








A Decade of Sustainable Halal Ecotourism: A Bibliometric Analysis

Muhamad Subhi Apriantoro^{1*}, Arum Brawijaya Putri¹, Aminudin Ma'ruf², Priska Devita Sari²,
Kieren Akbar³

¹ Faculty of Islamic Studies, Universitas Muhammadiyah Surakarta, Jawa Tengah 57169, Indonesia

² Faculty of Economics and Business, Universitas Negeri Surabaya, Surabaya 60231, Indonesia

³ Institute of Social Science, Necmettin Erbakan University, Konya 42090, Turkiye

Corresponding Author Email: msa617@ums.ac.id

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ABSTRACT

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In recent years, halal ecotourism has emerged as one of the fastest-growing industries. This study aims to analyze the current growth and trend of publications in halal ecotourism. The study data was obtained from the Scopus database. After the search result refinement, the data comprised 1892 articles from 2013 to 2022. The data was then analyzed using VOSviewer, Biblioshiny, and Microsoft Excel tools. The results of the study conclude that the most significant contributors in the field of halal ecotourism were Boley B.B. from the authorship with 16 publications, the Department of Tourism, University of Otago, Dunedin, New Zealand from the institution criteria with 11 publications, and China by country (286 publications). This research provides theoretical and practical implications. Besides, it can also be used as a practical guide for determining potential research gaps. The study recommends further study in the area of halal ecotourism using different methodologies, such as a systematic literature review.

1. INTRODUCTION

The halal industry has grown rapidly into a new manufacturing sector which is now among the fastest growing business worldwide [1]. Halal can be seen in terms of the production process, materials, then in its operation and distribution must follow the principles of justice and goodness [2]. Global Muslim domestic spending on halal economic services and products in 2020 reached \$184 billion [3]. Globally, one of the halal economic sectors that is recognized as supporting economic development and contributing significantly to job creation is the tourism sector [4]. COVID-19 has negatively impacted the economy; the arrival of international visitors has decreased yearly, reaching 74% in 2020 and experiencing a \$1,300 billion loss in tourism revenue [5]. By 2020, it caused the world GDP to decrease by 4% [6]. By 2021 Muslim spending on tourism has increased from US\$58 billion to US\$102 billion and by 2022 it is expected to grow by 50.0% to US\$154. Then in 2025, it is predicted to grow to US\$189 billion with a 4-year CAGR of 16.5% [7]. In recent years, research on halal tourism has gained popularity [8]. Several countries are researching halal tourism, such as Indonesia [9-12], Collaboration between Indonesia and Spain [13], Yordania [14], Turkey [15], Turkey and Malaysia [16], Philippines [17], etc. There are several researchers who have conducted similar research using bibliometrics, 65 halal tourism-related articles that were published by respectable journals were the source of the data that was analysed. The findings show that in 2020, the most scholarly articles ever

published on the topic of halal tourism were published, and that this trend will continue [18]. Then, some visualize and evaluate the halal tourism-related research outcomes. The data was obtained from the Ebscohost, Scopus and ProQuest databases published between 1987 and 2019 using the keyword "halal tourism" [19]. A review of 77 articles obtained from the Scopus database that has been published from 2004 to September 2020. Bibliometric analysis will be used to review literature and works in the field of halal tourism [20].

Differently, with the increasing awareness of sustainable tourism, ecotourism has been considered a panacea to counterbalance the advocates of environmentally friendly practices and their negative impacts [21]. Ecotourism also shows a responsible and positive attitude from hosts and tourists towards preserving and protecting all components of the environmental ecosystem. Goal-oriented ecotourism is accountable for delivering and creating value for destinations with a high degree of environmental, social, and political friendliness [22]. In addition, there are also topics related to fragmented ecotourism, presenting understanding in the current understanding. A bibliometric analysis of 878 articles from six eminent publications was conducted from 1990 to 2019 with the goal of assimilating the most recent information [23]. The Journal of Ecotourism between 2002 and 2020 was examined in a study that used bibliometric analysis software to extract data from the Scopus database. The study's findings showed that the Journal of Ecotourism experienced a significant increase in citations, publications, and articles quoted from tourism journals [24]. Similar studies that used

data from the Scopus database and the Web Science Core Collection from 2005 to 2020 were also conducted. In this study, the "ecotourism" and "agrotourism" research priorities and trends are discussed in relation to the economics of sustainable development, the results prove that the economics of sustainable development is very relevant and popular in the scientific literature [25].

