

MAPPING THE ECONOMIC IMPACT OF HALAL TOURISM IN INDONESIA: A SYSTEMATIC REVIEW AND BIBLIOMETRIC ANALYSIS (2019–2025)

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Abstract

Research Aims: This study aims to map the scientific development and analyze the economic impact of halal tourism in Indonesia by conducting a systematic review and bibliometric analysis of scholarly publications from 2019 to 2025.

Design/methodology/approach: This research employs a quantitative bibliometric approach integrated with a systematic literature review (SLR). Data were sourced from the Scopus database using the keywords “halal tourism” AND “economic impact”. A total of 26 relevant documents were analyzed using VOSviewer and Biblioshiny to explore publication trends, keyword co-occurrence, author collaboration, citation influence, and thematic clustering.

Research Findings: The findings reveal that “halal tourism” is a central theme in the literature, frequently associated with keywords such as “Indonesia,” “sustainability,” and “economic development.” The annual publication growth rate reached 38.31%, with research activity dominated by Indonesian scholars. Two primary thematic clusters were identified: one focused on destination experiences and the other on adaptive capacity and policy analysis. However, empirical investigations into the economic impact of halal tourism remain limited and are often overshadowed by normative or ethical discussions.

Theoretical Contribution/Originality: This study contributes to the academic literature by offering a comprehensive map of research patterns in halal tourism, particularly its economic dimensions. It is one of the first bibliometric studies to focus exclusively on Indonesia, highlighting the intellectual structure, gaps, and opportunities within the field. The results provide valuable insights for future researchers, policymakers, and tourism stakeholders seeking to advance halal tourism as part of Indonesia’s sustainable development agenda.

Keywords: *halal tourism; Indonesia; economic impact; bibliometric analysis; sustainability; systematic review*

Introduction

Halal tourism has emerged as a fast-growing segment within the global tourism industry, particularly in Muslim-majority countries such as Indonesia (Peristiwo, 2020). The concept of halal tourism goes beyond the provision of halal food and encompasses a comprehensive set of services and experiences aligned with Islamic principles—ranging from prayer facilities, gender-separated recreational areas, Sharia-compliant accommodations, to financial transactions that adhere to Islamic finance (Vargas-Sánchez & Perano, 2018). As of the 2019s, the demand for halal-friendly travel has increased significantly, driven by a growing Muslim middle class, higher mobility, and greater awareness of ethical and religious considerations during travel (Azam et al., 2024). In Indonesia, halal tourism is strategically positioned to become a national economic asset (Sharin et al., 2024). The government, through the Ministry of Tourism and Creative Economy, has integrated halal tourism into its long-term development plans (Richards, 2020). Provinces such as West Nusa Tenggara, Aceh, West Sumatra, and West Java have been officially promoted as halal tourist destinations (Jaelani, 2022). This policy shift is in line with Indonesia’s ambition to be a global halal hub, tapping into the trillion-dollar halal economy that includes not only tourism but also food, fashion, finance, and pharmaceuticals (Kadir & Alaraj, 2023a). Despite these developments, academic research on halal tourism in Indonesia remains fragmented. Most existing studies focus on consumer behavior, service quality, destination branding, or traveler satisfaction (CRME et al., 2024; Kaura et al., 2015; Liu et al., 2020; Naini et al., 2022; Pai et al., 2020; Rather et al., 2024). Meanwhile, studies that examine the economic impact of halal tourism—such as its contribution to regional GDP, employment generation, investment inflow, and multiplier effects—are still limited (Carr et al., 2021; Lukoseviciute et al., 2023; Marlinda et al., 2024). Moreover, the academic discourse has yet to fully explore the intellectual structure and publication trends that underpin this growing field. This knowledge

gap makes it difficult for stakeholders—such as policymakers, investors, academics, and tourism operators—to access synthesized, evidence-based insights that can guide decision-making. In the era of data-driven policy and scientific governance, there is an urgent need for research that not only explores qualitative aspects of halal tourism but also systematically maps its scholarly evolution and economic significance. Bibliometric analysis is a powerful tool for this purpose. It allows researchers to quantify patterns in scientific output, identify influential authors and journals, detect emerging trends, and highlight research gaps in a structured and objective manner. When combined with a systematic review, bibliometric analysis becomes a comprehensive approach to understanding how a particular research area—like halal tourism—is developing over time. Therefore, the main objective of this study is to map the economic discourse surrounding halal tourism in Indonesia by conducting a systematic literature review and bibliometric analysis of Scopus-indexed publications from 2019 to 2025. Specifically, the study aims to (1) identify the most frequently used keywords and their interrelationships, (2) examine the extent of scholarly collaboration, (3) determine the most influential publications and citation patterns, and (4) classify the thematic evolution of research in this domain. The findings are expected to contribute to the academic literature, offer a reference point for future research, and provide practical insights for the sustainable development of halal tourism in Indonesia.

