

# Halal tourism in West Sumatera: A bibliometric study

JBB  
13, 2

Sepky Mardian\*, Rio Erismen Armen

*Sekolah Tinggi Ekonomi Islam SEBI, Depok, Jawa Barat, Indonesia*

237

## ABSTRACT

West Sumatera is a halal tourism destination in Indonesia. It was acknowledged by Global Muslim Travel Index in 2016. All stakeholders have given more intention to this halal tourism. Beyond the strengthening district regulation on it, the studies on halal tourism in West Sumatera have been increasing every year. This study aims to map the research about halal tourism in West Sumatera. Bibliometric approach was conducted to map the different studies on this topic. By using Publish or Perish, the data were taken from Google Scholar database. Several keywords were used to do it, i.e. halal tourism in West Sumatera, Islamic tourism in West Sumatera, wisata halal di Sumatera Barat and wisata Sariah di Sumatera Barat. The metadata were described by tables and graphs. Again it is also visualized by VOSViewer to find the research cluster on the topic and trend of relationship among the keywords. The study found that the research on Islamic tourism in West Sumatera is still limited. It only found 35 journal articles or proceeding in tens of years. The theme is also limited on description of the opportunity and challenges and stakeholders perception about Islamic tourism in West Sumatera.

Received 15 September 2023

Revised 29 January 2024

Accepted 23 February 2024

## JEL Classification:

M00, M38

## DOI:

[10.14414/jbb.v13i2.4152](https://doi.org/10.14414/jbb.v13i2.4152)

## ABSTRAK

Sumatera Barat adalah salah satu destinasi wisata halal di Indonesia. Pengakuan ini didapatkan dari Global Muslim Travel Index pada 2016. Semua pemangku kepentingan telah memberikan perhatian lebih pada wisata halal ini. Selain memperkuat regulasi di daerah, penelitian tentang wisata halal di Sumatera Barat juga makin meningkat setiap tahunnya. Studi ini bertujuan untuk memetakan penelitian tentang wisata halal di Sumatera Barat. Pendekatan bibliometrik digunakan untuk memetakan berbagai penelitian tentang topik ini. Data diperoleh dari database Google Scholar menggunakan alat Publish or Perish. Beberapa kata kunci yang digunakan adalah wisata halal di Sumatera Barat, wisata Islam di Sumatera Barat, wisata halal di Sumatera Barat, dan wisata Sariah di Sumatera Barat. Metadata dijelaskan dalam bentuk tabel dan grafik. Selain itu, data juga divisualisasikan menggunakan VOSViewer untuk mencari kelompok penelitian tentang topik tersebut dan tren hubungan antara kata kunci. Studi ini menemukan bahwa penelitian tentang wisata Islam di Sumatera Barat masih terbatas. Hanya ditemukan 35 artikel jurnal atau prosiding dalam kurun waktu beberapa tahun. Tema penelitian ini juga terbatas pada deskripsi peluang dan tantangan serta persepsi pemangku kepentingan tentang wisata Islam di Sumatera Barat.

## Keywords:

Islamic Tourism in West Sumatera, Bibliometric, Opportunity and Challenges, Stakeholder's Perception.

## Journal of

## Business and Banking

ISSN 2088-7841

Volume 13 Number 2

November 2023 - April  
2024

pp. 237-251



This work is licensed under a Creative Commons Attribution 4.0 International License.

## 1. INTRODUCTION

There have been some *Halal* tourisms that could be counted as the third wave of Islamic economic development. The potential of this Islamic economy field started to be observed by many stakeholders in the world, both Muslim and non-Muslim countries (Mastercard & Crescentrating, 2021). Previously, the Islamic economy was identical to Islamic banks and other Islamic financial institutions only (Khan, 2013), followed by the development of *sukuk* as an Islamic financial instrument. The sector of Islamic banking became known by the establishment of modern Islamic banks in the 1960s (Chong & Liu, 2009), while *sukuk* (with other Islamic capital market instruments) in the 1990s (Mosaid & Rachid Boutti, 2014). Not only was in the commercial sector, the Islamic economy also started to discuss the issue of zakat and its potential for the economy (Khan, 2013). Currently, *waqf* is a momentum for the development of the Islamic socio-economic sector.

