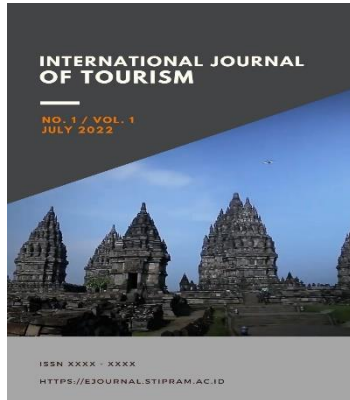


Bibliometric Analysis of Sharia Hotel Development for Halal Tourism Accommodation

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Abstract: The tourism sector has experienced rapid development over the last few decades. Along with the continued development of the tourism sector, the concepts of tourism development are also increasingly diverse, which is halal tourism. Indonesia, as the largest Muslim country in the world, is certainly a huge opportunity to implement the concept of developing halal tourism. In addition, research on halal tourism and Sharia hotels has been carried out a lot. The last six years have been historic for developing tourism in Indonesia and the world. 2018 and 2019 were the peak years for tourism. Then 2020 – 2022 was a difficult period for tourism due to the Covid – 19 pandemics, while 2023 was the recovery period for the tourism sector after the covid-19 pandemic.

Purpose: This research aims to explore the development of scientific publications in the field of tourism, especially halal tourism, as well as Sharia hotels as accommodation providers for Muslim tourists, which have been carried out a lot in the last six years, between 2018 – 2023.

Research methods: This study used descriptive quantitative research methods using the Publish or Perish (PoP) software to collect data and VOSviewer to map the research network.

Results and discussions: 200 articles related to keywords were collected using the keywords "Halal Tourism" AND "Sharia Hotel", but only 189 articles matched the predetermined criteria. The research findings show that for the last six years, 2022 is the year with the highest number of publications, namely 52 articles. Meanwhile, the highest number of citations is 326 in 47 papers published throughout 2021. Meanwhile, the VOSviewer mapping results show that 44 keyword items are most used by researchers, which are grouped into 5 clusters.

Conclusion: Research on Halal tourism and Sharia hotels has been conducted in the last six years. Opportunities for research themes that can be carried out are those related to halal tourism management, halal tourism destinations, and sharia hotel management.

Keywords: *Bibliometric Analysis, Sharia Hotel, Halal Tourism, Accommodation*

INTRODUCTION

The tourism sector, over the last few decades, has experienced rapid development. Even in several countries, the tourism sector has become a sector capable of supporting the people's economy and increasing the pace of development (Hakim, 2012; Peristiwo, 2020). Along with the tourism sector's continued growth, tourism development concepts are also increasingly diverse. In the past, tourism development only referred to mass tourism; currently,

many tourism development concepts include sport tourism, marine tourism, ecotourism, special interest tourism, and halal tourism. Halal tourism, or Islamic tourism, has emerged as a novelty shaped by the growth of the halal industry. This increasing interest in halal tourism is partly due to the growing Muslim population worldwide (Battour & Ismail, 2016).

Furthermore, the awareness of Muslims in choosing various daily needs with pressure on products that claim to be halal the products offered are also increasing (Battour & Ismail, 2014; Mansyuroh, 2018). The halal tourism industry aims to attract tourists from Muslim and non-Muslim countries by offering new products and services (Diker et al., 2018; Peristiwo, 2020). In addition, millennial tourists' interest in halal tourist destinations has continued to increase over time. Research conducted by Juliana et al., (2023) states that travel motivation, religiosity, and Islamic attributes are very important in encouraging the Muslim millennial generation to visit halal tourist destinations.

Halal tourism and tourism is an essential thing in the life of Muslims; even though the concept of halal tourism has only developed in recent years, the fact is that the pillars of Islam oblige its followers to travel to Mecca to perform the Hajj (El-Gohary, 2016). Interest in halal tourism continues to increase from time to time, both from an industry and research perspective (Battour & Ismail, 2016). As the concept of halal tourism develops, accommodation facilities are needed that also offer the concept of halal, which is widely known as a Sharia hotel. The development of Sharia hotels in Indonesia has developed rapidly since 2012 (Maulana et al., 2020). Indonesia, as the largest Muslim country in the world, is undoubtedly a huge opportunity to implement the concept of developing halal tourism (Palupi et al., 2020). In line with Muhajir & Hasan, (2021), who states that Indonesia is currently in the third position for halal tourist destinations among OIC (Organization of Islamic Cooperation) countries and even has the opportunity to become the largest, not only because of its predominantly Muslim population but its rich culture and natural wealth. Very abundant.