Literature Review

Halal Tourism

Halal tourism refers to tourism activities, products, and services that comply with Islamic principles, ensuring that Muslim travelers can enjoy leisure and travel without compromising their religious beliefs (Farouk, 2023; Kadir & Alaaraj, 2023a). This includes the availability of halal food and beverages, non-alcoholic environments, gender segregation in certain facilities (e.g., swimming pools or spas), access to prayer spaces, and accommodations that respect modesty and privacy (Kadir & Alaaraj, 2023b; Pamukcu & Sariisik, 2021; Peristiwo, 2020; Prawiro, 2023; Saba et al., 2025). According to Kurniawan et al. (2025), halal tourism is not only about fulfilling religious obligations but also about promoting a holistic Islamic lifestyle during travel. The development of this sector responds to the increasing number of Muslim tourists globally, which was projected to reach over 230 million by 2028 (Sumardi et al., 2025). The demand is further driven by generational shifts, with younger, tech-savvy Muslim travelers seeking seamless travel experiences that combine faith and modern convenience.

In the Indonesian context, halal tourism is part of the broader halal ecosystem, which includes halal food, fashion, finance, and pharmaceuticals. The Indonesian government has identified halal tourism as a national priority and included it in the “Masterplan Ekonomi Syariah Indonesia 2019–2024.” Regions such as Lombok, Aceh, and West Sumatra have pioneered halal tourism models by integrating local Islamic values with service excellence. However, the standardization of halal tourism still faces challenges, including lack of uniform certification, limited industry awareness, and infrastructure gaps. Academically, the definition and scope of halal tourism are still evolving. Some scholars emphasize the spiritual and ethical dimensions, while others focus on economic competitiveness and market segmentation. This theoretical fluidity reflects the dynamic and multi-dimensional nature of halal tourism as both a cultural phenomenon and a commercial strategy.

Economic Impact of Tourism

Tourism has long been recognized as a key driver of economic development, contributing to job creation, income generation, foreign exchange earnings, and infrastructure development (Marlinda et al., 2024). According to the World Travel and Tourism Council (WTTC, 2023), the tourism sector contributed over 10% to global GDP before the COVID-19 pandemic. For developing countries, including Indonesia, tourism plays a dual role: as a revenue source and as a mechanism for regional development. The economic impact of tourism is typically assessed through direct, indirect, and induced effects. Direct effects include employment (Deyá-Tortella et al., 2022; Irfan et al., 2023) and income from hotels, restaurants, and travel services. Indirect effects arise from supply chain activities, such as local farming, transportation, and construction. Induced effects refer to the additional spending generated by tourism-related income. These three layers illustrate how tourism influences both macroeconomic and microeconomic levels. In the context of halal tourism, the economic impact extends beyond conventional metrics. Halal tourism stimulates sectors such as Islamic finance, halal food production, and Sharia-compliant investments. It also attracts foreign investment from Muslim-majority countries in the Middle East and Southeast Asia (Firdaus, 2025). However, studies on the quantifiable economic outcomes of halal tourism—such as contribution to GDP, employment elasticity, or regional fiscal effects—remain sparse, especially in Indonesia (Rizkitama et al., 2024). Understanding the economic footprint of halal tourism is crucial for evidence-based policymaking. For example, estimating how much halal tourism contributes to a province’s economy can inform resource allocation, infrastructure development, and

marketing strategies. Thus, rigorous analysis is needed to bridge the gap between anecdotal claims and empirical evidence regarding halal tourism's economic potential.