The world *halal* market has shown the value of USD 848 billion in 2018. This market adds to the value of the global Islamic financial market which has reached USD 2.5 trillion. The *halal* market is estimated from the amount spent on *halal* products and services in the fields of fashion, media and recreation, Muslim-friendly travel, medicine and cosmetics (KNEKS, 2020). Indonesia is the largest *halal* market in the world with USD 218.8 billion 2017. In the field of transportation, Indonesia also has been named as the world's best destination country in 2019. This achievement has increased as previously being ranked 4th in 2016, ranked 3rd in 2017 and ranked 2nd in 2018 (Mastercard & Crescentrating, 2018, 2021). The same recognition has also been obtained by many provinces and districts/cities in Indonesia. For example, West Sumatra won the best rating for *halal* tourism and culinary destinations in 2016, in addition to many other regions such as West Nusa Tenggara, Aceh, and Bali (Furqon, 2019).

The recognition of *halal* tourism becomes a serious concern for many parties in West Sumatra. The local government of West Sumatra has issued Local Regulation No. 1 of 2020 concerning the Implementation of *Halal* Tourism. This regulation serves as a guide in ensuring legal certainty and investment for West Sumatra in developing the quality and competitive *halal* tourism, both nationally and internationally. Some studies have also evaluated the *halal* tourism development in West Sumatra.

*Halal* tourism continues to be a trending research issue lately. In the period from 2004 to September 2020, based on the Scopus database, there were at least 77 articles that discussed *halal* tourism as the research theme (Hidayat et al., 2021). Among Indonesian researchers, data as of September 2021, Scopus data also records 65 *halal* tourism topics that were written by Indonesian researchers (Mas'ud & Hamim, 2022).

The first study specifically discussing Islamic tourism was written by Henderson in 2009 and *halal* tourism by Battour, Ismail, and Battor in 2010 (Vargas-Sánchez & Moral-Moral, 2020). *Halal* tourism research is still at an early stage and will certainly continue to develop. Literature research on *halal* tourism conducted by Vargas-Sánchez & Moral-Moral (2020) found that at least it still discusses 2 main issues, namely: issues of definition, terminology, scope and limitations of *halal* tourism; and issues around the experience of *halal* tourism practices in various countries, approaches to socialization and marketing of *halal* tourism.

*Halal* tourism research in West Sumatra also shows a relatively similar pattern. Existing studies discuss the issue of opportunities and challenges for *halal* tourism (Huda et al., 2020; Ismail & Adnan, 2020; Rozalinda et al., 2020, 2019), communication strategy (Pratama et al., 2019; Rambe & Lestari, 2017) and determinants or factors of tourist loyalty (Emrizal & Primadona, 2020; Wardi et al., 2018).

Temporary findings on *halal* tourism in West Sumatra captured from the Google Scholar database by using the Publish or Perish (PoP) software show that Bibliometric researches related to this topic are not found. This can be considered a research gap from existing research, and therefore, the topic is a novelty for this kind of research.

This research aims to obtain the map of *halal* tourism research in West Sumatera. This map describes clusters of themes studied and trends in the relationship between themes in existing research. The findings is useful for discovering the potential for the development of West Sumatra *halal* tourism research in the future.

This paper is presented in several sections. The first part explains the background or phenomena which is captured from the development of West Sumatra *halal* tourism and the synthesis of previous research. The second part describes the research method applied to this study. Results and discussion are the main part that explains the researcher's elaboration of research objectives.

## 2. THEORETICAL FRAMEWORK AND HYPOTHESIS

There is no consensus on the terms used for *halal* tourism. At least, there are various terms used such as Islamic tourism, Muslim tourism, *halal* tourism, sharia-compliant hotel, Muslim-friendly tourism, and *halal* hospitality. The first research specifically addressing Islamic tourism was done by Henderson in 2009, and *halal* tourism was explored by Battour, Ismail, and Battor in 2010 (Vargas-Sánchez & Moral-Moral, 2020). Research on *halal* tourism is still in its early stages and undoubtedly will continue to evolve. The literature review on *halal* tourism conducted by Vargas-Sánchez & Moral-Moral (2020) found at least two main issues being discussed: the issue of definition, terminology, scope, and boundaries of *halal* tourism; and the issue of practical experiences of *halal* tourism in various countries, socialization approaches, and marketing of *halal* tourism.

In a broader context, *halal* tourism can be seen as originating from the concept of religious tourism. Religious tourism is more inclusive as it encompasses any religion. However, research on this sub-theme is still limited due to its sensitive nature or the lack of available data. Generally, religious tourism involves travel motivated by religious reasons, such as journeys to places or destinations with historical religious significance, like the pilgrimage to Mecca and Medina for Muslims, visits to the Vatican for Christians, or tours aimed at experiencing one's own religion, such as missionary trips (El-Gohary, 2016).

*Hajj* and *Umrah* are early practices within the concept of *halal* tourism. However, recently, this concept has expanded to include a broader range of objectives such as visiting the birthplace of Prophet Muhammad (peace be upon him), worshiping Allah, seeking knowledge and insights, gaining wisdom and lessons, and enjoying the beauty of the universe or Allah's creation (El-Gohary, 2016).

