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Halal Tourism and Economic Resilience: A Systematic Bibliometric Review of the Literature

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Abstract
The rapid growth of halal tourism as a global industry, fueled by the increasing Muslim population and high demand for sharia-compliant travel services, highlights the sector's significant potential for enhancing economic resilience. However, scientific studies directly linking halal tourism to economic resilience remain limited and poorly integrated. This study aims to address this gap by employing a bibliometric approach to map the development, trends, and emerging research themes in this field. Using a descriptive-quantitative method, secondary data were collected from the Google Scholar and Scopus databases, covering publications from 2015 to 2025. Analysis was conducted using Publish or Perish and VOSviewer software to trace patterns of author collaboration, keyword co-occurrence, top citations, and thematic evolution over time. The study's results indicate a significant upward trend in the number of publications, particularly after 2021, reflecting a growing academic interest in the role of halal tourism in fostering inclusive economic recovery. Bibliometric visualization reveals that initial research concentrated on socio-cultural aspects, such as religious tourism, MSMEs, and cultural heritage. However, in recent years, the focus has shifted toward macroeconomic issues, including regional economic resilience and demand-side strategies. These findings highlight the importance of incorporating halal tourism strategies into sustainable and resilient economic development policies, while also opening up avenues for further research in the future.

INTRODUCTION

Halal tourism is experiencing rapid growth and has emerged as a key segment in the global tourism industry, fueled by the substantial increase in the Muslim population worldwide (Suryana & Utomo, 2020; Syam et al., 2023). This concept not only attracts Muslim tourists looking for travel experiences aligned with Islamic teachings, but also offers non-Muslim countries the opportunity to enter this market by providing facilities and services that meet halal standards (Sanjani, 2022). With a Muslim population estimated to exceed 2.1 billion by 2023 and projected to continue growing, the demand for travel services that adhere to Sharia principles is becoming increasingly essential. The 2023 Global Muslim Travel Index (GMTI) report indicates that over 140 million international Muslim travelers took trips, with this number expected to rise to over 230 million by 2028 (Han et al., 2019). This growth is reflected not only in the number of tourists but also in its substantial economic impact. For example, global spending by Muslim tourists reached USD 225 billion in 2022, and this figure is expected to rise as demand for halal destinations and services continues to grow (Lubis et al., 2023).

Each country has a unique approach to developing halal tourism. Case studies indicate that some countries, such as Indonesia, have invested in providing facilities and services that cater to the needs of Muslims (Losurdo, 2022; Pranika et al., 2023). The development of halal tourism can be a significant economic driver, leveraging the large demographic potential of the domestic and foreign Muslim population (Lubis et al., 2023; Pranika et al., 2023). Halal tourism is also expected to become one of the pillars of global economic growth by raising

awareness and investment in the Muslim-friendly tourism sector (Preko et al., 2020; Said et al., 2020).

Halal tourism is a sector that can enhance a country's economic resilience, driven by the growth of the Muslim demographic and its positive effects on local communities. With over 1.9 billion Muslims worldwide, the demand for tourism services that adhere to sharia principles is becoming increasingly urgent (Pranika et al., 2023). In 2021, approximately 140 million Muslim tourists traveled internationally, and projections indicate that this number could increase to more than 230 million by 2028 (Yusuf et al., 2021). This presents a significant opportunity for countries developing halal tourism infrastructure to attract tourists and, in turn, boost national economic revenue.

This study aims to provide new insights by employing a bibliometric approach to analyze trends in halal tourism within the context of economic resilience. By utilizing bibliometric analysis, the study seeks to identify patterns, themes, and recent developments in the literature on halal tourism and its impact on a country's economic resilience. Understanding the interaction between halal tourism development policies and economic resilience will enable countries to design more proactive measures in response to global changes and enhance their competitiveness in the international market. Therefore, integrating this context into broader economic policies is essential, not only to support tourism but also to maintain sustainable economic resilience in this era of globalization.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Halal Tourism

