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A Bibliometric Review of Halal Tourism and Sustainability Research: Trends and Prospects

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Abstract: This study explores the discussion around Halal tourism and sustainability using bibliometric approaches. It focuses on authors, important institutions, document formats, patterns of worldwide involvement, and multidisciplinary research regions. Examining the cited literature, the research finds important data influencing this field's future. Rigid bibliometric analyses gather a heterogeneous set of academic papers and use quantitative techniques to classify texts, evaluate worldwide involvement, and identify patterns of citation. The results, which acknowledge the limitations of the dataset, show a vibrant academic environment where research publications are the main source of scholarly output and demonstrate scholars' commitment to thorough examination. English-language publications from many nations that demonstrate an interdisciplinary approach spanning the fields of business, management, environmental science and social sciences demonstrate the worldwide significance of this work. This study emphasizes how closely related economic, cultural, and environmental factors are. Academic articles that receive many citations act as cornerstones that direct subsequent study. In conclusion, this bibliometric analysis offers crucial insights into the field of halal tourism and sustainability research, with the goals of advancing knowledge, encouraging moral behavior, and stressing the importance of diversified viewpoints for scholars, practitioners, and decision-makers.

Keywords: *Halal Tourism, Sustainability, Islamic Tourism, Bibliometric Analysis*

1. Introduction

The convergence of "Halal Tourism" and "Sustainability" has emerged as a vital subject of investigation within the worldwide tourism domain. There is a growing interest among scholars and practitioners in the convergence of several factors, which is indicative of the wider socio-economic and environmental issues that are inherent in modern tourist practices. In recent years, an increasing amount of scholarly work has emerged to comprehend the intricacies and consequences of halal tourism within a global context that is becoming more aware of the need for sustainability. Several recent studies have contributed to the understanding of halal tourism and its relationship with sustainability. Keliat and Sentanu (2022) conducted an integrative review that synthesized the existing knowledge base and literature on this topic. Battour et al (2021) critically assessed the connection between halal tourism and sustainability. Rahmat (2021) conducted a literature review specifically focusing on halal tourism within the social science disciplines. Additionally, Rusydiana et al (2021) conducted a bibliometric study that examined the indicators associated with halal tourism. Previous research has examined the prospects of halal tourism in several settings, including Malaysia, Singapore, and Ethiopia, and has analyzed the determinants that impact halal tourism (Abbasian, 2021). These studies emphasize the significance of researching halal tourism and sustainability to comprehend the various economic, social, environmental, and cultural aspects of this business and its influence on society and the environment.

Considering the increased scholarly activity in this field in recent years, there exists a strong rationale for undertaking this bibliometric analysis. The extant body of literature, exemplified by prominent scholarly works such as Keliat and Sentanu (2022), Battour et al. (2021), Rahmat (2021), and Rusydiana, Abbasian (2021), has established the foundation for comprehending the complex interplay between halal tourism and sustainability. The research has analyzed the knowledge foundation, evaluated the interaction between these aspects, investigated halal tourism across other fields within the social sciences, and even scrutinized the factors influencing this industry.

Hence, it is imperative to conduct a thorough bibliometric analysis to catch these nascent trends and evaluate their scholarly influence. This analysis has the potential to offer valuable insights into the strengths and limitations of publications in the field of halal and Islamic tourism. Additionally, it can serve as a guide for future research endeavors in this area. In this study, we aim to investigate the effects of a new drug on patients with a Furthermore, it has the potential to provide a more comprehensive comprehension of the methods to create halal-friendly places, drawing insights from the viewpoints of millennials (Suban et al., 2021). A systematic review and thematic analysis might address the existing gaps in the literature by examining the accumulating evidence on halal tourism (Idris et al., 2022).

A recent scholarly investigation conducted by Abdullah et al., (2023) undertook the task of charting the cognitive terrain about the intersection of halal tourism and sustainability. This comprehensive analysis encompassed an examination of prevailing research trajectories, thematic foci, and patterns of authorship within this domain. The purpose of this study was to conduct a bibliometric analysis of publication patterns in the field of halal tourism. The analysis attempted to assess many aspects including research topics, sources with high publication output, highly cited documents, co-authorship patterns, and bibliographic coupling. The study was conducted by Abdullah (2021). Adirestuty et al., (2023) conducted a bibliometric analysis to investigate scholarly literature about the management of halal tourism from 2012 to 2021. The objective of the study conducted by Rusydiana et al., (2021) was to analyze the bibliometric indicators of halal tourism to ascertain the research landscape and progress in this field as reflected in publications from esteemed scholarly journals.

