

## A Mapping Halal Tourism Management Research: Text Mining using NVivo

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### Abstract

**Purpose:** This study aims to identify and map the research related to the current development of Halal Tourism Management research.

**Method:** The method used is qualitative by using literature studies from various published articles indexed by Scopus for the period 1997-2022 which were collected on May 11, 2022. The data were processed with Microsoft Excel 16 and analyzed using Nvivo 12 Plus software to perform coding and classification automatically.

**Results:** The results show that there is a fluctuating improvement in halal tourism management during the 25-year observation period. There are 3 interesting things in the discussion of halal tourism management. First, halal is a basic reference in the development of tourism objects and halal tourism management. Second, tourists as a challenge in the halal tourism management system. Third, is the development of sustainable halal tourism industry.

**Contribution:** This research formulates a strategy for the development of halal tourism management. This strategy focuses on halal tourism objects, marketing, and institutions. This research can be used as an additional study related to the Halal Tourism sector and has the potential to be developed.

**Keywords:** Management, Halal Tourism, Sustainable

### Abstrak

**Tujuan:** Penelitian ini bertujuan untuk mengetahui dan memetakan penelitian terkait sejauh mana pengembangan riset Manajemen Pariwisata Halal saat ini.

**Metode:** Metode yang digunakan adalah kualitatif dengan menggunakan studi literatur dari berbagai artikel terbitan terindeks Scopus periode 1997-2022 yang dikumpulkan pada tanggal 11 Mei 2022. Data diolah dengan Microsoft Excel 16 dan dianalisis menggunakan software Nvivo 12 Plus untuk melakukan coding dan klasifikasi secara otomatis.

**Hasil:** Hasilnya menunjukkan terjadi peningkatan yang fluktuatif pada manajemen pariwisata halal selama periode pengamatan 25 tahun. Terdapat 3 hal yang menarik dalam pembahasan manajemen pariwisata halal. Pertama, halal sebagai acuan dasar dalam pengembangan objek wisata dan manajemen wisata halal. Kedua, tourists sebagai tantangan dalam sistem manajemen pariwisata halal. Ketiga, pengembangan industri pariwisata halal yang berkelanjutan.

**Kontribusi:** Penelitian ini menyusun strategi untuk pengembangan manajemen pariwisata halal. Strategi ini berfokus pada objek wisata halal, marketing dan kelembagaan. Penelitian ini dapat dijadikan sebagai kajian tambahan terkait sektor Pariwisata Halal dan berpotensi untuk dikembangkan.

**Kata Kunci:** Manajemen, Pariwisata Halal, Berkelanjutan

### Introduction

In the tourism market, the halal tourism segment is a promising sector for various countries in the world. According to CrescentRating (2019), this segment is growing due to the increase in the Muslim population, and it is estimated that 156 million Muslims will

participate in tourism by 2020 (CrescentRating 2019). The tourism sector is one sector with great potential in improving a country's economy (Albayan, 2019) because tourism is one of the sources of income that is considered capable of bringing in foreign exchange for the country. According to the World Travel and Tourism Council, in 2017 the contribution of tourism to the gross domestic product was USD 2.5 trillion (3.2% of total GDP). This figure is expected to increase by 4.0% in 2018 and by 3.8% per annum to USD 3.8 trillion (3.6% of total GDP) by 2028 (World Travel and Tourism Council, 2018).

According to Jaelani (2017), Islam-based tourism refers to a tourist trip that is then motivated by religious activities in accordance with Islamic law. Halal, as defined by Zakaria & Abdul-Talib (2010), is generally understood to be everything that is permissible in accordance with sharia or Islamic values. Several other researchers also explained halal tourism, including M. Battour et al. (2017); Mohamed Battour & Ismail (2016); El-Gohary (2016); and Mohsin et al. (2016). Where El-Gohary (2016) states that halal tourism is one of the fastest growing segments in the tourism market, and as the provision of tourism products or services that meet the needs of Muslim tourists, in halal tourist destinations, worship facilities and accommodation must be provided following Islamic teachings (Mohsin et al. 2016), as well as the development and marketing of halal tourism must be guided by the application of Islamic teachings and principles (Battour & Ismail 2016).

