

Halal tourism in social science discipline: A literature review

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Abstract

Halal tourism is a new segment in tourism studies that have received attention and has now proliferated. Past studies have not been so deep in treading global scientific literature on halal tourism studies on tracking its evolution and trends among scientific journal which focuses on social science discipline. Therefore, this article is based on a systematic literature review analysis of halal tourism in social science discipline as an effort to improve our understanding of previous halal tourism studies. Data were obtained from the academic database Scopus, 31 articles were obtained about halal tourism in social science discipline, and the data period was collected from the beginning to the end of 2020. The data is illustrated using two applications, namely NVIVO and VOSViewer, as the primary tools for analyze qualitative data, which selected; (VOSViewer; Keyword Co-occurrence Network Maps and Trend (KCNM/T)), (NVIVO; Hierarchy Chart (HC), word frequencies (WF), and Explore Diagram Analysis (EDA)). The results showed that, from 31 journals, Stephenson (2014) has the most influence with high cited, besides, Tourism Management as a journal name that identified many articles published there, and Routledge as a publisher with a high total journal on Halal Tourism, and Indonesia as a country that high mention time. Specifically, various approaches and distributions based on methodology, objectives, and geography were the research's focus. Recent trends and the dominant frequency of words from the study of halal tourism have shown several scholars' high interest. In the halal tourism studies on social

sciences discipline, previous scholars have carried out many different research segments, namely, tourism issues, product issues, destination issues, travel issues, service issues, and market issues. Future research is also considered in this article.

Keywords: *Halal Tourism, Social Science Discipline, Literature Review*

Introduction

In the last few decades, interest in halal tourism industry has proliferated, so that many researchers and practitioners have paid attention to progress of halal of the tourism sector. Potentially, halal tourism is a new segment in the developing tourism sector due to the increasing demand for halal tourism products and services (Peristiwo, 2020; Rindrasih, 2019; Sukmayadi & Effendi, 2020; Yaakop, Ismail, Mahadi, & Ariffin, 2016). Halal tourism is defined as a form of tourism in line with Islamic beliefs and involves Muslims who want to maintain the habits taught by their religion while traveling (Carboni, Perelli, & Sistu, 2017). However, Carboni et al., (2017) continued their argument that halal tourism does not impose restrictions on travel for religious purposes only and does not explicitly concern travel to or within Muslim countries. Also, halal tourism relies not only on Muslim tourists but also on non-Muslim tourists, who are also a concern. Thus, non-Muslim tourists can be willing to travel to halal tourist destinations to seek travel experience and buy halal tourism products and services (Rahman, Moghavvemi, Thirumoorthi, & Rahman, 2020).

Many countries, apart from Muslim-majority countries, have shown the openness of their tourism authority which raises the values of Islamic teachings and also the concept of halal; one of which is represented through various products and services from halal tourism, such as in Japan (Sukmayadi & Effendi, 2020), Russia (Gabdrakhmanov, Biktimirov, Rozhko, & Mardanshina, 2016) Korea Selatan (Han, Al-Ansi, Olya, & Kim, 2019), China, and Thailand (Yousaf & Xiucheng, 2018). It means that halal tourism is currently a recent phenomenon in developing the tourism industry in several non-Muslim countries worldwide. There are elements of the country's multicultural and multi-religious past that affect Muslims' development to market their halal tourism destination, such as in Iberia, Spain (Boll, 2020). It can also be seen that in China, there are more than 30,000 mosques that allow specific Islamic heritage tourism arrangements and to explore the history of mainstay Islamic

culture in China (Jia & Chaozhi, 2020).

Concurrent with the increasing attention to the halal tourism studies in the social science discipline; therefore, it is necessary to map past studies as an essential point in increasing the novelty of knowledge related to halal tourism. Studies on halal tourism have been found in several subjects; following the academic database Scopus, 187 articles on halal tourism scattered across several perspectives of scientific studies that have been caught at the end of 2020. In this research, we provide limitations on social science disciplines. It reduces the bias that occurs when coding and finds various core keys from the study to develop a comprehensive halal tourism study. Besides, in the academic database of Scopus in a social science discipline, the concept of halal tourism is still less precise; even though admissions have increased, there is still little study, especially during the last decade (Rasul, 2019). The study of Rasul (2019) previously presented a challenge for us to seek further novelty in a literature review study. Rasul (2019) researched bibliometrics, but the research databases used were Business Source Premier (EBSCO) and ABI / Informs, and the study was stopped in 2018. Recalling that Rasul (2019) only focused on several dimensions of Halal tourism, such as conceptions and definitions, principles, scope and impact, trends, and opportunities and challenges that are constructed from 11 articles as a synthesis. Thus, we still find missing studies and gaps to be considered a more comprehensive study. Thus, it can be considered to provide novelty to our literature review reviewed from the Scopus database Scopus, the largest academic database provider in the academic world today. Ultimately, various key academic databases can generate different findings and discussions.

Methods

A qualitative literature review was used. Literature reviews are included in the type of bibliometric analysis, and it is useful for producing mapping findings that change every year and can develop further knowledge (Aria & Cuccurullo, 2017). Therefore, a comprehensive literature review plays an essential role in becoming someone else's basis for future research (Onwuegbuzie & Frels, 2016). To identify the relevant publication, the selected topic on Halal Tourism in the following academic database Scopus selected the database to analyse. The academic database Scopus were selected such as; Access is all (open and close access), the year article is in the beginning until the end of 2020, subject area is a social science, the document type is an article, publication stage is final, the main keyword is halal tourism, halal, and tourism, as well

as, language is English. Besides, several keywords were included to analyze; the year of publication, citation average per article, selected the name of journal and publisher, countries and mention time, selection the definition, primary approach, distribution, purpose and geographical, word frequencies, network analysis by keywords co-occurrences, and its trend, as well as, promotional some variable were selected.

