Beyond the Halal Label: A Bibliometric Mapping of Certification, Governance, and Assurance in Tourism

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ABSTRACT

Halal tourism has rapidly developed into a global economic force, triggering the need for reliable governance and assurance of halal certification in tourist destinations. This study aims to map the development of literature, intellectual structure, and the thematic linkage of halal certification in the tourism sector at the intersection between governance and halal assurance. Using a bibliometric quantitative approach and descriptive qualitative analysis, data were extracted from the Scopus database for the period 2011–2026. Through the PRISMA selection procedure, a total of 128 relevant articles were selected as the final corpus to be analyzed using Microsoft Excel and VOSviewer. The results of the study showed a significant spike in publication trends in the period 2024–2026 67.2% of the corpus. The co-occurrence analysis yielded four main clusters: product assurance/certification, tourist behavior, consumer awareness, and governance, regulation, and technology. The overlay visualization shows a shift in academic focus from the initial conceptual aspects and tourist behavior to issues of halal governance, regulations, supply chains, and the role of MSMEs. This study concludes that halal certification in the tourism industry acts as a meeting point between assurance and governance. Theoretically, these findings shift the paradigm of tourism studies towards an integrated ecosystem perspective, while practically providing a foundation for policymakers in formulating credible, digitized, and sustainable halal certification governance frameworks.

Keywords: Halal Tourism, Halal Certification, Governance, Halal Assurance, Bibliometric Analysis, VOSviewer, Scopus.

INTRODUCTION

Halal tourism is developing as one of the segments of the tourism industry that pays attention to the needs of Muslim tourists for travel services and experiences that are in line with Islamic principles. Its scope includes various aspects of travel and hospitality, including accommodation, food services, worship facilities, and recreational activities that take into account the religious needs of Muslim tourists (Wulandari et al., 2023). The growth of the global Muslim population and increasing attention to the needs of Muslim tourists have also expanded the opportunities for the development of this segment as part of tourism industry strategies in various countries (Chantarungsri et al., 2024). However, the development of halal tourism is not only related to the provision of facilities that support the religious needs of tourists. Another aspect that is no less important is how compliance with halal principles is defined, verified, maintained, and communicated through certification mechanisms, regulations, and governance of tourism services.

These developments are reflected in the Global Muslim Travel Index (GMTI) 2026 report, which illustrates the growing importance of Muslim tourists in the global travel industry. The growth of Muslim tourist visits and spending strengthens the drive for destinations to develop services that not only meet basic needs, such as halal food and worship facilities, but also pay attention to accessibility, inclusivity, convenience, and the use of digital technologies. In this context, the development of halal destinations requires a broader approach than the provision of physical facilities. Tourists' trust in the halal status of a service is also related to the availability of reliable information, consistency in the application of standards, and mechanisms that allow halal compliance to be accounted for. Therefore, halal certification and halal assurance mechanisms are relevant to be studied as

part of the institutional infrastructure that supports the credibility of services and the development of the halal tourism ecosystem.

In the academic literature, the development of halal tourism has been studied through various perspectives, including tourist behavior, customer satisfaction, hospitality services, Muslim-friendly facilities, and halal cer-

tification. Abdullah (2021), through a bibliometric analysis of 118 Scopus indexed publications in the period 2010–2020, identified a number of important themes in the halal tourism literature, including halal certification, halal hospitality, customer satisfaction, and religiosity. The findings show that halal certification has become part of the academic discourse on halal tourism. However, the existence of certification as a research theme does not by itself explain how the literature links certification to institutional governance, business actor compliance, supervision, and halal assurance mechanisms. The relationship between these dimensions is important to examine because certification is not only related to the recognition of the fulfillment of halal requirements, but also with the processes and institutional structures that support the implementation and maintenance of compliance.

A number of previous bibliometric studies have provided an important foundation for understanding the development of halal tourism literature. Chantarungsri et al. (2024), through an analysis of 304 Scopus indexed articles in the 2013–2023 period, mapped the development of research themes, influential publications, and scientific collaborations in the field of halal tourism. The study identified a number of thematic groups, including Islamic principles, customer satisfaction, risk management, and Muslim tourist experience halal certification and halal food also appeared in the keyword analysis. Meanwhile, Misbah and Johari (2024) examined the development of halal tourism research in the context of Indonesia and Malaysia by paying attention to the growth of publications, key contributors, and collaboration networks. Supriyadi and Rahman (2024) also discussed conceptual developments, research trends, and opportunities for follow-up studies based on Scopus publications until August 2024. Overall, the studies show that the halal tourism literature has evolved through a variety of focuses and mapping approaches. However, the differences in the scope and objectives of each study open up space for an analysis that specifically places halal certification at the intersection of governance, halal assurance mechanisms, and the tourism sector.

The need to understand these relationships is increasingly relevant as discussions about digital technology and standardization in the halal assurance system develop. Karyani et al. (2024), for example, examine the acceptance of blockchain-based halal certification from the perspective of consumers and regulators in Indonesia. The study discusses the potential of technology to support the storage and verification of certificate information, transparency, and accountability, as well as identify institutional readiness challenges in its implementation. At the supply chain level, Parakkasi and Akib (2025) propose a conceptual framework that integrates blockchain, the Internet of Things (IoT), and laboratory testing to strengthen traceability, transparency, and verification in halal assurance. On the standardization side, Fauzi and Rodin (2024) examined the implementation of the Halal Assurance System (HAS) 23000 in halal-certified slaughterhouses. The study discussed eleven criteria, including halal policies, halal management teams, training, material and product control, production facilities, traceability, handling of products that do not meet the requirements, internal audits, and management reviews. This literature shows that halal assurance can be studied not only as a certification status, but also as a set of procedures, monitoring systems, and technology support that help maintain compliance. However, some of these sources focus on product certification or supply chains outside of tourism directly. Therefore, its relevance in this article lies in its contribution to understanding the dimensions of halal governance and assurance that can intersect with tourism services and ecosystems, not as evidence that digital technology has become a dominant theme in the halal tourism literature (Karyani et al., 2024)