There has been an increasing focus on subjects such as digital marketing within the context of halal tourism, the socio-cultural aspects of halal tourism experiences, and the formulation of sustainability measures specifically designed for halal tourism locations (Hanafiah et al., 2022). According to Battour et al., (2021), the existing body of research on halal tourism mostly focuses on the demand-side aspect, hence necessitating an examination of halal tourism from the supply-side standpoint. The examination of halal tourism's growth in Indonesia has been analyzed through a supply-side approach, focusing on the concepts of Place Attachment and Value-Norm-Belief, as explored by Dewi (2023). The phenomenon of halal tourism destinations has witnessed a notable surge in international arrivals on a global scale. This has led to a competitive environment among both Muslim and non-Muslim countries, as they strive to appeal to Muslim visitors (Suryandari et al., 2022).

Nevertheless, the dynamics of the field are undergoing tremendous evolution. The emergence of new research paths and the deepening of existing ones have created a need for a complete bibliometric study to capture these evolving trends. The rationale for conducting this study is rooted in the objective of offering a contemporary overview of the intellectual terrain about the intersection of halal tourism and sustainability. This study seeks to utilize bibliometric tools to discern new trends, influential books, and shifting research orientations.

Moreover, the objective of this study is to provide a comprehensive international outlook on this discourse by broadening the focus to include a wide array of countries and cultural situations. The motivation behind this study stems from the aim to encourage interdisciplinary involvement, acknowledging the complex relationship between economic, cultural, and environmental aspects within the realm of halal tourism.

Bibliometric analyses have played a crucial role in enhancing comprehension of the relationship between halal tourism and sustainability. Nevertheless, a significant deficiency remains in the thorough examination of emerging research trends and growing research orientations within this interdisciplinary domain. Numerous bibliometric studies have provided useful information about publication trends, influential authors, and research issues. Suban et al., (2021) conducted a bibliometric analysis of halal and Islamic tourism, wherein they assessed the global literature using a bibliometric approach that incorporated several features. The study not only provided insights into the existing body of knowledge but also offered guidance for future scholars intending to explore this field.

Contemporary scholarly literature indicates a growing scholarly inclination toward interdisciplinary inquiry that delves into the complex dynamics between cultural, economic, environmental, and social dimensions of halal tourism and sustainability (Suban et al., 2021 & Hanafiah et al., 2022).

Nevertheless, there is a notable deficiency in bibliometric research that thoroughly examines the interconnections between different disciplines and their respective contributions to our comprehension of this intricate domain. Although prior research has laid a strong groundwork, it is possible that it does not comprehensively cover the swiftly evolving academic environment, particularly given recent advancements, and developing issues (Suban et al., 2021).

Therefore, the aims of this study are as follows. First and foremost, it aims to conduct a bibliometric analysis of scholarly research on halal tourism and sustainability, focusing on patterns and research output. The analysis will encompass all relevant scholarly papers, categorizing them by document and source type, year of publication, language, subject area, and the most frequently cited source titles. The study will cover the period from 2015 to 2023.

Furthermore, the primary goal is to examine clusters within two co-occurrence networks by analyzing keywords from the publications and exploring co-occurrence patterns of these keywords, along with terms found in the titles and abstracts of the articles. Lastly, the study seeks to provide a comprehensive analysis of research patterns at the intersection of halal tourism and sustainability, with a specific focus on the geographical distribution of published works and the authorship of these publications.

The subsequent sections of the paper are categorized into five distinct parts: Section 2 provides a concise overview of the existing literature about the intersection between halal tourism and sustainability. Section 3 provides an in-depth examination of the technique employed in the present study. Sections 4 and 5 provide a comprehensive explanation of the data analysis and outcomes, accompanied by a detailed conclusion and suggestions.

2. Literature Review

The literature offers a thorough overview of the changing research landscape in the field of tourism, specifically examining the convergence between Halal Tourism and Sustainability. The research, which encompasses a wide range of studies, demonstrates the increasing attention and importance placed on sustainability within the tourist industry, indicating its potential for future growth (Niñerola et al., 2019). Furthermore, the investigation into the intersection between sports tourism and sustainability, as demonstrated by the study conducted by Jiménez-García et al., (2020), highlights the ever-evolving nature of this area of research, which has received significant interest in recent times. Wong et al., (2020) have made a significant contribution by employing bibliometric analysis to assess the research progress in prominent hospitality and tourism journals. This highlights their novel approach to examining the trajectory of scholarly work in this field.