Data analysis tools were adopted by two software are NVivo 12 plus and VOSViewer. NVivo as a qualitative software that can manage concepts, the NVivo tool, can be used to identify a practical work, for example, identifying a literature review synthesis, in the term of variant themes (Bandara, 2006). Besides, VOSViewer is a tool to create bibliometric maps based on any form of network data and then simulate and explore how the network is developed by merging different terms, e.g., co-authorship and co-occurrence analysis (Van Eck & Waltman, 2019). However, NVivo and VOSViewer are qualitative tools analyze in the term of a network which is useful for seeing research development reviewed from various literature that is visually integrated. Both of this software are particularly suitable for literature studies, where at a time when the rapid rate of research and publication causes an information explosion, exceeding the capacity to regularly carry out detailed systematic reviews, tools such as NVivo and VOSViewer, are essential for tracking the evolution of research and trends that occur. That tools emerged and proved to be an effective tool for mapping and visualizing. It is line argue by Aria & Cuccurullo (2017), in the literature review analysis, to provide a mapping of the data requires a lot and a variety of software that can work automatically into the data stream obtained.

To write up findings from a literature review, NVivo, Starting from looking for Halal Tourism studies in the Scopus academic database, 31 journals related to halal tourism with social science disciplines. Furthermore, the data obtained is downloaded and exported, which is then arranged through Mendeley to make it easier for the data to be read wholly, the data exported in the form of the file extension (.RIS). Then, opened the NVivo 12 plus tools by entering the article. Using the auto coding feature, NVivo obtains accumulative variable findings representing the themes' nuances throughout the article. Furthermore, the Analysis Diagram analysis features have been used to see several sub-indicator nuances that represent the previous main themes. Besides, using Word Frequency analysis feature which can process the dominant words in the article. For the qualitative analysis software, VOSViewer, by entering a collection of articles obtained in the file extension format (.RIS) into the

VOSViewer application, then, analysis with keyword distribution features and keyword trends, to help visualize the distribution of keywords from the entire journal obtained, produces two analyzes, first, to look the dominant keywords, which are often used by scholars and to see which keywords often appear with periodic, keyword analysis of several articles, so that it can produce an output with keyword trends that are often used by scholars in halal tourism studies in the social science discipline.

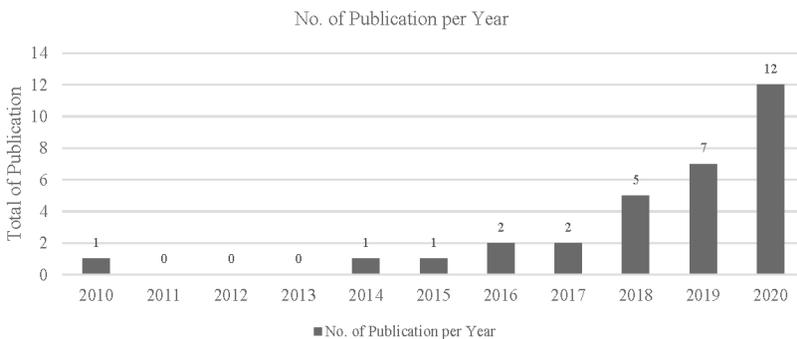
Results and Discussion

This section attempts to analyze the literature review on halal tourism that has not received attention in the social science discipline and determines the proportions of the framework obtained. The analysis content was included; the year of publication, citation average per article selected name of journal and publisher, countries and mention time, selection the definition, primary approach, distribution, purpose and geographical, word frequencies, network analysis by keywords co-occurrences, and trend of keyword, as well as promotional some variable were selected.

The Year of Publication

Identify annual publications is essential in seeing the publication trends that have been carried out by all scholars, thus, in order to provide a comprehensive overview of the number of annual articles. However, identifying the number of articles published per year makes it easier to see the subsequent diversity of topics systematically.

Table 1. Yearly output of research publications



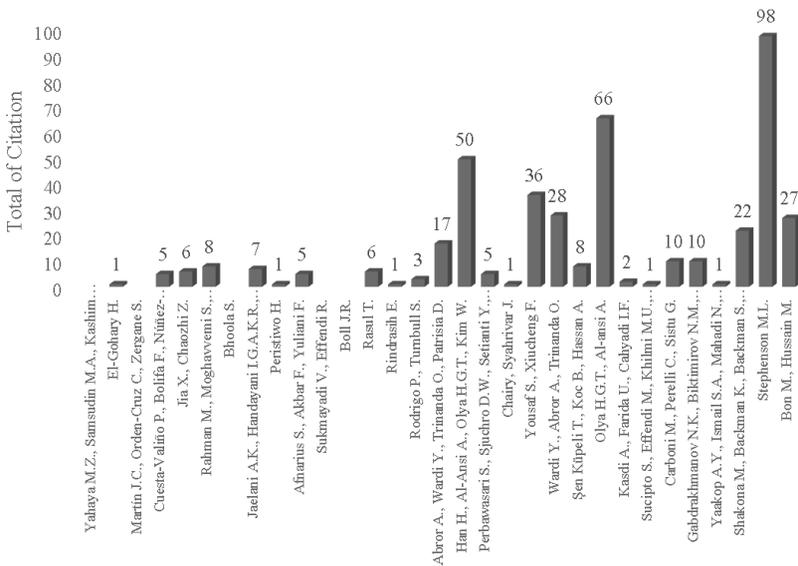
Source: Author

Year-wise frequency of publications Fig.1 shows the distribution of all studies related halal tourism in social science discipline from 2010-2020 showed an increase in the trend of research. In 2010, there is 1 article publication, Bon & Hussain (2010), in the social science discipline. For next 3 year there are not publication, it fills in the blanks of the annual publication. The article again were found in 2014 and 2015 with each 1 article publication such as; 2014; Stephenson (2014), in 2015; Shakona, Backman, Backman, Norman, & Luo (2015). In 2016 and 2017 were found each 2 articles publication, such as, in the 2016; Gabdrakhmanov, Biktimirov, Rozhko, & Khafizova (2016), Yaakop, Ismail, Mahadi, & Ariffin (2016), and 2017 Carboni et al., (2017), Sucipto et al., (2017). Following year, the article publication growing rapidly, were in 2018 there are 5 article publication such as; Wardi, Abror, & Trinanda (2018), Kasdi, Farida, & Cahyadi (2018), Yousaf & Xiucheng (2018), Şen Küpeli, Koc, & Hassan (2018), Olya & Al-ansi (2018), in 2019 with 7 articles such as; Chairy & Syahrivars (2019), Perbawasari, Sjuchro, Setianti, Nugraha, & Muda (2019), Abror, Wardi, Trinanda, & Patrisia (2019), Han et al., (2019), Rodrigo & Turnbull (2019), Rindrasih (2019), Rasul (2019). As well as in 2020 were 12 article publication, such as; Yahaya, Samsudin, & Kashim (2020), Jia & Chaozhi (2020), Jaelani, Handayani, & Karjoko (2020), Afnarius, Akbar, & Yuliani (2020), El-Gohary (2020), Boll (2020), Sukmayadi & Effendi (2020), Bhoola (2020), Martín, Orden-Cruz, & Zergane (2020), Peristiwo (2020), Rahman et al., (2020), Cuesta-Valiño, Bolifa, & Núñez-Barriopedro (2020). It is noted that, among the 31 publication identified, the studied halal tourism has own interest from some scholars for developing of its literature were published in the last three years, which highlights growing interest in this research area. Despite of it, the citation investigation also importantly to know how many selected articles that had an influence on halal tourism literature.