Bibliometric Analysis in Tourism Research

Bibliometric analysis is a quantitative method used to evaluate and map scientific literature based on citation data, co-authorship patterns, keyword co-occurrence, and other metadata. It is widely applied in the fields of science, technology, and increasingly in social sciences, including tourism studies. Bibliometric tools such as VOSviewer and Biblioshiny allow researchers to visualize the intellectual structure and development of a research field over time. In tourism research, bibliometric analysis helps identify key contributors, influential journals, dominant themes, and research gaps. For instance, it can reveal which topics are gaining traction (e.g., sustainable tourism, smart tourism, or halal tourism) and which remain underexplored. It also enables comparative analysis across countries, institutions, or time periods. The use of bibliometric analysis in halal tourism is still relatively new. Most prior studies have used content analysis or thematic review methods to explore the development of halal tourism discourse. Only a few scholars have attempted to map the scholarly landscape using citation networks or keyword clustering. As a result, the academic community lacks a clear understanding of how halal tourism research has evolved, especially in relation to its economic dimensions. By integrating bibliometric analysis with a systematic review, researchers can obtain a comprehensive overview that combines quantitative mapping with qualitative insights. This dual approach strengthens the validity of findings and provides a strategic direction for future studies. Furthermore, bibliometric analysis can support national research planning by highlighting the most productive institutions, funding sources, and international collaborations in the halal tourism field.

Method

Research Design

This study adopts a quantitative bibliometric approach combined with a systematic literature review (SLR) to map the intellectual landscape and economic discourse of halal tourism in Indonesia between 2019 and 2025. The bibliometric method is employed to quantitatively analyze publication trends, collaboration networks, thematic evolution, and citation impact. Meanwhile, the systematic review ensures that the analysis is grounded in a structured, replicable, and objective selection of relevant scholarly literature. This mixed-methods design is particularly suitable for exploring research domains that are still emerging and interdisciplinary in nature—such as halal tourism—where traditional meta-analyses may be insufficient to capture the diversity and complexity of the field.

Data Source and Search Strategy

The bibliographic data for this study was extracted exclusively from the Scopus database, one of the most comprehensive and widely used repositories for peer-reviewed literature in social sciences, business, and economics. Scopus was chosen over other databases such as Web of Science or Google Scholar due to its structured metadata, better citation tracking, and advanced export options compatible with bibliometric software.

The search query used was:

TITLE-ABS-KEY ("halal tourism" AND "economic impact")

The inclusion criteria were as follows:

1. Articles published between January 2019 and April 2025
2. Publications written in English
3. Indexed in Scopus
4. Classified as articles, conference papers, or reviews
5. Focused on Indonesia as either a case study or a key context

Exclusion criteria included duplicated records, editorials, book reviews, and studies that did not directly address either the concept of halal tourism or its economic implications.

As a result of this filtering process, a final sample of 26 documents was retained for bibliometric and qualitative analysis.

Data Analysis Tools

Two main tools were used for bibliometric mapping and visualization:

1. VOSviewer (version 1.6.20)

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This software was used for keyword co-occurrence analysis, co-authorship networks, bibliographic coupling, and citation mapping. VOSviewer excels in producing visual clusters that help reveal the intellectual structure and topical trends in the field.

2. Biblioshiny (Bibliometrix R Package)

Biblioshiny was used for descriptive statistics (e.g., publication per year, citation metrics, authorship patterns), word clouds, thematic evolution, and three-field plots. Its interactive dashboard facilitates in-depth exploration of metadata relationships.

Analysis Procedure

The bibliometric analysis was carried out in several steps:

1. Data Extraction:

The selected Scopus documents were exported in BibTeX and CSV formats, containing fields such as title, authors, abstract, keywords, source, publication year, affiliations, and references.

2. Data Cleaning and Preprocessing:

Redundant keywords (e.g., “halal-tourism” and “halal tourism”) were standardized. Incomplete records were cross-validated with metadata available on Scopus or the publisher’s website.

3. Descriptive Analysis:

General statistics were produced to summarize publication trends, number of documents per year, average citations per document, author productivity, and source distribution.

4. Co-occurrence and Keyword Mapping:

Using VOSviewer, a co-occurrence map of keywords was generated to identify clusters of topics frequently addressed together in the literature.

5. Co-authorship and Collaboration Analysis:

The network of collaboration among authors and institutions was examined to understand the degree of research synergy within the halal tourism research community in Indonesia.

6. Citation and Impact Analysis:

The most cited documents and authors were identified to determine influential works that have shaped the field.

7. Thematic Clustering and Trend Mapping:

Bibliographic coupling and thematic evolution analysis were used to identify how research topics have changed over time and how they are organized conceptually

Limitations of the Method

While bibliometric analysis provides objective and replicable results, it also comes with limitations. First, this study is confined to the Scopus database, which may exclude relevant literature indexed in other databases such as Web of Science, DOAJ, or national repositories. Second, citation counts may not fully reflect the quality or relevance of an article, as they can be influenced by self-citation or network effects. Third, bibliometric analysis focuses on metadata rather than full-text content, which may limit the depth of qualitative insights. To mitigate these limitations, the study integrates systematic review procedures and manual screening to ensure that the most relevant and contextually grounded articles are included. Moreover, visual interpretations were supported by narrative analysis to bridge quantitative data with contextual understanding.