Unlike the others, the research by Bogan & Sarusik (2019) reveals the different terms between halal tourism and Islamic tourism. The results show that Islamic tourism is a type of tourism that arises as a result of an individual's preference to travel to gain God's pleasure, while halal tourism focuses on how tourism activities are provided with products, and services under Islamic rules and principles. Various terms were found related to 'halal tourism', namely Halal Tourism, Sharia Tourism, and Muslim-Friendly Tourism (Battour et al. 2017; Bogan & Sarusik 2019; Khan & Callanan 2017). In addition, other studies also use the terms halal tourism and Islamic tourism interchangeably, as many previous studies have done (Battour & Ismail 2016; Khan & Callanan 2017).

In this regard, it can be seen that the development of halal tourism research has been carried out for quite a long time and some halal tourism research only discusses halal tourism in terms of concepts and parameters. Starting from the difference in naming in halal tourism and the concept that has been widely discussed by many researchers (Battour 2018; Battour et al. 2017; Battour & Ismail 2016; Jaelani 2017; Khan & Callanan 2017; Mohsin et al. 2016). Research related to halal tourism parameters has also been explained by (Putriana 2019) who states that the parameters in halal tourism are oriented to the general benefit; orientation of enlightenment, refreshment, and serenity; avoiding polytheism and superstition; free from immorality; maintaining safety and comfort; maintain environmental sustainability and; respecting socio-cultural values and local wisdom. In addition, in its development Rusydiana et al. (2021) also explained that research related to halal tourism has existed since 2009 and has entered the age of a decade with more than 60 publications published. But unfortunately, so far there has been no comprehensive study that elaborates on halal tourism research related to the identification of halal tourism indicators and the research does not discuss halal tourism management.

Therefore, further studies on the development of research related to halal tourism need to be carried out and so far the study of halal tourism is limited to the concepts and terms of halal tourism which are quite potent. Therefore, this study intends to fill the research gap related to mapping and research trends in halal tourism management, this study uses a qualitative approach with Nvivo 12 Plus software to perform automatic coding that can show analysis of content in various literature related to halal tourism management. This study also aims to find and identify various indicators that can be used to build a halal tourism index to achieve an appropriate and sustainable halal tourism management system.

## Research Method

The method used in this study is qualitative. The advantages of qualitative methods are the richness of the data collection process, valid coding, and reliable interpretation

(Moretti et al. 2011) and making researchers the main instrument (Sugiyono 2007). This study makes use of literature reviews from numerous online-accessible and Scopus-indexed journals. On May 11, 2022, 191 Scopus-indexed journal papers covering the topic of halal tourist management. The data is processed with Microsoft Excel 16 and then analyzed using NVivo 12 Plus software to utilize and separate the data in the file automatically with sentences, paragraphs, or unique text strings through code.

The Nvivo 12 Plus software performs coding and classification automatically so that this research can create an organized file structure (Huang et al., 2020). By automating the text analysis process, this research will show the results of research trends in terms of words, texts, and sentiments related to the discussion of halal tourism management.

The following is a table that shows a collection of documents used in research with the theme of Halal Tourism Management. The number of documents used is 191 scientific publications which are divided into 7 types of documents, including journal articles (146 documents), book chapters (24 documents), editorials (1 document), reviews (13 documents), and proceedings. / continue (5 documents) books (1 document), and letters (1 document).