Author and Average Citation per Article

After identifying the number of past articles Fig 1. In this section, Fig 2, identifies how many citations have been obtained by authors and their articles that published regarding halal tourism in the social science discipline.

Figure 2. Number of Citation of Article



Source: Author

From a total of 31 published articles that was reported the article high cited, the article with the highest number of citations was obtained by Stephenson (2014) with 98 cited, which his article took about discussed about developments, challenges and opportunities of ‘Islamic hospitality’. Then, the second quotation of 66 citations was obtained from the article written by Olysa & Al-ansi (2018) regarding the risk assessment of halal products and service. Furthermore, Han et al., (2019) a psychometric process was used. A qualitative approach (i.e., interview have 50 citations, which examine explore the attributes of halal destinations and which attribute factors can shape the image of the destination and behavior. Of these three publications, they have had a significant impact on the development of halal tourism studies, despite of it, many also have citations e.g. Yousaf & Xiucheng (2018) with 36 citations, Abror, Wardi, Trinanda, & Patrisia (2019) with 28 citations, and Bon & Hussain (2010) have 27 citations, etc.

Selection Journal Article and Publisher Analysis

The initial search identified over 1500 articles published in several different academic journals from the Scopus database, apart from search restrictions,

many journals focused on several subject areas (eg Business, Management and Accounting, Economics, Econometrics and Finance, Arts and Humanities, Engineering, et al.). Therefore, it is necessary to emphasize that current research is excluded from the social science discipline. Some publishers with the number of articles published are as follows:

Table 1. Number of Paper in Selected Journals from 2010-2020

Journal Name	No. of Article	Percentage (%)
Tourism Management	4	12.90%
Asia Pacific Journal Of Tourism Research	3	9.68%
Sustainability Switzerland	3	9.68%
African Journal Of Hospitality Tourism And Leisure	2	6.45%
Geojournal Of Tourism And Geosites	2	6.45%

Noted: only journals that published at least two articles on halal tourism were selected.

Source: Scopus Database.

Based on the analysis of the [table 1] above, it was identified that there were only 5 journal names that had more than two published articles. The many publications on halal tourism studies with social science disciplines are from “Tourism Management” with 4 articles (12.90%). Furthermore, followed by “Asia Pacific Journal of Tourism Research” which has 3 articles (9.68%), as well as “Sustainability Switzerland” has 3 articles (9.68%). Then, “African Journal of Hospitality Tourism and Leisure” and “Geojournal of Tourism and Geosites” each have 2 journal articles (6.45%) that have been published. This means that scholars’ have an interest in submitting their articles to the names of the journals above, although, besides that there are many names of journals that accept journals with halal tourism studies, but this is not significant. On the other hand, publisher names of several published journals were selected at least two articles were found on publisher.

Table 2. Publisher analysis on Halal Tourism in Social Science Discipline

No	Publisher	Total of Article
1	Routledge	5
2	MDPI AG	4
3	Elsevier Ltd.	3
4	Emerald Group Publishing Ltd.	2
5	Africa Journals	2
6	Editura Universitatii din Oradea	2

Source: Scopus Database. Noted: only journals that publisher at least two articles were selected

The table above shows 6 publishers who have an interest in and focus on halal tourism studies. Most notably, Routledge have 5 articles, then, followed by MDPI AG with a total of 4 articles. Furthermore, Elsevier Ltd with 3 articles, as well as, Emerald Group Publishing Ltd, Africa Journals, and also Editura Universitatii din Oradea each having 2 articles published by the publisher.

Countries Territory

This section, table 3, reviews the countries that have been mentioned by 31 articles reported. It is useful to see how many countries make objects/case study in various past studies, thus, making it easier for future scholars to study more deeply in these countries.

Table 3. Country analysis with mention time on Halal Tourism

Country	Mention Time
Indonesia	10
Malaysia	3
United Kingdom	3
China	2
South Korea	2
Spain	2
United States	2

Source: Scopus Database. Noted: Only journal that mention time at least two articles were selected.

Studies on halal tourism have many case studies for research locations, where Indonesia has the highest of 10 times mention, then Malaysia and United Kingdom were 3 mention time, then China, South Korea Spain, and United States that were 2 mention time, we are found. This means that studies on halal tourism are not only obtained from majority Muslim counties, but there are several countries that have a small Muslim population, so this identifies that many tourism authorities are recently starting to pay attention to developing halal tourism, both products and services rendered, thus giving the scholar’s attention to this phenomenon in some of the countries mentioned above.

Selection the Definition on Halal Tourism, Sorter by Year of Publication

In this section, providing an understanding of halal tourism, not all of the 31 journals issued their own statements on understanding their own definitions, many of them only quoted people’s statements, without giving conclusions. Table 4 below provides reports on several articles that provide a conceptual definition of halal tourism.