**Table 1**  
**Various Definitions of Halal Tourism**

Source	The Concept of Islamic Tourism
Islamic Tourism Centre – Malaysia (2015)	Any tourism activity, event, or experience that complies with Islamic principles
Bottour dan Ismail (2015)	Any activity or tourist object allowed by Islamic teachings for use or engagement by Muslims in the tourism industry
Jafari dan Scott (2014)	Encouragement for tourists to adhere to Sharia law principles during their travels
Ala-Hamarneh (2011)	A concept that combines economic, cultural, and religious aspects.
Duman (2011)	All tourism activities of a Muslim driven by Islamic motivations and values
Henderson (2010)	The entire product development and marketing efforts designed and prepared for Muslim travelers
Hassan (2007)	A type of tourism that aligns with Islamic values.
Shakiry (2006)	All forms of tourism except those contradicting Islamic values.

Source: Data Processed

The concept of Islamic tourism is also found to be diverse. Its various aspects may relate to individual Muslim participation, tourist destinations, tourism products and facilities, religious, economic, and social dimensions, or the management of tourism services such as marketing and ethical boundaries, among others, as seen in Table 1.

The term of Islamic tourism is considered exclusive to Muslims and it may give an inappropriate impression to non-Muslims. True Islamic tourism should be open to anyone, be it tourists or operators, as Islam is a mercy to the universe.

Meanwhile, *halal* tourism looks at the concept of “*halal*,” which means permissible. This aspect of permissibility is not only related to food and drinks but also to all activities allowed by the Quran, Hadith, and other sources of Islamic law. This concept includes goods and services that comply with Islamic principles or are known as Sharia-compliant. Consequently, *halal* tourism can be considered as a development of the tourism concept to respond to the growing halal industries, such as halal economy, finance, and business. Various terms are used for this type of tourism, such as “Islamic tourism,” “*halal* tourism,” “Sharia tourism,” and “Muslim-friendly tourism” (Abdullah et al., 2022). All these terms refer to the substance of tourism, including inputs, processes, outputs, and outcomes that align with Islamic principles (El-Gohary, 2016).

The subjects and objects of *halal* tourism are, then, inclusive of anyone. The use of terms like “*halal*” or “Muslim-friendly tourism” is intended to enable industry players in any country, including countries with minority Muslim populations such as Japan, Korea, and others, to apply this concept (Abdullah et al., 2022). The substance of halal tourism can encompass promotion, transportation, infrastructure, food, beverages, culture, financial transactions, entertainment, and all related aspects, ensuring they do not violate Sharia principles (Abdullah et al., 2022; El-Gohary, 2016; Hidayat et al., 2021).

### 3. RESEARCH METHODS

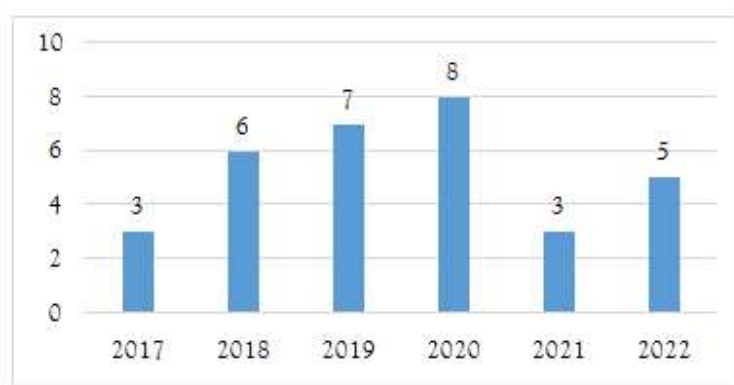
It is the Bibliometric study on *halal* tourism in West Sumatera. The article metadata were taken from Google Scholar database during 2000 – 2022 at December 17-19, 2022. The data mining applied the Publish or Perish (PoP) software. The validating and completing of the query were handled by Mendeley which validated the information for the publication type, author, journal or conference, publication year, abstract, keyword and publisher.

The selection of metadata was conducted for the valid data publication for the article duplication, no full text due to the inactive url or were available in form of citation or patent. The metadata query was pivoted by Microsoft Excel via Pivot Table to find the data analysis of the tables or graphs. Next, the RIS (Research Information System) extension of data was processed and visualized by VOSViewer software to get the theme cluster and network. The RIS data was extracted from Mendeley that showed a standardized tag format used for bibliographic information (Mendeley Support System, 2022).