**Table 1.** Document Type

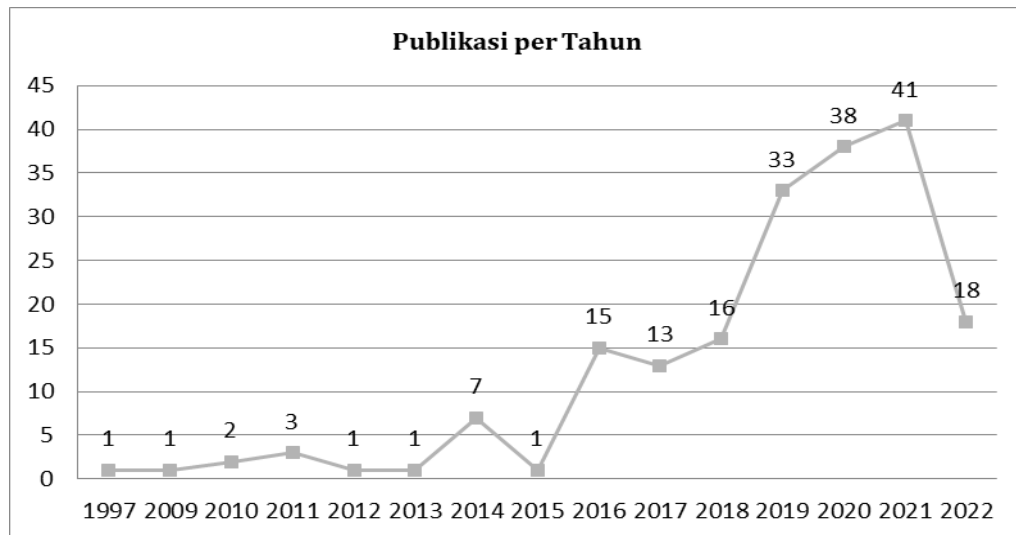
No	Document Types	Number of Articles
1	Journal Article	146
2	Book Chapter	24
3	Proceeding	5
4	Editorial	1
5	Review	13
6	Book	1
7	Letter	1
<b>Total</b>		<b>191</b>

Source: Processed Data, 2022

Based on the results of grouping the types of documents in table 1, the types of documents that are most widely used as research subjects are documents in the form of journal articles as many as 146 documents with a percentage of 76% of the total types of documents. Meanwhile, the least used documents are in the form of Proceedings and Preprints by 0.5% or 1 document. This shows that the references used in this study are quite valid because most of them are sourced from documents in the form of scientific articles.

## Results and Discussion

This section describes the number of publications of papers on the theme of *Halal tourism management*. There were 191 papers published over a 25-year observation period, from 1997 to 2022. Figure 1 shows the distribution of papers per year that varied over the last 25 years with a range of 0 to 41 papers. The most published *Halal tourism management*-themed papers are in 2021, with 41 papers published annually. From 1998 to the end of 2008 it was identified that there were several years in which Scopus did not index the number of publications at all.



**Figure 1.** Number of Publications per Year  
Source: Processed Data, 2022

Based on the graph above, there is a tendency to increase the number of papers published with the Scopus indexed *halal tourism management theme*. Although it can be seen that there is a vacancy of indexed publications from 1998 – 2008. The highest number of publications will be in 2021 with 41 papers published with the theme of *Halal tourism management*.

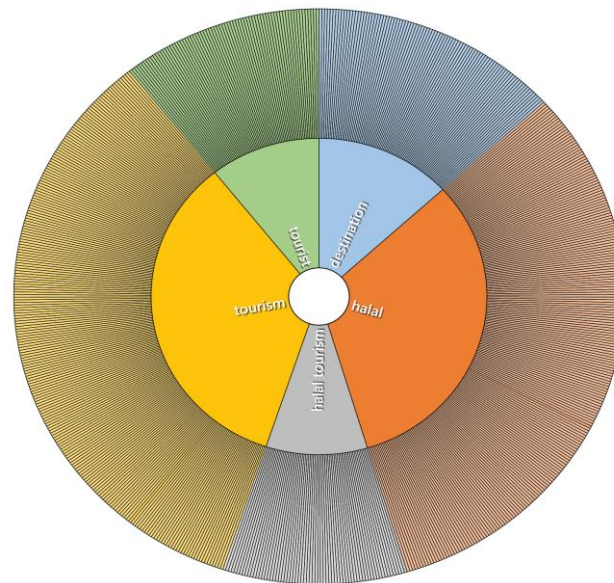
### Word Cloud



Figure 2. Word Cloud  
Source: Processed Data in Nvivo, 2022

Frequency analysis in this study aims to find problems that are assessed based on the highest word repetition of the collected data. The occurrence of words with a large font size indicates a high frequency of occurrence. Different word colors are used to distinguish one word from another. The results show that of the 100 relevant words, there are several words with the highest number of frequencies, namely halal, tourism, Muslim, study, Islamic, research, destination, tourists, value, and industry. The Nvivo 12 Plus Wizard (Huang, Lu, and Hsu 2020) causes the automatic code that seems to occur, which causes other intriguing terms like "satisfaction," "attributes," "countries," "friendly," and others to appear.