Table 4. The Definition of Halal Tourism basic concept were reported in selected article

No	Author, year	Definition of terms
1	Jia & Chaozhi (2020)	<i>“Halal tourism refers that tourism products, services and activities on offer should be in accordance with Islamic teachings”</i>
2	Sukmayadi & Effendi (2020)	<i>“Halal tourism can also be understood as the type of tourism that adheres to the teachings of Islam”</i>
3	Bhoola (2020)	<i>“Halal tourism can be a tourism type which is defined and guided by the provision of special products and services which are in accordance with Islamic principles and teachings most suited to welcome the Muslim tourist”</i>
4	Rasul (2019)	<i>“Halal tourism represents a distinct segment of the tourism industry for Muslims where relevant services adhere to the Islamic Shariah teachings”</i>
5	Wardi, Abror, & Trinanda (2018)	<i>“Halal tourism is any tourist activity done by Muslim based on the law of Islam”</i>

No	Author, year	Definition of terms
6	Kasdi, Farida, & Cahyadi (2018)	<i>“Halal tourism can be defined as tourism activities or tourist attractions which if visited don’t cause harm (sin)”</i>
7	Carboni et al., (2017)	<i>“As a form of tourism that is in line with Islamic beliefs and involving Muslim people who would like to maintain their personal religious habits while travelling. This definition is not limited to travel for religious purposes, and it does not exclusively concern travel to or within Muslim countries”</i>
8	Gabdrakhmanov, Biktimirov, Rozhko, & Khafizova (2016)	<i>“Halal tourism and recreation is a type of tourism aimed at Muslims, providing an opportunity to rest in accordance with the rules of Islam”</i>

Source: Author. Noted: Some of definition’s halal tourism were reported, showing the similarity of definitions, Fig4, so it can be understood that halal tourism is a type of tourism that provides specific regulations for tourists in providing products and services for them according to Islamic sharia standards.

The Main Approach, Distribution, Purpose and Geographical that Used Study Halal Tourism

In this section, examining some of the main approaches from 31 articles on halal tourism in social science discipline, in addition to seeing the distribution based on methodology purposes and geography as a study of the article.

Table 5. The Main Approach, Strategy, Geographical Focus and Scope that Used Study Halal Tourism

No	Author, year	Research approach	Distribution of the methodology	Material	Geographical focus
1	Yahaya, Samsudin, & Kashim (2020)	Inductive	Literature Review	Hotel service standards based on halal tourism	Malaysia

No	Author, year	Research approach	Distribution of the methodology	Material	Geographical focus
2	Jia & Chaozhi (2020)	Inductive	Interviews	Muslim tourists needs in the context of halal tourism in non-Islamic country	China
3	Jaelani, Handayani, & Karjoko (2020)	Inductive	Literature Review	Background of the emergence of the development of halal tourist destinations	Indonesia (NTB)
4	Afnarius, Akbar, & Yuliani (2020)	Inductive	Literature + Content Analysis	Development of website and mobile based geographic information systems for halal tourism	Indonesia (Bukittinggi)
5	El-Gohary (2020)	Inductive	Analytical Conceptual	Key trends in halal tourism (halal market, halal hospitality) and their impact during Covid-19	Global
6	Boll (2020)	Inductive	Literature Review	Past multicultural and multi-religious history which influences the present of the nation in the context of halal tourism	Spain (Iberia)
7	Sukmayadi & Effendi (2020)	Inductive	Content Analysis	Construction of visual communication in shaping a halal destination image based on a promotional brochure	Japan
8	Bhoola (2020)	Inductive	Interviews	Attitudes and perceptions of stakeholders with regard to the viability of halal food tourism	South Africa (Durban, KwaZulu-Natal)

No	Author, year	Research approach	Distribution of the methodology	Material	Geographical focus
9	Martín, Orden-Cruz, & Zergane (2020)	Deductive	Survey (Questionnaires)	Islamic finance and development of halal tourism products	Spain and Mexico
10	Peristiwo (2020)	Inductive	Literature + Interview	Explores the potential of the halal tourism market between	Indonesia and Malaysia
11	Rahman et al., (2020)	Deductive	Survey (Questionnaires)	Halal tourism services from the perspective of non-Muslim tourists	Malaysia (Kuala Lumpur and Putrajaya)
12	Cuesta-Valiño, Bolifa, & Núñez-Bariopedro (2020)	Inductive	Literature Review + Content Analysis	The benefits of ICT in developing online services for halal tourist destinations	More than three countries in the world
13	Chairy & Syahrivars (2019)	Inductive	Case Study + Literature Review	The evolution of non-halal food products (Bika Ambon) to halal food, as a guarantee for Muslim consumers	Indonesia (Medan)
14	Perbawasari, Sjuchro, Setianti, Nugraha, & Muda (2019)	Inductive	Interviews + Literature	Halal tourism communication model	Indonesia (West Jawa)
15	Abror, Wardi, Trinanda, & Patrisia (2019)	Deductive	Survey (Questionnaire)	Relationship between Halal tourism, religiosity, customer engagement, and tourist's satisfaction	Indonesia (West Sumatra)

No	Author, year	Research approach	Distribution of the methodology	Material	Geographical focus
16	Han et al., (2019)	Mix (Inductive + Deductive)	Interview + Survey (Questionnaire)	The attributes of halal-friendly destinations and identifying those attribute factors in shaping the image of the destination and the tourist behavioral intentions	South Korea
17	Rodrigo & Turnbull (2019)	Inductive	Interviews	Muslim travels' perceptions of halal tourism	Sri Langka
18	Rindrasah (2019)	Inductive	Interviews	The transformation of halal tourism before, during and after the Tsunami, the forms and types of post-Tsunami transformations, and current tourism conditions	Indonesia (Aceh)
19	Rasul (2019)	Inductive	Literature Review	Clarify the ambiguity surrounding the concept of halal tourism, (standardize some dimensions of halal tourism, such as conceptions and definitions, principles, scope and impacts, trends, and opportunities and challenges)	-

No	Author, year	Research approach	Distribution of the methodology	Material	Geographical focus
20	Wardi, Abror, & Trinanda (2018)	Deductive	Survey (Questionnaire)	Relationship between attributes of Halal tourism (i.e. Islamic facility, Halalness, general Islamic morality, and alcohol drinks- and gambling-free), satisfaction of tourists and word of mouth (WOM)	Indonesia (West Sumatra)
21	Kasdi, Farida, & Cahyadi (2018)	Inductive	Analytical	Branding of wali city and marketing strategies in promoting halal tourism destinations	Indonesia (Demak regency)
22	Yousaf & Xiucheng (2018)	Inductive	Content Analysis	Strategies to promote halal cuisine and culinary tourism on the official website of the authority	China, Korea Selatan, Japan, and Thailand
23	İlen Küpeli, Koc, & Hassan (2018)	Inductive	Literature Review	Understanding the usage of concepts such as Islamic, veiled, dry, halal, conservative, and sharia-compliant hotels targeting Muslim consumers from a critical perspective and to point to the similarities of these businesses by considering their characteristics	-