The last six years have been very historic for developing tourism both in Indonesia and the world. 2018 and 2019 were the peak years for tourism; this was stated in the 2018 and 2019 UNWTO annual reports, which continued to experience improvement and positive trends. Then 2020 – 2022 was a difficult period for tourism when the Covid – 19 pandemic hit, which harmed the tourism sector; even tourist destinations in various regions were closed by government appeals. 2023 is a recovery period for the tourism sector after the Covid-19 pandemic. UNWTO Barometer (2023) states that international tourism is currently experiencing growth of 86% in Q1 2023 compared to the same period last year.

Over the past six years, many studies have examined tourism in general, including more specific topics such as halal tourism and Sharia hotels, which have been carried out in many countries (Suban et al., 2021). Rusydiana & Rani, (2021) stated that research on halal tourism and sharia hotels is still dominated by Malaysia (29%) followed by Indonesia (20%). This prompted the author to conduct Bibliometric analysis research to research mapping on the topic of Sharia Hotel Development for Halal Tourism Accommodation.

LITERATUR REVIEW

1. Halal Tourism

An increase in the number of Muslim tourists annually encourages the development of halal tourism in various countries, both Muslim countries and non-Muslim countries (Satriana & Faridah, 2018). In fact, during the last few years, halal tourism has become a topic of research that has been carried out in several countries, not only in countries with a majority Muslim population, such as Indonesia, Malaysia, Turkey, Iran, and Saudi Arabia, but also in several non-Muslim countries such as the United States, Japan, New Zealand, and Italy (Suban et al., 2021). Indonesia, as a country with the largest Muslim-majority population in the world, has enormous potential for the development of halal tourism. A study conducted by Adinugraha et al., (2021) states that the phenomenon of the development of halal tourism has become a necessity for the Indonesian people; therefore, a law is needed that regulates the application of sharia-based tourism both normatively and positively legally.

Rahmawati et al., (2021), in her research, stated that Lombok, as a tourist destination that offers diversity, in its development had implemented the concept of halal tourism, which includes food serving services, spiritual needs, communication, and other matters related to halal branding. Even in 2016, Lombok won a World Sharia tourist destination award as a favorite tourist destination for honeymooners. Wahyuni & Rahmawati, (2021) confirmed through the results of their research that the City of Bima as a city in West Nusa Tenggara (NTB), which is also known as the City of a Thousand Mosques, the majority of whose population is Muslim, contributed to the success of the world's best halal honeymoon destination program in NTB and the World's Best Halal Travel Destination Award. Furthermore, the foundation for developing Sharia-based or halal tourism in West Nusa Tenggara is built on three pillars: legal, philosophical, and social (Jaelania & Karjokoc, 2020).

2. Sharia Hotel

Initially, the hotel was only a place to stay for guests traveling on business or tourism. Along with the increasing need for Muslim consumers for lodging with halal guarantees, this has encouraged the development of Sharia hotels (Kristianto & Kiswantoro, 2019; Mujahidin, 2018). Sharia hotels are something that cannot be separated from the development of halal tourism. Along with the increasing number of tourism developments with halal tourism, more and more Sharia hotels are developing. This phenomenon has prompted many studies on the development of Sharia hotels to be carried out over the last few years. The research results of Baharuddin & Hasan, (2018) explain that NTB, as a halal tourist destination, has a much more advanced development of Sharia hotels when compared to other provinces. However, overall the number of hotels certified as halal MUI is still different from hotels that are not halal certified. Sharia hotel management is implementing Islamic service standards both physically and non-physically. Suastrini, (2023) mentions Islamic physical service facilities such as Qibla direction in guest rooms, places for ablution, prayer equipment, the Koran, and seats for those who are not mahram, while non-physical facilities include dressing manners, greetings, greetings, and good behavior following Islamic law.