In a similar context, Pahrudin et al., (2022) acknowledged the necessity of formulating a forthcoming research agenda in the field of sustainable tourism, reinforcing the importance of this area in scholarly discussions. Abdullah's (2021) extensive investigation of halal tourism serves as a valuable resource for gaining insights into the complexities of this specialized and rapidly expanding sector. The subject of Halal travelers and their unique demands is of increasing significance, as evidenced by their religious and societal incentives for travel (Moshin et al., 2020). Furthermore, the study conducted by Samori et al., (2016) delved into the notion of halal tourism within the Islamic framework, providing insights into the patterns and potentialities observed in several Asian nations. The significance of the study in the field of halal tourism is shown by Wardi et al., (2018) exploration of the relationship between halal tourism qualities, tourist satisfaction, and word of mouth.
Additionally, the scholarly work conducted by Battour et al., (2021) made a valuable contribution to the ongoing discourse surrounding halal tourism. Their study involved a thorough evaluation of the idea, examining its relationship with entrepreneurship, and exploring the potential for creative marketing strategies within this domain. The research conducted by Köseoglu et al., (2016) and Qian et al., (2018) highlights the

changing nature of tourism research. Köseoglu et al., (2016) noted a dearth of relational bibliometric research in the sector, despite a significant rise in the publication of bibliometric publications in prominent hospitality and tourist journals since 2008. Qian et al., (2018) conducted a study on content analysis, which facilitated a full comprehension of the status of research on sustainable tourism. The literature on tourism and quality was thoroughly examined by Simón et al., (2019), providing significant contributions for researchers and practitioners alike.

In a similar vein, the study conducted by Benckendorff & Zehrer (2013) explored the multidisciplinary nature of research in the field of tourism, highlighting the convergence of several academic disciplines. In their study, Mulet-Forteza et al., (2019) conducted a bibliometric analysis in the domains of tourism, leisure, and hospitality. Their objective was to discover relevant factors that guide scholars and researchers in terms of potential research areas and career advancement. Feizollah et al., (2021) emphasized that halal tourism extends beyond geographical and cultural limitations. As a market with a global presence, it expands its influence beyond the boundaries of nations predominantly inhabited by Muslims. The literature presents the changing and dynamic research patterns in the domain of tourism and sustainability, emphasizing the complex and diverse nature of this topic.

While the existing literature offers valuable insights into the dynamic landscape of tourism, particularly in the context of halal tourism and sustainability, one notable gap remains. The lack of a comprehensive bibliometric analysis within this field to date represents an opportunity for further exploration. Bibliometric analysis, as evidenced by previous studies (Wong et al., 2020), can provide a systematic and data-driven approach to mapping the research trends, identifying key contributors, and uncovering emerging themes in the domain of halal tourism and sustainability. By conducting a bibliometric analysis of the existing body of research, future scholars can gain a more nuanced understanding of this complex and diverse area. This would not only enhance the scholarly discourse but also guide researchers and practitioners in identifying promising research directions, ultimately contributing to the sustainable development of tourism in line with halal principles.

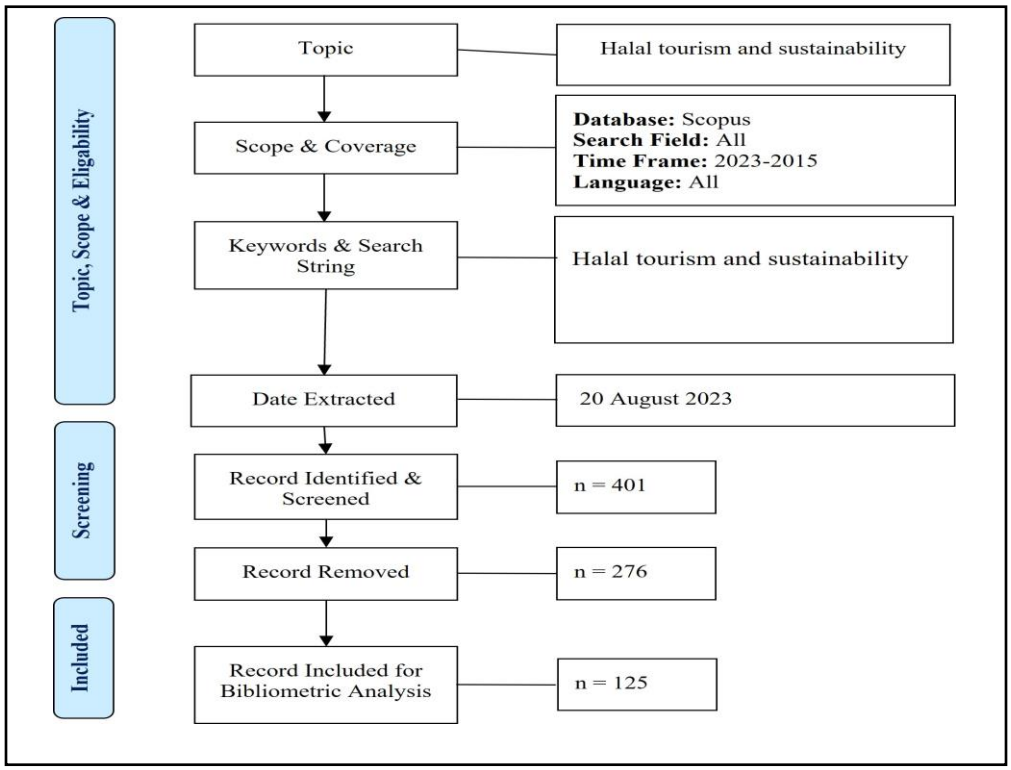
3. Method

Bibliometric analysis is a quantitative research methodology employed for the study and evaluation of scientific publications and their respective attributes. The process entails a methodical examination of bibliographic data, namely citations, to discern patterns, trends, and connections within a certain area of research (Leydesdorff & Vaughn, 2006). Bibliometric analysis provides valuable insights into the academic communication process and the influence of scientific research by examining publication patterns, citation networks, and other bibliographic indicators (Waltman, 2016).