In addition to technological developments and standardization, clarity of terms is also needed to interpret halal tourism literature appropriately. Ahmed and Akbaba (2020) show that the terms halal tourism and Islamic tourism are often used interchangeably, although the two can have conceptual and practical differences. Muslim and Harun (2022) also discuss the overlapping use of the terms of halal tourism, Muslim-friendly tourism, and Islamic tourism, as well as the importance of understanding the differences in destinations, tourist targets, and the characteristics of the services they cover. Departing from this discussion, this article treats

halal tourism, Muslim-friendly tourism, and sharia-compliant tourism as concepts that can intersect, but are not automatically identical. Within the framework of this article's analysis, halal tourism refers to tourism activities and services that take into account halal principles and needs, Muslim-friendly tourism emphasizes the provision of facilities and services that accommodate the needs of Muslim tourists, while sharia-compliant tourism emphasizes suitability of activities and services with relevant sharia provisions. The distinction is a conceptual framework for reading the literature, not the claim that all publications use uniform definitions. The clarity of these terms is important in assessing the relevance of publications and interpreting the relationship of keywords so that Muslim-friendly services, halal certification in a certain scope, and the more comprehensive application of sharia principles are not treated as completely the same concept.

Based on these developments, a more targeted mapping is needed to understand how halal certification, governance, and halal assurance emerge and interconnect in the literature related to tourism. This need does not mean that previous studies ignore these aspects, but rather emphasize the importance of systematically identifying their position, linkage, and thematic development. In this article, halal governance refers to institutional arrangements, regulations, coordination, and supervision related to the implementation of halal requirements. Meanwhile, halal assurance refers to mechanisms that support the fulfillment and maintenance of halal requirements in processes, products, and services. In the context of tourism, both dimensions can relate to certification, service provider compliance, information to tourists, and supply chain management. Thus, the focus of the study is not limited to identifying themes that often appear, but also includes tracing relationships between themes as well as changes in research focus that can be observed in the corpus of publications.

To answer these needs, this article aims to map the development of publications, the structure of thematic linkages, and the direction of research developments regarding halal certification at its intersection with governance, halal assurance, and tourism during the period 2011–2026. Data are sourced from the Scopus database. The initial search yielded 434 documents, which were then filtered based on keywords and publication eligibility criteria until 299 documents were obtained for further relevance assessment process. Manual selection based on topic suitability resulted in 128 articles as the final corpus of the analysis. By combining bibliometric analysis and descriptive thematic analysis, this article examines the development of publications, patterns of keyword linkage, thematic structure, and changes in research focus that can be identified from the corpus. Different from the objectives of halal tourism mapping in general, this article specifically examines how the dimensions of halal certification, governance, and assurance are connected to tourism studies, including the possibility of linkages with regulations and certification institutions outside the tourism sector directly. The contribution of the article lies in the provision of a mapping that integrates the dimensions of certification and governance in the reading of the development of halal tourism literature, as well as identifying implications for further research and policy formulation related to strengthening halal governance and assurance in the tourism ecosystem.

Halal Tourism and Halal Certification

Halal tourism is developing as a field of study that includes the needs of Muslim tourists, the provision of Muslim-friendly services, and the development of destinations that take into account Islamic principles. The scope includes accommodation, food and beverages, worship facilities, and travel support services related to the religious needs of tourists. Chantarungsri et al. (2024) show that halal tourism literature covers a wide range of themes, ranging from tourist behavior and service quality to industry development and destination management. This diversity shows that halal tourism is not only related to the characteristics of tourist demand, but also to the provision of services and management of a tourism ecosystem that is responsive to Muslim needs.

In this context, halal certification is one of the formal instruments to provide recognition for the fulfillment of halal requirements in accordance with the scope of the certified product or service. In Indonesia, the halal certification mechanism has relevance to the development of services aimed at Muslim tourists, including in the hospitality sector and tourism support services (Akhsanty et al., 2023). However, halal certification cannot be confused with the overall concept of halal tourism. Certification focuses on fulfilling requirements and conformity assessment processes within a specific scope, while halal tourism encompasses the broader dimensions of services, tourist experiences, facilities, and destination management. Therefore, the existence of

halal certification in the context of tourism needs to be understood based on its relationship to certified services, tourist needs, and applicable regulatory frameworks.

Conceptual distinctions are also needed between halal tourism, Muslim-friendly tourism, and sharia-compliant tourism. All three can have intersecting areas, but do not always show an identical level of requirements and scope of implementation. Halal tourism refers to tourism activities and services that consider halal principles and needs; Muslim-friendly tourism emphasizes the provision of facilities and services that accommodate the needs of Muslim tourists; while sharia-compliant tourism emphasizes the suitability of activities and services with relevant sharia provisions. This distinction is important so that halal certification is not automatically treated as an indicator that all services or a destination have fully complied with sharia principles. In the literature analysis, the relationship between these terms needs to be examined by considering the context of the use and substance of the publication, not just the similarity of the terms.

Governance and Halal Assurance in Tourism

Halal certification governance is related to institutional arrangements, division of authority, coordination between stakeholders, and the implementation of regulations in ensuring consistency in the implementation of halal standards. In the context of tourism, the governance aspect is important because the implementation of halal certification involves relationships between regulators, certification bodies, business actors, and tourism service providers. Rijal et al. (2026) explain halal tourism governance in relation to institutional roles and sustainable destination transitions, while Lahuri et al. (2025) examine the governance issues of halal certification in Indonesia, including regulatory disharmony and implementation constraints. Both perspectives show that governance is related to how policies and authorities are regulated, while halal assurance is related to mechanisms that support compliance with standards and maintain the credibility of halal information. The relationship between these two aspects is the basis for understanding halal certification at the intersection of certification policy and tourism development. Therefore, bibliometric mapping for the period 2011–2026 is needed to identify the development of publications, patterns of inter-thematic linkage, as well as the position of governance and assurance in the knowledge structure regarding halal certification in the tourism sector.

