro	A closer look at Santiago de Compostela's pilgrims through the lens of motivations	2018	Tourism Management
15	82	S.H. Ebrahim	COVID-19: preparing for superspreader potential among Umrah pilgrims to Saudi Arabia	2020	The Lancet

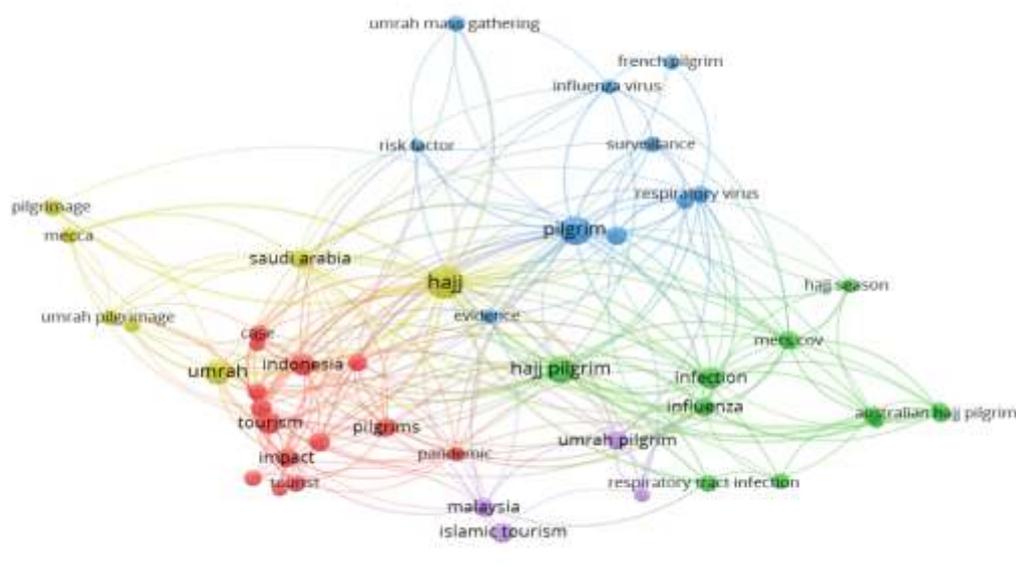
The following are the most cited studies in the field of halal tourism based on data from the Scopus index:

1. M. Battour, with the title “Halal tourism: Concepts, practices, challenges and future”, published in 2016 with a total of 249 citations;
2. Z.A. Memish, with the journal title “Hajj: Infectious Disease Surveillance and Control”, published in 2014 with a total of 222 citations;
3. H.G.T. Olya, with the title “Risk assessment of halal products and services: Implications for the tourism industry”, published in 2018 with a total of 178 citations;
4. H. El-Gohary, with the title “Halal tourism, is it really Halal?” published in 2016 with a total of 153 citations;
5. A. Mohsin, titled “Halal tourism: Emerging opportunities”, published in 2016 with 144 citations.

These studies cover various aspects of halal tourism, including concepts, practices, challenges, risks and opportunities related to the halal tourism industry. The high number of citations shows that these studies have a significant influence and are an essential reference for further study and development in halal tourism. Based on searches of journals indexed in Scopus with the theme of halal tourism and the number of research works they publish, there are 5 top rankings: Memish, Z. A. has written 13 papers in Scopus on the theme of halal tourism, Hajj and Umrah with titles including “Hajj: Preparations underway. In The Lancet Global Health”, “Environmental sampling for respiratory pathogens in Jeddah airport during the 2013 Hajj season” and “Etiology of severe community-acquired pneumonia during the 2013 Hajj-part of the MERS-CoV surveillance program”. Gautret, P. has written nine studies on halal tourism, Hajj and Umrah, including the titles: “COVID-19: Will the 2020 Hajj pilgrimage and Tokyo Olympic Games be cancelled? In Travel Medicine and Infectious (2020)”, “The spectrum of respiratory pathogens among returning Hajj pilgrims: Myths and reality (2016)”, and “The inevitable Hajj cough: Surveillance data in French pilgrims, 2012–2014”.

The following is a graphic visual presentation of publications related to the theme of halal tourism based on the results of a mapping analysis of the keywords halal tourism, hajj and umrah. Visual mapping uses the scientific mapping method, namely, a method of visualizing areas of knowledge. Mapping is done by analyzing the co-occurrence of important or unique terms in specific vocabulary. This mapping allows us to recognize the knowledge elements, configurations, dynamics, interdependencies and interactions within them. The visualization results of the word map publication network with the theme of halal tourism can provide a deeper picture of the topic in research. The following is a mapping of the VOS viewer results:

**Figure 2 Mapping of VOS Viewer Results**



In this mapping, several keywords that frequently appear in halal tourism theme papers in the last ten years are displayed, and their relationship to other keywords in 5 clusters, namely:

1. Cluster 1 in blue consists of 9 keywords, namely Pilgrim, Hajj, Umrah, Saudi Arabia, risk factor, respiratory virus, Umrah mass gathering, surveillance, influenza virus;
2. Cluster 2 in green consists of 6 keywords, namely Hajj Pilgrim, infection, influenza, Australian Hajj Pilgrim, mers cov, hajj season;
3. Cluster 3 in orange consists of 4 keywords, namely Umrah pilgrim, Islamic tourism, Malaysia, respiratory;
4. Cluster 4 in red consists of 7 keywords, namely pilgrims, tourism, Indonesia, impact, case, pandemic, tourist;
5. Cluster 5 in yellow consists of 6 keywords: Hajj, Umrah, Umrah pilgrimage, Mecca, Saudi Arabia, and pilgrimage.