Availability of halal food, prohibition of alcoholic beverages, and separation of sexes in fitness facilities are included in the Dharuriyat (fundamental) category. In addition, the availability of Al-Quran, prayer equipment, and Qibla direction are grouped in Hajiyat (secondary). Finally, Tahsinayat (tertiary) attributes include Ramadan special services, women-only lobbies, and the dominance of Muslim staff. Other Sharia hotel attributes can be expanded for further research as long as they comply with the principles of Sharia law (Priyatmoko et al., 2021; Baihaqi, 2018; Sueb et al., 2020). However, it turns out that the perceptions of hotel owners about the concept of halal hotels are also different; there are at least three perceptions, namely (1) halal hotels are only for branding purposes to attract consumers; (2) halal hotels have a powerful ideology of Islamic values so they need to be implemented very precisely; (3) perceptions that avoid using halal hotel branding but still apply Islamic values (Rachmiatie et al., 2022)

3. Bibliometric Analysis

Bibliometric parameters have become an essential part of modern academic productivity assessment. This parameter is widely used to evaluate the number of publications, citations, h-index, g-index, and so on (Choudhri et al., 2015). Bibliometrics is commonly used in current research to evaluate the literature worldwide to provide an overview for future research (Suban et al., 2021). To find out a map of the development of tourism research in Indonesia, Prasetyo, (2021) conducted research using the bibliometric analysis method of 56 articles obtained from the ProQuest database. López-Bonilla & López-Bonilla, (2021) has conducted research using bibliometric analysis on various articles published between 2002 and 2013 from the Scopus database. Meanwhile, Bastidas-Manzano et al., (2021) reviewed 258 articles indexed in the WOS database on tourism and hospitality published between 2013 and 2019. Mas'ud & Hamim, (2022) used the Bibliometric analysis method to study some 68 articles on halal tourism written by Indonesian authors from the Scopus journal database. In addition, Mas'ud & Syamsurrijal, (2022) used a bibliometric

design analysis to map some insights related to halal tourism from some 127 Scopus-indexed journal articles.

RESEARCH METHODS

Over the last few years, research using a bibliometric approach has been carried out to map information on various types of research (Suban et al., 2021). This research was also carried out using the bibliometric analysis method to describe the previous research network mapping according to the topic under study. A number of research articles over the last 6 years between 2018 – 2023 with the research theme of halal tourism and sharia hotels were collected using the help of publish or perish software from Google Scholar data sources. Based on the search results, a total of 200 articles were produced, which were further studied based on the titles and abstracts relevant to the topic to be reviewed; it was found that 11 papers were irrelevant. The RIS data format is then processed using the VOS viewer software to visualize the research mapping network based on the research keywords. The complete description of this research design can be seen in Figure 1. Design of the study.

RESULT AND DISCUSSIONS

In this section, research data obtained from the Google Scholar database with the help of the Publish or Perish application will be described and presented using tabular data for the type of publication, the number of publications per year, and the highest number of citations by year and author. Besides that, the visualization results using the VOSviewer application will also be explained, including network mapping, overlay, and density.

1. Publication and Citations

The data search results using the Publish or Perish application with the keywords "Halal Tourism" AND "Sharia Hotel" in the Google Scholar database obtained 200 articles matching the keyword searches. Furthermore, the 200 articles were reviewed and sorted based on the title, abstract, and type of article following predetermined criteria in this study; the results showed that only 189 articles met the predetermined criteria, and 11 papers were not suitable because they were not journal articles but book publications and proceedings, can be seen in table 1 types of publication.

Furthermore, the tabulation of research findings shows that over the past six years, 2022 is the year with the highest number of publications, namely 52 published articles, and the smallest number is 2023 because when this research was conducted, it was still in the middle of the year, meaning that there is a possibility of increasing the number of articles published. Will be issued until the end of 2023 is still very large. Meanwhile, the highest number of citations is 326 in 47 papers published throughout 2021. A comparison of the number of articles published per year with the number of citations obtained shows that the number of sources is only sometimes directly proportional to the number of articles. Citations in an article show the relationship between two documents; the number of citations obtained by a report indicates that the article is of good quality or has a research topic that has been extensively researched (Nicolaisen, 2007). In Table 2, the number of publications and citations by year shows that even though the number of publications in 2022 is the largest, the number of citations is in the second lowest order.