This type of tourism responsibly supports the efforts of the global tourism sector to reduce the negative effects of tourism related environmental damaged [26, 27]. A highly well-liked type of sustainable tourism is ecotourism. Love of nature, awareness and knowledge, education, and the desire for new experiences play significant roles in shaping ecotourism practices that are beneficial to health [28]. As a form of tourism that takes into account environmental, economic, and social factors, ecotourism helps to promote equitable growth in a place [29].

Halal ecotourism is one of the most essential tools for addressing and resolving existing problems and can be a breakthrough or solution for Muslim in the tourism industry [30]. Halal ecotourism is a concept created by combining halal tourism and ecotourism [31]. If there is tourism awareness, which includes understanding how to create a conducive climate and atmosphere to promote and encourage tourism activities in a country and understanding their wants and rights as tourists, the implantation of halal ecotourism will be successful [32]. From the production of beverages and foods to the introduction of novel lifestyle concepts and the provision of financial services, the concept of halal ecotourism development has become a global economic trend. Many countries have responded to this emerging market by launching new tourism offerings that incorporate Islamic and halal principles. Japan, Australia, New Zealand, Thailand are just a few of the countries helping to create halal tourism products [33]. Ecotourism, sailing, fishing, observing animals and plants, rock climbing, hiking, nature photography is part of natural area tourism [34]. Tour guides have many strategies to promote the tourism industry and the natural environment and imports in providing halal ecotourism that is useful for finding halal-friendly destinations. Halal ecotourism must also offer services and products that do not conflict with Islamic values [35]. In addition, some discuss the field of halal ecotourism, namely in their research surveying the intentions of tourists to visit halal ecotourism destinations applying structural equation modelling [36]. There is also research that uses confirmatory factor analysis, the study discusses the determinants of the selection of halal ecotourism [34]. A literature study also describes the community's awareness and economic revival through the halal ecotourism program. The findings demonstrate that the ecotourism program's foundation can benefit from nature's ability for bringing about change and improvement in economic and communal welfare in accordance with religious principles [30]. Destinations for halal ecotourism will be effective if their managers can retain mutual confidence and work well with other organizations [31]. Literature studies on Muslim Friendly Tourism (MFT) have seen that there have been significant progress and improvements to accommodate religious tourism through Islamic teachings [37]. There is a significant need for further scholarly investigation of halal ecotourism based on existing data. However, to the best of the authors' knowledge, no studies have utilized a bibliometric and network analytic technique to effectively evaluate and appraise the topic of halal ecotourism [30, 31, 34, 37]. The study's findings, both

theoretical and practical, should be used to direct future growth in the halal ecotourism sector.

Tourism development signifies all activities related to providing service facilities for tourists around and within tourist destinations. Developing infrastructure in tourist destinations is helpful in preserving cultural and natural heritage and improving tourists' living conditions by building new facilities. Environmental degradation, deforestation, reduction of green space, solid waste and sewage, CO₂ emissions and other gases that contribute to water and air pollution, excessive use of water and air, ecosystem degradation, displacement and loss of biodiversity, and climate change is significantly influenced by the growth of tourism infrastructure. This detrimental influence of tourism expansion will result in a myriad of future issues for native populations and tourists [38, 39]. The building, development, and operation of a sustainable infrastructure do not harm ecological, economic, or social systems. Additionally, sustainable infrastructure is the only control that guarantees nature, society, and the environment can coexist [40]. Therefore, sustainable ecotourism aids in combating climate change and implementing pro-environment adaptation measures that aid resilient ecosystems and biodiversity. The design focuses on restoring and conserving beneficial ecosystems to stop soil erosion, temperature variations, food, climate hazards, extreme wind storms, and fluctuating rainfall [41].

2. RESEARCH METHOD

2.1 Bibliographic analysis

The bibliometric analysis method is used in this study to analyse bibliographic data, such as the authors and articles, number of citations, institutions and countries. Bibliometric analysis is a quantitative statistical and analytical method for articles, such as article and journal citations, in order to evaluate the trend of the literature [42]. For many years, the method has been adopted to investigate and examine the published facts in a number of fields [43]. However, it is also used to assess diverse studies based on the framework of journal citations and publications. The bibliometric approach is widely used to handle a variety of specialized study fields and provide a clearer image of the extent of research [44, 45]. The adoption of bibliometric approach aims to identify new trends and journal performance in articles, investigate specific topics in research and also identify research mechanisms and patterns of collaboration [46-48]. Researchers use the VOS viewer to analyse citations, co-citations and co-occurrences [49]. The VOS viewer can graphically display the links' total strength, such as the number [46-48, 50].