The primary source of literature for this study is the online Scopus database, which is utilized to gather a comprehensive collection of papers related to the topics of halal tourism and sustainability. The rationale for using the Scopus online database is mostly attributed to its esteemed standing as the most extensive repository encompassing journals, book series, conferences, and proceedings. Notably, these resources are evaluated and categorized according to their citation effect. Additionally, Scopus offers comprehensive access to a wide range of abstracts and citations sourced from reputable, peer-reviewed scholarly literature across several academic fields. Figure 1 illustrates the comprehensive depiction of the search method and subsequent bibliometric analysis conducted in this work, including a detailed description of the sequential stages involved.

The study into halal tourism employed the subsequent search methodology. The subject matter under consideration was "Halal Tourism and Sustainability." The investigation was carried out using the Scopus database. The search was carried out between the years 2015 and 2023. The search encompassed all sorts of sources. The keywords and search query were "Halal tourism" and "sustainability." A total of 401 records were detected using the screening technique. Based on the established criteria for inclusion in the study, a total of 125 documents were selected to conduct bibliometric analysis.

Figure 1: PRISMA Flow Diagram



Source: Moher D, Liberati A, Tetzlaff J, Altman DG, the PRISMA Group (2009). Preferred Reporting Items for Systematic Reviews and Meta-Analyses: The PRISMA Statement. *PLoS Med* 6(7): e1000097.

4. Results & Discussion

Document and Source Types

The academic community is dedicated to developing knowledge in halal tourism and sustainability, with research articles accounting for 78.40% of all texts. The concept of sustainable halal tourism is still in its early stages, and further research should focus on making locations halal-friendly from the perspective of millennials. Conference papers, book chapters, reviews, and editorials contribute to the dissemination of knowledge on the subject. Book chapters provide in-depth analyses, while reviews synthesize existing knowledge and provide insights into academic conferences' proceedings. Most of the dataset is derived from editorial teams of academic journals or magazines, reflecting the scholarly community's guidance and insights.

Table 1: Document Type

Document Type	TP	%
Article	98	78.40%
Conference Paper	11	8.80%
Book Chapter	7	5.60%
Review	4	3.20%
Book	2	1.60%
Conference Review	2	1.60%
Editorial	1	0.80%
Total	**125**	**100%**

According to Table 2, this bibliometric study reveals that journals are the most common source type, accounting for 82.4% of the dataset. This indicates the academic domain's interest in halal tourism and Sustainability. The dataset also includes 9 books (7.2%), 8 conference proceedings (6.4%), and 5 book series (4%). Most of these publications are published through journal articles, highlighting the importance of scholarly communication in the field. Further research is needed to understand millennial perspectives on halal-friendly settings and sustainable halal tourism.

Table 2: Source Type

Source Type	Total Publications (TP)	Percentage (%)
Journal	103	82.4
Book	9	7.2
Conference Proceeding	8	6.4
Book Series	5	4
Total	**125**	**100.00**

Year of Publications/Evolution of Published Studies

Table 3 shows the distribution of publications on "halal tourism" and "sustainability" over time. In 2023, there were 31 articles, accounting for 24.8% of the overall dataset. This indicates a significant amount of ongoing research and scholarly effort on the topic. Further studies should focus on making destinations Halal-friendly based on millennials' perspectives. Sustainable halal tourism is a global topic affecting economics, environment, and social issues. In 2022, 39 publications were reported, indicating a peak in research activity. The field's research efforts were sustained during the COVID-19 pandemic, with 8 articles in 2019 and six in 2018. However, there is a gap in accessible publications, with no data for 2017 and 2015 alone.

Table 3: Year of Publications

Year	Total Publications	Percentage (%)
2023	31	24.8
2022	39	31.2
2021	18	14.4
2020	17	13.6
2019	8	6.4
2018	6	4.8
2017	5	4
2015	1	0.8
Total	**125**	**100.00**

Languages of Documents

Table 4 displays the languages of publications on "halal tourism" and "sustainability" in the dataset. English dominates, accounting for 98.4% of the total, reflecting its global reach and accessibility. Only one publication in Italian and one in Malay contributes to non-English literature, emphasizing the need for diverse linguistic contexts.