No	Author, year	Research approach	Distribution of the methodology	Material	Geographical focus
24	Olya & Al-ansi (2018)	Mix (Inductive + Deductive)	Survey + Literature	Conceptual models for investigating customers' satisfaction, their intention to recommend, and their continued intention to purchase and consume halal products and services	United States and the United Kingdom
25	Carboni et al., (2017)	Inductive	Literature Review + Interviews	Developing of tourism products by halal tourism operators designed for Muslim consumers	North Africa (Tunisia)
26	Sucipto et al., (2017)	Mix (Deductive + Inductive)	Survey + Interview	Development of the halal culinary tracking (HCT) application as a medium for promoting halal culinary for MSMEs in the market place	Indonesia (Malang)
27	Gabdrakhmanov, Biktimirov, Rozhko, & Khafizova (2016)	Inductive	Case Study	The evolution of the tourism system (e.g. following components: food, hotel, flight, halal services, Islamic banks, the employees concerned, the conditions for the organization of VIP services) by public authorities and managers of financial institutions.	Russia

No	Author, year	Research approach	Distribution of the methodology	Material	Geographical focus
28	Yaakop, Ismail, Mahadi, & Ariffin (2016)	Deductive	Survey (Questionnaire)	Availability of Halal food and Worship Facilities (WF) and Dress Code (DC) have positive relationships on Behavioral Intentions (BI) among Muslims travelers for Halal hospitality	Malaysia
29	Shakona, Backman, Backman, Norman, & Luo (2015)	Inductive	Theoretical + Interviews	Islamic beliefs and practices on leisure and travel behavior of Muslims	United State (Clemson, South Carolina)
30	Stephenson (2014)	Inductive	Analytical Conceptual	Tangible aspects of Islamic hospitality through identifying trends, developments and challenges within the hotel sector, the food production and service sector, and the festivals and events sector	-
31	Bon & Hussain (2010)	Inductive	Analytical	The potential of halal food in the tourism industry and world trade	-

Source: Author

Word Frequencies by Article Content

Word frequencies (WF), as known as Word Clod, is a type of analyze to identify the dominant word spread in all of the articles obtained, this analyze with adopt NVivo as a tools. In this term, we have identified the words that are often used by the scholars in constructing their articles. WF is also useful for finding keyword in the entire study.

Figure 3. Word Frequency on Halal Tourism in Social Science Discipline



Source: Author

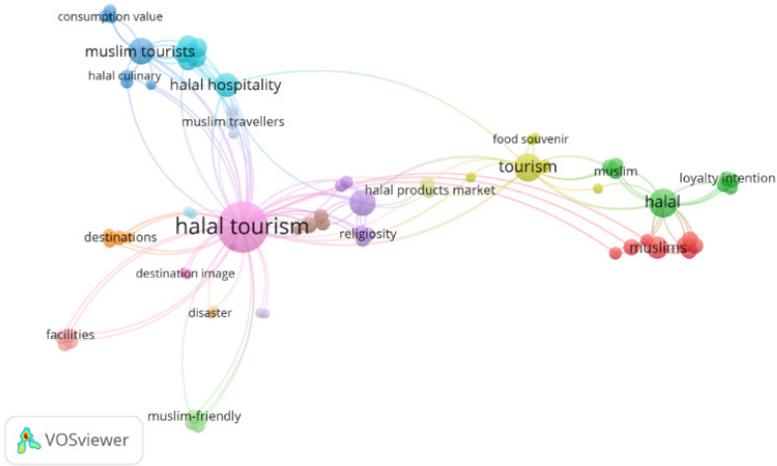
From the 31 journals on halal tourism that have been selected into the discipline of social science, there are several words that predominantly appear in articles. As the word halal has the highest frequency than others, then the word Muslim has also contributed to framing the study of halal tourism. In addition, there are other words such as destination, product, service, food, and Islamic, as well as several other words which have their own dominant in all articles that have been analysed.

Network Analysis by Keywords

In this section, we extract keywords from each article to explore potential relationships between articles. If they are in the same item, then the keywords are linked with other keywords. The higher the occurrence, the larger the label will reflect, the more often the keyword appears, the wider the border between the words, the frequency of occurrence. Therefore, in order to better grasp the research areas and tendency of Halal tourism study in social science discipline, the analysis of the key terms occurrences network visualization map of the collected data (31 article) was carried out using VOSViewer software. In specifically, the color of the nodes represents different clusters, while the size

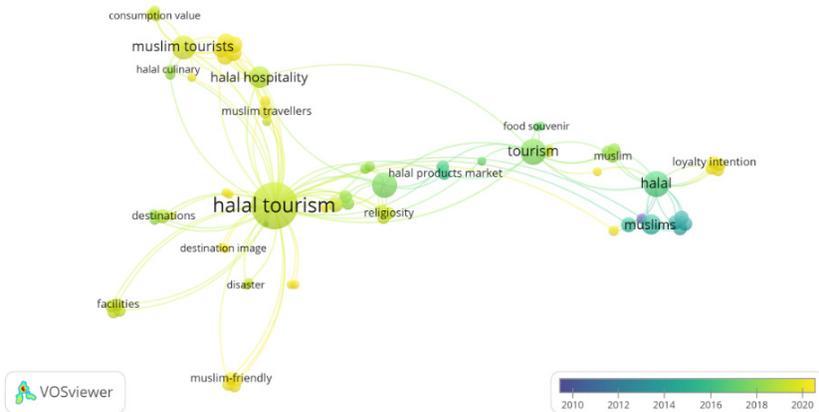
of the circle reflects the frequency. The generated term co-occurrence network map is illustrated in Fig 4.