Because of its wide multidisciplinary reach and importance as a source for bibliometric analysis, the Scopus database was selected. Obtaining a research perspective on pertinent material and the dynamics of research activities worldwide requires a broad multidisciplinary breadth [51]. Furthermore, Scopus provides the most thorough summary of worldwide research in the fields of science, technology, medicine, socio-humanities, and the arts. It is home to one of the biggest abstract and citation databases on the planet. Information from the Scopus research database has been used in a number of bibliometric studies across multiple fields [52].

2.2 Initial search results

An initial keyword search showed a total of 4,261 Scopus documents. The article search process is not limited by time period, because the goal of this study is to outline the current state of knowledge regarding sustainable halal ecotourism as a whole. This research was conducted on August 22, 2022, using keywords related to halal ecotourism and sustainable ecotourism. This study only used documents published between 2013 and 2022, which were considered for analysis. The keyword search was conducted using the following title, keyword, and abstract criteria:

(TITLE-ABS-KEY (halal AND ecotourism) OR TITLE-ABS-KEY (sustainable AND ecotourism)). The selection of keywords is intended to restrict only documents related to halal ecotourism.

2.3 Refinement of search results

After obtaining early results, researchers screened each article using specified keywords. In order to sort the search results, this study employed two (2) inclusion criteria: The original study was conducted in English, and the only sources examined were peer-reviewed journal publications. The dataset does not contain book editorials, trade journals, or conference proceedings. It strives to provide quality scientific contributions from publications with peer review. When duplicate articles are discovered, they are erased. In addition, following the implementation of enhancements, The search results are kept as a record of the RIS file's existence. The RIS file may be used for further data analysis. The entire number of products arising from the refining process is summarized in Table 1.

Table 1. Refinement of search result

Search Term	Quantity of Scopus Documents
(TITLE-ABS-KEY (halal AND ecotourism) OR TITLE-ABS-KEY (sustainable AND ecotourism)) AND (LIMIT-TO (PUBSTAGE, "final")) AND (LIMIT-TO (PUBYEAR, 2022) OR LIMIT-TO (PUBYEAR, 2021) OR LIMIT-TO (PUBYEAR, 2020) OR LIMIT-TO (PUBYEAR, 2019) OR LIMIT-TO (PUBYEAR, 2018) OR LIMIT-TO (PUBYEAR, 2017) OR LIMIT-TO (PUBYEAR, 2016) OR LIMIT-TO (PUBYEAR, 2015) OR LIMIT-TO (PUBYEAR, 2014) OR LIMIT-TO (PUBYEAR, 2013)) AND (LIMIT-TO (DOCTYPE, "ar")) AND (LIMIT-TO (SUBJAREA, "ENVI") OR LIMIT-TO (SUBJAREA, "BUSI") OR LIMIT-TO (SUBJAREA, "ECON")) AND (LIMIT-TO (EXACTKEYWORD, "Ecotourism") OR LIMIT-TO (EXACTKEYWORD, "Sustainable Development") OR LIMIT-TO (EXACTKEYWORD, "Tourism Development") OR LIMIT-TO (EXACTKEYWORD, "Sustainable Tourism")) AND (LIMIT-TO (LANGUAGE, "English")) AND (LIMIT-TO (SRCTYPE, "j"))	1892

2.4 Compiling initial data statistics

After the data gathering process has been completed, the

enhanced search data results are saved in a file with the extension RIS. The reference manager software (RMS) is then used to process the RIS file, which is beneficial for completing the metadata of the retrieved articles. Examples include the title, author's name, abstract, keywords, and journal description (year published, journal name, page, issue). If there is insufficient data, the dataset is re-evaluated, and the missing information is added. In addition, the search results data are categorized and analysed according to the number of annual publications, author contributions, publication venues (journals), and subject categories. The documents used for this study were chosen according to the research process as explained in Figure 1.