Bibliometric Studies on Halal Tourism and Research Gaps

Previous bibliometric research has mapped the development of halal tourism literature with different scopes and periods. Chantarungsri et al. (2024) analyzed 304 articles for the period 2013–2023, while Kurniawan et al. (2025) focused on the development of studies in the Indonesian context. Misbah and Johari (2024) also mapped 244 documents discussing halal tourism in Indonesia and Malaysia. These studies provide a foundation for understanding the development of publications, scientific contributions, and the structure of research themes. Bibliometric analysis itself examines publication metadata as well as inter-data relationships such as citations or co-occurrence of terms. Donthu et al. (2021) distinguish between performance analysis and science mapping, a distinction that helps align analytical techniques with research questions. This study takes a more targeted focus by examining the relationship between halal certification, governance, halal assurance, and tourism through publication performance analysis and science mapping. These differences become the focus of comparison that will be tested through data and analysis results, rather than being assumed as proven gaps. Therefore, the next section will outline the methodological approach used to map and test these thematic linkages systematically.

Departing from the previous study, this article takes a more specific focus by examining the relationship between halal certification, governance, halal assurance, and tourism in the literature for the period 2011–2026. This focus is not based on the assumption that the dimensions of certification and governance have never been discussed, but on the need to systematically identify their thematic positions, relationships, and developments in the knowledge structure reflected in scientific publications. Performance analysis is used to examine the development of publications, while science mapping is used to identify the relevance of keywords and thematic structures. Descriptive thematic analysis complements both approaches by interpreting the substance of relevant publications. To capture the dimensions of halal governance and assurance more broadly, the corpus also includes publications on the regulation and institution of halal certification outside the tourism sector directly, as long as it has substantive relevance to the focus of the study. Thus, this article seeks to

complement previous halal tourism mapping through an analysis that integrates the perspectives of certification, governance, and halal assurance mechanisms.

METHODOLOGY

Research Design

This study uses a quantitative approach through bibliometric analysis complemented by descriptive qualitative analysis to map the development of the scientific literature on halal certification at its intersection with the tourism sector, *governance*, and *halal assurance* during the period 2011–2026. Bibliometric analysis was used to identify publication trends, research contributions, and thematic structure based on bibliographic data (Donthu et al., 2021), while network visualization helped uncover the linkages between keywords and the development of research themes (van Eck & Waltman, 2010). Data were obtained from the Scopus database through a search conducted on September 29, 2026, which resulted in 299 initial documents and then selected until 128 articles relevant to the scope of the study were obtained. Microsoft Excel was used to organize bibliographic metadata, recapitulate publication characteristics, and document the selection process, while VOSviewer was used to visualize bibliometric networks. Analysis was carried out through network visualization examination and thematic review of selected articles to identify the relationship between halal certification, governance, halal assurance, and tourism. Network maps were interpreted based on the readability of keyword labels, levels of visual appearance, patterns of interthematic interconnectedness, and spatial grouping to understand the structure and relevance of the research theme. The use of network visualization as an exploration instrument is supported by Bukar et al. (2023), while the documentation of the article identification and selection process pays attention to the principle of transparency in the reporting of literature review as described by Page et al. (2021).

Data Collection and Search Strategy

Data collection was carried out through the Scopus database on September 29, 2026 to identify scientific publications regarding the governance and halal regulation of the tourism sector. The search strategy uses a combination of keywords related to governance, regulation, serialization and halal law, as well as terms that present halal tourism and destinations. The initial search was conducted using the query "TITLE-ABS-KEY" with the keywords TITLE-ABS-KEY("halal gover*" OR "halal regulation" OR "halal certificat*" OR "halal law" OR "sharia gover*" OR "sharia regulation") AND ("tourism" OR "destination" OR "travel") AND PUBYEAR > 2010 AND PUBYEAR < 2027 AND (LIMIT-TO(DOCTYPE, "ar")) AND (LIMIT-TO(LANGUAGE, "ENGLISH")) AND (LIMIT-TO(SRCTYPE, "J")) AND (LIMIT-TO(PUBSTAGE, "final"). Then several stages of screening were carried out based on the year of publication, document type, language, source type, and publication stage, the relevance selection process resulted in 128 articles used in bibliometric analysis and thematic analysis. This gradual search strategy aims to form a corpus of publications that are directed at mapping the development of research and the linkage of the themes of halal certification, governance, halal assurance, and tourism.

Screening Strategy

An initial search of the Scopus database yielded 434 documents related to halal governance, regulations, halal certification, and the tourism sector. Furthermore, screening was carried out in stages based on the relevance of keywords and publication eligibility criteria. In the first stage, screening based on halal tourism keywords resulted in 299 documents. The documents were then manually selected by considering the suitability of titles, abstracts, and discussion topics to the research focus, especially the relevance of halal certification, governance, halal assurance, and the tourism sector. This relevance selection also includes publications on regulations and institutions of halal certification outside the context of direct tourism, as long as they have a substantive relevance to the governance framework and halal assurance. Based on the overall stages of the selection, a total of 128 articles were determined as the final corpus for bibliometric analysis and thematic analysis. This process is carried out to ensure that the corpus of publications not only reflects the linkages between halal and tourism in general, but also includes the regulatory and institutional foundations necessary

to understand the development of halal certification studies at the intersection between governance and tourism.

