Bibliometric Analysis on Management of Halal Tourism

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Abstract. The increasing competition between the emerging halal market and countries in the halal market has increased the interest of researchers in this field in recent years. In this context, this study aims to analyze the studies published in the international literature on the management of halal tourism between 2012 and 2021 in terms of bibliometric characteristics and to reveal the trends and trends of these publications within the framework of specific parameters. Following this goal, the topic "management of halal tourism" is a keyword used in searching for publications related to it in the "Web of Science" database. Publications on the management of halal tourism are reviewed in the context of the year, number, genre, the field of research, the field of study, journal in which they are found, number of authors and number of pages of the publication, research approach to publication, the theme of publication, the country where research data is collected, name of the author in publication and publication number of the author, and number of citations. In this paper, it is determined that studies in the management of halal tourism have increased in recent years. It is concluded that this study was mainly conducted after 2012 and showed a large increase in 2020. Most of the publications are in the form of journals, with the most author affiliation from the Mara University of Technology, with as many as 32 articles. Also, the most relevant keyword is halal tourism, which is as much as 16% and is mentioned 43 times. This paper examines studies on the management of halal tourism between 2012 and 2021 using bibliometric analysis techniques. Thus, it aims to learn more about the management of halal tourism that can be developed in Indonesia.

Keywords: bibliometric analysis · halal tourism · management

1 Introduction

Halal tourism has increased in popularity over the past few decades and constitutes USD 180 billion annual economic contribution, which is expected to increase by around USD 300 billion in 2020 (Al-Ansi et al., 2020; Han et al., 2021). Since the turn of the 21st century, the tourism industry has grown to approximately 10% of the world's gross domestic product (GDP), with an estimated $1,340 billion in tourism receipts and approximately 13,260 billion international tourist arrivals worldwide (Dogru, Suess, &

Sirakaya). -Turk, 2020). Tourism is one of the sectors that most influence the global economy. The tourism sector contributes 9% of the total world GDP. The tourism sector has also evolved from mass circulation to focusing on specific consumer segments. Market niches have also been formed, ranging from eco-tourism, medical tourism, and educational tourism to halal tourism. Halal tourism exists because of the continuous growth of Muslim tourists. According to Mastercard-Crescent Rating estimates, in 2026, there will be 230 million Muslim tourists worldwide who will spend 180 billion US dollars on booking travel online (Rusydiana et al., 2021). Halal tourism is critical because tourist experiences that do not benefit Muslim tourists in non-Islamic countries are common due to a lack of understanding of Muslim, Islamic and Islamic culture. Hospitality, and Islamic principles (Al-Ansi et al., 2020; Han et al., 2019). Although the field of halal tourism is developing, the scientific field is relatively undeveloped (Vargas-Sánchez & Moral-Moral, 2019). Therefore, it is necessary to promote the academic study of halal tourism to contribute to the knowledge needed to help practitioners adapt tourism services to the needs and wants of this attractive segment. Research on halal tourism has existed since 2009, with more than 60 publications published. This means that the development of research on halal tourism has entered a decade. This situation shows the need for bibliometric research in tourism, especially regarding its management. In this way, publications in relevant fields will provide input to researchers as well as relevant stakeholders. The fundamental objective of the research is to establish a publication pattern that focuses on the management of halal tourism over the last nine years (from 2012 to 2021). It is also to classify research areas, abundant sources, most of the documents cited, co-authored analysis of authors, institutions, countries, and co-occurrence analysis keywords in the management of halal tourism.

2 Literature Review

Halal Toursim

The term "halal tourism" was first used in literature tourism by Battour (2010) in the journal Scopus (Ryan, 2016). The previous general terminology was "Islamic Tourism," which Henderson (2009) used. Halal tourism is defined by Battour and Ismail (2016) as "any object or action that is allowed to use or be involved in the tourism industry, in accordance with Islamic teachings." Based on Battour's definition, the purpose of halal tourism does not have to be religious; it could be motivational tourism. Recently, several other terms have been observed in the Muslim travel market related to Halal tourism, such as halal tourism/Muslim, Muslim friendly tourism, and Halal friendly destinations (Abror et al., 2020; Battour, 2019; Battour et al., 2019).; Han et al., 2019; Yagmur et al., 2019). Most of these terms are circulated to meet the needs of Muslim tourists. Several practices related to these concepts have been observed in non-Muslim countries such as Japan, Australia, and New Zealand (Al-Ansi & Han, 2019; Han et al., 2019; Rasyid et al., 2020).