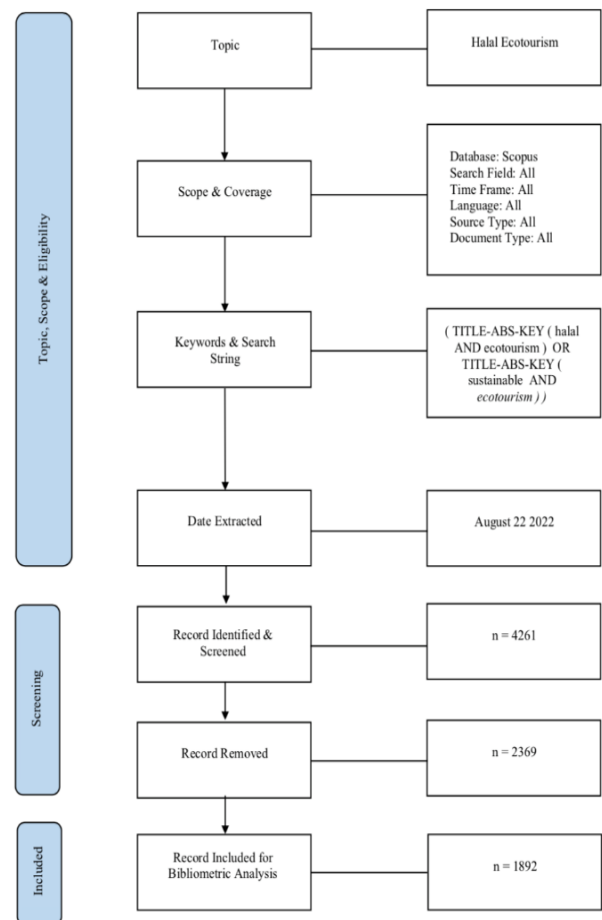


Figure 1. Flow diagram of the search strategy

2.5 Data analysis

Articles that have been downloaded in CSV form then import them into Microsoft Excel 2019 and VOS viewer. Microsoft Excel 2019 and the data visualization and analysis tool VOS viewer are used for this process. In this study, researchers analysed research trends, citation analysis, co-citation, co-occurrence, co-authorship and bibliographic coupling. Based on Hudha et al. [53], graphical representations based on bibliometric data can be created and examined using the VOS viewer. VOS viewer is frequently utilized because it facilitates the interpretation and comprehension of vast quantities of data. Compared to other software it is much more powerful and effective in map generation and data processing. VOS viewer allows researchers to more quickly understand developments and hot spots in the research area of interest.

3. RESULTS AND DISCUSSION

3.1 Year of publication

Research trends in sustainable halal ecotourism are depicted in Figure 2. Based on the annual number of publications. In 2013, a total of 109 publications were published in journals pertaining to this study, which follows a 10-year pattern of 109 publications. Current research trends in the fields of halal ecotourism and sustainable ecotourism continue to increase in terms of publication volume. To identify research patterns, public data analysis is performed just to 2021, while 2022 is still under progress.

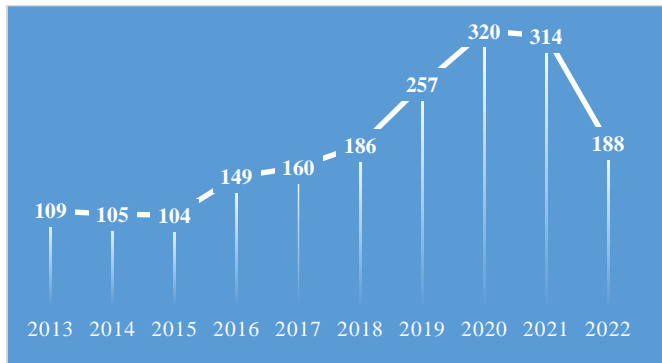


Figure 2. Number of publications per year on sustainable halal ecotourism
Source: Scopus Data, Processed.

In this part, bibliometric analysis is performed to visualize and analyse the countries of the authors who have contributed to the research field of sustainable halal ecotourism. There were 124 countries discovered, however only 116 fulfilled the VOS viewer software's threshold criterion. The default value for the number of documents for a country is 1. Table 2 displays the top ten nations by number of publications.

Table 2. Top 10 publications by countries of the Scopus database processed with VOS viewer

Ranking	Country	Count
1	China	286
2	United States	207
3	Australia	206
4	Spain	179
5	United Kingdom	174
6	Italy	135
7	Taiwan	88
8	Canada	71
9	South Korea	71
10	South Africa	67

The top ten countries that contribute the most publications in research on halal ecotourism and sustainable ecotourism and their collaborations. China has the most publications per research (286), followed by the US (207 publications), and Australia (206 publications). Spain with 179 which not much different from the United Kingdom's 174 publications and Italy's 135 publications. Furthermore, the other top ten countries are Taiwan with 88, Canada and South Korea with 71. The 10th rank is occupied by South Africa, which has 67 publications.

3.2 Publication by universities

Table 3 shows the total number of works produced by writers from different universities. The top 10 universities out of 175 were chosen for analysis in this study. From the total 175 organizations issued 70 documents. The analysis shows that the Department of tourism, University of Otago, Dunedin, New Zealand has published 11 documents; the author of the school of business and economics, Linnaeus University, Kalmar, Sweden has published 9 documents followed by the authors of the Western Norway Research Institute, Sogndal, Norway and School of Hospitality and Tourism Management, University of Surrey, Guildford, United Kingdom have published 8 documents. The results of the research that have been analysed by the Department of Tourism, University of Otago, Dunedin, New Zealand show that it has published maximum number of studies on Halal Ecotourism and Sustainable Ecotourism. Figure 3 offers a survey of how various academic institutions are represented in the published literature.