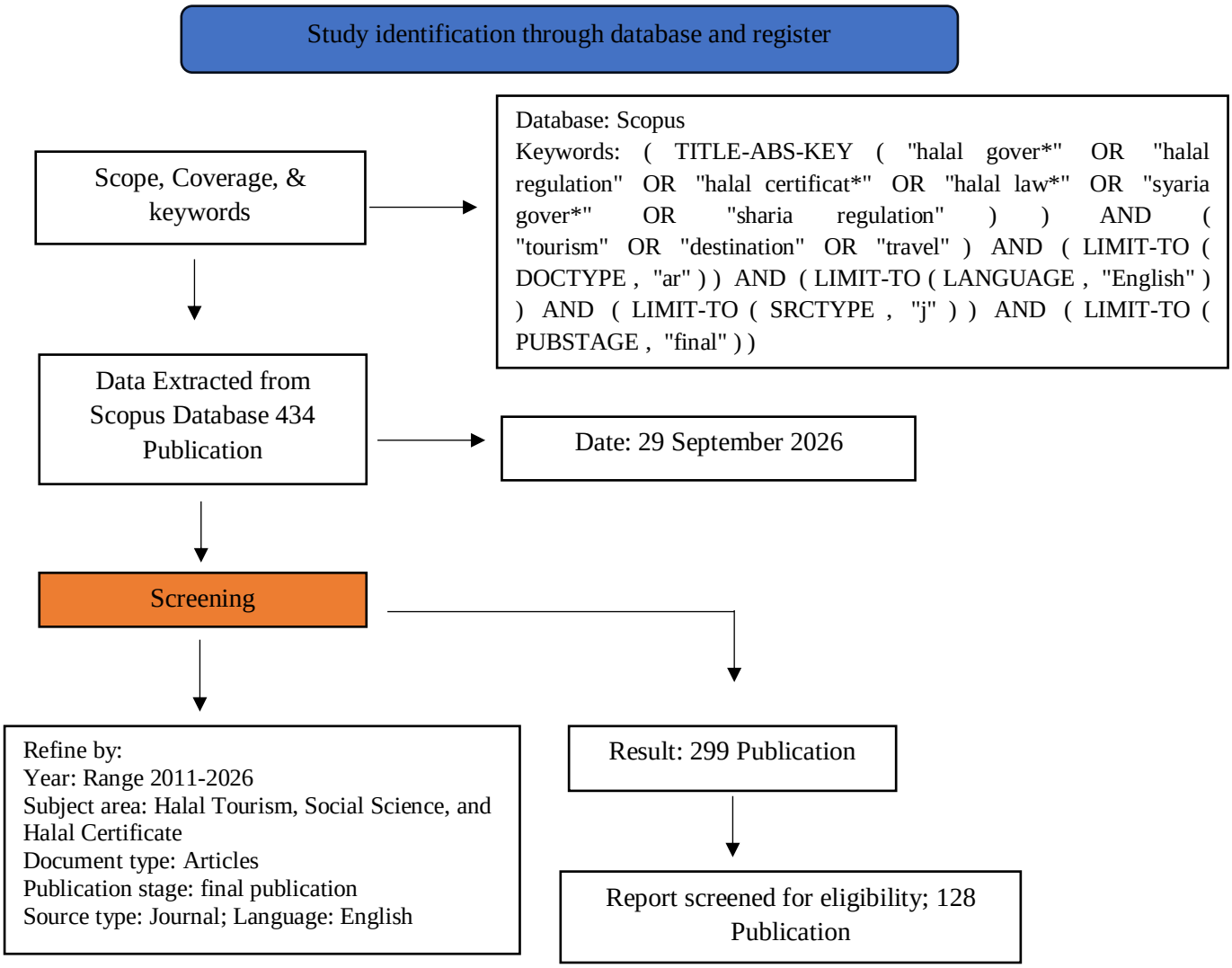


Figure 1. PRISMA flow diagram a Bibliometric analysis

RESULT

The development of scientific publications on halal certification that intersect with the tourism sector during the period 2011–2026 is studied by focusing on aspects of halal governance and assurance. This analysis includes publication trends from year to year, identification of the main contributors and sources of scientific publications, as well as mapping the intellectual and thematic structures that make up the field of study.

In addition, attention is directed to the dominant research themes and their developments, especially those related to regulatory frameworks, institutional governance, halal assurance mechanisms, and the integration of halal certification into tourism activities and services.

Through bibliometric mapping and thematic analysis, the development of scientific discourse at the intersection between halal certification and tourism can be traced by identifying important contributions, developing research directions, and aspects that have not been widely explored.

The results of this mapping provide an overview of the position of halal governance and assurance in the literature, as well as reveal further research opportunities to deepen understanding of the relationship between the halal certification system and tourism development.

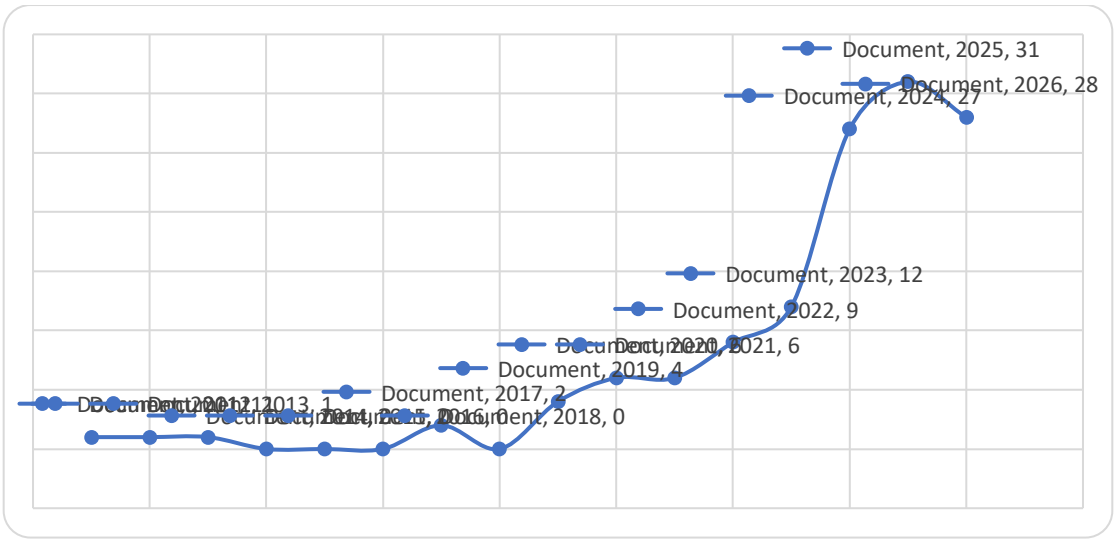


Figure 2. Trends in the growth of halal tourism articles from 2011-2026

Trend of Publication

The distribution of annual publications provides important insights into the development trajectory and scientific impact of research in this field. The longitudinally observed growth patterns highlight the initial consolidation phase as well as the period of rapid expansion, reflecting the growing academic interest in this topic. These dynamics mark a shift from exploratory studies to more structured and sustainable research mapping. The surge in the number of publications in recent years confirms that the issues of governance, quality assurance, and halal certification in the tourism sector have become a major concern for researchers globally, while opening up opportunities for the development of more comprehensive theoretical and practical frameworks in the future.