3   Research Methods

This study uses data from international and national publications related to the management of halal tourism. Collecting data through publications with the keywords Management Halal of Tourism with categories of article titles, abstracts, and keywords within nine years, from 2012 to 2021, was downloaded on the web of science database in December 2021. From the search results obtained, as many as 160 published articles. Data from a year of publication, author, and citation were analyzed using Microsoft Excel 2010. Meanwhile, the development trend of field publications, keywords, authors, and journals was analyzed using VOSViewer software. VOSviewer is a program we developed for creating and viewing bibliometric maps. This program is freely available to the bibliometric research community (see www.vosviewer.com). VOSviewer can be used to create author or journal maps based on cocitation data or to build keyword maps based on shared event data. The program offers a viewer that allows bibliometric maps to be examined in detail. VOSviewer can display maps in various ways, each emphasizing different aspects of the map. It has zooming, scrolling, and searching functions, facilitating a detailed map examination. To build the map, VOSviewer uses the VOS mapping technique (Van Eck & Waltman, 2007a), where: VOS stands for visualization similarity. For previous studies in which the VOS mapping technique was used, we refer to Van Eck and Waltman (2007b) and Van Eck et al. (in press). VOSviewer can display maps built using appropriate mapping techniques. Therefore, the program can not only be used to display maps built using the VOS mapping technique but also to display maps created using techniques such as multidimensional scaling. VOSviewer runs on many hardware and operating system platforms and can be started directly from the internet.

4   Result

Based on the Table 1, the author who wrote the 3 most related to the management of halal tourism theme was Han H with 11 articles, Al Ansi A with 10 articles, and Hall CM with 7 articles.

Based on the Table 2, the most author affiliations are from the Mara University of Technology, with 32 articles, Sejong University, with as many as 19 articles, and University Putra Malaysia, with as many as 15 articles.

Table 1. Most Relevant Authors

Authors	Articles	Articles Fractionalized
Han H	11	3.43
Al-Ansi A	10	3.18
Hall CM	7	2.50
Hashim Kshy	6	1.10
Othman R	6	1.10
Wardi Y	6	1.99

Table 1. (*continued*)

Authors	Articles	Articles Fractionalized
Zahari MSM	6	1.58
Abror A	5	1.49
Arsat A	5	1.35
Mohamod LH	5	0.93
Rahman RA	5	1.15
Baharuddin ZM	4	0.73
Olya HGT	4	1.28
Prayag G	4	1.50
Bachok S	3	0.70
Bogan E	3	1.00
Hanafiah MH	3	1.00
Ngah AH	3	0.70
Zailani S	3	1.03
Abd Ghani M	2	0.53

Table 2. .

Most Relevant Affiliations Affiliations	Articles
Univ Teknol Mara	32
Sejong Univ	19
Univ Putra Malaysia	15
Int Islamic Univ Malaysia	9
Univ Canterbury	9
Univ Malaya	8
Univ Negeri Padang	8
Linnaeus Univ	7
Univ Kebangsaan Malaysia	6
Univ Oulu	6
Univ Sains Malaysia	6
Hong Kong Polytech Univ	5
Sun Yat Sen Univ	5

Table 2. (*continued*)

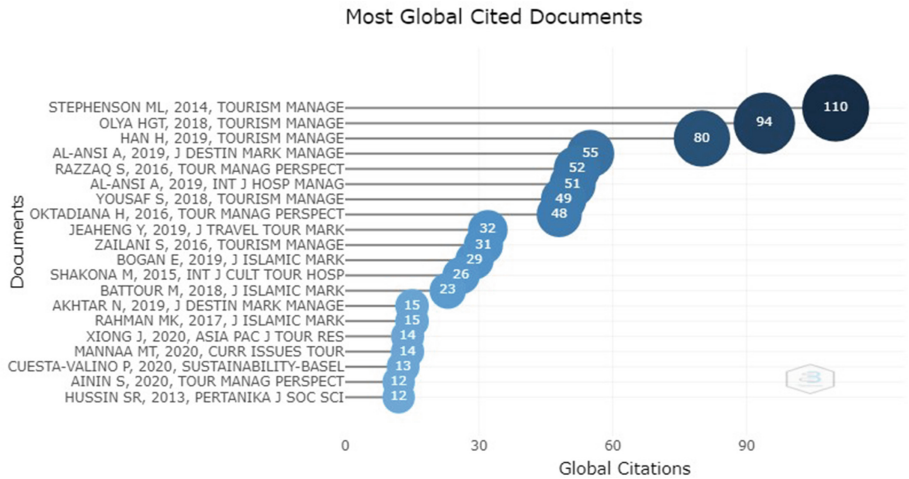| Most Relevant Affiliations Affiliations	Articles
Univ Islam Indonesia	5
Univ Sains Islam Malaysia	5
Univ Utara Malaysia	5
Univ Airlangga	4
Univ Gadjah Mada	4
Univ Malaysia Terengganu	4
Abu Dhabi Univ	3

Fig. 1. Dokumen yang Paling Banyak Disitasi

From Fig. 1, we can conclude that the most cited document from Stephenson ml (2014) has 110 citations, followed by Olya HGT (2018) with 94 citations and Han H (2019) with 80 citations (Fig. 2).