Halal tourism represents a burgeoning segment within the global travel industry that integrates Islamic principles, ensuring that offerings align with the religious tenets of Muslim travelers. It is characterized by services and facilities that resonate with Islamic values, specifically emphasizing halal food, Sharia-compliant lodging, and appropriate recreational activities. The need for halal tourism has demonstrated significant growth, appealing not only to Muslims but also inviting participation from non-Muslim travelers interested in the cultural and culinary distinctions offered within halal hospitality frameworks, presenting a unique opportunity for economic development in diverse regions (Ahmed & Akbaba, 2018; Ratnasari et al., 2020; Rozalinda1a & Andespa, 2020). The principles of Sharia form the foundation of service and hospitality in this sector, promoting a respectful and inclusive environment, which is pivotal for attracting a broader audience and enhancing the competitiveness of destinations vying for a share of this niche market (Adel et al., 2021; Rozalinda1a & Andespa, 2020).

Economic Resilience

Economic resilience theory refers to the ability of an economy or region to withstand, adapt to, and recover from various shocks and stresses while maintaining its core functions and long-term development objectives. This concept encompasses three main stages: engineering resilience, which focuses on the capacity to return to a stable equilibrium after a disturbance; ecological resilience, which emphasizes the adaptability and transformation of systems in response to changes; and evolutionary resilience, which recognizes the dynamic processes of adaptation and transformation over time (Ye & Qian, 2021)

Economic resilience is increasingly framed within the context of sustainable economic development, highlighting the importance of diverse and robust economic structures capable of grappling with unexpected events, such as financial crises or environmental changes (Ban et al., 2022). It is also essential for building social welfare systems post-crisis, as resilient economic structures are correlated with improved societal outcomes (Bogdański, 2021).

Furthermore, integrating resilience considerations into policy frameworks can enhance strategic planning, taking into account both economic performance and environmental sustainability, thus positioning resilience as a vital pillar of comprehensive economic health (Evenhuis, 2017).

RESEARCH METHOD

This study employs a quantitative-descriptive approach using a bibliometric method to map the development and trends in research on halal tourism and economic resilience. The bibliometric method was chosen for its ability to systematically and measurably reveal the structure, patterns of collaboration, and evolution of topics within scientific literature. Secondary data for this study were obtained from the Google Scholar and Scopus databases. The search strategy involved a combination of the keywords "halal tourism" and "economic resilience," covering publications from 2015 to 2025, with a maximum of 1,000 publications.

Analysis was conducted using Publish or Perish software, integrated with VosViewer for mapping. The bibliometric analysis examined several key dimensions, including co-authorship analysis to map collaboration networks between authors and institutions; co-occurrence of keywords analysis to identify dominant research themes and emerging issues; citation analysis to assess the influence and academic visibility of specific authors or documents; and publication source analysis to pinpoint the most productive journals. Additionally, thematic evolution mapping was performed to track changes in research focus over time.

RESULT AND ANALYSIS

Publications indexed in the Google Scholar and Scopus databases using the keywords “halal tourism” and “economic resilience,” with a maximum search limit of 1,000 results—including citations and patents—yielded the following annual distribution of publications for the period 2015–2025:

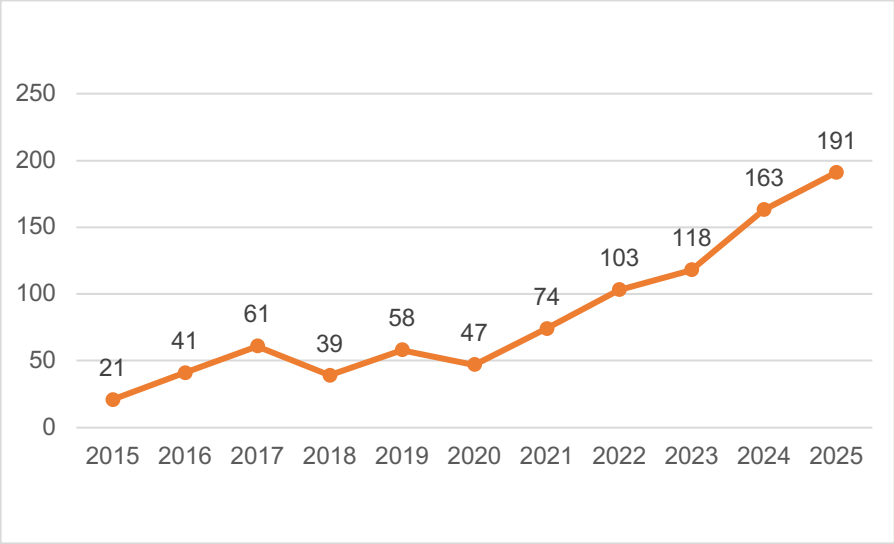


Figure 1. Publication Trends

Based on Figure 1, the development of publications on halal tourism and economic resilience from 2015 to 2025 shows a significant upward trend over the past decade. In 2015, there were only 21 publications on this topic, but the number began to increase in subsequent years, reaching 61 publications in 2017. Although there was a decline in 2018 (39 publications) and 2020 (47 publications), the overall trend was not stagnant. In fact, from 2021 to 2025, the

number of publications consistently grew. This growth is particularly noteworthy after 2021, with publications rising from 74 in 2021 to 103 in 2022, 118 in 2023, and 163 in 2024, ultimately peaking at 191 publications in 2025. This surge reflects the increasing academic interest in the role of halal tourism in fostering economic resilience, especially in the context of post-pandemic economic recovery and the need for inclusive and sustainable development models. Thus, halal tourism and economic resilience are becoming increasingly relevant and strategic areas of study.

The following section will explain the research data metrics used to map the trend of halal tourism publications related to economic resilience through the Google Scholar and Scopus databases.

Table 2. Research Data Metrics

Metrics Data	Citation Metrics	
	Scopus	Google Scholar
Publication years	2019 – 2019	2015 – 2025
Citation years	6 (2019 – 2025)	10 (2000 – 2025)
Papers	1	997
Citations	13	10942
Cites/year	2.17	1094.20
Cites/paper	13.00	10.97
Cites/author	13.00	6458.52
Papers/author	1.00	596.21
Authors/paper	1.00	2.26
h-index	1	51
g-index	1	87
hI, norm	1	33
hI, annual	0.17	3.30
hA, index	1	24

Source: Publish or Perish, 2025

Based on citation metrics from both Scopus and Google Scholar, there are significant differences in quantity and scientific impact. In the Scopus database, there is only one relevant document from the 2019 period, which has received a total of 13 citations over six years (2019–2025). This results in an average of 13 citations per paper, 13 citations per author, and an h-index value of 1, indicating that only one article has limited influence within the reputable scientific community. In contrast, Google Scholar presents a much broader scope of publications, with 997 documents published between 2015 and 2025, leading to a total of 10,942 citations. This reflects a very high level of productivity and exposure, with an average of 10.97 citations per paper, 1,094 citations per year, and an h-index of 51, indicating that there are at least 51 publications, each cited at least 51 times. The g-index value of 87 and the hI norm of 33 further demonstrate the strong and widespread influence of literature on Google Scholar among many authors. Additionally, with an average of 2.26 authors per paper, collaboration in publications appears more active compared to Scopus, which has only one author per document. While this reflects the popularity of the topic, it does not always correlate with high scientific quality as seen in Scopus. Overall, these metrics indicate that

halal tourism and economic resilience are growing topics that have gained widespread academic attention, particularly within the scope of Google Scholar.

Table 3. Most Cited Articles

No	Citations	Author, Year	Title
1.	1472	AM Morrison, (2023)	Marketing and managing tourism destinations
2.	421	T Matiza, (2020)	Post-COVID-19 crisis travel behaviour: towards mitigating the effects of perceived risk
3.	217	AI Ferreira et al., (2017)	Mediation of job embeddedness and satisfaction in the relationship between task characteristics and turnover: A multilevel study in Portuguese hotels
4.	212	V King et al., (2020)	The modern anthropology of South-East Asia: an introduction
5.	194	S Bharwani et al., (2017)	Competencies of hotel general managers: A conceptual framework
6.	179	J Fourie et al., (2020)	Fatal attraction: How security threats hurt tourism
7.	174	T Jamal, (2019)	Justice and ethics in tourism
8.	133	S Mujiatun et al., (2023)	The Impact of marketing communication and Islamic financial literacy on Islamic financial inclusion and MSMEs performance: Evidence from halal tourism in Indonesia
9.	132	A Hamzah et al., (2016)	Resilience and non-linear change in island tourism
10.	129	V Nelson, (2021)	An introduction to the geography of tourism