The annual distribution of publications shows a gradual but consistent trend of improvement over time. In the early period (2011–2018), the number of journal publications was still very limited and sloping, in the range of 0 to 2 papers per year (with no publications in 2014, 2015, 2016, and 2018), which marked the formative stage of this field of research. Productivity began to increase gradually in the 2019–2021 range (4 to 6 papers per year) and accelerated in 2022–2023 (9 to 12 papers), reflecting the expansion of academic interest. A significant escalation occurred from 2024, where publication volume jumped to 27 papers and reached the highest productivity peak in 2025 with 31 articles. The publication rate remained high in 2026 with 28 papers. The rapid increase in recent years confirms the transformation of research from exploratory studies to one of the most dynamic and massive research focuses in the international arena.

Thematic Patterns in Halal Policy and Tourism Development

Initial mapping of publication titles shows that the corpus of literature covers a wide range of study dimensions related to halal policy and tourism development. The themes identified include destination development, certification and compliance of business actors, regulatory governance, institutional coordination, Muslim tourist behavior, local culture and sustainability, and the development of the halal industry more broadly. This diversity shows that the relevant literature is not limited to destination development, but also includes regulatory frameworks and institutional mechanisms that support the implementation of halal policies. Examples of publications on each theme are presented in Table 1.

Table 1. Mapping articles on themes related to halal and tourism

Theme	Focus of the study	Example of article title	Relevance to research
1. Halal Tourism Development and Destination	Destination development, regional potential, and halal	Impact of Implementation of Halal Tourism in West Nusa Tenggara Province: Maqāṣid al-	Explain the development of halal tourism at

Management	tourism planning	Sharia Perspective (2023)	the destination level.
2. Halal Certification and Business Compliance	Halal certification, business compliance, and policy implementation for MSMEs	An Analysis of the Halal Certification Movement for MSME Actors: A Case Study on Halal Tourism in Kudus Regency (2024)	Connecting MSME certification with the context of halal tourism.
3. Halal Policy, Regulation, and Governance	Regulations, policy changes, and halal governance	Revisiting Indonesia Halal Tourism Policy in Light of GATS (2024)	Directly discussing Indonesia's halal tourism policy.
4. Institutional Coordination and Regulatory Enforcement	Institutional certification, supervision, and coordination between stakeholders	Exploring the Potential of Halal Tourism Through Institutional Analysis of Halal Certifiers in the Philippines (2022)	Demonstrating the importance of certification institutions in the context of halal tourism.
5. Muslim Tourist Behavior and Market Development	Muslim travelers' preferences, experiences, satisfaction, loyalty, and marketing	Emotional Experience on Behavioral Intention for Halal Tourism (2021)	Describing the dimensions of tourist experience in halal tourism studies.
6. Local Culture, Sustainability, and Gastronomy	Local wisdom, culinary, cultural identity, and destination sustainability	Potential of Kudus as a New International Pilgrimage Destination in Indonesia: Halal Tourism Optimizing Local Wisdom (2021)	Connecting local wisdom with the development of religious and halal tourist destinations.
7. Broader Halal Industry and Certification Ecosystem	General certification regulations, consumer protection, and the development of the halal industry outside tourism	The Transformation of Halal Certification Policy in Indonesia: An Islamic Law Perspective on the Implementation of the Self-Declare Scheme (2026)	Provide a foundation to understand changes in halal certification governance.

The search strategy uses the TITLE-ABS-KEY query to search for terms in the title, abstract, and keywords of the article, with a combination of the terms "halal gover*", "halal regulation", "halal certificat*", "halal law", "sharia gover*", and "sharia regulation". The term is then combined with the words "tourism", "destination", or "travel" to capture literature that links aspects of halal policy with tourism activities and development. The search was limited to journal articles, in English, sourced from journals, and in the final publication stage. Based on the initial review of article titles, the literature was grouped into seven interrelated themes, namely Halal Tourism Development and Destination Management; Halal Certification and Business Compliance; Halal Policy, Regulation, and Governance; Institutional Coordination and Regulatory Enforcement; Muslim Tourist Behavior and Market Development; Local Culture, Sustainability, and Gastronomy; and Broader Halal Industry and Certification Ecosystem. This grouping was carried out exploratively by considering the suitability of the title to the focus of the study. Supporting literature was used to strengthen the interpretation of these patterns, including Huda et al. (2022), who discussed the strategic model of halal tourism development in

Indonesia, and Ratnasari (2020), who placed value creation as one of the aspects of halal tourism development. Thus, the seven themes became a framework to read the diversity of discussions as well as examine the relationship between halal policy, institutional governance, and tourism development.

The first theme, Halal Tourism Development and Destination Management, covers destination development strategies, Muslim-friendly facilities, and tourism attraction management. The second theme, Halal

Certification and Business Compliance, focuses on certification, labeling, and compliance of business actors, while the third theme, Halal Policy, Regulation, and Governance, highlights the legal framework and policy direction that governs halal-related activities. Furthermore, the fourth theme, Institutional Coordination and Regulatory Enforcement, discusses inter-agency coordination, division of authority, and regulatory implementation. The four themes show the governance dimension that links policy formulation with destination development and business compliance. Yakub and Zein (2022) study on halal certification systems in Indonesia, Malaysia, and Thailand can be used to strengthen discussions about certification bodies, while Huda et al. (2022) provide a strategic context for the development of halal tourism. Although they are interrelated, product certification, destination management, and regulatory implementation still need to be differentiated because they have different scopes and mechanisms.