From Fig. 3, we can conclude that the most relevant keywords are halal tourism keywords, as much as 16%, and mentioned 43 times, followed by halal keywords, 9%, mentioned 24 times. In contrast, halal food, religiosity, and satisfaction keywords are 4% of the total and mentioned, respectively. - 10 times each.

Based on Fig. 4, we can see the relationship between Clusters. Based on the Key Word, there are 6 different clusters marked with different colors from each other. The following is the division of the cluster:

Cluster 1 contains the keywords: religious tourism and religion.
Cluster 2 contains keywords: Muslim friendly, China, Indonesia, Muslim tourist, Muslim traveler, halal certification, halal food, Islamic tourism, and content analysis.

Fig. 2. Most Relevant Words (Keyword)

Fig. 3. Most Relevant Words (Keyword)

Cluster 3 contains keywords: halal market, Islamic marketing, and Islamic hospitality.
Cluster 4 contains keywords: religiosity, satisfaction, trust, service quality, brand image, destination image, and loyalty.
Cluster 5 contains keywords: Muslim, tourism, Muslim, revisit intention, and Chinese Muslim restaurant.
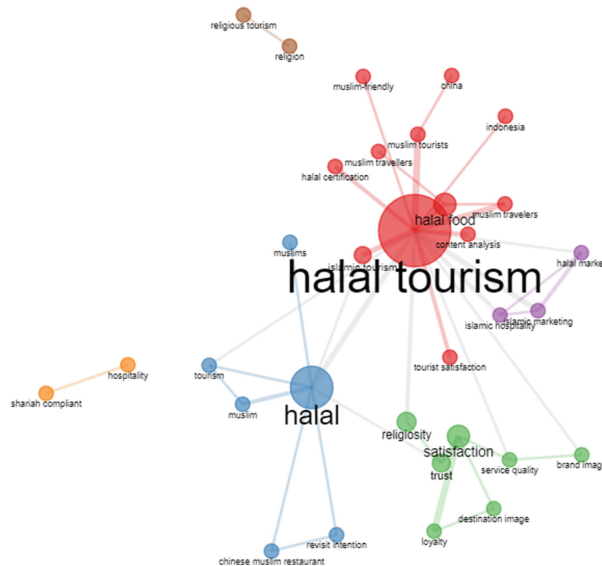**Cluster 6** contains the keywords: hospitality and sharia-compliant.

Fig. 4. Co-Occurrence Network

5   Discussion

Cluster 1

There are keywords: religious tourism and religion.

The keyword religious tourism is found in the research of Bunakov, O. A., Aslanova, D. K., Zaitseva, N. A., Larionova, A. A., Chudnovskiy, A. D., & Eidelman, B. M. (2019); Rubtzov, V., Biktimirov, N., Mustafin, M., Rozhko, M., & Bautista, H. (2020); Baibakov, E. I. (2019); Bunakov, O. A., Aslanova, D. K., Zaitseva, N. A., Larionova, A. A., Chudnovskiy, A. D., & Eidelman, B. M. (2019); Rubtzov, V., Biktimirov, N., Mustafin, M., Rozhko, M., & Bautista, H. (2020). Bunakov et al. (2019) explained that the president of Uzbekistan had assigned each region of the country to a particular region or country in the world for bilateral relations and tourism development. The Samarkand region is responsible for relations with the Republic of Tatarstan as one of the constituent entities of the Russian Federation since this is a Muslim territory, and there are prerequisites for the development of religious tourism. In modern conditions, it is impossible to develop tourism only through religious tourism because, according to UNWTO data, the most popular types of tourism are recreational tourism (55% of all trips) and business (13%). While the keyword religion is found in the research of Rubtzov, V., Biktimirov, N., Mustafin, M., Rozhko, M., & Bautista, H. (2020); Shnyrkova, A., & Predvoditeleva, M. (2019); Krishnapillai, G., & Kwok, S. Y. (2020). The research of Shnyrkova, A., & Predvoditeleva, M. (2019) provides a clear understanding of the attributes of Halal hotels demanded by Russian Muslims, which can help hotel managers to accommodate the needs of Russian Muslims, at the same time also meeting the requirements of guests from different religions. At the same time, an important finding from the research of

Rubtzov et al. (2020) is that the development of halal tourism and religious tourism in the Republic of Uzbekistan and Tajikistan requires local changes in people's attitudes towards tourists from various religions. Tolerance and openness are necessary attributes of any society that expects increased income from tourists.

Cluster 2

There are keywords: Muslim friendly, China, Indonesia, Muslim tourist, Muslim traveler, halal certification, halal food, Islamic Tourism, and content analysis.