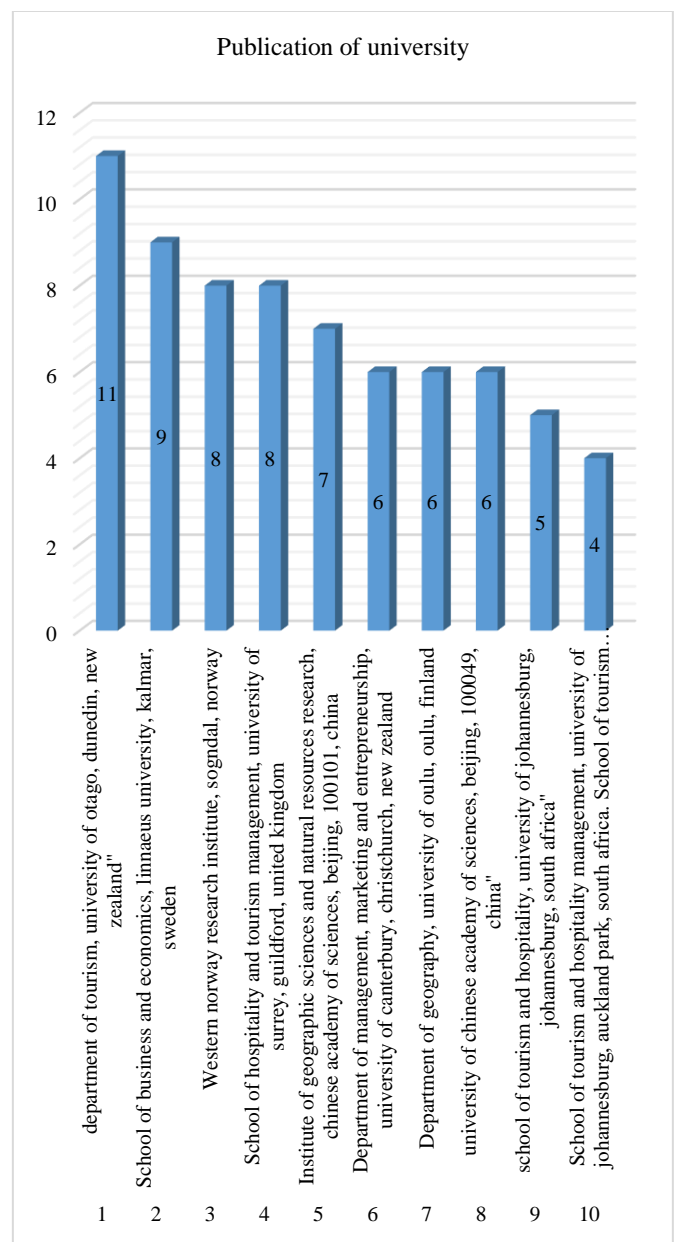


Figure 3. Top 10 publications by university of the Scopus database processing

Table 3. Top 10 publications by university of the Scopus database processed with VOS viewer

Ranking	University	Count
1	Department of tourism, university of Otago, Dunedin, New Zealand	11
2	School of business and economics, Linnaeus University, Kalmar, Sweden	9
3	Western Norway Research Institute, Sogndal, Norway	8
4	School of hospitality and tourism management, university of surrey, Guildford, United Kingdom	8
5	Institute of geographic sciences and natural resources research, Chinese academy of sciences, Beijing, 100101, China	7
6	Department of management, marketing and entrepreneurship, university of canterbury, Christchurch, New Zealand	6
7	Department of geography, university of oulu, oulu, Finland	6
8	university of Chinese academy of sciences, Beijing, 100049, China	6
9	school of tourism and hospitality, university of Johannesburg, Johannesburg, South Africa	5
10	School of tourism and hospitality management, university of Johannesburg, Auckland park, South Africa, School of tourism and hospitality, university of Johannesburg, South Africa and Tourism College of Beijing union university, Beijing, 100101, China	4

3.3 Top 10 journals that publish on halal ecotourism and sustainable ecotourism

Table 4 lists journals published in the field of Sustainable Halal Ecotourism. In this study, ten journals were chosen for analysis. First, "Sustainability Switzerland" has published a maximum of 493 journal documents and then Followed by the "Journal of Sustainable Tourism" published 373 documents. Meanwhile, "Ocean and Coastal Management" publishes a journal of at least 30 documents.