Source: Publish or Perish, 2025

The list of the 10 most cited publications reveals that the most influential literature in tourism, including halal tourism and economic resilience, is primarily focused on destination management, post-crisis tourist behavior, the resilience of the hospitality sector, and ethical approaches in tourism. A.M. Morrison's (2023) work stands out as the most cited, with 1,472 citations, highlighting the importance of marketing strategies and destination management in enhancing the competitiveness and resilience of the tourism sector. This is followed by studies from T. Matiza (2020) and J. Fourie (2020), which examine the effects of global crises and security threats on tourist behavior, underscoring the urgent need for risk mitigation to maintain tourism-based economic stability. Additionally, the contribution of S. Mujiatun et al. (2023) is particularly noteworthy, as it directly addresses the role of Islamic financial literacy and marketing communication in promoting financial inclusion and supporting the performance of SMEs within the context of halal tourism in Indonesia. This points to a promising direction and significant relevance in strengthening a sharia-based, people-centered economy. Overall, the citation pattern indicates that the themes of halal tourism and resilience are intricately linked to global issues such as sustainability, crisis management, and social justice, and are starting to receive increased attention in the international literature. Contributions from developing countries, such as Indonesia, are still limited and need to be expanded through more in-depth contextual studies published globally.

Next, a bibliometric mapping analysis will be conducted using network, overlay, and density visualizations. This mapping will provide a clearer picture of the development of halal tourism research in relation to economic resilience.



Figure 2. Network Visualization

Based on the results of network visualization, the research trend linking halal tourism with economic resilience reveals two main thematic poles that are interconnected but not yet fully integrated. The first cluster, denser and more diverse, is on the left side, focusing on issues such as religious tourism, the Islamic public, women, SMEs, performance, ecotourism, cultural heritage, and sustainable tourism development. The interconnectedness of these keywords indicates that halal tourism research is increasingly directed toward community empowerment, strengthening local businesses (SMEs), sustainability, and the preservation of cultural values, all while addressing post-pandemic sector recovery. Conversely, the second cluster, narrower but more focused, is located on the right side, emphasizing regional economic resilience and demand-side factors. This indicates that studies on economic resilience primarily concentrate on macro and spatial dimensions, including market demand and regional resilience. Although these two clusters appear separate, they share common points, such as the keywords "organization" and "Islamic tourism," which link them and highlight a connection between halal destination management and regional economic resilience. This visualization suggests that the integration of halal tourism and economic resilience is a developing area of study that has not been thoroughly explored. This gap presents an opportunity for new research to examine the direct contributions of halal tourism to enhancing economic resilience, particularly through demand-based approaches, the strengthening of the informal sector, and sustainable tourism governance.



Figure 3. Overlay Visualization

The overlay visualization illustrates the temporal dynamics and evolution of research topics related to halal tourism and economic resilience within academic literature. Brighter colors, such as yellow, signify newer and more current topics in the research landscape, while darker colors, like blue and green, denote earlier or more established topics. The visualization reveals that subjects such as “regional economic resilience” and “demand side” fall within the bright yellow area, indicating that these issues are emerging trends currently developing in the latest literature. This suggests a growing focus among researchers on the connections between demand-side factors and regional economic resilience in relation to halal tourism, potentially in response to post-pandemic global economic dynamics or other crises.

Meanwhile, topics such as “religious tourism,” “sustainable tourism development,” “performance,” “cultural heritage,” and “SMEs” appear in shades of green to blue, indicating that these areas have been the focus of research for a longer period. This suggests that previous literature has emphasized the contributions of halal tourism to socio-cultural aspects, SME empowerment, and sustainable development. The visualization indicates a shift in research focus from micro and socio-cultural aspects toward a stronger integration with macroeconomic and spatial dimensions. This opens up opportunities for further research linking halal tourism not only to the performance of small businesses and community development but also to recovery strategies and the enhancement of regional economic resilience based on demand and long-term sustainability.