Chinese keywords in the research of Jia, X., & Chaozhi, Z. (2021) and Xiong Jia & Zhang Chaozhi (2020). Xiong Jia & Zhang Chaozhi's (2020) research explores the needs of Muslim tourists and the responses of tourism practitioners in China. Based on 32 interviews, the findings show that the needs of Muslim tourists cover six aspects: food, hotels, transportation, entertainment and shopping, toilets, and service staff. Regarding religious needs, they only demand halal food, bathrooms, and water-friendly prayer facilities. This research by Jia, X., & Chaozhi, Z. (2021) explores how non-Islamic destinations can meet the food demands of Muslim tourists from a supplier perspective. Based on interviews with 33 food suppliers in four research sites in China, this study reveals the '4As' (Awareness of the Halalification of food, Assurance of the true Halalness, Association with other Muslims, and Availability of various and diversified food).

While the keyword Muslim tourist is found in the research of Rhama, B., & Alam, M. D. S. (2017); Jia, X., & Chaozhi, Z. (2020); Harahsheh, S., Haddad, R., & Alshorman, M. (2019); Wibawa, B. M., Pranindyasari, C., Bhawika, G. W., & Mardhotillah, R. R. (2021); Jia, X., & Chaozhi, Z. (2021); Al-Ansi, A., & Han, H. (2019); Shnyrkova, A., & Predvoditeleva, M. (2019); Wisker, Z. L., Kadirov, D., & Nizar, J. (2020).

The keyword Muslim traveler is found in the research of Adel, A. M., Dai, X., Yan, C., & Roshdy, R. S. (2021); Han, H., Al-Ansi, A., Koseoglu, M. A., Lin, P. M., Park, J., Yu, J., & Kim, W. (2019); Han, H., Lho, L. H., Raposo, A., Radic, A., & Ngah, A. H. (2021); Yousaf, S. (2021); Al-Ansi, A., Han, H., Kim, S., & King, B. (2021); Hambali, F. (2016).

Said, M. F., Adham, K. A., Muhamad, N. S. A., & Sulaiman, S. (2020) research focus on the fundamental need of Muslims to adhere to the principles of their religion and to guide their behavior accordingly. This requirement, for travel purposes, constitutes halal tourism. When Muslim minority countries, such as Taiwan, South Korea, and Japan, begin to market their halal tourism brands, there are concerns about whether their current practices can meet the needs of Muslim travelers. Thus, this study aims to understand Muslim travelers' needs and main concerns when they visit Muslim minority countries.

The keyword halal certification is found in Wahyudin, U., Randa, A. R., El Karimah, K., & Santoso, I. M. (2021); Katuk, N., Ku-Mahamud, K. R., Kayat, K., Hamid, M. N. A., Zakaria, N. H., & Purbasari, A. (2020); en Küpeli, T., Koc, B., & Hassan, A. (2018); Rosnan, H., Osman, I., Nor, N. M., & Aminuddin, A. (2015); Ratnasari, R. T., Gunawan, S., Mawardi, I., & Kirana, K. C. (2020); Shnyrkova, A., & Predvoditeleva, M. (2019).

Research by Katuk et al. (2020) examines the attributes of food operators and their attitudes towards halal certification in Indonesia. The study's results suggest that food operators with a halal certification can be characterized by the number of business branches they have, knowledge of halal tourism, and knowledge of market segments. However, their age of business was found to be not related to halal certification. In terms

of attitude, this study found that performance beliefs, intentions to apply, and target market segments were associated with halal certification.

Ratnasari et al. (2020) examine halal certification of halal culinary, destination brand, and emotional experience on customer satisfaction and behavioral intentions. The findings show that halal certification does not affect customer satisfaction but behavioral intention; destination brand Lombok does not affect customer satisfaction; Customer satisfaction affects behavioral intentions, and emotional experience affects customer satisfaction and behavioral intentions.

Research by Shnyrkova, A., & Predvoditeleva, M. (2019) identifies attributes of halal hotels demanded by Muslim Russian explorers. Revealed that halal certification is sought after by Russian Muslim customers to some extent but is not essential when choosing a hotel.

Meanwhile, research by Rosnan, H., Osman, I., Nor, N. M., & Aminuddin, A. (2015) revealed that the study of halal certification in the food industry revealed that halal certification could increase satisfaction, trust, and trust among consumers. The results of this study indicate that all restaurants are not Halal certified because they cannot meet the requirements set for certification. Some restaurants serve alcohol, while others cannot employ local Muslim staff. However, it can be concluded that even though it does not have halal certification, it does not prevent Muslims from patronizing these restaurants.

The keyword Islamic tourism is found in the research of Aziz, Y. A., Rahman, A. A., Hassan, H., & Hamid, S. H. (2015); Razzaq, S., Hall, C. M., & Prayag, G. (2016); Halkias, D., Pizzurno, E., De Massis, A., & Fragoudakis, M. (2014); Mahamod, L. H., Yahya, W. N. A. W., Shamsuddin, W. N. W., Othman, R., Hashim, K. S. H. Y., & Ibrahim, M. (2015); en Küpeli, T., Koc, B., & Hassan, A. (2018); Maltio, M., & Wardi, Y. (2018); Shnyrkova, A., & Predvoditeleva, M. (2019); Arasli, H., Saydam, M. B., Gunay, T., & Jafari, K. (2021); Boğan, E., & Sarıışık, M. (2019).