The VOSViewer displays the network and density data visualization. The first showed the network created among the issue of halal tourism in the article universe while the second displayed the trend and density of the study during the period (Van Eck & Waltman, 2010). The information is used to see the existing research map and the development opportunity in the future. Again, the content analysis was applied to understand the opportunity development of halal tourism in West Sumatera.

### 4. DATA ANALYSIS AND DISCUSSION

The publications were sourced from Google Scholar database by applying the 4 keywords i.e. “*halal* tourism in West Sumatera”; “Islamic tourism in West Sumatera”; “*wisata halal* di Sumatera Barat”; and “wisata Sariah di Sumatera Barat”. The data mining was run by PoP software. The number of publications which were grabbed are 35 publications. By those data, we found 3 publications is excluded for the inactive url and no full text available. At the end, we have only 32 publications or equal to 91,4%.



**Figure 1**  
**The Years of Article Release**

Source: Data Processed

**Table 2**  
**Most Dominant Publishers**

Publisher	Number	Publisher	Number
Atlantis Press	3	UIN Imam Bonjol	1
Universitas Andalas	3	UIN Jakarta	1
Emerald Publishing Limited	2	UIN Raden Mas Said Surakarta	1
Taylor & Francis	2	Universitas Gadjah Mada	1
UIN Sultan Syarif Kasim Riau	2	Universitas Indonesia	1
Universitas Negeri Padang	2	Universitas Islam Riau, Indonesia	1
IAEME Publication	1	Universitas Jember	1
ijrrjournal.com	1	Universitas Mercubuana	1
Institut Bisnis dan Teknologi Pelita Indonesia	1	Universitas Pembangunan Panca Budi Medan, Indonesia	1
International Research Association for Talent Development and Excellence (IRATDE)	1	Universitas Pendidikan Ganesha	1
MDPI	1	Universitas Putra Indonesia YPTK Padang	1
STKIP PGRI Sumatera Bara	1	Universitas Tamansiswa Padang	1
		<b>Total</b>	<b>32</b>

Source: Data Processed

Based on the publication year in Graph 1, it indicates that the first publication on *halal* tourism of West Sumatra was found in 2017 and the most publications were in 2019 and 2020. Atlantis Press and Universitas Andalas were the publishers with the most publication on *halal* tourism. The next were Emerald Publishing Limited, Taylor & Francis, UIN Sultan Syarif Kasim Riau and Universitas Negeri Padang. The list of publishers was shown in Table 2.

The thirty two publications were published in different media such as journal, conference and repository. There are no dominant media for the theme subjectively. The list was shown in Table 3.

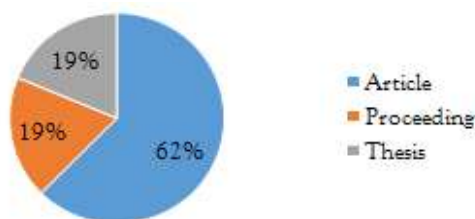
**Table 3**  
**The Publication of Research**

**JBB**  
**13, 2**

Publication	Number	Publication	Number
1st International Halal Conference & Exhibition 2019 (IHCE)	1	Nagari Law Review	1
1st Padang International Conference On Economics Education, Economics, Business and Management, Accounting and Entrepreneurship (PICEEBA 2018)	2	LSP-Conference Proceeding [1636]	1
3rd PICEEBA 2019	1	Maqdis: Jurnal Kajian Ekonomi Islam	1
Asia Pacific Journal of Tourism Research	2	Procuratio: Jurnal Ilmiah Manajemen	1
ECONOMICA Jurnal Program Studi Pendidikan Ekonomi	1	Relevance: Journal of Management and Business	1
International Journal of Civil Engineering and Technology (IJCET)	1	Repository UGM	1
International Journal of Community Service Learning	1	Repository UIN Jakarta	1
International Journal of Research and Review	1	Repository UNAND	2
Journal of Indonesian Tourism and Policy Studies	1	Repository Universitas Mercubuana	1
Journal of Islamic Marketing	2	Repository UNP	1
Journal of Talent Development and Excellence	1	SITEKIN: Jurnal Sains, Teknologi dan Industri	1
Jurnal Ekobistek	1	Sustainability	1
Jurnal Manajemen dan Kewirausahaan	1	Syarikat: Jurnal Rumpun Ekonomi Syariah	1
Jurnal Sosial Budaya	1	The 2nd International Conference on Culinary, Fashion, Beauty and Tourism (ICCFBT) 2019	1
		Total	32