Table 4: Languages Used for Publications

Language	Total Publications	Percentage (%)
English	123	98.4
Italian	1	0.8
Malay	1	0.8
Total	**125**	**100.00**

Subject Area

Table 5 presents a comprehensive overview of the publications categorized by their respective subject areas. The data reveals that the category of "business, management, and accounting" accounted for the highest number of articles, totaling 80 publications, which represents 64% of the total. The subsequent categories include "social science" (32.8%), "environmental sciences" (21.6%), "engineering" (12.8%), and "energy" (10.4%). The remaining subject categories, including mathematics, medicine, multidisciplinary, and psychology, collectively accounted for less than 5% of the overall articles. The number 5 is an integer that stands on its own without any other numbers.

Table 5: Subject Area

Subject Area	Total Publications	Percentage (%)
Business, Management and Accounting	80	64
Social Sciences	41	32.8
Environmental Science	27	21.6
Economics, Econometrics and Finance	25	20
Engineering	16	12.8
Energy	13	10.4
Mathematics	4	3.2
Medicine	1	0.8
Multidisciplinary	1	0.8
Psychology	1	0.8
Total	**125**	**100**

Most Active Source Titles

Table 6 presents a dataset of publications on halal tourism and sustainability, with the "Journal of Islamic Marketing" being the most prominent, accounting for 18% of the dataset. Other sources include "Sustainability Switzerland," "Journal of Environmental Management and Tourism," "Lecture Notes in Networks and Systems," "Geojournal of Tourism and Geosites," and "International Journal of Religious Tourism and Pilgrimage." These publications highlight the importance of sustainability principles in halal tourism, environmental management, and religious aspects of travel.

Table 6: Most Active Source Title

Source Title	Total Publications	Percentage (%)
Journal Of Islamic Marketing	23	18%
Sustainability Switzerland	10	8%
Journal Of Environmental Management and Tourism	9	7%
Lecture Notes in Networks and Systems	5	4%
Geojournal Of Tourism and Geosites	3	2%
International Journal of Religious Tourism and Pilgrimage	3	2%
Routledge Handbook of Halal Hospitality and Islamic Tourism	3	2%
Advanced Science Letters	2	2%
African Journal of Hospitality Tourism and Leisure	2	2%
Asia Pacific Journal of Tourism Research	2	2%
International Journal of Tourism Cities	2	2%
IOP Conference Series Earth and Environmental Science	2	2%
Journal Of Destination Marketing and Management	2	2%
Journal Of Hospitality and Tourism Research	2	2%

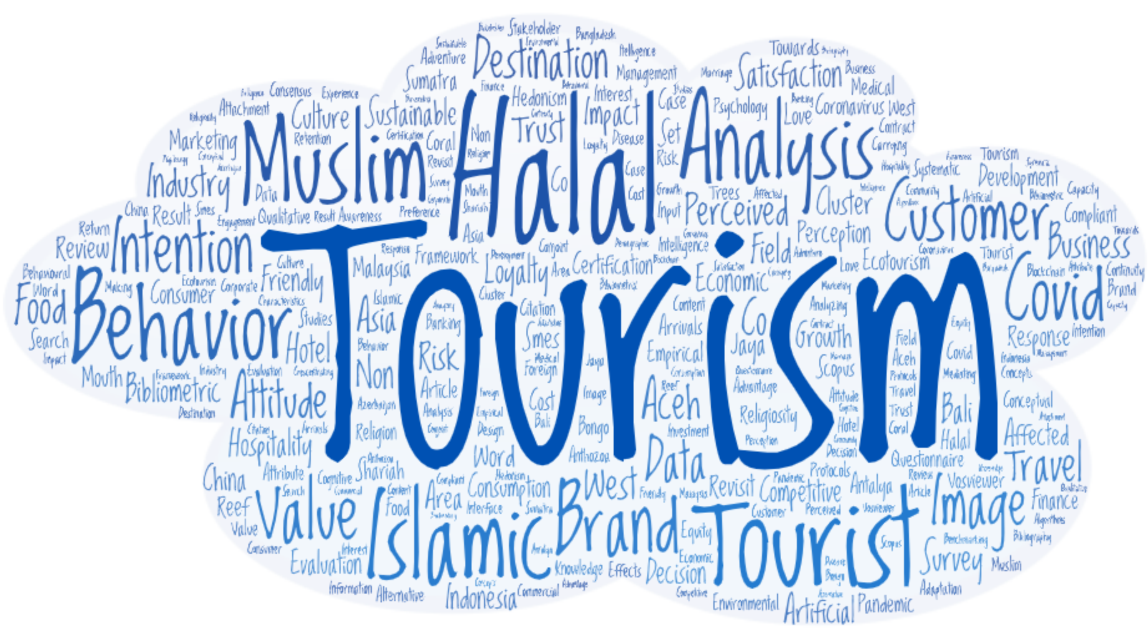
Keywords Analysis

Table 7 presents the author's identified keywords associated with articles on the topics of "halal tourism" and "sustainability." This study examines the primary keywords that have been identified to categorize specific domains. Keywords such as "halal tourism," "Indonesia," and "tourism and halal" have been frequently utilized in various publications about this subject matter.