The keyword halal food is found in the research of Hosseini, S. M. P., Mirzaei, M., & Iranmanesh, M. (2019); Adel, A. M., Dai, X., Yan, C., & Roshdy, R. S. (2021); Hanafiah, M. H., & Hamdan, N. A. A. (2020); Jia, X., & Chaozhi, Z. (2021); Akın, M. S., & Okumuş, A. (2020); Kwag, S. I., & Ko, Y. D. (2019); Azmi, F. R., Abdullah, A., Musa, H., & Mahmood, W. H. W. (2019); Al-Ansi, A., Olya, H. G., & Han, H. (2019); Mannaa, M. T. (2020); Adel, A. M., Dai, X., Roshdy, R. S., & Yan, C. (2020); Yousaf, S. (2021); Chen, N. C., Qi, S., & Hall, C. M. (2019).

Cluster 3

There are keywords: Halal Market, Islamic Marketing, and Islamic Hospitality.

Halal Market keywords in the paper of Hosseini, S. M. P., Mirzaei, M., & Iranmanesh, M. (2019); Yagmur, Y., Ehtiyar, R., & Aksu, A. (2019); Said, M. F., Adham, K. A., Muhamad, N. S. A., & Sulaiman, S. (2020). Yagmur, Y., Ehtiyar, R., & Aksu, A. (2019) revealed that the increasing competition between developing halal markets and countries in the halal market had increased the interest of researchers in this field in recent years. In this context, this study aims to examine the studies published in the international literature on halal tourism between 1975 and 2019 in bibliometric characteristics and to reveal the trends and trends of these publications within the framework of specific parameters. Meanwhile, Said, M. F., Adham, K. A., Muhamad, N. S. A., & Sulaiman, S. (2020) stated that the halal market is an essential driver of the nation's economic

growth plan (Ministry of Economy of the Republic of China, 2017). Meanwhile, the keywords Halal market and Islamic marketing are simultaneously found in the research of Mohezar, S., Moghavvemi, S., & Zailani, S. (2017) and M. S., & Okumuş, A. (2020).

The research of Mohezar, S., Moghavvemi, S., & Zailani, S. (2017) provides a SWOT analysis of Islamic marketing by identifying several strengths (e.g., outstanding hospitality, country characteristics, and development of Islamic hospitals), weaknesses (e.g., low certification international), opportunities (e.g., Muslim population growth, September 11 incident) and threats (e.g., competition from the medical tourism market and non-uniformity in Islamic medical tourism standards). \ Meanwhile, Akın, M. S., & Okumuş, A. (2020) stated that the halal food and beverage sector has a 15% share in the global halal market. In the global halal industry, there is also the Islamic finance sector which has a halal market of 43%; the second is halal food which has a market share of 36%. Then the keyword Islamic Hospitality is found in the research of Yağmur, Y., & Aksu, A. (2020); Said, M. F., Adham, K. A., Muhamad, N. S. A., & Sulaiman, S. (2020); Yagmur, Y., Ehtiyar, R., & Aksu, A. (2019); Stephenson, M. L. (2014). Stephenson, M. L.'s (2014) paper discusses Islamic hospitality principles and practices, outlining how Islam intersects with 'hospitality' and the 'hospitality industry. The intangible elements of Islamic hospitality are initially discussed, particularly the importance of the host-guest relationship and the different cultural interpretations. This work examines Islamic Hospitality concerning OIC (Organization of Islamic Cooperation) and non-OIC countries.

Cluster 4

There are keywords: Religiosity, satisfaction, trust, service quality, brand image, destination image, and loyalty.

The keyword religiosity is found in the research of Suhartanto, D., Gan, C., Andrianto, T., Ismail, T. A. T., & Wibisono, N. (2021); Berakon, I., Wibowo, M. G., Nurdany, A., & Aji, H. M. (2021); Aji, H. M., Muslichah, I., & Seftyono, C. (2020); Hanafiah, M. H., & Hamdan, N. A. A. (2020); Sudarsono, H., Saddam Ash Shidiqie, J., & Karina Tumewang, Y. (2021); Suhartanto, D., Dean, D., Sarah, I. S., Hapsari, R., Amalia, F. A., & Suhaeni, T. (2020); Shah, S. A. A., Sukmana, R., Fianto, B. A., Ahmad, M. A., Usman, I. U., & Mallah, W. A. (2019); Abror, A., Patrisia, D., Engriani, Y., Omar, M. W., Wardi, Y., Noor, N. M. B. M., & Najib, M. (2021).