This research reveals that from 2013 to 2023, there are several keywords, including Umrah mass gatherings, respiratory viruses, preventive measures, and Hajj season. It can be concluded that the most influential risk factor in the Hajj and Umrah is the spread of viruses during the Hajj season and mass gatherings during the Umrah. This is due to the large number of Hajj and Umrah pilgrims from various countries with different climates, ethnicities and races with different genetics.

In the context of Hajj and Umrah travel, the virus's spread is a significant risk factor. However, it is essential to note that the COVID-19 pandemic has changed many aspects of Hajj and Umrah since my knowledge was last updated in September 2021. I will provide explanations according to my current knowledge.

Along with the spread of the virus, several other risk factors also contribute in the context of Hajj and Umrah. Some risk factors that may affect the implementation of Hajj and Umrah include:

1. Spread of disease: As you mentioned, the number of Hajj and Umrah pilgrims from various countries with different climatic, ethnic, racial and genetic conditions can increase the risk of spreading disease. This is due to differences in the immune system and exposure to specific pathogens;
2. Crowds and social interactions: Hajj and Umrah involve large crowds gathering at holy places in Mecca and Medina. Intense social interactions can increase the risk of disease transmission, especially if precautions such as mask use, social distancing, and good hygiene are not strictly followed;
3. Infrastructure and sanitation: The large number of Hajj and Umrah pilgrims puts pressure on the infrastructure and sanitation services in the holy cities. Poor hygiene or inadequate sanitation facilities can exacerbate the spread of disease;
4. Endemic diseases and vaccination: Some countries have endemic diseases that may not be common in other countries. Pilgrims who come from areas with certain endemic diseases can carry the risk of transmitting these diseases to the Hajj and Umrah locations. In addition, compliance with recommended vaccinations is also an essential factor in reducing the risk of disease spread;
5. Individual health conditions: The individual health conditions of Hajj and Umrah pilgrims can also influence the risks associated with the journey. Congregants with medical conditions that weaken the immune system or are susceptible to certain diseases may be more at risk.

In the context of mapping publication networks or mapping co-occurrence of terms in the theme of halal tourism, grouping the types and characteristics of businesses related to halal tourism can be one of the essential aspects to be analyzed. Through co-occurrence mapping analysis, we can identify terms often appearing with "halal tourism" and analyze the relationship between these concepts. In this case, there may be a categorization of certain businesses or types of business that are often associated with halal tourism, such as halal hotels or accommodations, halal restaurants, Muslim-friendly tourist destinations, or tour packages that comply with halal principles. Mapping

this publication network can help understand business groups or categories related to halal tourism and identify unique or essential characteristics of each group. This can provide insight into trends and research focused on the development of the halal tourism industry, as well as help stakeholders identify existing opportunities and challenges.

## 5. Conclusions

The research results show a fluctuation in the number of halal tourism publication articles, especially since 2014 and 2016 there has been an increase. The author researched halal tourism with 1,689 journals, then reduced again with VOS viewer to 800 studies. The most cited paper with 249 citations is “Halal tourism: Concepts, practices, challenges and future” by M. Battour. The most quotes in 2020, with 82 quotes, were written by S.H. Ebrahim with the title “COVID-19: preparing for potential superspreader among Umrah pilgrims to Saudi Arabia”. Network visualization shows a map of the development of halal tourism research divided into 5 clusters, namely Cluster 1, consisting of 9 keywords; Cluster 2, consisting of 6 keywords; Cluster 3, consisting of 4 keywords; Cluster 4, consisting of 7 keywords, and Cluster 5 consisting of 6 keywords. Some keywords widely used in 2020-2023 are COVID-19, halal tourism, umrah pilgrimage, Indonesia, and halal tourism destination. Using the bibliometrics method, the most productive authors include Memish, Z. A. in 2020 with the title “Pausing superspreader events for COVID-19 mitigation: International Hajj pilgrimage cancellation.” For further research, this index can be applied to measure loci on a small scale, such as measuring cities or provinces or on a larger scale.

## Author contribution statement

The first author contributed to compiling the research background, theoretical review, and research methods, while the second author contributed to processing and interpreting the data, adjusting VosViewers and the citation into a style according to the request of the journal using Mendeley tools.

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