Result and Discussion

This section presents the findings from the bibliometric analysis, supported by visualizations generated using VOSviewer and Biblioshiny. The discussion highlights the research productivity, keyword trends, collaboration patterns, citation influence, and thematic clusters related to halal tourism and its economic impact in Indonesia.

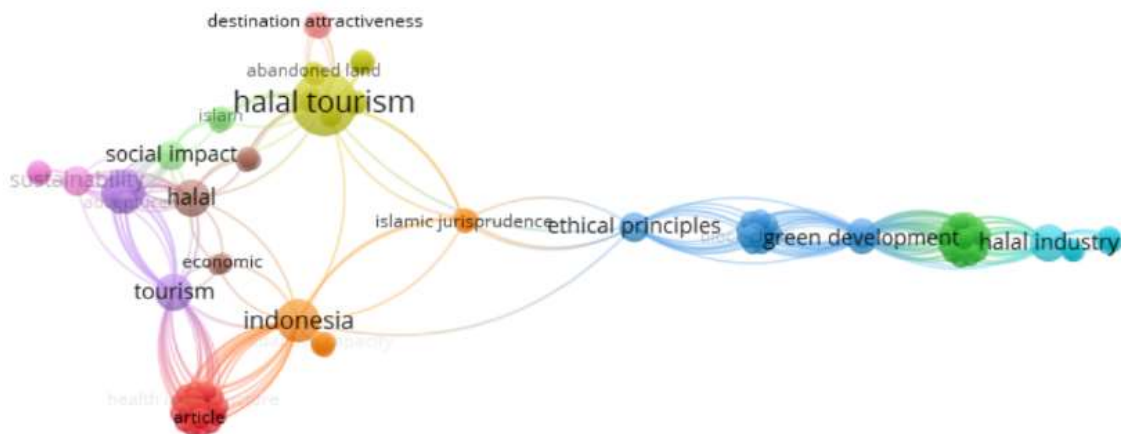


Figure 1. Network Visualization of Keywords (VOSviewer)

This visualization shows the co-occurrence network of keywords extracted from the 26 Scopus-indexed documents. The most dominant node is “halal tourism”, indicating its centrality to the field. Strong connections are visible between “halal tourism” and terms like “Indonesia,” “tourism,” “sustainability,” and “economic impact.” These clusters suggest that the academic discussion of halal tourism in Indonesia is not isolated from broader themes such as green development, ethics, and regional policy. The thickness of the lines reflects the frequency of co-occurrence between keywords, while color-coding highlights different thematic clusters. For instance, one cluster may emphasize sustainable tourism, while another focuses on policy development or service innovation.

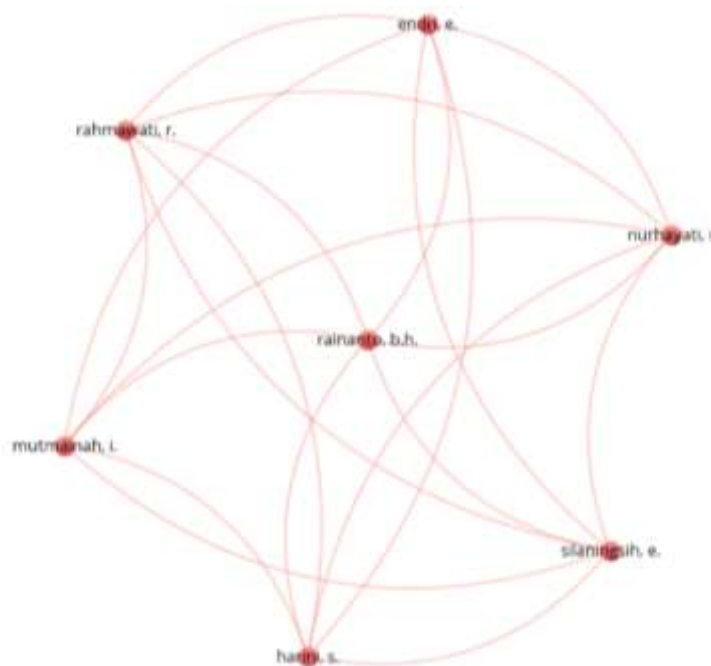


Figure 2. Co-Authorship Network

This co-authorship map reveals the collaboration structure among authors contributing to the topic. Several clusters of tightly connected authors are visible, most notably involving Endri, E, Rahmawati, R, and Harini, S, who appear as central figures in the network. Despite the presence of local collaboration, the network also shows fragmentation, with many authors working in isolation or in small groups. This suggests that while the field is active

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in Indonesia, international and cross-institutional collaborations are still limited. Strengthening these partnerships could enhance the quality and reach of future research.