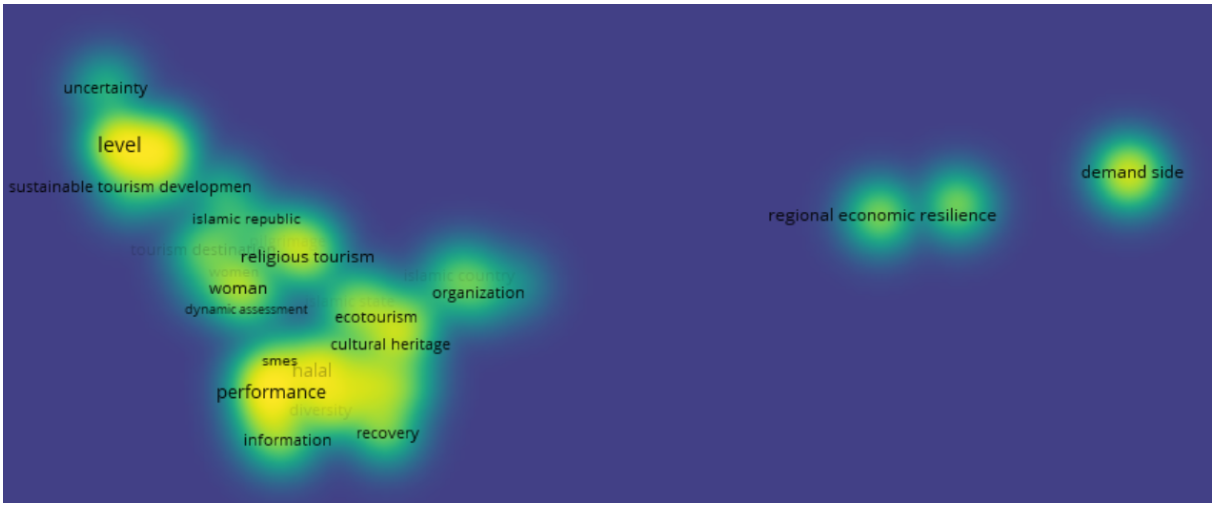


Figure 4. Density Visualization

The density visualization illustrates the research density in the literature linking halal tourism to economic resilience. The yellow areas represent the most frequently occurring topics and academic focuses, such as “performance,” “halal,” “religious tourism,” “ecotourism,” and “cultural heritage.” This reflects the primary research focus on evaluating the performance of halal tourism destinations and integrating cultural and religious values. In contrast, topics like “level,” “sustainable tourism development,” and “women” show moderate intensity, indicating attention to sustainable development and social inclusion in halal tourism. Meanwhile, the keywords “regional economic resilience” and “demand side” appear in the light blue area, suggesting that issues related to regional economic resilience and consumer demand are still relatively underexplored and present an opportunity for future research development. This visualization clearly demonstrates that while halal tourism has been extensively studied from the perspectives of performance and culture, its connection to economic resilience requires further exploration and in-depth analysis.

CONCLUSION

This study shows that a bibliometric approach can provide a comprehensive overview of the development and trends in research on halal tourism and its relation to economic resilience. An analysis of publications from 2015 to 2025 reveals a significant increase in both the number of publications and academic interest in this topic, particularly in the post-pandemic period. Keywords such as “performance,” “religious tourism,” and “cultural heritage” dominate earlier research clusters, highlighting the socio-cultural contributions and community empowerment associated with halal tourism. However, the integration of halal tourism themes with regional economic resilience remains suboptimal, as keywords like “regional economic resilience” and “demand side” have only recently begun to emerge as focal points. This suggests that the macroeconomic and spatial dimensions of halal tourism are still relatively unexplored areas in academic literature.

Through bibliometric visualization using networks, overlays, and density mapping, this study concludes that research on halal tourism is shifting its focus from issues of performance and cultural identity to stronger integration with regional economic resilience strategies. Metrics from Google Scholar indicate high exposure and collaboration in this field, but the scientific quality needs improvement through publications in reputable journals, such as those indexed by Scopus. Therefore, this study not only maps the development of the literature but also identifies new research opportunities that link the strengthening of the halal tourism

sector with sustainable and inclusive economic policies. The significant potential of halal tourism to promote local economic resilience particularly through the empowerment of SMEs, sharia-based destination management, and responses to global crises makes it a strategic field of study that requires ongoing collaborative and interdisciplinary development.

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