Figure 4. Keywords reported in the reviewed article



Source: Keyword co-occurrence network, (author)

Figure 5. Keywords reported by period



Noted: trend analysis by keywords of 31 scientific articles showing respective significant conceptual

Source: Author

The terms can be divided and classified into some cluster based on VOSViewer software. In some cases, items are not displayed with labels to avoid overlapping in circles. The colors of the clusters (Fig 4.) are shown in purple, light blue, dark blue, grey, red, yellow, and orange. The dominant of keywords were reported, it showing that the significant keyword of 31 article is 'halal tourism', halal tourism as a main keyword of 31 article, in which several keyword as well as detected with keyword framework maps were selected the dominants, such as blue cluster (light blue, dark blue) are (muslim tourists, muslim travelers, consumption value, and halal culinary). Then, grey cluster (halal, muslim, loyalty intention), purple cluster (halal products market, and, religiosity), and yellow cluster (tourism, and, food souvenir). Besides, there are several keywords that stand in their respective cluster (Fig 5.).

The table above (Fig 5.) identifies trends in keywords from 31 journals on halal tourism in social science disciplines, while analysis of keywords represents the authors' interesting research. Which indicates that the yellow cluster indicates the current trend of the keyword. There are several things that are found, such as 'loyalty destination', 'Muslim tourist', 'Muslim friendly', and 'Muslim traveler'. Meanwhile, the blue cluster indicates that scale has been used past years after the first halal tourism study was conducted, as the word 'Muslims'.

The Main Issues on Halal Tourism in Social Science Discipline

Fig 6. Show there are several issues that have been reported, this issues by 31 article publication, and scholars have been developing their issues on halal tourism. Which of them are tourism issues, products issues, destination issues, travel issues, service issues, and market issues.

Figure 6. The main Issues on Halal Tourism

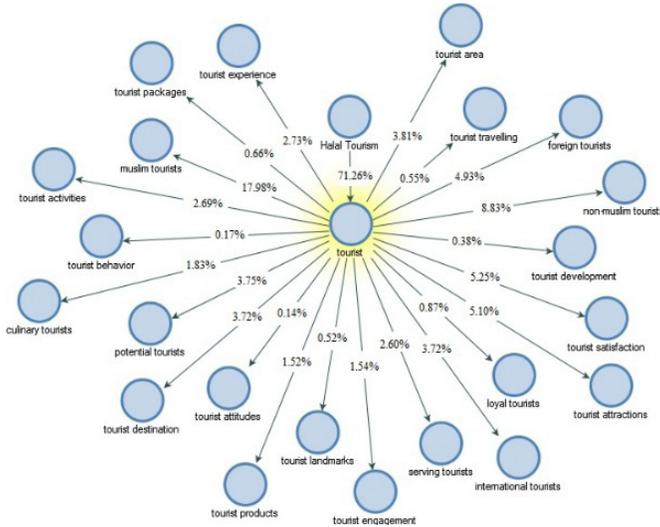
Halal Tourism													
tourist				destination				services					
muslim tourists		tourist...	tourist...	to...	to...	halal tourism d...		tour...	tour...	halal se...		servi...	to...
non-muslim to...		potent...	tour...	serv...	inte...	particular ...		desti...	non-musl...		hospit...		ac...
		foreign ...	culin...			muslim-fr...		destin...			travel ...		se...
tourist satisfacti...		tourist ...		tour...						se...		frt...	
		touris...											
products				travel				market					
halal products		halal tour...	part...	dev...	travel agents		tra...	tr...			touri...	halal ...	tra...
tourism products		promoti...		is...	travel motiva...		tr...	tra...	is...	mark...			
		product ...			travel market					mark...		digital marke...	
		pork pr...	certain ...										

Source: author

Tourist Issues on Halal Tourism

Fig 7. Shows the findings of tourist issues on halal tourism. The finding of tourist (71.26) issue is the most frequencies rather than other issues, shown in Fig 7, several cluster on tourist issue were found, such as; loyal tourists (0.87), tourist attitudes (0.14), tourist behavior (0.17), tourist landmarks (0.52), tourist packages (0.66), tourist products (1.52), tourist travelling (0.55), serving tourists (2.6), tourist activities (2.69), tourist development (0.38), tourist engagement (1.54), culinary tourists (1.83), tourist area (3.81), tourist experience (2.73), foreign tourists (4.93), international tourists (3.72), potential tourists (3.75), tourist attractions (5.1), tourist satisfaction (5.25), tourist destination (3.72), non-muslim tourists (8.83), and muslim tourists (17.98).

Figure 7. Tourist Issue on in Halal Tourism Studies



Source: Author

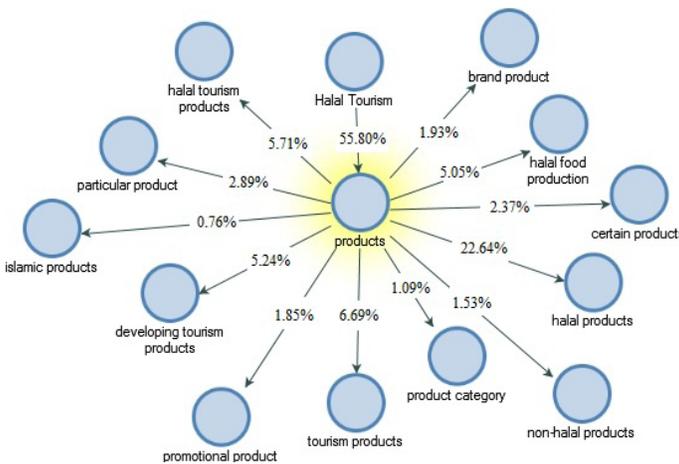
According to scholars, discussed on halal tourism, definitely talk, relating tourists, the existence of tourists in halal tourism sector is essential. In line with their tourist background, they do not only Muslim tourists, but also non-Muslims, therefore, the tourism authority need to concern to provide products and services that tourists need. Peristiwo (2020) argue that the challenge for halal tourism authorities is how to serve non-Muslim tourists and meet their needs without colliding with the concept of halal tourism, (e.g. non-Muslim tourists can decide not to travel to attractions without certain attributes). Besides, Bon & Hussain (2010) also argue that tourism authorities need to consider availability (e.g. food) during Ramadan in the daylight hours, which may problems for non-Muslim tourists regarding when visiting halal tourist destinations. This confirms by Bhoola (2020) the important role that food plays in contributing to creating halal tourist destinations (Bhoola, 2020). Therefore, do not let, what Peristiwo (2020) stated that tourists who are not well served would be disappointed, which may lead to a decrease in the number of tourists visiting tourism destinations in the future. However, in Fig 7, shown the concern several scholars towards halal tourism studies on tourist issues, bot Muslim and non-Muslim is significantly. On the other hands, this issues considers how tourists choose the tourism destination, furthermore, the existence of tourist satisfaction that can attract tourism destinations in the future. In line argue by Rahman et al., (2020) it

suggests that tourists' perception of halal tourism product and service affects their decision to visit a halal tourism destination, so that, non-Muslim visitors must have a basic knowledge of halal goods and services because halal tourism destinations do not authorize non-halal ingredients, items, or services.