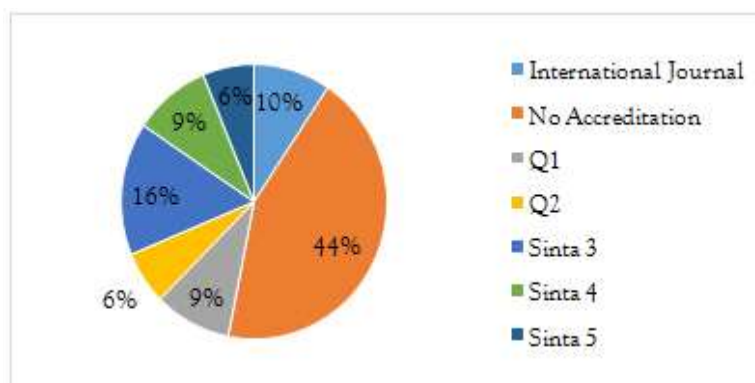
Source: Data Processed

The researchers found the *halal* tourism studies of West Sumatera were published in 20 articles, 6 proceedings and 6 academic thesis. The list is presented Figure 2.



**Figure 2**  
**The Publication Type**

Source: Data Processed



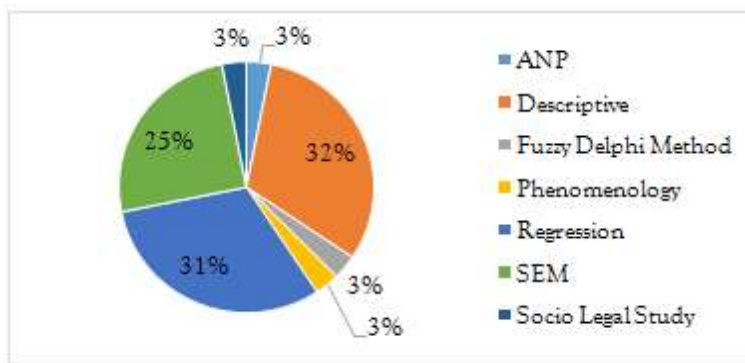
**Figure 4**  
**The Accreditation Level of Publications**

Source: Data Processed

In terms of accreditation level, it was found the articles were published in Scopus journal indexed but also some articles were claimed as the Scopus indexed falsely for the discontinued status. Probably, the discontinued article was still included and analyzed for the research context which displayed the article theme or issue universe, instead of the article substance. The inclusion has been announced clearly for the public consideration. Again, the inclusion of the discontinued Scopus in a Bibliometric study reminds the next author on the issue as the Krauskopf's Bibliometric study in discontinued Scopus (Krauskopf, 2018). The researchers assessed it as the non-Scopus international journal. Again, there are articles published in the Sinta indexed journal for Sinta 3-5. The distribution can be seen in Figure 4.

The study approach showed the quantitative was more than the qualitative. The most analysis tools were descriptive methods, regression and Structural Equation Modeling (SEM). All the analysis tools were in Figure 5.





**Figure 4**  
**The Analysis Tools of the Research**

Source: Data Processed

**Table 4**  
**Most Dominant Authors Affiliation**

Affiliation	Number	Affiliation	Number
Universitas Negeri Padang	10	UIN Syarif Hidayatullah Jakarta	1
Universitas Andalas	5	Universitas Indonesia	1
UIN Sultan Syarif Kasim Riau	3	Universitas Jember	1
Universitas Gadjah Mada	2	Universitas Mercubuana	1
Universitas Sumatera Utara	2	Universitas Nahdlatul Ulama Sumatera Barat	1
Dinas Koperasi dan UKM Provinsi Sumatera Barat	1	Universitas Pertahanan Indonesia	1
STIE Muhammadiyah Jakarta	1	Universitas Putra Indonesia YPTK Padang	1
UIN Imam Bonjol Padang	1	Universitas Tamansiswa Padang	1
UIN Sumatera Utara	1	Universitas Yarsi	1
		Total	35

Source: Data Processed

In term of the author, they affiliated mostly from Universitas Negeri Padang, Universitas Andalas and UIN Syarif Kasim Riau. Those university affiliations were around West Sumatera. The lists were shown in Table 4.

The most frequent citation of the article was on “*Halal* tourism: antecedent of tourist’s satisfaction and word of mouth (WOM)” which was published at 2018 in Asia Pacific Journal of Tourism Research for 153 citations. This is followed by “The impact of *Halal* tourism, customer engagement on satisfaction: moderating effect of religiosity” in 2019 in Asia Pacific Journal of Tourism Research for 97 citations. The most dominant citations were seen in Table 4.