3.4 Popular authors based on citation

Table 5 lists the ten most popular first authors to publish on ecotourism. The ten authors have published 85 works with a total of 3519 citations. It is understood that Boley BB has carried out the largest number of studies (sixteen articles), followed by Wang J. fifteen articles and Gossling S. 11 articles. Boley BB also received 1014 citations for his research, followed by Gossling S. who received 748.

Table 4. Top 10 journals publishing sustainable halal ecotourism

Ranking	Journal	Count
1	Sustainability Switzerland	493
2	Journal Of Sustainable Tourism	373
3	Tourism Management	55
4	Current Issues in Tourism	41
5	Journal Of Ecotourism	38
6	Asia Pacific Journal of Tourism Research	35
7	Journal Of Environmental Protection and Ecology	33
8	Annals Of Tourism Research	31
9	Environment Development and Sustainability	31
10	Ocean And Coastal Management	30

Table 5. Top 10 writers of sustainable halal ecotourism based on citation

Author	Documents	Citations	Total Link Strength
Boley B.B.	16	1014	14
Wang J.	15	141	13
Gossling S.	11	748	11
Blancas F.J.	5	129	10
Lozano-oyola M.	5	129	10
Peeters P.	6	505	10
Gonzalez M.	4	197	9
Woosnam K.M.	11	395	9
Higham J.	6	261	8
Li Y.	6	59	8

Source: Scopus, Processed

3.5 Citations documents

Figure 4 demonstrates the citation analysis of the article. A total of 444 minimum occurrence keywords have been defined, then obtained of the 1892 documents and 444 meet the threshold. Some of the 444 pieces in the network were not connected to one another, and the largest collection of related items consisted of 315 objects. The results of the VOS viewer indicate that the network for 315 items consists of 24 clusters of 587 connections. The first cluster consists of 20 elements, whilst the second and third clusters each have 18. The fourth

and fifth clusters each contain 17 items. The documents by: Lee (2013) have 472 citations, 21 clusters and 21 links, Juvan e. (2014b) has 308 citations, 2 clusters and 20 links according to VOS's citations analysis.

3.6 Citations of authors

Figure 5 displays the findings of the author's study of citations to identify the most influential expert on halal ecotourism and sustainable ecotourism worldwide. 55 writers produce 385 documents. Some unconnected things, and the

number of associated authors reached a maximum of 54. Consequently, a network with 223 linkages in 8 clusters was created. So we get, Boley, B.B. has 16 studies, Han, H. has 13 documents, Hall, C.M. has 11 documents and Lee, T.T. has 10 papers.

3.7 Co-citations of sources

A total of 20 keywords for the emergence of co-citations of sources have been determined as shown in Figure 6, then obtained of the 40629 sources and 540 meet the threshold. The result using the VOS viewer indicates 540 items in 6 clusters. The source term "Journal of Sustainable Tourism" has 4518 citations, 361 connections, and 170618 total link strength. The journal "Tourism Management" has 3708 citations, 1 cluster, and 438 links. The key influences on co-citation review are understood to be "Annals of Tourism Research", "Tour. Manag", "Sustainability", "Journal of Travel Research", "J. Sustain. Tour" and "Current Issues in Tourism".