Products Issues on Halal Tourism

Fig 8. Indicates the percentage frequency of the occurrence of the term product with other terms. The word products (55.80) has a high percentage of frequency of occurrence, along with the other sub-terms, namely; brand product (1.93), certain products (2.37), islamic products (0.76), non-halal products (1.53), product category (1.09), promotional product (1.85), particular product (2.89), halal food production (5.05), halal tourism products (5.71), developing tourism products (5.24), tourism products (6.69), and halal products (22.64).

Figure 8. Products Issues on Halal Tourism



Source: Author

Products as primary concern for developing halal tourism, in line with Muslim sharia, emphasizing tourism authority are needed to encourage halal-oriented products that provide halal labeling to convince consumers about the legitimacy of the products obtained (Stephenson, 2014). The brand can also create a bond between the product's popularity and its producers, as well as provide a quality assurance on such products (Kasdi et al., 2018). Specifically, the tourism authority' emphasize that need to give an understanding of halal products for non-Muslim tourist because halal tourism destinations do not

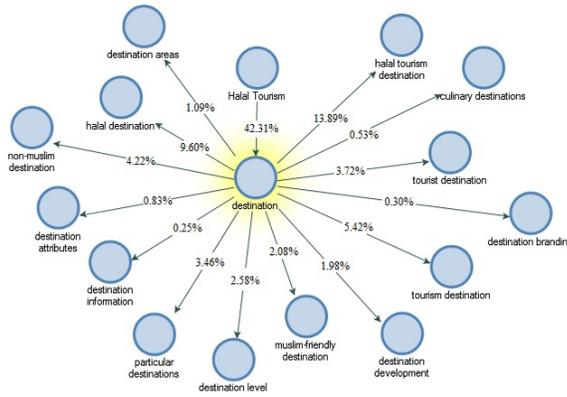
provide non-halal ingredients and products in an open tourist place (Rahman et al., 2020). Therefore, the halal product applies to Muslim consumers and non-Muslims who believe halal goods are higher quality and more hygienic (Chairy & Syahrivar, 2019). But some case, the availability of a halal product in the tourism sector is not a concern by the authority; for instance, in Tunisia, there are no practical actions in an institutional meeting with Muslim countries taken for the development of halal products in tourism sectors (Carboni et al., 2017). In sum, the knowledge and awareness of halal products invariably make the halal industry's growth increase (Peristiwa, 2020). So it requires a lot of attention to the availability of good and clean products according to Islamic sharia.

Destination Issues on Halal Tourism

Destination, as an attribute, is essential for tourists in choosing a place to visit; several dimensions were calculated from 31 articles. The issue of destination has high frequency (42.31) which indicates that the destination is important to developing halal tourism. Several word of destination are following e.g., culinary destinations (0.53), destination areas (1.09), destination branding (0.3), destination information (0.25), destination level (2.58), destination attributes (0.83), destination development (1.98), muslim-friendly destination (2.08), particular destinations (3.46), tourism destination (3.72), halal destination (9.6), non-muslim destination (4.22), tourist destination (5.42), and halal tourism destination (13.89).

In terms of destinations, many tourists already have a list of planned destinations to be visited, particularly halal tourism. Thus, tourism authorities are needed to be able to promote their tourist destinations to tourists. As one of the essential points in promoting destinations, Han et al., (2019) a psychometric process was used. A qualitative approach (i.e., interview, namely the provision of halal food and halal drinks along with tourist destinations, needs to be done so that it can influence the image of the destination and give a good impression so that it can attract tourists back again traveling in this halal destination. However, this is not an easy task to develop halal tourism, Rahman et al., (2020), argues, if a tourist destination has mandatory rules, sharia rules; impose certain strict restrictions, non-Muslim tourists may decide not to travel to the halal destination, and they may change the destination which provides specific attributes.

Figure 9. Destination Issues on Halal Tourism

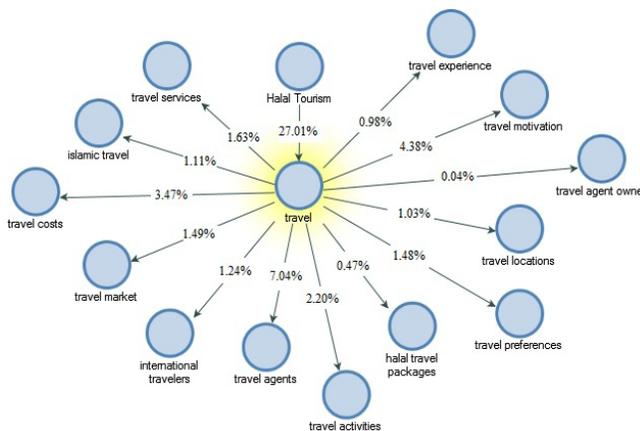


Source: Author

Travel Issues on Halal Tourism

Fig 9. Shows in halal tourism studies, several scholars had discussed travel. In sum, the word of travel give meaning in the development of halal tourism; travel issue has a significant frequency (27.01) which followed by several other words that are a present discussion of travel, such as; international travelers (1.24), islamic travel (1.11), travel activities (2.2), travel agent owner (0.04), travel costs (3.47), travel experience (0.98), travel locations (1.03), travel preferences (1.48), halal travel packages (0.47), travel market (1.94), travel services (1.63), travel motivation (4.38), and travel agents (7.04).

