

Halal and Islamic tourism: science mapping of present and future trends

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Abstract

Purpose – This study aims to provide a comprehensive and systematic review of halal tourism structure using bibliometric analysis. Halal tourism interest has increased due to the high demand for tourism products adhering to Shariah law. Furthermore, the vast Muslim population has increased the demand for halal tourism products and destination factors in this niche tourism segment.

Design/methodology/approach – A network visualization through bibliographic coupling and co-word analysis, this review presents a science mapping analysis to reveal the knowledge structure of emerging and future trends in halal tourism.

Findings – The current and emerging trends demonstrate three themes: the fundamentals of halal tourism, communication via word of mouth in halal tourism and Muslim tourist satisfaction and loyalty. At the same time, the co-word analysis presents the four themes primarily associated with halal tourism challenges: tourist satisfaction, service quality and Muslim travellers' attraction.

Research limitations/implications – The findings serve as crucial implications, contributing to halal and general tourism theory and application.

Originality/value – This review serves as crucial fundamental knowledge for future studies in halal tourism and its relevant themes for further development in tourism management. The most significant emerging theme in halal tourism is the intervention needed to increase Muslim tourist satisfaction and loyalty through halal-friendly service, customer-service quality, foods and beverages, facilities and privacy. The co-word analysis suggests increasing tourists' engagement in halal tourism by invigorating the religiosity domain among tourists, improving service quality and perceived value and discovering new Muslim-friendly attractions. The most crucial finding from this study is to ensure that halal and Muslim-friendly tourism are at the same level, to the extent of better service according to Islamic practice. This approach would elevate the value and status of halal tourism as a trending product in Muslim and non-Muslim markets.

Keywords Halal tourism, Islamic tourism, Muslim-friendly tourism, Science mapping, Bibliometric analysis

Paper type Literature review

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清真和伊斯兰旅游：当前和未来趋势的科学测绘

摘要

目的：利用文献计量学方法，对清真旅游结构作全面系统的综述。由于对遵守伊斯兰教法的旅游产品需求很大，清真旅游的兴趣增加了。此外，庞大的穆斯林人口增加了对清真旅游产品的需求，并增加了这一利基旅游领域的旅游目的地因素。

方法：通过书目耦合和同词分析实现网络可视化，揭示清真旅游新趋势和未来趋势的知识结构。

调查结果：目前和正在出现的趋势显示了三个主题：清真旅游的基本原则、清真旅游中口口相传以及穆斯林游客的满意度和忠诚度。同时，共词分析提出了四个主题，主要涉及清真旅游挑战、旅游满意度、服务质量以及穆斯林游客的吸引力。

意义：研究结果具有关键意义，有助于清真和一般旅游的理论和应用。

原创性：本综述为未来清真旅游研究及其旅游管理进一步发展的相关主题提供了重要的基础知识。清真旅游最重要的新兴主题是通过清真友好的服务、客户服务质量、食品和饮料、设施和隐私来提高穆斯林游客的满意度和忠诚度所需的干预。同词分析表明，通过激发游客的宗教信仰、提高服务质量和感知价值以及发现新的穆斯林友好景点，可以增加游客对清真旅游的参与。

关键词 清真旅游、伊斯兰旅游、穆斯林友好旅游、科学测绘、文献计量分析

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Turismo halal e islámico: Mapeo científico de las tendencias presentes y futuras

Resumen

Objetivo: Este estudio pretende ofrecer una revisión exhaustiva y sistemática de la estructura del turismo halal mediante el análisis bibliométrico. El interés por el turismo halal ha aumentado debido a la gran demanda de productos turísticos que se adhieran a la ley islámica. Además, la enorme población musulmana ha aumentado la demanda de productos turísticos halal y los factores de destino en este segmento turístico nicho.

Método: Mediante una visualización en red a través del acoplamiento bibliográfico y el análisis de co-palabras, esta revisión presenta un análisis de mapeo científico para revelar la estructura del conocimiento de las tendencias emergentes y futuras del turismo halal.

Resultados: Las tendencias actuales y emergentes muestran tres temas: los fundamentos del turismo halal, la comunicación boca a boca en el turismo halal y la satisfacción y fidelidad del turista musulmán. Al mismo tiempo, el análisis de co-palabras presenta los cuatro temas asociados principalmente a los retos del turismo halal, la satisfacción del turista, la calidad del servicio y la atracción de los viajeros musulmanes.

Implicaciones: Las conclusiones tienen implicaciones cruciales y contribuyen a la teoría y la aplicación del turismo halal y del turismo en general.

Originalidad: Esta revisión sirve como conocimiento fundamental crucial para futuros estudios sobre el turismo halal y sus temas relevantes para un mayor desarrollo en la gestión del turismo. El tema emergente más significativo en el turismo halal es la intervención necesaria para aumentar la satisfacción y la fidelidad del turista musulmán a través de un servicio halal, la calidad del servicio al cliente, las comidas y bebidas, las instalaciones y la privacidad. El análisis de co-palabras sugiere aumentar el compromiso de los turistas con el turismo halal vigorizando el ámbito de la religiosidad entre los turistas, mejorando la calidad del servicio y el valor percibido y descubriendo nuevas atracciones respetuosas con los musulmanes.

Palabras clave Turismo halal, Turismo islámico, Turismo favorable a los musulmanes, Cartografía científica, Análisis bibliométrico

Tipo de papel Revisión de literatura

1. Introduction

Tourist participation in halal tourism is denoted as one of the most potential tourism segments in the global tourism industry, involving both Muslim and non-Muslim markets (Boğan and [Sarışık, 2019](#); [Juliana et al., 2023](#)). It has become one of the fastest-emerging segments in the tourism and hospitality industry ([Mursid and Anoraga, 2022](#)). The growth of the Muslim population, young generation, growth of disposable income among the middle class, increase of travel information, Ramadan travel and business travel are among the key drivers of the Muslim travel market ([Mastercard and CrescentRating, 2022](#)). The number of Muslim tourists is expected to increase to 230 million by 2026, with an estimated US\$300bn in economic growth ([Lestari et al., 2023](#)). Despite this potential opportunity for halal tourism, it is still nascent ([Vargas-Sánchez and Moral-Moral, 2019](#); [Ekka, 2023](#)), which requires further investigation and exploration of its implicit and fundamental knowledge.

One of the earliest terminologies related to halal tourism is generic religious tourism, which reflects the evolution of pilgrimage travelling within different religions ([Nolan and Nolan, 1992](#)). It has been rooted in tourism literature since worshippers travel to pilgrimage sites ([Kim et al., 2020](#)). Among places famous for religious tourism are Mecca for Muslims, the Vatican for Christians and Lhasa for Buddhism ([Tabash et al., 2023](#)). Halal tourism is also rooted in faith-based tourism. It is associated with individuals travelling to fulfil, practice and confirm their religious beliefs ([Kasim, 2013](#)). In a conventional understanding, faith-based tourists only travel with pure religious intent, such as pilgrimage, religious meetings and trips ([Joo and Woosnam, 2022](#)). These two tourism areas reflect tourism to different religious beliefs in the world, without specifying Islam and the halal concept, but provide the basis for the development of halal tourism. This evidence marked the beginning of religious tourism as a niche area in tourism, sparking interest among researchers and industry players.

Halal tourism has expanded, comprising destinations, beach resorts to hotels, travel agencies to apps and holiday packages ([Lestari et al., 2023](#)). Despite that, specific