Table 7: Top Keywords

Author Keywords	Total Publications	Percentage (%)
Halal Tourism	56	44.80%
Indonesia	17	13.60%
Tourism	15	12.00%
Halal	13	10.40%
Tourist Destination	10	8.00%
Tourism Development	9	7.20%
Sustainability	8	6.40%
Islamic Tourism	7	5.60%
Muslim Tourists	7	5.60%
Tourism Industry	7	5.60%
Halal Food	6	4.80%
Malaysia	6	4.80%
Religiosity	6	4.80%
Tourist Satisfaction	6	4.80%
West Sumatra	6	4.80%
Ecotourism	5	4.00%
Perceived Value	5	4.00%
Satisfaction	5	4.00%
Trust	5	4.00%
Islamism	4	3.20%

Figure 3: Word cloud of the author keywords



Geographical Distribution of Publications -Most Influential Countries

Table 8 presents a dataset of publications on "halal tourism" and "sustainability" in various countries. Indonesia is the largest contributor, accounting for 42.4% of the total with 53 articles. Malaysia follows closely with 35 papers, accounting for 28%. Turkey contributes 6.4%, while the UAE contributes 7.6%, indicating interest in Halal Tourism and sustainability features. Egypt has 6 publications, indicating academic interest. New Zealand and Spain contribute 4%, while South Korea, Sweden, and Thailand have four publications. Bangladesh,

Finland, and the UK have three publications, while China, Ghana, India, Italy, Jordan, the Netherlands, and Saudi Arabia have two articles. Australia and Azerbaijan each have one publication.

Table 8: Top 20 Countries contributed to the publications.

Country	Total Publications	Percentage (%)
Indonesia	53	42.4
Malaysia	35	28
Turkey	8	6.4
United Arab Emirates	7	5.6
Egypt	6	4.8
New Zealand	5	4
Spain	5	4
South Korea	4	3.2
Sweden	4	3.2
Thailand	4	3.2
Bangladesh	3	2.4
Finland	3	2.4
United Kingdom	3	2.4
China	2	1.6
Ghana	2	1.6
India	2	1.6
Italy	2	1.6
Jordan	2	1.6
Netherlands	2	1.6
Saudi Arabia	2	1.6
Australia	1	0.8
Azerbaijan	1	0.8

Authorship

Table 9 lists the authors contributing to the dataset on "halal tourism" and "sustainability," with Battour being the most prolific with 6 publications. Abror and Rahman have 5 articles, accounting for 4% of the dataset. Han and Wardi have four articles, each accounting for 3.2%. Aimon, A-Ansi, Boan, Mady, Salaheldeen, Trinanda and Zulvianti have three publications, accounting for 2.4%. Aja, Aksum, Batman, Legendary, Elsotouhy, Gaffar, Hurriyati and Jeaheng have two publications, accounting for 1.6% of the dataset.

Table 9: Most Productive Authors

Author's Name	No. of Documents	Percentage (%)
Battour, M.	6	4.8
Abror, A.	5	4
Rahman, M.K.	5	4
Han, H.	4	3.2
Wardi, Y.	4	3.2
Aimon, H.	3	2.4
Al-Ansi, A.	3	2.4
Boğan, E.	3	2.4
Mady, K.	3	2.4
Salaheldeen, M.	3	2.4
Trinanda, O.	3	2.4
Zulvianti, N.	3	2.4
Aji, H.M.	2	1.6
Aksu, A.	2	1.6

Batman, O.	2	1.6
Elbendary, I.	2	1.6
Elsotouhy, M.	2	1.6
Gaffar, V.	2	1.6
Hurriyati, R.	2	1.6
Jeaheng, Y.	2	1.6

Most Influential Institutions

Table 10 presents a compilation of academic institutions that are associated with publications about the subjects of "halal tourism" and "sustainability". Three universities, namely Universiti Teknologi MARA (UiTM), Universiti Malaya, and Universitas Negeri Padang, exhibited an equal number of articles, specifically seven, which collectively constituted 5.6% of the dataset. Several more academic institutions, namely Tanta University, International Islamic University Malaysia, Universiti Sains Islam Malaysia, Universiti Malaysia Kelantan, and the Faculty of Commerce, have contributed four papers each, collectively representing 3.2% of the dataset. The intellectual discourse is greatly enriched by the contributions of esteemed academic institutions such as the University of Canterbury, Oulun Yliopisto, Universiti Putra Malaysia, Universitas Airlangga, Universitas Islam Indonesia, and Universitas Pendidikan Indonesia.