Figure 3. Biblioshiny Document Overview

The overview panel presents basic statistics from the dataset. A total of 26 documents were published between 2019 and 2025, involving 81 authors and 23 different sources (journals). The average citation per document is 6.269, and the annual growth rate of publications is 38.31%, indicating rapidly increasing academic interest in this field. Additionally, the co-authorship per document is relatively low (2.19), reinforcing the earlier observation that research efforts are often carried out individually or in small teams.



Figure 4. Word Cloud of Dominant Keywords

This word cloud provides a visual summary of the most frequently occurring keywords. Terms such as “halal tourism,” “Indonesia,” “sustainability,” “development,” “economic impact,” and “Muslim tourists” appear prominently. The prominence of “sustainability” reflects a growing awareness of aligning halal tourism with the principles of environmental and social responsibility. The presence of keywords related to economics (e.g., “economic growth,” “market potential”) indicates an increasing tendency to analyze halal tourism from a development and policy perspective.

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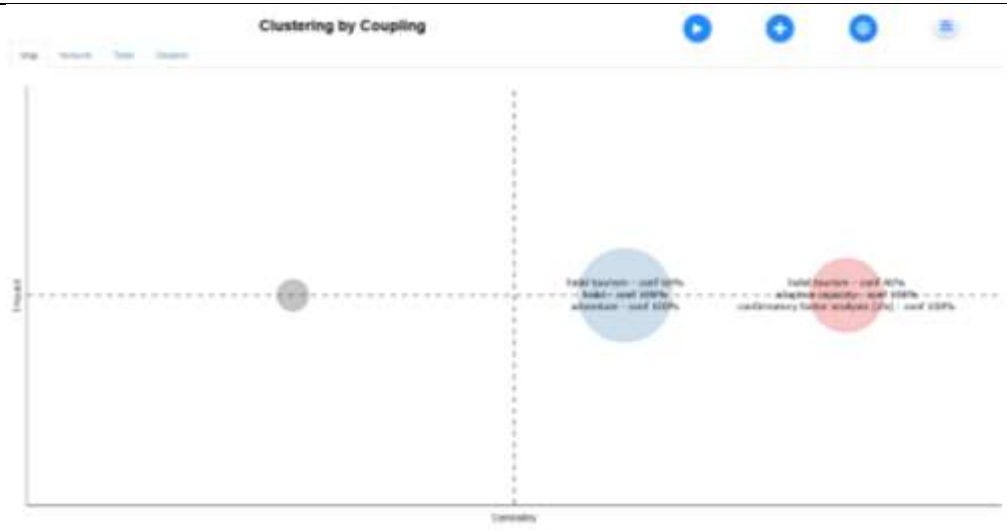


Figure 5. Clustering by Bibliographic Coupling

This figure illustrates thematic clusters using bibliographic coupling, which connects documents that share references. Two major clusters were identified:

1. Cluster 1 centers on the theme of halal tourism and adventure tourism, indicating interest in experience-based travel models tailored to Muslim travelers.
2. Cluster 2 includes works that apply adaptive capacity and confirmatory factor analysis (CFA) to explore policy frameworks, service design, and destination readiness.

These clusters highlight the field's methodological diversity—ranging from theoretical modeling to empirical validation—and reflect the need for interdisciplinary approaches to fully understand the complexity of halal tourism economics.



Figure 6. Most Globally Cited Documents

Citation analysis identified the most influential works shaping the academic conversation. The most cited document is Rasul (2019), which focuses on Islamic ethical principles and tourism governance. Other highly cited works include those examining sustainable destination branding and Sharia-compliant service design. These findings indicate that the halal tourism discourse is still strongly rooted in foundational works related to ethics, governance, and religious compliance. While important, this may suggest a research gap in studies that quantitatively assess macroeconomic outcomes, such as contribution to GDP, tourism revenue, and regional economic development.

