

Chapter 22

Mapping the Research Trends of Halal Tourism: A Bibliometric Approach

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ABSTRACT

The concept of Halal tourism is emerging and it is coming up as a new segment of tourism. This study is carried out to study the scholarly trends in this segment. The study analyses the data collected from Dimensions database and analysed using VOSviewer. The study puts forth that the publication trends in Halal tourism segment are on an upward trajectory and has grown upto 15 times from 2016 to 2022. 'Journal of Islamic Marketing' is the most productive journal and Mohamed Battour is the most productive author. While studying the most influential documents, the study puts forth that the majority of the most influential studies are based on the concept of Halal tourism. It reflects that the Halal tourism research is still at the growing stage. Marketing and the linkage of Halal tourism are the emerging research trends as suggested by the keyword analysis.

I. INTRODUCTION

Religion has a significant impact on its followers and the believers (Battour et al., 2010). It has also played an important role in the travel of the people over the centuries (Jaelani, 2017). The tourism industry has specifically been influenced by the religion and the religious practices (Junaidi, 2020).

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Influenced by Islam, the concept of Halal tourism arose (Rasul, 2019). According to Battour and Ismail (Battour & Ismail, 2016) Halal tourism is “any object or action which is permissible to use or engage in tourism industry, according to Islamic teachings”. It means that the concept of Halal tourism provides an opportunity to experience tourism in accordance to the rules of Islam. The term Halal tourism was put forth for the first time by Battour, Ismail and Battour (Battour et al., 2010). The earlier term used was Islamic tourism. Being this a relatively new concept, this study is being carried out to study the research trends in this field.

The study aims to achieve the following objectives-

- To study the publication trends in ‘Halal Tourism’.
- To find out the top contributing journals in the field of ‘Halal Tourism’.
- To find the most contributing authors.
- To find out the most influential research articles.
- To perform a keyword analysis.

II. METHODOLOGY

A. Bibliometric analysis

Bibliometric analysis is a technique of mapping the existing literature in a particular field (Pritchard, 1969) and has widely been used by the researchers to perform the quantitative studies of existing literature (Vishwakarma & Mukherjee, 2019). The bibliometric method eliminates the subjectivity while reviewing the literature (Della Corte et al., 2019). This method is often used to study the influence of the authors, journals, countries and the institutions and also to provide the direction for the future research in a particular field (Martorell Cunill et al., 2019).

B. Database and period of study

The earlier bibliometric studies in Halal tourism segment were carried out using Web of Science (WoS) and Scopus databases (Vargas-Sánchez & Moral-Moral, 2019), (Vargas-Sánchez & Moral-Moral, 2020). Both of these databases require paid/ institutional subscription, hence, Dimensions database was used for this study. Dimensions database is a free to use scientific database of over 110 million publications containing research articles, reports, patents, book chapters etc. (Guerrero-Bote et al., 2021; Herzog et al., 2020; Hook et al., 2021; Suharso et al., 2021). Keywords “halal tourism” to be searched in ‘title and abstract’ was fed into the databases’ algorithm. The years of publication were restricted to “2016-2022”. The algorithm of the database presented with a total of 703 available documents. The data was extracted on a single day to avoid the biasness in the data.

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