**Table 5**  
**Most Dominant Article Citations**

Title	Number	Title	Number
Halal tourism: antecedent of tourist's satisfaction and word of mouth (WOM)	153	Faktor-Faktor yang Mempengaruhi Kunjungan Wisatawan ke Objek Wisata Syariah di Sumatera Barat	9
The impact of Halal tourism, customer engagement on satisfaction: moderating effect of religiosity	97	The Effect of Halal Tourism on Customer Satisfaction	8
Antecedents of word of mouth in Muslim-friendly tourism marketing: the role of religiosity	42	The analysis of Halal tourism products and brand image destination on tourists' repeated visits via trust in West Sumatera Province	7
Industri wisata halal di sumatera barat: potensi, peluang dan tantangan	20	Perceived risk and tourist's trust: the roles of perceived value and religiosity	6
Peningkatan Pemahaman Dan Pengimplementasian Wisata Islami Bagi Pelaku Wisata Di Kota Padang	10	The Effect of Service Quality, Halal Tourism on Brand Image of Hotels in Padang	6
		Others	33
		Total	391

Source: Data Processed

**Table 6**  
**Top Ten Most Dominant of the Authors**

Author	Documents	Total Link Strength
Abror, A	9	17
Wardi, Yunia	7	17
Trinanda, Okki	4	11
Patrisia, Dina	3	10
Omar, Maznah Wan	2	7
Saputro, Muhammad Sindhu Danu	2	2
Surya, Ed	2	0
Azizah, W	1	0
Hausa, Y	1	0
Meuthia, M	1	0

Source: Data Processed

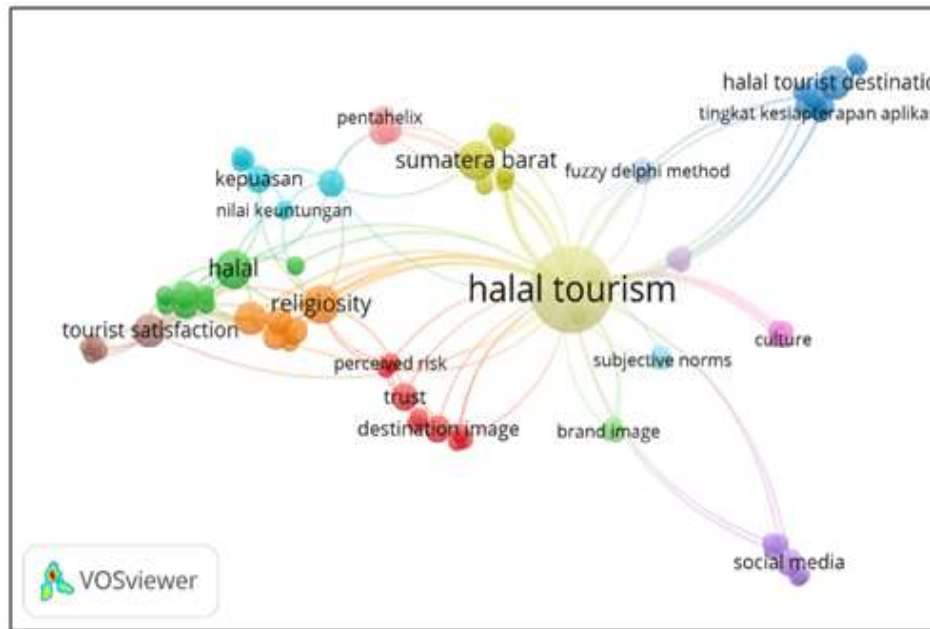
Next, the researchers see the most productive authors. In terms of *halal* tourism study of West Sumatera, Abror was the productive author. He has 9 articles on this topic and followed by Wardi by 7 articles and Trinanda by 4 articles. Fortunately, those three were the collaborative authors who were affiliated from Universitas Negeri Padang. The finding

supported the Mas'ud & Hamim (2022) finding. Here are the top ten authors as in Table 6.