The other three themes extend the mapping to the market, socio-cultural, and ecosystem dimensions of the halal industry. The fifth theme, Muslim Tourist Behavior and Market Development, covers Muslim tourists' perceptions, experiences, satisfaction, and intention to visit; the sixth theme, Local Culture, Sustainability, and Gastronomy, highlights local wisdom, sustainability, and culinary as part of destination development; while the seventh theme, Broader Halal Industry and Certification Ecosystem, covers halal product assurance systems, consumer protection, and certification institutions that do not always focus directly on tourism. Ratnasari (2020) supports the value creation perspective in understanding the development of tourism products and services, while studies of local contexts can help explain the importance of policy adaptation to regional characteristics. Overall, the seven themes indicate that the relationship between halal policy and tourism development can be examined through the dimensions of governance, market development, and socio-cultural context and the halal industry. However, because the initial mapping is based on article titles, an examination of abstract or full-text and calculation of the frequency of the theme is still required before establishing a dominant theme. Supporting articles that discuss the halal industry outside of tourism also need to be transparently differentiated from Scopus' main search results.

Co-occurrence Network Analysis

Keyword co-occurrence analysis using VOSviewer was carried out to identify the relationship between keywords and map the thematic structure in the literature on halal policy and tourism development. In the network visualization, the node size indicates the frequency of keyword occurrence, while the link line shows the co-occurrence relationship between keywords. The distance between nodes and the strength of the relationship needs to be read based on the resulting network configuration, while color distinguishes the group of keywords that are relatively closely related. Here is in figure 3.

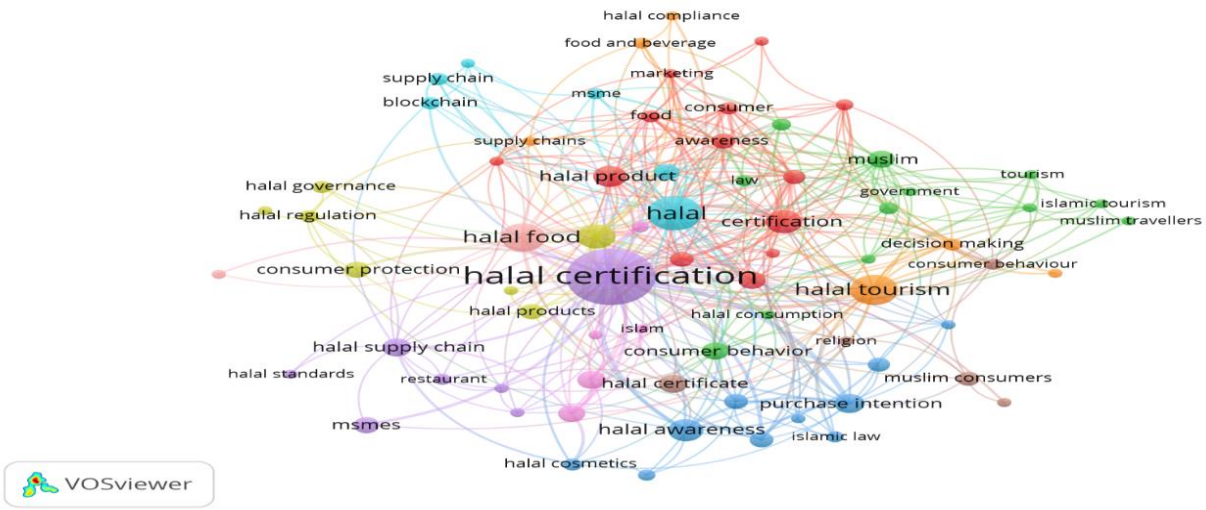


Figure 3. Co-occurrence network visualization.

Based on the map analyzed, the network shows four main clusters. These four clusters show that the literature in the corpus not only discusses tourism as a travel activity, but also relates it to product assurance, consumer

behavior, institutional governance, and technological developments. The first cluster, namely Halal Certification and Halal Products, includes keywords such as halal certification, halal certificates, halal standards, halal supply chains, restaurants, and MSMEs. This group shows the attention of the literature to halal assurance of products and services as well as the readiness of business actors in meeting halal requirements. In the context of tourism, this aspect is relevant because the needs of tourists are not limited to the attractiveness of destinations alone, but also include certainty about food and services used during travel. Hanafi et al. (2024), through a study on the development of halal tourism based on local wisdom in the Sis Aljufri religious area, also showed the importance of providing halal facilities and implementing guidelines in destination development. Meanwhile, Hanafiah et al. (2022) identified various challenges in the form of inadequate governance, inconsistency in destination image, and limitations in products and services that meet the needs of Muslim tourists. The two studies help explain why certification, standards, and readiness of business actors can be seen as part of the halal tourism support ecosystem, although the appearance of keywords on the map does not in itself prove the effectiveness of implementing certification policies in the field.

The second cluster, Halal Tourism and Tourist Behavior, connects the keywords halal tourism, tourism, Islamic tourism, Muslim, Muslim travellers, government, decision making, and consumer behaviour. This connection shows that halal tourism is studied in terms of destination development, tourist characteristics, decision-making processes, and the role of the government. This relationship is in line with Hanafiah et al. (2022), who emphasize that Muslim tourists have diverse needs and preferences so that destination managers need to understand the market in a more targeted way. From the perspective of local communities, Dewi (2023) expands the discussion by placing the welfare of the population, attachment to the place, perceived benefits, and community concerns as considerations in the development of halal tourism. Thus, destination development is not enough to be only oriented towards meeting the needs of tourists, but also needs to consider the acceptance and welfare of the community who are part of the destination environment. The findings provide context to read the relationship between tourist, government, and tourism keywords in the network, without concluding that the relationship between these keywords indicates a cause and effect relationship.