The ten articles with the highest number of citations are presented in Table 3. Top Cites Article. It shows that the articles with the highest number of citations are articles written by Adinugraha., et. all. published in 2021 under the title "Halal Tourism in Indonesia: An Indonesian Council of Ulama, national sharia board fatwa perspective" has been referred to 136 times. Next is an article by Vargas-Sánchez & Moral-Moral, (2019) titled "Halal Tourism: literature review and Experts' View," which has been referred to 107 times. While in the ninth position, Baharuddin & Hasan, (2018) and tenth position Suci et al., (2021) each get the same citation, namely 18 times; however, when analyzed more deeply in the article written by Suci, A. et al. I with the title "Muslim-friendly assessment tool for hotels: how halal will you serve?",

so there is still a significant chance of getting more citations for the next few years. To get a more complete picture can be seen in Table 3.

2. VOSviewer Visualization

VOSviewer is software for creating and visualizing bibliometric network maps based on existing data. VOSviewer can be used to build a network of publications, journals, researchers, research organizations, citations, co-authorship, co-occurrence, bibliographic coupling, citation links (Van Eck & Waltman, 2018). The results of network mapping based on the co-occurrence of keywords can be seen with a minimum of 5 occurrences of keywords. The results show that there are 44 relevant keywords divided into 5 clusters as follows: (1) cluster 1 consists of keyword items Analysis, Halal Hotel, Ministry, Muslim Tourist, Performance, Regulation, Tourism, and Tourist. (2) Cluster 2 consists of the keyword items Area, Facility, Halal, Halal Tourism, Halal Tourism Concept, Perspective, Research, and Sharia Hotel Service. (3) Cluster 3 consists of keyword items City, Concept, Halal Tourism Destination, Hotel, Influence, Lombok, Sharia, Sharia Compliant Hotel, and Indonesia. (4) Cluster 4 consists of keyword items Decision, Effect, Halal Tourism Development, Sharia Hotel, Sharia Hotel Management, Study, and West Java. (5) Cluster 5 includes the keywords Development, Government, Guideline, Halal Tourism Industry, Halal Tourism Sector, Implementation, Industry, Opportunity, Service, Sharia Hotel Business, Sharia Tourism, and West Nusa Tenggara. The highest number of keyword occurrences is "Halal Tourism," then "Sharia Hotel," according to the keywords initially searched for articles.

Based on Figure 2 Mapping Network Visualization, it can be seen that the number of clusters is represented by different color labels and lines, including blue for cluster 1, yellow for cluster 2, green for 3, purple for cluster 4, and red for cluster 5. Apart from the differences in the color of the line that connects research topics, in the visualization of network mapping, it can also be seen that the closeness of the interrelationships between research topics can be seen from the distance of the lines connecting issues. The magnitude of the co-occurrence value for each keyword can be seen in the size of the label in the network visualized in Figure 1; the larger the network label, the greater the co-occurrence value (Van Eck & Waltman, 2018). In Figure 1, halal tourism has the largest label size, meaning that research with the theme of halal tourism has been the most widely conducted and published research topic during the last six years.

The overlay visualization display is identical to the network visualization mapping display, it's just that it has a different colour display, namely blue which gradates to yellow. The colour representation shows the renewal of a research topic and the magnitude of the article's impact factor value on a research topic. The darker the colour displayed in the overlay visualization, the lower the factor impact value, conversely the brighter the colour displayed, the greater the impact of the journal factor on the research theme (Van Eck & Waltman, 2018). Based on the appearance of figure 3, it can be seen that research on the topic of halal tourism and sharia hotels in general has been carried out a lot because it has the largest label size in green. This means that the research topic has a moderate impact factor and was mostly carried out in the end of 2020 to early 2021. As for more specific research topics such as service, sharia hotel services, Muslim tourist, they appear to have small label sizes with bright yellow colours, meaning these research topics are still new and have a higher impact factor and has the opportunity to become the focus of future research.