### Hierarchy Chart



**Figure 3. Hierarchy Chart**  
*Source: Processed Data in Nvivo, 2022*

Based on automatic coding of abstracts and keywords in various halal tourism management literature, it produces a hierarchy chat by bringing up several relevant and frequently appearing words, namely tourism, tourist, destination, halal, and halal tourism. The word "tourism" has a larger square size than the others.

### Text Search

To find out more clearly about halal tourism management, you can use a text search query that will display the connectedness of words that discuss the topic.

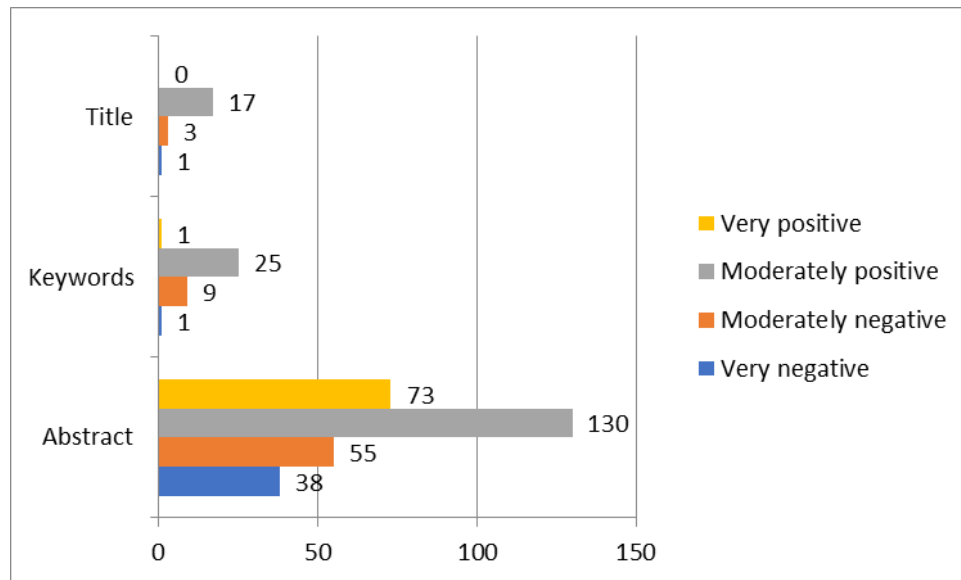


**Figure 4. Hierarchy Chart**  
*Source: Processed Data in Nvivo, 2022*

Based on the results of a *Text Search Query*, information was obtained that management in halal tourism generally focuses on an object, marketing, industrial, and institutional developments (Yusuf et al. 2021). Not only that, but information is also obtained about the connectedness of halal food products to the halal tourism management system, and a good halal tourism management system can realize tourist satisfaction with the tourist destinations offered (Ratnasari et al. 2021; Secinaro & Calandra 2020). The development of halal tourism is currently following the development of halal food. The development of halal tourism is related to halal food. The existence of halal food can be an attraction for halal tourism (Fatkhullah 2021; Habib 2021; Joan C Henderson 2016). Meanwhile, the results of research by Qital et al. (2022) show that Malaysia is the country that mostly exists in the development of research related to the halal industry, including halal tourism.

### Sentiment Analysis





**Figure 5.** Sentiment Analysis  
*Source:* Processed Data in Nvivo, 2022

From the picture above, the existence of various articles on halal tourism management indexed by Scopus from 1997-2022 has generated quite some sentiments. This study grouping the results of sentiment analysis based on an analysis of the title, keywords, and abstract. The overall result of sentiment analysis shows a fairly positive sentiment. So it can be said that the Scopus indexed literature, overall states that the development of halal tourism management is quite good and accepted by the community, although negative sentiments towards the implementation of halal tourism are still found.

In its development, the discussion about halal tourism has been discussed among researchers since the early 1997s, then experienced a void from 1998 to 2008. It began to experience development again in 2016 and continues to increase until now. Several studies on the management of halal tourism have been widely discussed and have shown mixed results. From the results of the word cloud, the dominant words that appear regarding the research topic are halal, tourism, Muslim, study, Islamic, research, destination, tourists, value, and industry. In addition, the development of research related to halal tourism management also shows the results of sentiment analysis are quite positive so it has the potential to continue to be developed.