Figure 9. Travel Issue on Halal Tourism



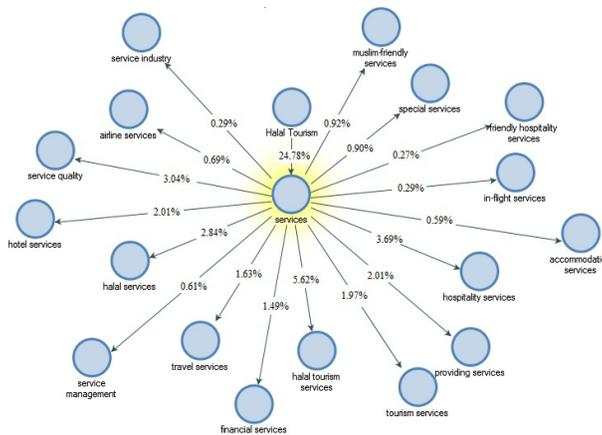
Source: Author

The concept of halal tourism is not only centered on travel activities undertaken by Muslims but also non-Muslims. Thus, halal travel includes a much broader spectrum. Referring to the halal travel perspective (or tourism), it applies to trips that follow all Islamic sharia laws (El-Gohary, 2020). Further, it is also necessary to educate travel agents about food guides, accommodation, based on tourists' religious beliefs (Bon & Hussain, 2010). It is expected that travel agents can be involved in halal tourism; if possible, travel agents have an excellent opportunity to develop halal tourism (Peristiwo, 2020). Therefore, travel agencies can offer travel packages that cater to Islamic values and address the need to be experienced in line with Sharia law (Rasul, 2019). In line with the travel agency Al-Andalus's experience, which helps travelers promote the cultural, artistic and architectural heritage of Andalusia (Boll, 2020).

Services Issues on Halal Tourism

Services are a concern in the study of several previous scholarships, self-service is very much needed in the development of halal tourism. The frequency of services is (24.78). Following with service that have several discussed such as; friendly hospitality services (0.27), in-flight services (0.29), (airline services 0.69), service industry (0.29), special services (0.9), service management (0.61), providing services (2.01), hotel services (2.01), muslim-friendly services (0.92), accommodation services (0.59), financial services (1.49), hospitality services (3.69), tourism services (1.97), travel services (1.63), service quality (3.04), halal services (2.84), halal tourism services (5.62).

Figure 10. Services Issue on Halal Tourism



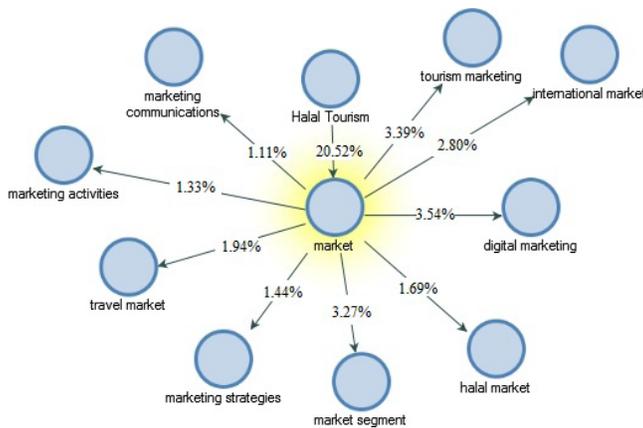
Source: Author

Countries are starting to adjust to meet Muslim tourists' needs by improving their halal services and infrastructure (Sukmayadi & Effendi, 2020). Various halal services have become a necessity in areas frequently visited by Muslim tourists (for example, airports, hotels, shopping centers, restaurants) (Han et al., 2019) a psychometric process was used. A qualitative approach (i.e., interview. Even so, the service must take into account the needs of tourists based on religion (Jia & Chaozhi, 2020). Han et al., (2019) a psychometric process was used. A qualitative approach (i.e., interview argue that halal tourism must provide tourists' services, such as information center services for halal services, access and halal services in various languages, many foreigners, and getting services according to Islamic law. So that qualified human resources are needed in serving tourists, this is the main requirement in developing tourism apart from the tourist attraction itself to serve all the needs of tourists (Perbawasari et al., 2019). It is because tourist satisfaction can be influenced by service quality (Abror et al., 2019).

Market Issues on Halal Tourism

In the halal tourism industry, market segments have a significant influence, in line discussed on past article, market has number of frequency (20.52).. Following the market segment, it have several critical market reaching, such as; international market (2.8), marketing communications (1.11), marketing activities (1.33), digital marketing (3.54), marketing strategies (1.44), market segment (3.27), travel market (1.94), halal market (1.69), tourism marketing (3.39).

Figure 11. Market Issue on Halal Tourism



Source: Author

The market plays an essential role in the development of halal tourist destinations (Fig 11). The market must provide a standard of specificity in products and services for tourists, in other words, to provide a standard of halal uniformity around the world, so this is the biggest challenge facing the halal market (El-Gohary, 2020). In line with Rodrigo & Turnbull (2019) statement, tourism authorities must better understand the types of tourism products and services expected by Muslims and develop relevant and respectful marketing communications according to Islamic teachings. Another statement by Abror et al., (2019) states that tourism authorities must also create destination facilities based on Muslim regulations, better marketing strategies, halal tourism regulations to attract more Muslim visitors (Abror et al., 2019). The market segment in tourism must also offer more than just beach holidays; for example, in Spain, they promote rural and urban tourism to promote its multicultural heritage (Jessica R. Boll). Thus, one of the strategic efforts to synergize in market development, halal tourism, is to dominate the entire market. This market segment has must-have elements such as differentiation, marketing mix, and sales: Differentiation is a unique product or has certain uniqueness produced by the tourism industry to compete in the market. The new 4P marketing consists of product, place, promotion and price. Selling is an effort to persuade consumers to buy goods/services (Kasdi et al., 2018).

Conclusion

This study identifies that halal tourism has recently shown increasing interest from scholars; our study focuses on social science disciplines as a research boundary. From the 31 articles obtained from the Scopus academic database, illustrating several focus study methodologies and case studies from previous scholars, the inductive approach is more than deductive and shows that halal tourism studies' development trend is different every year. Several issues that were the focus of the previous research study showed very high Tourist issues. Followed by Product issues, Destination issues, Travel issues, Service issues and Market issues. Following the meaning, the minor issues are Market, so more studies are needed relating to Market issues so that the proposition between issues helps each other and gives color in completing halal tourism studies in social science disciplines.

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