The third cluster, Consumer Awareness and Purchase Intention, includes keywords such as halal awareness, purchase intention, Muslim consumers, Islamic law, and halal cosmetics. This group shows that some literature discusses halal awareness and consumer decisions in a broader scope than tourism. The presence of the keyword halal cosmetics, for example, indicates that the corpus also includes studies of the halal industry outside of destination services. Therefore, this cluster needs to be understood as part of a broader halal knowledge ecosystem, not as direct evidence that all of the literature discusses tourist behavior. In the context of Indonesian tourism, Abror et al. (2025) found that digital halal literacy and destination characteristics are related to tourist satisfaction, while satisfaction and trust are related to tourist behavior and intention to revisit. The study provides an additional perspective that halal information and attributes can be related to tourists' evaluation of destinations. However, the relationship comes from independent empirical research and cannot be inferred based solely on the position of keywords in the VOSviewer map.

The fourth cluster, Governance, Compliance, and Technology, includes the keywords halal governance, halal regulation, consumer protection, blockchain, supply chain, and halal compliance. This cluster leads to institutional and technical dimensions in the implementation of the halal ecosystem, including regulation, supervision, business actor compliance, consumer protection, and supply chain traceability. This linkage is relevant to policy discussions because the existence of regulations needs to be accompanied by implementation mechanisms and coordination between parties so that they can be implemented consistently. Hanafiah et al. (2022) also identified governance as one of the challenges in the development of Islamic tourism and highlighted technology as one of the agendas that need to be further studied to improve the tourist experience. Meanwhile, a study by Abror et al. (2025) on tourists' intentions to continue their visit shows the importance of previous halal experiences, psychological factors, and tourist behavior in forming loyalty to destinations. This literature helps connect the dimensions of governance and services to the traveller experience, but the existence of blockchain keywords in the network cannot be interpreted as evidence that the technology has been widely applied or proven to improve halal compliance in Indonesia.

Overall, the co-occurrence network shows that the literature on halal is composed of a number of intersecting

dimensions, ranging from certification and products, destination development and tourist behavior, consumer awareness, to governance and technology. This relationship can be used to show that the discussion of halal tourism does not stand alone, but intersects with the certification system, the readiness of business actors, consumer preferences, and institutional capacity. However, the VOSviewer visualization illustrates the pattern of the occurrence of keywords together, not the causal influence or success rate of the policy. Therefore, the network interpretation needs to be read together with publication trends, thematic mapping, and analysis of Indonesian policy documents for the 2011–2026 period.

Visualization of co-occurrence overlays

The overlay visualization in VOSviewer is used to identify the temporal development of the research topic through the average value of the year of publication represented by the color gradient. In the visualization below, the surge in publication trends in 2020-2025 is presented as shown in Figure 4. On the map analyzed, purple and dark blue indicate keywords with a relatively earlier average year of publication, while green and turquoise indicate topics that developed in the following period. Meanwhile, yellow or greenish-yellow colors indicate keywords with a relatively more recent average year of publication. Thus, these visualizations help identify shifts in academic attention over time. However, yellow does not automatically indicate that a topic has the highest number of publications; its interpretation needs to be read alongside keyword frequency and annual publication trends. A similar bibliometric approach has been used to trace the development and thematic structure of halal tourism literature, among others by Chantarungsria et al. (2024), Suban et al. (2023), and Kurniawan et al. (2025).

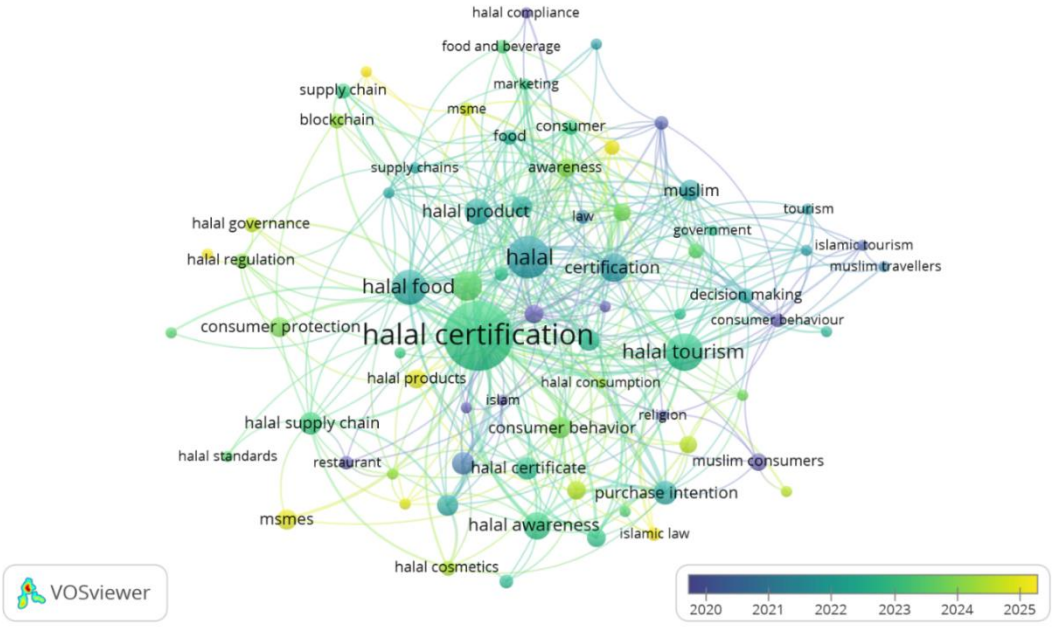


Figure 4. Visualization of co-occurrence overlays

In the initial phase, keywords such as Muslim, consumer behavior, halal certificate, and Islamic tourism represent attention to the characteristics of Muslim tourists, consumer behavior, halal certification, and the conceptual foundation of Islamic tourism. This focus shows that the initial discussion seeks to understand the needs of tourists as well as the characteristics of services that are in accordance with their values and needs. Along with the development of the study, keywords such as halal certification, halal tourism, halal product, and purchase intention show the relationship between product or service guarantees, destination development, and consumer decisions. This development can be read as an expansion of attention from the conceptual and behavioral aspects of tourists towards the relationship between the provision of halal services and market response. Bibliometric studies on halal tourism also show that this field covers a variety of themes, ranging from concepts and implementation to tourist behavior and destination development (Adinda et al., 2024; Chantarungsria et al., 2024).