Density visualization displays the density or how many research topics have been done before. Visually, the appearance will appear blue to green to yellow, the brighter the colour appearance on a research theme means that more research themes have been carried out (Van Eck & Waltman, 2018). Based on figure 4. Density Visualization, it can be seen that the research density with the theme of halal tourism and sharia hotels is quite high, this can be seen from the bright yellow colour representation on the theme of halal tourism and sharia hotels in general. Meanwhile, more specific research themes such as Sharia hotel management, Sharia hotel service, Sharia compliant hotels, and halal tourism destinations still have great opportunities to be carried out in the future.

CONCLUSION

Research using the bibliometric analysis method has provided an objective and comprehensive picture of various sources of research literature on halal tourism and sharia hotels for the last six years, from 2018 to 2023. The analysis results were conducted on 189 articles, showing a visualization of publication network mapping. Research with the theme of halal tourism and sharia hotels has been widely carried out, both in Indonesia and abroad. The highest number of research articles was conducted in 2022, while the highest number of citations was carried out in articles published in 2021 with 326 citations. Meanwhile, the author with the highest number of citations is Adinugraha et al., (2021), who researches halal tourism in Indonesia. Another finding from this research is that even though the topic discussed is about tourism, most of this research is carried out outside the field of tourism science but in the area of Islamic religion.

This research still uses database sources from Google Scholar, meaning that the articles obtained are mixed between papers published in up-and-coming, accredited journals. For future research, it is better to use a more credible database, such as the Scopus database or WOS (Web of Science), so that the articles collected have been widely studied and are valid because they come from credible sources. In addition, several research themes that are still very likely to be carried out are far more specific research themes, such as halal tourism management, halal tourism destinations, and sharia hotel management.