Suhartanto et al. (2021) examined 479 Muslim tourists in Indonesia. The results showed a significant effect of religiosity only on the tourist experience. This study also reveals the insignificant effect of moderating religiosity on tourist satisfaction. Furthermore, the level of tourist religiosity does not influence the halal experience and satisfaction with the visit.

Berakon et al. (2021) research investigated the factors determining the intention to use halal tourism applications among Muslim tourists. The study with a sample of 205 Millennial Muslim tourists and Generation Z. The results found that religiosity was not proven to affect individual intentions to access halal tourism digital applications.

Meanwhile, Aji et al. (2020) research reveal that religiosity significantly affects risk perceptions but has no effect on perceived Islamic values and attitudes. Hanafiah, M. H., & Hamdan, N. A. A. (2020) also confirmed that religiosity has a positive and significant relationship to the consumption attitudes of Muslim tourists. Sudarsono et al. (2021)

also revealed that religiosity and vital knowledge influence tourists' attitudes. Religiosity also affects tourists' attitudes in determining normative choices, while knowledge makes tourists' attitudes positive.

This study by Suhartanto et al. (2020) reveals that for halal cosmetics, customer loyalty is driven more by emotional attachment and product quality than religiosity. Furthermore, religiosity does not moderate the relationship between customer satisfaction and customer loyalty. Shah et al. (2019) also revealed that religiosity has a moderating effect on the relationship between halal social media and Muslim customer brand satisfaction and even a higher moderating effect on the relationship between customer engagement and customer brand satisfaction.

The keyword satisfaction is found in the research of Suhartanto, D., Gan, C., Andrianto, T., Ismail, T. A. T., & Wibisono, N. (2021); Ratnasari, R. T., Gunawan, S., Mawardi, I., & Kirana, K. C. (2020); Saputro, M. S. D., Wardi, Y., & Abror, A. (2018); Mursid, A., & Wu, C. H. J. (2021); Al-Ansi, A., & Han, H. (2019); Al-Ansi, A., Olya, H. G., & Han, H. (2019); Mannaa, M. T. (2020); Jeaheng, Y., Al-Ansi, A., & Han, H. (2020); Maltio, M., & Wardi, Y. (2018); Abror, A., Patrisia, D., Trinanda, O., Omar, M. W., & Wardi, Y. (2020); Chi, X., & Han, H. (2021); Putra, E. H., Hati, S. R. H., & Daryanti, S. (2016); Shokhsanam, Z., & Ahn, Y. J. (2021); Al-Ansi, A., Han, H., Kim, S., & King, B. (2021); Wisker, Z. L., Kadirov, D., & Nizar, J. (2020); Arasli, H., Saydam, M. B., Gunay, T., & Jafari, K. (2021); Yaakop, A. Y., Ismail, S. A., Mahadi, N., Anuar, M. M., & Omar, K. (2017); Jumanazarov, S., Kamilov, A., & Kiatkawsin, K. (2020); Muhammad, R., & Amirrah, S. (2013).

Suhartanto et al. (2021) found that the impact of halal facilities and services is an essential determinant of satisfaction, impacting the intention to revisit and endorse. Thus, halal tourist satisfaction and behavioral intentions are driven more by tourism experiences with recreation, not by their experiences with halal products and services they experience on the trip.

The study by Saputro et al. (2018) analyzed the influence of the dimensions of halal tourism on tourist satisfaction in West Sumatra. The results show that all dimensions of Halal tourism, including Islamic facilities, Halal, Islamic culture, and free from alcoholic beverages and gambling, have a positive impact and significant effect on tourist satisfaction in West Sumatra. While the research results of Mursid, A., & Wu, C. H. J. (2021) show that all aspects of the company's halal identity, namely the similarity of halal identity, the peculiarities of halal identity, and the prestige of halal identity, have a significant effect on customer satisfaction.

Al-Ansi, A., & Han, H. (2019) revealed that tourism industry stakeholders must look at the quality of halal-friendly products and services as an essential indicator that affects the value, satisfaction, trust, and loyalty Muslims feel tourists to a destination. Al Ansi et al. (2019) revealed that general risk significantly and positively affects trust, satisfaction, and intention to recommend halal food.

The study of Mannaa, M. T. (2020) revealed that the availability of halal food does not significantly impact the decision to choose Muslim tourist destinations and overall tourist satisfaction. Maltio, M., & Wardi, Y. (2018) found that Islamic tourism and the marketing mix significantly affect visitor satisfaction and loyalty. Abror et al. (2020)

found that satisfaction is influenced by religiosity. Also, satisfaction significantly affects the relationship between religiosity and WOM.

Research by Jeaheng, Y., Al-Ansi, A., & Han, H. (2020) found that first, halal-friendly service and staff quality are the only elements that strongly and significantly indicate the price and satisfaction felt by Muslim guests during their stay. In a halal-friendly hotel. Second, a halal-friendly environment and physical facilities are essential in achieving high satisfaction for Muslim guests. Third, on the other hand, for the third element, the quality of halal food and beverages, the results show a high and positive relationship with perceived price rather than satisfaction with halal-friendly hotels.