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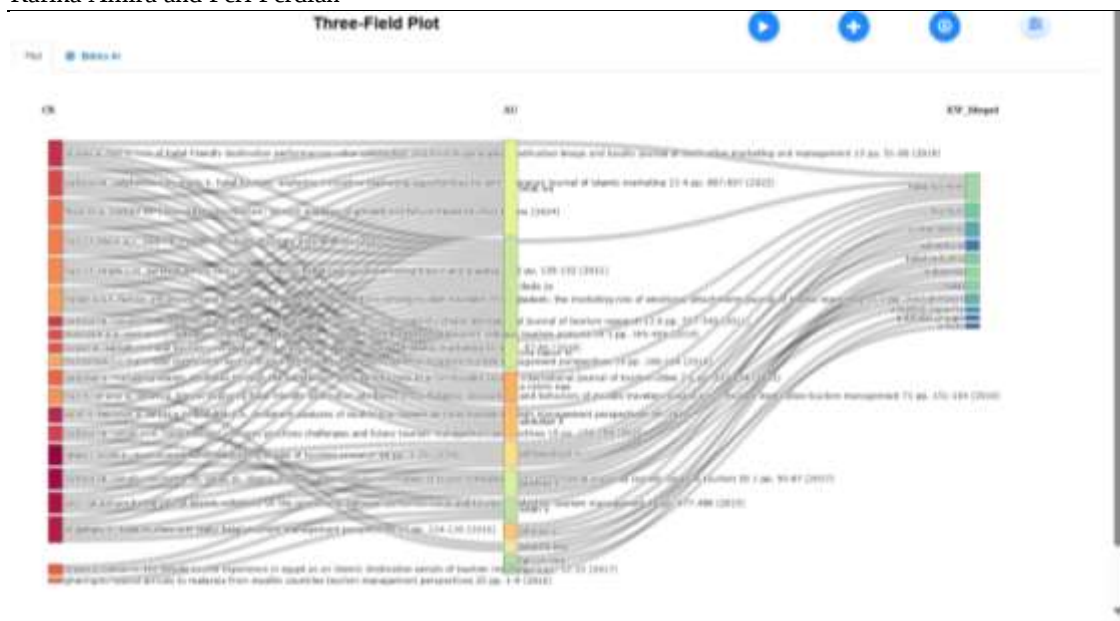


Figure 7. Three-Field Plot (Cited References – Authors – Keywords)

The three-field plot connects three bibliometric dimensions: cited references (left), authors (middle), and keywords (right). It reveals a strong association between certain researchers and dominant topics such as “halal tourism,” “sustainability,” and “economic development.” This structure confirms that a small group of authors and references are repeatedly shaping the narrative, pointing to an emerging intellectual structure. It also shows that authors tend to concentrate on overlapping themes, which may reinforce theoretical cohesion but also limit conceptual innovation.

Synthesis of Findings

Overall, the results reveal that halal tourism in Indonesia is an increasingly studied topic, particularly since 2020. The research is largely driven by domestic scholars and tends to focus on ethical tourism, sustainability, and Islamic service provision. While the discussion of economic impact is gaining traction, it remains underdeveloped in terms of empirical measurement and comparative analysis. The study also identifies gaps in global collaboration, diversity of methods, and engagement with macroeconomic data. This presents an opportunity for future scholars to adopt mixed methods, cross-country studies, or policy impact evaluations to enrich the field.

Conclusion

This study aimed to map the scientific landscape and economic discourse of halal tourism in Indonesia using a combination of systematic literature review and bibliometric analysis based on Scopus-indexed publications from 2019 to 2025. Through the use of VOSviewer and Biblioshiny, the study uncovered patterns in keyword usage, author collaboration, thematic clustering, and citation influence. The results show that halal tourism has become a growing area of academic interest, especially in the context of sustainability, ethical travel, and regional development. The keyword “halal tourism” consistently appeared as a central theme, often linked to terms such as “Indonesia,” “economic impact,” and “green development.” These linkages highlight a shift in academic discourse—from basic service provision and religious compliance toward broader developmental concerns. Despite the growing body of literature, the field is still dominated by local scholars, with limited international co-authorship, suggesting that Indonesia is leading the discussion but has yet to integrate fully into the global halal tourism research community. Furthermore, while ethical and religious dimensions of halal tourism are well-represented, the quantitative exploration of economic impact—such as effects on GDP, job creation, or tourism revenues—remains underdeveloped. The analysis also identified two dominant thematic clusters: one focusing on adventure and destination experiences, and another on policy modeling and destination readiness. These clusters reflect a diversity of approaches, though often still centered on conceptual frameworks rather than hard economic data.

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