JBB  
13, 2

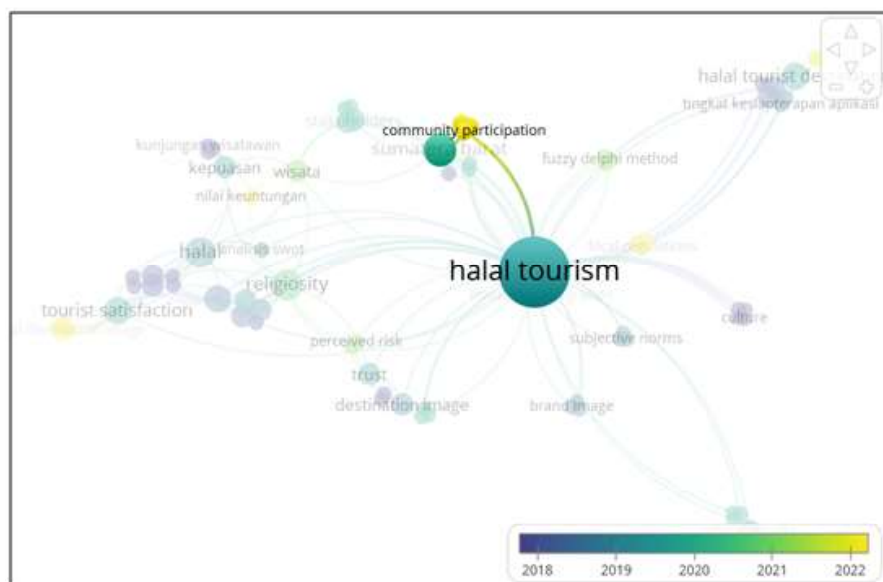
The network visualization of the *halal* tourism study of West Sumatera was still centered for finding the antecedent factors of *halal* tourism such as the religiosity, tourist satisfaction, *halal* tourism image and social media.

247



**Figure 5**  
**The Network Visualization of Halal Tourism**  
**of West Sumatera Research**

Source: Data Processed



**Figure 6**  
**The Trend of Halal Tourism of West Sumatera Research**

Source: Data Processed



**Figure 7**  
**The Density Visualization of Halal Tourism of West Sumatera Research**

Source: Data Processed

The trend theme continues to branch out. The researchers found the different issues in 2020 such as society participation, value of *halal* tourism and brand image. The identification of these issues was conducted by a big circle and dark color (density visualization) that had been created by the VOSViewer.

Those previous themes also might be described as the potential development of the study. The density visualization of the topic showed the rare area of the research. Less yellow color is less density and it means the study gap to be studied in the future.

The cluster analysis of the theme might be mapped to three main clusters i.e. (1) the cluster which regard to the input, tourist and the supporting environment like culture, the need of tourism, local regulation, and etc. ; (2) the cluster that relates to the process and halal tourism infrastructure such as availability of halal foods, drinks, worship facilities, and etc.; (3) the cluster which relates to output and outcome such as satisfaction, society participation, value laden, stakeholders collaboration and synergy, and etc.

The existing studies reveal an insight that the *halal* tourism is able to be an economic opportunity for increasing the local own-source revenue (LOsR) of West Sumatera. The LOsR is reflected by the increasing of the local society revenue from the tourist transactions. The high repetition of tourism is high resident's income. This opportunity will increase when the local government and stakeholder support adequate marketing channels. All of this is a tourist satisfaction which was created by the tourist good impression, memorable experience and positive testimonies. They will share this wonderful experience voluntarily through word of mouth (WOM) and social media channel. Based on the studies, the satisfaction come from the environmental factors such as a wonderful nature, culinary

---

taste, friendly society social value or the non-environmental factors such as Muslim friendly facilities, creative tourism packet, and good tourism image. Along with this, religiosity was an emotional factor that supported the development of halal tourism, particularly for Muslim tourists.

JBB  
13, 2

## 5. CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

This study aims to design the map of the previous studies on halal tourism in West Sumatera. The map finds the cluster of the issue and its development in the future. The findings revealed that *halal* tourism studies in West Sumatera were still limited and only listed 35 publications on it. The research cluster has still explained around the opportunity and challenges of the *halal* tourism and its antecedent factors on tourists' satisfaction in West Sumatera. The publication quality also needed increasing for the limited local publications, the limited authors' affiliation to the university which is around West Sumatera.

The findings noted that the *halal* tourism of West Sumatera studies still has a large opportunity and needs substantive study such as a recommendation for development of the *halal* tourism by the local government and a stakeholder's role in strengthening the *halal* tourism in global quality level. The impact of the *halal* tourism development is going to contribute to the significant benefits for the economy sector in West Sumatera

---

249

## ACKNOWLEDGEMENTS

The authors thank to Ministry of Religious Affairs, Indonesia who support the funding of this study in form of the Hibah Penelitian Dasar Program Studi Tahun Anggaran 2022 based on the Keputusan Pejabat Pembuat Komitmen Direktorat Pendidikan Tinggi Keagamaan Islam Direktorat Jenderal Pendidikan Islam Kementerian Agama No 6006 Tahun 2022.