Putra, E. H., Hati, S. R. H., & Daryanti, S. (2016) research shows that only traditional values significantly and directly affect tourist satisfaction in Lombok with halal destinations, while Islamic values have no significant effect on tourist satisfaction in Lombok. The study of Shokhsanam, Z., & Ahn, Y. J. (2021) examined the dimensions of employee service related to customer satisfaction and customer intention to revisit among Uzbek customers who visited halal restaurants in Korea. The study's results found that the quality of interaction and the quality of expertise were not related to satisfaction.

Keyword Trust is found in the research of Han, H., Lho, L. H., Raposo, A., Radic, A., & Ngah, A. H. (2021); Mursid, A., & Wu, C. H. J. (2021); Al-Ansi, A., & Han, H. (2019); Arsat, A., Bachok, S., Chik, C. T., & Baba, N. (2016); Al-Ansi, A., Olya, H. G., & Han, H. (2019); Jeaheng, Y., Al-Ansi, A., & Han, H. (2020); Rahman, R. A., Zahari, M. S. M., Hanafiah, M. H., & Mamat, M. N. (2021).

Al-Ansi, A., & Han, H. (2019) found that Muslim tourists with a high level of perception about the halal-friendly destination image were more critical and prioritized destination trust in evaluating non-Muslim tourist destinations. The findings of Han et al. (2021) show that the performance of halal food increases destination trust and attachment, which in turn affects the retention of Muslim tourists. The results of research by Al-Ansi, A., Olya, H. G., & Han, H. (2019) revealed that the influence of general risk is significant and contributes positively to trust satisfaction and customer intentions to recommend.

Jeaheng, Y., Al-Ansi, A., & Han, H. (2020) found that the perception of price on satisfaction and satisfaction with trust showed an insignificant relationship, while the perceived price was very significant and had a positive effect on trust. To achieve Muslim guest satisfaction and revisit intentions precisely coincide with the achievement of their trust. Thus, trust is strongly influenced by the quality of halal-friendly services and the physical environment and facilities.

The keyword brand image is found in the research of Irama, D., & Abror, A. (2019), Wardi, Y. (2020); Wardi, Y., Trinanda, O., & Abror, A. (2021); Ahmed, F., Haque, A., Abdullah, K., & Razali, S. S. (2017); Wisker, Z. L., Kadirov, D., & Nizar, J. (2020). Irama, D., & Abror, A. (2019) research aims to determine the relationship between halal tourism (Islamic facilities, Halal, general Islamic morality, and free of alcohol and gambling) and service quality on the brand image of hotels in Padang. The findings show that halal tourism significantly influences the brand image of hotels in Padang. Service quality is also a significant antecedent of brand image. Wardi Y. (2020) also found that the brand image of West Sumatran tourism as a tourist destination proved to have a

positive effect on Electronic-Word Mouth (EWOM) and brand image affects the size of halalness.

The study of Wardi, Y., Trinanda, O., & Abror, A. (2021) confirmed that the brand image of a halal restaurant has a significant positive effect on the intention of returning customers. Furthermore, the antecedents of halal restaurant brand image (i.e., service quality, health awareness, and religiosity) were also found to have a significant positive effect on restaurant halal brand image. Research by Wisker, Z. L., Kadirov, D., & Nizar, J. (2020) found that accessibility to cultural needs and brand image affect customer satisfaction, affecting brand loyalty among Muslim tourists.

The keyword destination image is found in the research of Wibawa, B. M., Pranindyasari, C., Bhawika, G. W., & Mardhotillah, R. R. (2021); Yağmur, Y., & Aksu, A. (2020); Chi, X., & Han, H. (2021); Rahman, M. S., Osman-Gani, A. M., & Raman, M. (2017). The findings of Wibawa et al. (2021) show that the availability of halal tourism attributes can encourage a positive destination image in non-Muslim countries. By providing halal tourism attributes, it can build a positive destination image and halal-friendly destinations.

Al-Ansi, A., & Han, H. (2019) found that Muslim tourists with a high level of perception of a halal-friendly destination image are more critical and attach importance to destination trust in evaluating non-Muslim tourist destinations. As a result, tourism developers and managers in non-Muslim destinations are encouraged to concentrate on gaining the trust of Muslim tourists by prioritizing the halal products and services available at the destination by improving the quality of service performance, and it is recommended to thoroughly create the destination image and mitigate the possible negative image of the destination.

Chi, X., & Han, H. (2021) research was conducted in Anji District in China as a case for understanding the role of rural tourism destination performance in influencing destination image and predicting satisfaction and loyalty. Successfully revealed that tourist satisfaction and loyalty behavior is a complicated process influenced by various factors, including initial expectations, physical destination performance, and cognitive aspects of the destination image.