In line with the development of halal tourism, it turns out that the increase in Muslim tourists is an opportunity for the tourism sector to develop halal tourism. Several countries have finally started to develop halal tourism to become destination countries in halal tourism destinations. Generally, halal tourist destinations are in countries with a majority Muslim population, but currently halal tourist destinations are in Muslim-majority countries as well as non-Muslims such as Japan (Aisyiyah, 2021; Amalia et al., 2021; Anugrah, 2018; Erni & Indun, 2021; Fitrianingrum & Aruny, 2021; Ikhsan, 2017; Murti, 2022; Ulvita, 2021; Wahidati & Sarinastiti, 2018; Yessy, 2017), South Korea (Amina, 2019; Arifiyatti, 2020; Brahmantya, 2021; Firstantin & Hasanah, 2021; May, Ayu, Aulia, Fani, & Hidayatullah, 2020; Poetri, 2019; Soewarno, Tjahjadi, & Fitriyah, 2021; Yasmin, 2021), Australia (Kusumaningtyas & Lestari, 2020; Muttalib, 2019; Nugroho et al., 2019; Setyaningsih, 2022), and Thailand (Ilham, Alfitri, & Tamsyah, 2021; Karjaya, 2020; Maria, 2021; Rachmiatie, Fitria, Suryadi, & Ceha, 2020; Silvia, Nisyak, & Rivai, 2022). ; Yuristia, 2019). That is, halal tourism is not an exclusive tour for Muslims only. Because, both Muslims and non-Muslims can all enjoy services based on sharia values and halal tourism is also not only a pilgrimage and religious destination but also includes other destinations that ensure the availability of supporting facilities such as restaurants and hotels that provide halal food and places of worship (Kumalasari, 2019).

Meanwhile, this study also found three interesting things in the development of halal tourism management, halal, tourist and industry. The word 'halal' is related to the development of halal tourism objects in the halal tourism management system. Halal itself is a fundamental entity of halal tourism with the basic reference of Islamic law. The definition of halal includes all aspects of activities ranging from transportation facilities, promotions, hotels, food and beverages, facilities from the tourism office, and the financial system itself (Ismaeel & Blaim 2012). So that the halal concept that contains elements of Islamic values is a consideration for the development of tourist sites in halal tourism management.

Furthermore, the word 'tourist' explains the importance of tourists in halal tourism management. Especially in the process of marketing halal tourism. The difference in demand for Muslim tourists with non-Muslim tourists is one of the challenges that must be faced. This is in line with research conducted by Satriana and Faridah (2018) which explains that non-Muslim tourists can decide not to travel to tourist objects without certain attributes. As a result, halal tourism businesses must be able to manage and serve non-Muslim tourists to meet their needs without violating the existing halal tourism concept. For example, Islamic hotels may not appeal to non-Muslim tourists. Therefore, there is a need for supervision so that halal tourism becomes a business opportunity that can increase and sustain economic growth.

Not only that, in the issue of halal tourism management, there are discussions related to the industry. That is, to support a good halal tourism management system, it must be accompanied by a development in the industrial sector. The sustainable development of the halal tourism industry will make a significant contribution to increasing economic growth and all stakeholders involved (Yusuf et al. 2021).

Therefore, if these three objects are moved, they will come together to form a single unit that supports one another and has a multiplier effect. Due to the multiplier impact in the tourism sector, both direct and indirect income or money will be generated for local business owners. In order to address institutional development and create a successful institutional roadmap for local economic development, meticulous planning and policy-making of government tourism become a highly significant task (Lourens 2007).

## Conclusion

This study focuses on research studies through various literature on the theme of halal tourism management from 1997 to 2022. The data generated are 191 Scopus indexed publication journals that are accessed online. The results show that there is a fluctuating increase in halal tourism management during the 25-year observation period. There are 3 interesting things in the discussion of halal tourism management. First, halal is a basic reference in the development of tourism objects and halal tourism management. Second, tourists as a challenge in the halal tourism management system. Third, is the sustainable development of the halal industry.

The practical application of this research is to develop strategies for the development of halal tourism management. This strategy focuses on halal tourism objects, marketing, and institutions. This research cannot only map and find out the extent of research trends related to halal tourism management. This study also only observes some interesting things related to the topic of research with the theme of halal tourism management and does not thoroughly analyze the indicators that exist in halal tourism management. . Some relevant words found in this study can be developed further, especially in research related to sustainable Islamic economics.

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