## REFERENCES

- Abdullah, I., Laila, N. Q., & others. (2022). The contestation of the meaning of halal tourism. *Heliyon*, 8(3), 1-9.
- Chong, B., & Liu, M. (2009). Islamic banking: Interest-free or interest-based?". *Pacific-Basin Finance Journal*, 17(1), 125-144.
- El-Gohary, H. (2016). Halal tourism, is it really Halal? *Tourism Management Perspectives*, 19, 124-130.
- Emrizal, E., & Primadona, P. (2020). Identifying Factors of Sustainable Tourism in West Sumatera: A Qualitative Analysis. *ICO-ASCNITY 2019, November 01-03, Padang, Indonesia*, 1-11. <https://doi.org/10.4108/eai.1-11-2019.2294021>.
- Furqon, A. (2019). The Development of Halal Tourism in Indonesia. *2nd International Halal Tourism Congress, 4-6 April 2019*, 3(2), 443-457. <https://doi.org/10.1046/j.1526-0968.1999.003002111.x>.
- Hidayat, S. E., Rafiki, A., & Nasution, M. D. T. P. (2021). Bibliometric Analysis and Review of Halal Tourism. *Signifikan: Jurnal Ilmu Ekonomi*, 10(2), 177-194.

- Huda, N., Rini, N., & Hidayat, S. (2020). Development Strategy for Halal Tourism in West Sumatera ANP Approach. *Talent Development & Excellence*, 12(1), 3258-3274.
- Ismail, R. D., & Adnan, M. F. (2020). Peran Dinas Pariwisata Provinsi Sumatera Barat dalam Mewujudkan Wisata Halal. *Jurnal Mahasiswa Ilmu Administrasi Publik (JMIAP)*, 2(2), 9-17.
- Khan, M. A. (2013). *What is Wrong with Islamic Economics?: Analysing The Present State and Future Agenda*. Edward Elgar Publishing.
- KNEKS. (2020). *Template Memandu Muslim Traveler Dalam Pengembangan Pariwisata Daerah*. Komite Nasional Ekonomi dan Keuangan Syariah.
- Krauskopf, E. (2018). An analysis of discontinued journals by Scopus. *Scientometrics*, 116(3), 1805-1815.
- Mas'ud, R., & Hamim, K. (2022). Bibliometric Analysis of Journals, Authors, and Topics Related to Halal Tourism Listed in the Database Scopus by Indonesian Authors. *Khazanah Pendidikan Islam*, 4(2), 71-86.
- Mastercard & Crescentrating. (2018). Global Muslim Travel Index 2018. In *GMTI* (Issue April).
- Mastercard & Crescentrating. (2021). *Global Muslim Travel Index 2021: Vol. GMTI 2021* (Issue July).
- Mosaid, F. El, & Rachid Boutti, R. (2014). Sukuk and Bond Performance in Malaysia. *International Journal of Economics and Finance*, 6(2), 226-234. <https://doi.org/10.5539/ijef.v6n2p226>.
- Pratama, A. H., Sulistiyanto, S., & Ali, Y. (2019). The Effort of West Sumatra Province To Embrace Halal Tourism. *The International Seminar Series on Regional Dynamics Proceeding*, 223-231. <https://doi.org/10.19184/issrd.v1i1.13739>.
- Rambe, I. H., & Lestari, M. T. (2017). Marketing Communication Strategy of Halal Tourism By Tourism of West Sumatera Province. *3rd International Conference of Transformation in Communication (ICoTiC) "Visualizing the Globalized Communication: Future Theory and Practices,"* 150(September 2017), 411-417.
- Rozalinda, Nurhasnah, & Andespa, R. (2020). Halal Tourism Development in West Sumatera. *Proceedings of Tourism Development Centre International Conference*, October, 221-233. <https://doi.org/10.2478/9788395720406-024>.
- Rozalinda., Nurhasnah., & Ramadhan, S. (2019). Industri Wisata Halal Di Sumatera Barat: Potensi, Peluang Dan Tantangan. *Maqdis: Jurnal Kajian Ekonomi Islam*, 4(1), 45-56. <https://doi.org/10.15548/maqdis.v4i1.210>.
- Van Eck, N., & Waltman, L. (2010). Software survey: VOSviewer, a computer program for bibliometric mapping. *Scientometrics*, 84(2), 523-538.

- 
- Vargas-Sánchez, A., & Moral-Moral, M. (2020). Halal tourism: literature review and experts' view. *Journal of Islamic Marketing*, 11(3), 549–569. <https://doi.org/10.1108/JIMA-04-2017-0039>. **JBB  
13, 2**
- Wardi, Y., Abror, A., & Trinanda, O. (2018). Halal tourism: antecedent of tourist's satisfaction and word of mouth (WOM). *Asia Pacific Journal of Tourism Research*, 23(5), 463–472. <https://doi.org/10.1080/10941665.2018.1466816>.

**Corresponding authors**

Author 1 can be contacted on e-mail: [sepsy.mardian@sebi.ac.id](mailto:sepsy.mardian@sebi.ac.id)