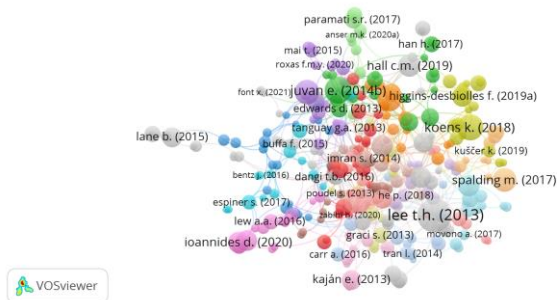


Figure 4. Citations of documents, Scopus database using VOS viewer

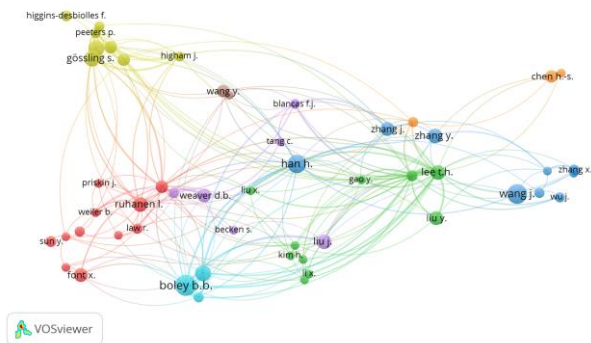


Figure 5. Depicts citations of authors, Scopus database using VOS viewer

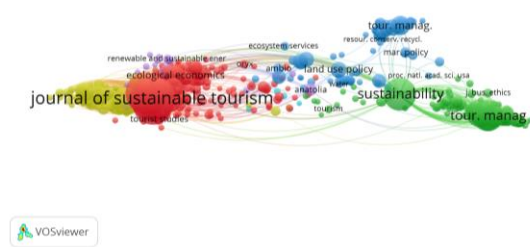


Figure 6. Co-citation analysis of sources, Scopus database using VOS viewer

3.8 Topic area visualization using VOS viewer

The bibliometric analysis in this area aids in displaying findings based on frequently used phrases. In addition, it is helpful to show researchers about topics that have been researched for 10 years (2013-2022). Cluster analysis is also available in VOS viewer software, which is helpful for showing the relationship between topics, especially in ecotourism research [54]. Therefore, this study used three distinct visualizations to map the bibliometric analyses, namely (1) Network Visualization as shown in Figure 7; (2) Overlay Visualization in Figure 8; and (3) Density Visualization in Figure 9.

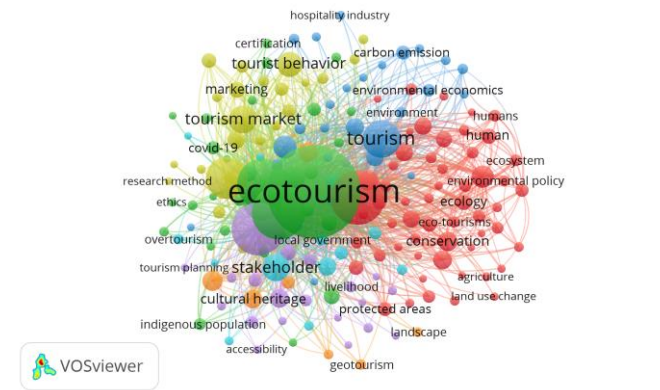


Figure 7. Trending research topics in the field of sustainable halal ecotourism Scopus database processed with VOS viewer

In Figure 7, keywords (visualization items) associated with ecotourism research topics are symbolized and labelled as roundabouts by default in the VOS viewer software. As indicated by the size of the circle, the most important elements or keywords are those that appear most often. The occurrence rate of a thing determines its size. It's typical, as the keyword ecotourism is the leading study topic due to its high incidence frequency. Once a colour has been allocated to an item, each circle's cluster will have a distinct colour.

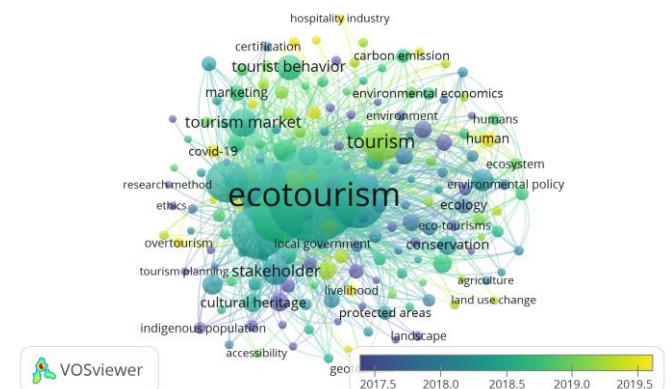


Figure 8. Overlay visualization of the Scopus database processed with VOS viewer

Based on bibliometric data analysis with VOS viewer, the findings of the frequency research. 15 minimum occurrence keywords have been set. Researchers obtained 8689 keywords and keywords that met the threshold amounted to 239 words.

Some common words that do not clearly indicate a particular topic are deleted such as China, Spain, Italy, Taiwan, United States of America, gis, planning, integrated approach, India, female, numerical model, Mexico, Portugal, qualitative analysis, Malaysia, Anthozoa, internet, Thailand, social media, software and others. After analysing the results, the researchers identified a total of seven clusters of trending ecotourism research themes, distinguished by different colour schemes. Due to the need for accurate data collection and the existence of several keywords that overlap between clusters, the researcher did not provide a label or name for each cluster in this study.



Figure 9. Potential trending topics for future research sustainable halal ecotourism Scopus database processed with VOS viewer

Figure 9 shows a density visualization using the VOS viewer application, showing the depth of research studied in a particular ecotourism area. The item density determines the occurrence of the selected keyword represented by colour. The intense colour indicates that research has progressed in high numbers. Therefore, researchers can see keywords that occur less frequently, which are represented by lighter colours. The research topic is still limited and it is necessary to conduct further investigations for further research or so-called potential issues. Thus, based on the image of the field of Ecotourism, it provides an opportunity for researchers to contribute so that new research trends are likely to emerge. Moreover, no one has researched about halal ecotourism using bibliometrics.