Rahman, M. S., Osman-Gani, A. M., & Raman, M. (2017) research seeks to develop a comprehensive framework embedded with service quality, destination image, and spirituality behavior with respondents studying at universities in Peninsular Malaysia. The results also reveal that the overall destination image impacts tourist loyalty's antecedents. In addition, this study supports the contribution of destination loyalty to the relationship between destination image and the selection of educational tourism destinations.

Cluster 5

There are keywords: Muslim, tourism, Muslim, revisit intention, Chinese Muslim restaurant.

The keyword Muslim is found in the research of Biancone, P. P., Secinaro, S., Radwan, M., & Kamal, M. (2019). Meanwhile, the keywords Chinese Muslim, Chinese Muslim restaurant, and revisit intention are in the research of Rejab, N. H., Ruhadi, N. R. A. N., Arsat, A., Jamil, J., & Hassan, H. (2014); Arsat, A., Kamaruddin, M. S. Y., Azdel, A. A., Rejab, N. H., & Ruhadi, N. R. A. N. (2015). Rejab et al. (2014), of 12 Chinese Muslim restaurants in Shah Alam, only 2 restaurants have officially applied for

Halal certification. Therefore, this study examines the relationship between customers' perceptions of halal food quality and their revisit intentions at Muslim Chinese restaurants. Although this research is still ongoing, another study found that the quality of halal food is essential in our society, especially for Muslims. The research results by Arsat et al. (2015) examined the relationship between customer perceptions of the quality of halal food and revisit intention to a Chinese Muslim Restaurant in Shah Alam. The results showed that the quality of halal food significantly influenced revisit intention. Food appearance, ingredients used, and taste are essential predictors of revisit intention.

Keyword Revisit Intention Wardi, Y., Trinanda, O., & Abror, A. (2021). Jeaheng, Y., AlAnsi, A., & Han, H. (2020). Research by Wardi, Y., Trinanda, O., & Abror, A. (2021) confirms that the brand image of halal restaurants has a significant positive effect on the revisit intention of Padang Restaurant customers in West Sumatra. While Jeaheng, Y., Al-Ansi, A., & Han, H. (2020) this study was conducted to examine the crucial associations between service quality attributes, perceived price, satisfaction, trust, and revisit intention. This study also evaluates the role of the moderating effect of engagement. The results support a significant relationship between satisfaction and revisit intention only when Muslim hotel guests have a high level of engagement.

Cluster 6

There are keywords: hospitality and sharia compliant.

The keyword hospitality, sharia compliant is also found in the research of Othman, R., Saffinee, S. S., Hashim, K. S. H. Y., Baharuddin, Z. M., Mahamod, L. H., & Ibrahim, M. (2015); Azmin, N. A. M., Ismail, H. N., & Khalifah, Z. (2016). The research of Othman et al. (2015) aims to develop a Shariah-compliant Audit Checklist System for Tourism Accommodation Places in Malaysia which consists of a scorecard and guidelines. This sharia audit system will be used in the hotel industry to assess whether room service is following sharia elements or not. The significant result of this research is the new Audit Checklist for Sharia-compliant Hospitality in Malaysia, especially in the Muslim World, which covers not only Shariah requirements but also the tourism industry and security aspects.

Book Chapter Azmi et al. (2016) discusses that Sharia Compliant Hotel (SCH) is a new type of hotel introduced by hoteliers to meet the needs of Muslim tourists in Malaysia. Empirically perceived value is proven to have a significant influence on customer behavior. However, there is a lack of empirical evidence regarding the influence of Muslim Customer Perceived Value (MCPV) on consumers' purchase intentions toward Sharia Compliant Hotels.

The keyword hospitality is Jeaheng, Y., Al-Ansi, A., & Han, H. (2020) and Razak, N. H. A., Hall, C. M., & Prayag, G. (2019). The book Razak and Prayag (2019) is divided into three main parts. The first discusses the relationship between halal and Sharia law in general, followed by an explanation of how halal rules and regulations affect the commercial aspects of hospitality requirements. The different perspectives among the different Islamic traditions, as well as some specific issues concerning the practice of halal hospitality, are also examined. The last section then highlights the understanding of the halal concept in terms of commodification and certification in different jurisdictions and the actions taken to overcome some difficulties with codifying halal hospitality and tourism.

6   Conclusion

Research on the management of halal tourism is extensive and covers various related aspects. Tourism management involves many aspects characterized by the number of cluster divisions based on keywords. For example, hospitality is also related to how sharia compliance is implemented. Also supported by the existence of halal food, halal certification at the restaurant at the tourist spot. The friendliness of residents to tourists from different religions greatly determines tourist satisfaction and the desire to return. In addition to the basic principles of tourism, such as the service quality factor, it needs to be improved to create a good brand image for halal tourism.

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