Table 10: Most influential institutions with a minimum of three publications

Institution	Total Publications	Percentage (%)
Universiti Teknologi MARA	7	5.6
Universiti Malaya	7	5.6
Universitas Negeri Padang	7	5.6
Universiti Sains Islam Malaysia	6	4.8
Tanta University	5	4
International Islamic University Malaysia	5	4
Universiti Malaysia Kelantan	5	4
Faculty of Commerce	5	4
Sejong University	4	3.2
University of Sharjah	4	3.2
Universiti Malaysia Terengganu	4	3.2
College of Business Administration	4	3.2
Oulun Yliopisto	3	2.4
University of Canterbury	3	2.4
Universiti Putra Malaysia	3	2.4
Universitas Airlangga	3	2.4
Universitas Islam Indonesia	3	2.4
Universitas Pendidikan Indonesia	3	2.4

Citation Analysis

Table 11 provides a comprehensive overview of bibliometric indicators, offering nuanced insights into the characteristics and influence of the dataset focused on "halal tourism" and "sustainability." The dataset spans the years 2015 to 2023, reflecting the temporal scope of scientific contributions included. Notably, the years of citation (2015-2023) align with the publishing years, emphasizing the contemporary nature of the dataset. With a total of 125 papers, the dataset encapsulates a wealth of scholarly publications.

The cumulative count of citations for these papers is 957, illustrating the collective impact and visibility within the academic sphere. The metric "citations/year (119.63)" delves into the temporal dimension, indicating that, on average, each paper garners 119.63 citations annually. Moreover, the average number of citations per paper stands at 7.66, showing the impact at an individual publication level.

Assessing the impact at the author level, the dataset boasts an average of 366.69 citations per contributor, underscoring the significance of their scholarly influence. The mean quantity of papers authored by each contributor is 48.28, indicating a prolific and substantial contribution to the dataset.

Turning to metrics evaluating dataset impact, the h-index of 17 suggests that within the dataset, a minimum of 17 publications have attained at least 17 citations each, providing a quantitative measure of influence. Additionally, the g-index, valued at 27, considers both citation quantity and distribution, signifying that a minimum of 27 articles within the dataset have been referenced in no less than 27 instances. Together, these metrics offer a comprehensive evaluation of the scholarly impact and reach of the "halal tourism" and "sustainability" datasets.

Table 11: Citations Metrics

Metrics	Data
Publication years	2015-2023
Citation years	2015-2023
Papers	125
Citations	957
Citations/year	119.63
Citations/paper	7.66
Citations/author	366.69
Papers/author	48.28
h-index	17
g-index	27

Highly cited articles

Table 12 is a compilation of the 10 most often referenced publications within the dataset, focusing on the intersection of "halal tourism" and "sustainability." The table presents data about the authors, publication titles, publication years, total citation counts (referred to as "Cites"), and the average annual citation count (referred to as "Cites per Year").

In their 2019 publication, Abror, Wardi, Trinanda, and Patrisia examine the influence of halal tourism, consumer involvement, and satisfaction, with a particular focus on the moderating effect of religiosity. This publication ranks second in terms of citations, with a total of 58. The publication in question demonstrates a notable influence, as it garners an average of 14.5 citations annually.

The research article titled "The Influence of Halal-Friendly Attributes on Guest Purchase Behaviors in the Hotel Industry of Thailand" by Jeaheng, Al-Ansi and Han was published in 2019. The present work has garnered a total of 55 citations, indicating its significance in the examination of customer behavior within the Halal-friendly hotel sector. Furthermore, the average number of citations received this year stands at 13.75, further underscoring its scholarly relevance in this field of study.

The scholarly article titled "The 'Halalification' of Tourism" authored by Khan and Callanan in 2017 has garnered a total of 55 citations. This study examines the phenomenon of "Halalification" in the realm of tourism, with an annual citation rate averaging 9.17.

In their article titled "The Impact of Tourists' Perceptions on Halal Tourism Destination: A Structural Model Analysis" published in 2020, Rahman, Moghavvemi, Thirumoorthi, and Rahman examine the influence of tourists' perceptions on Halal tourism destinations using a structural model analysis. The publication has garnered a total of 54 citations, showcasing its notable annual average of 18 citations. This serves as a testament to its importance in enhancing our comprehension of the viewpoints of tourists about halal tourism.

Battour, Hakimian, Ismail and Boan (2018) conducted a study titled "The perception of non-Muslim tourists towards halal tourism: Evidence from Turkey and Malaysia." This paper offers valuable insights into the

viewpoints of non-Muslim travelers regarding halal tourism, supported by a comprehensive collection of 52 sources. On average, it has garnered an annual average of 10.4 citations.