“Ecotourism” is one of the growing fields in the world. The field of “Halal Ecotourism” has also experienced significant development, with Muslim tourists also being involved in the world of ecotourism. With the development of the world of ecotourism, extensive studies are needed to provide the best service to tourists or visitors and realize maximum potential. To facilitate the best service for visitors, researchers need scientific knowledge about halal ecotourism and sustainable ecotourism. It is important for evaluating the numerous examined subjects and recognizing the significance of theoretical and practical implications for ecotourism researchers and businesses.

Since 2018, according to Scopus, 1077 papers have been published in this field between 2018 and 2021. In 2020 it has published the most with 320 studies. China and the United States both contributed 493 studies to the field on sustainable halal ecotourism. This research shows that, 175 organizations have been actively conducting studies in this field, the Department of tourism, University of Otago, Dunedin, New

Zealand has published a maximum of 11 documents. The leading journals “Sustainability Switzerland” and “Journal Of Sustainable Tourism” have published the most journals in this field. Of the top 10 authors who have contributed to this field, such as Boley.BB (16 experiment with 1014 citations), Wang J. (15 documents 141 citations), Gossling S. (11 documents 748 citations) and a total of 3578 citations.

This study contributes to the relevant literature and to the attention of scholars in this field. This study's findings will help researchers, students, and practitioners of halal ecotourism and sustainable ecotourism determine its global expansion. This study provides a road map for future research in this area by outlining the limitations and merits of publications in sustainable halal ecotourism. Not only that, this research also serves to provide and add insight into developing countries. Non-Muslim countries in halal ecotourism which can foster the interest of Muslim tourists to visit these countries. As a result, it will affect the tourism economic growth of a country.

4. CONCLUSIONS

From a theoretical point of view, this research draws on recent studies [31, 55-63] to strengthen the theoretical underpinnings for sustainable and halal ecotourism. There is a clear difference between ecotourism and halal ecotourism. The principle promoted by ecotourism is more emphasis on conservation, environmental education, economic empowerment and respecting the beliefs of local communities [64]. Meanwhile, halal ecotourism harmonizes the values of religiosity, environment, tourism and culture [30, 63].

This study's methodology can be applied to future bibliometric and general review research. This study is useful for identifying the primary research subjects that can be used as future research material. In 2022 the Muslim tourism sector is estimated to grow by 50.0% amounted, US\$154, then in 2025 it is predicted to grow to US\$189 billion [7]. With such great potential, the government should not only develop the tourism sector etc, but also in the halal ecotourism sector [65]. Halal ecotourism will certainly encourage global economic development [4]. This study recommends certain practical implications for Islamic economic actors and policymakers. Sharia economic actors and policymakers should consider creating halal-based ecotourism and should apply for halal certification because this can instil trust in Muslim tourists. In general, tourists from Muslim countries and domestic Muslim tourists are reluctant to go to a place that does not provide facilities and a safe atmosphere, helpful in maintaining a supportive religion [66]. Customer satisfaction is considerably influenced by facility credibility and service quality, these are the variables that affect the facility the most strongly [67]. Additionally, increasing access to raw materials, quality, and integrity of halal food and encouraging the development of expertise is very much needed in this growing global industry. The government have to support and provide convenience for ecotourism destinations that wish to apply for halal certification, such as tax relaxation. The government must form a committee to establish, develop, and encourage halal ecotourism. Based on previous research, many governments need maximise their roles in handling and programs that can encourage the development of tourism orbits [68, 69]. The ecotourism sector highly needs attention from the community

and authorities to protect and preserve ecotourism from damage [70, 71].

This research has a number of limitations. First, journal discovery relies solely on article titles, abstracts, and keywords. Therefore, articles may not be involved throughout the search area. Second, the study limits the last 10 years to published reviews and articles, so it is not known when this field of research began and developed. Third, the researcher limits this analysis to only using English language in the Scopus database; Researchers cannot integrate databases from other languages, such as Chinese, Turkish, Philippines, Arabic, Indonesian which may have an impact on the findings of the data. The most significant contributors to research searches, according to bibliometric data, are China and the United States, although it is highly challenging to locate the article "Halal Ecotourism" in this study. This means that there are relatively few halal ecotourism publications. Future studies can explore and examines how halal ecotourism can be complemented by specialized industries such as marine ecotourism and ecotourism management.

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