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FIGURES

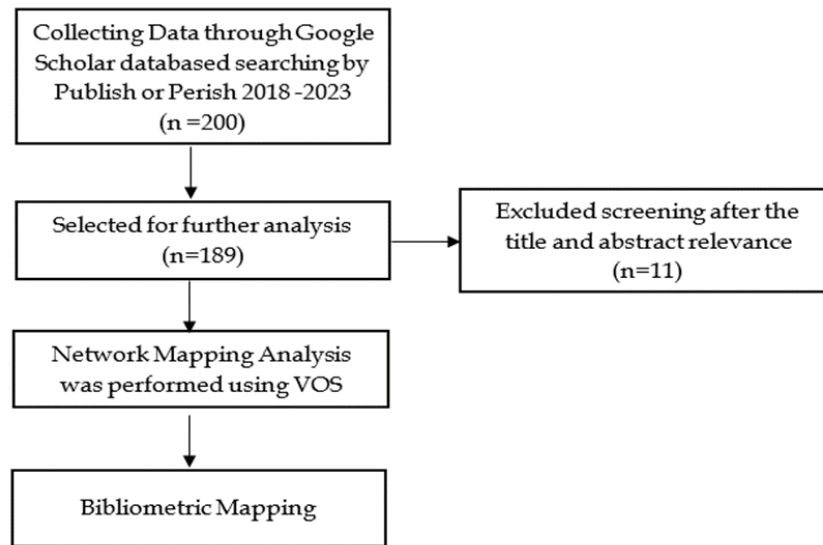


Figure 1.
Design of the Study

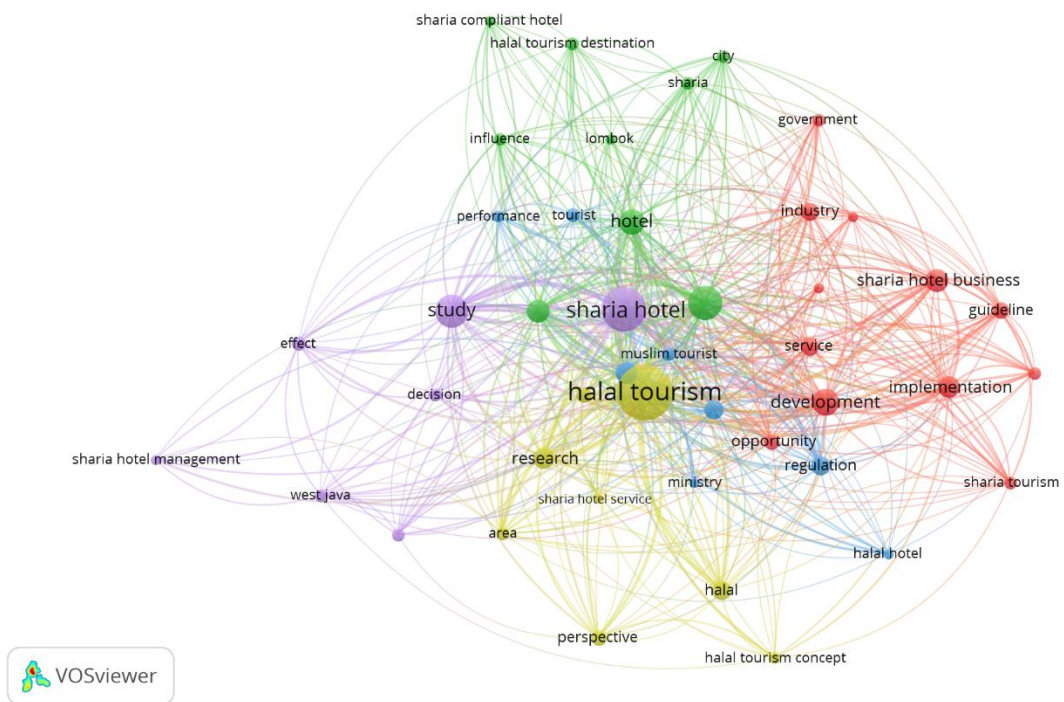


Figure 2.
Mapping Network Visualization

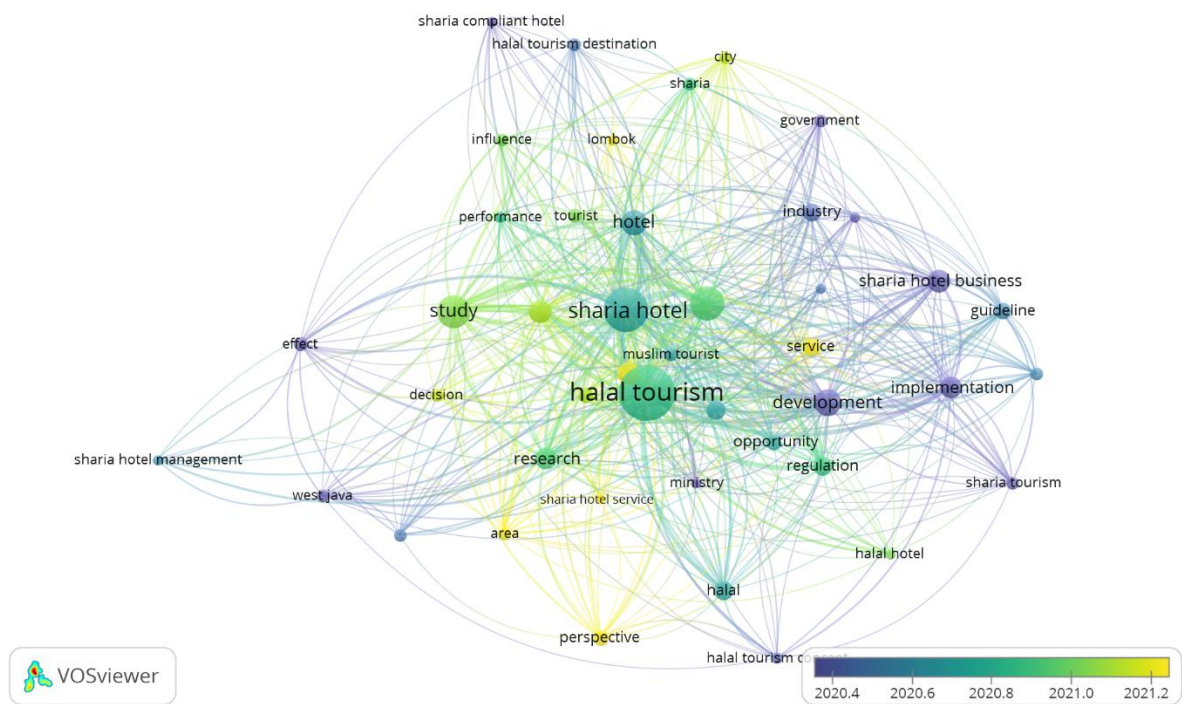


Figure 3.
Overlay Visualization

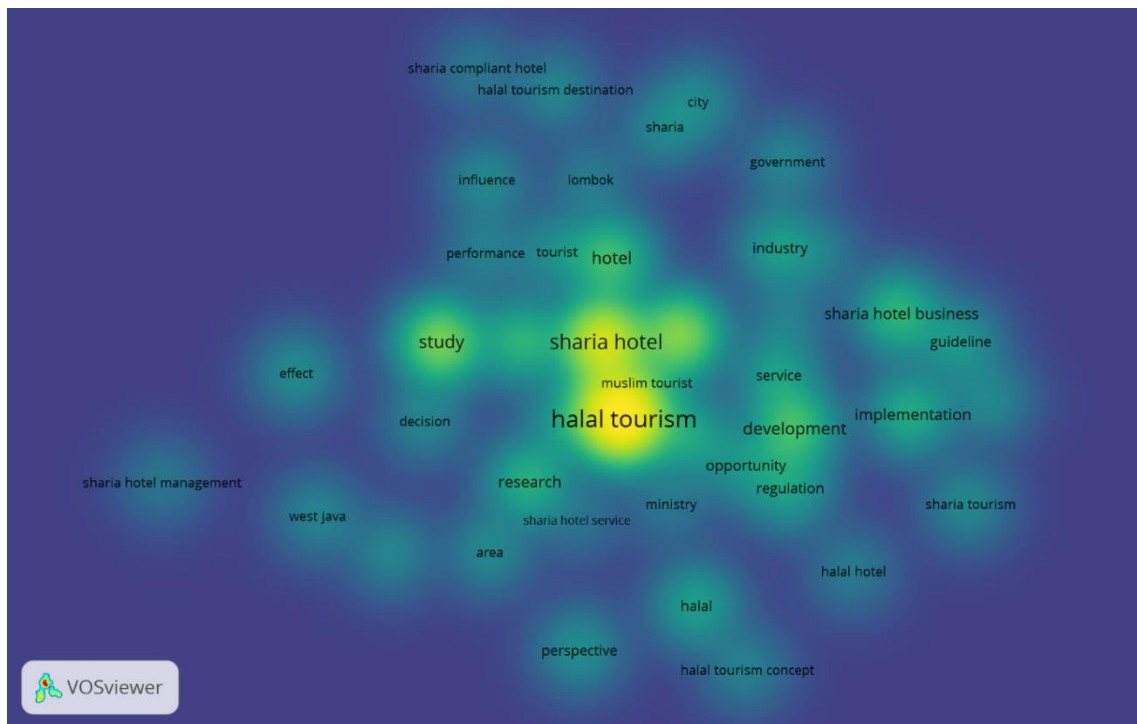


Figure 4.
Density Visualization

TABLES

Table 1. Types of Publication

Types of Publication	Total
Books	4
Proceedings	7
Journal	189

Table 2. Number of Publications and Citation by Years

Year	Publication number	Number of Citation
2023	16	3
2022	52	85
2021	47	326
2020	37	219
2019	20	180
2018	17	97
Total	189	910

Table 3. Top Cites Article

No	Cites	Authors	Title	Years
1	136	Adinugraha., et. al.	Halal tourism in Indonesia: An Indonesian Council of ulama national sharia board fatwa perspective	2021
2	107	A Vargas-Sánchez, M Moral-Moral	Halal tourism: literature review and experts' view	2019
3	53	J Junaidi	Halal-friendly tourism and factors influencing halal tourism	2020
4	40	AK Jaelania, L Karjokoc	Development of halal tourism destinations in the Era of regional autonomy in West Nusa Tenggara Province	2020
5	25	SA Suban., et. al.	A bibliometric analysis of Halal and Islamic tourism	2021
6	23	Palupi. M ., et. al.	The importance of optimization of Halal tourism: A study of the development of Halal tourism in Indonesia	2020
7	21	FA Mansyuroh	Peluang Dan Tantangan Bisnis Hotel Syariah Pada Masyarakat Kosmopolitan	2018
8	19	Effendi, D., et. al.	Preparing Halal tourism regulations in Indonesia	2021
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