The article titled "Halal Food: Structured Literature Review and Research Agenda" was authored by Secinaro and Calandra in 2021. The scholarly article, published in the year 2021, has garnered a notable count of 50 citations, attesting to its contemporaneity and significance within academic discourse. On average, it garners an impressive 25 citations annually.

Han, Al-Ansi, Koseoglu, Lin, Park, Yu & Kim (2019). Halal tourism: Exploring travel motivators and customer retention. The present study, which centers on the determinants of travel and customer loyalty in the context of halal tourism, has garnered a total of 35 citations, with an annual average of 8.75 citations.

The study titled "Halal Tourism: A Literature Review and Experts' Perspectives" by Moral-Moral and Vargas-Sánchez (2020) provides a comprehensive examination of existing research on halal tourism, accompanied by insights from professionals in the field. This scholarly work has garnered 32 citations, indicating its significance and influence in the academic discourse around halal tourism. On average, it has received 10.67 citations every year.

In 2017, Rahman and Zailani conducted a study titled "The effectiveness and outcomes of the Muslim-friendly medical tourism supply chain." This publication investigates the supply chain in Muslim-friendly medical tourism, supported by a total of 28 citations. On average, it garners an annual average of 4.67 citations. The publications, which have garnered high citation counts, have made substantial contributions to the field of halal tourism and sustainability. This attests to their influence on scholarly discourse and the dissemination of information.

Table 12: Highly cited articles

No	Authors	Title	Year	Cites	Cites per Year
1	Wardi, Abror, Trinanda	Halal tourism: antecedent of tourist's satisfaction and word of mouth (WOM)	2018	80	16
2	Abror, Wardi, Trinanda, Patrisia	The impact of Halal tourism, customer engagement on satisfaction: the moderating effect of religiosity	2019	58	14.5
3	Jeaheng, Al-Ansi, Han	Halal-friendly hotels: impact of halal-friendly attributes on guest purchase behaviors in the Thailand hotel industry	2019	55	13.75
4	Khan, Callanan	The 'Halalification' of tourism	2017	55	9.17
5	Rahman, Moghavvemi, Thirumoorthi, Rahman	The impact of tourists' perceptions on halal tourism destination: a structural model analysis	2020	54	18
6	Battour, Hakimian, Ismail, BoÄŸan	The perception of non-Muslim tourists towards halal tourism: Evidence from Turkey and Malaysia	2018	52	10.4
7	Secinaro, Calandra	Halal food: structured literature review and research agenda	2021	50	25
8	Han, Al-Ansi, Koseoglu, Lin, Park, Yu, Kim	Halal tourism: travel motivators and customer retention	2019	35	8.75
9	Vargas-SÃ¡nchez, Moral-Moral	Halal tourism: literature review and experts' view	2020	32	10.67

10	Rahman, Zailani	The effectiveness and outcomes of the Muslim-friendly medical tourism supply chain	2017	28	4.67

5. Conclusion

In conclusion, this bibliometric analysis provides significant insights into the academic environment of "halal tourism" and "sustainability," revealing a wide range of scholarly contributions across different document types and disciplines. The results highlight the widespread presence of scholarly literature, which indicates the researchers' commitment to thoroughly investigate these subjects. Moreover, the presence of English-language publications from various nations underscores the widespread international interest in halal tourism and sustainability, surpassing geographical limitations. The field exhibits an interdisciplinary character, encompassing Business, Management, Environmental Science, and Social Sciences, which reflects the complex interrelationships among economic, cultural, and environmental elements within these realms. The influential roles played by institutions such as UiTM and Universiti Malaya, as well as authors like Battour and Abror, highlight their significant contributions in creating the subject of study. Highly cited articles play a crucial role in establishing a fundamental knowledge base that serves as a guiding framework for future research endeavors.

The collaboration between scholars from diverse disciplines serves as a theoretical foundation for understanding the complex interplay of economic, cultural, and environmental factors within the realms of halal tourism and sustainability. The identification of influential institutions and authors further contributes to the theoretical discourse, establishing key figures and entities that shape the academic landscape.

From a practical perspective, these findings have direct implications for educators, industry professionals, and policymakers. The identified highly cited articles can serve as theoretical pillars, offering a foundational knowledge base for academics and industry practitioners alike. Institutions such as UiTM and Universiti Malaya, along with influential authors like Battour and Abror, provide practical guidance for educational programs, policy formulation, and industry practices, aligning theoretical perspectives with real-world applications.

Recognizing the limitations of this research is crucial for both theoretical and practical considerations, ensuring a nuanced interpretation of the findings. For future research, the identified avenues, such as longitudinal analyses, qualitative investigations, and cross-cultural inquiries, offer theoretical frameworks for developing a more comprehensive understanding of the field. These theoretical advancements, coupled with practical insights, can guide future interdisciplinary collaboration, shaping global perspectives, and fostering responsible and sustainable practices in the ever-evolving domains of halal tourism and sustainability.

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