In more recent periods, keywords such as halal governance, halal regulation, MSMEs, supply chain, and purchase intention stand out through the color closer to yellow on the map. This pattern indicates that issues of governance, regulation, involvement of micro, small, and medium enterprises (MSMEs), and halal supply chains are receiving relatively new attention in the corpus. This shift is important because the development of halal tourism is not only related to the promotion of destinations and tourist preferences, but also requires regulatory support, readiness of business actors, and mechanisms to maintain consistency of halal services and products. In the Indonesian context, Kurniawan et al. (2025) identify the growth of halal tourism literature until 2024 and emphasize the importance of studies on tourist behavior, economic political influences, and service quality. Therefore, the emergence of governance and regulatory keywords in more recent periods can be read as an indication of the expansion of the research agenda towards institutions and policy implementation. However, this pattern does not in itself prove that all halal tourism research has shifted to the theme of governance or that policy implementation has improved.

This temporal development is in line with the trend of publications in the corpus of this study. Of the total 128 articles that have gone through the selection process, the number of publications increased from 12 articles in 2023 to 27 articles in 2024, then reached a peak of 31 articles in 2025. Thus, the number of publications in 2025 increased by four articles compared to the previous year, or around 14.8%. In 2026, there were 28 articles, but this figure is still temporary because the publication year is still ongoing. Overall, 86 articles or about 67.2% of the corpus were published in the period 2024 - 2026. This surge shows that academic attention to the topics covered in the corpus has increased sharply in recent years. However, as the corpus expands to include literature on tourism as well as halal certification regulations and institutions, the increase needs to be interpreted as a growth in publications in the corpus of halal and tourism policy studies, not solely as the number of publications that exclusively discuss halal tourism.

Overall, the overlay visualization shows the evolution of research focus from conceptual issues, certification, and tourist behavior to a broader discussion of governance, regulation, MSMEs, and supply chains. Combined with the increase in the number of publications in 2024 - 2025, this pattern shows that studies on halal and tourism are getting more attention and are expanding into various policy and industry dimensions. However, these interpretations still need to consider the scope of the corpus and the characteristics of the visualization. The average year of publication is not the same as the frequency of annual articles, while the occurrence of keywords does not prove a cause and effect relationship.

CONCLUSION

Bibliometric mapping of 128 Scopus articles for the 2011-2026 period shows that studies on halal certification at the intersection with tourism have developed from a relatively limited field of research to an increasingly dynamic study agenda. This development can be seen from the sharp increase in the number of publications in the 2024 -2026 period, when 86 articles or 67.2% of the entire corpus were published. Although the number of publications in 2026 is still temporary, this pattern shows increasing academic attention to the relationship between halal certification, tourism, institutions, and regulations. This development is in line with previous bibliometric mapping which also shows a significant growth in halal tourism research globally (Chantarungsri et al., 2024)

The results of the thematic mapping show that the literature does not form a homogeneous field of study, but develops through several intersecting dimensions. The seven themes identified include destination development and halal tourism management, business certification and compliance, halal policy and governance, institutional coordination and regulatory enforcement, Muslim tourist behavior and market development, local culture and sustainability, and the broader halal industry ecosystem. These patterns show that halal certification cannot be understood only as an administrative mechanism to ensure product or service compliance. Certification is also related to destination development, tourist experience, readiness of business actors, and value formation in tourism products (Ratnasari, 2020).

The findings of the keyword co-occurrence network further strengthen the multidimensional character through four main clusters, namely Halal Certification and Halal Products, Halal Tourism and Tourist Behavior, Consumer Awareness and Purchase Intention, and Governance, Compliance, and Technology. The

interconnectedness between clusters shows that halal certification is at the meeting point between product and service assurance, tourist behavior, consumer interests, and institutional governance. Thus, the tourism interface in the study of halal certification can be understood as a meeting space between assurance mechanisms that provide certainty about halal compliance and governance mechanisms that regulate actors, authorities, standards, supervision, and implementation. This perspective is important because the halal certification system involves different institutional configurations between countries, as seen from the comparison of the Indonesian, Malaysian, and Thai certification systems (Yakub & Zein, 2022).

Temporal visualization also shows an expansion of the research focus. The literature in the early phase is more concerned with Muslim tourists, consumer behavior, halal certificates, and Islamic tourism. In more recent periods, attention has been increasingly seen on halal governance, halal regulation, MSMEs, supply chains, and purchase intentions. This shift indicates an expansion of the research agenda from understanding tourist demand and experience to institutional and implementive issues. These findings are in line with the development of halal tourism studies that increasingly place certification, policy, sustainability, and governance as part of a broader research agenda (Adinda et al., 2024; Chantarungsri et al., 2024). At the same time, the latest literature on halal tourism governance shows that governance issues are increasingly relevant to understanding institutional legitimacy, institutional adaptation, and sustainable destination transitions.

However, the mapping results also indicate that the concepts of governance and assurance have not yet been fully integrated into a unified conceptual framework within the literature. Some studies still position certification merely as an aspect of business compliance or a service attribute, while others address governance at the destination and institutional levels. This situation presents an opportunity to develop an approach that links halal certification as an assurance instrument with governance, viewing the latter as the mechanism that ensures the credibility, coordination, oversight, and sustainability of the certification's implementation. In this context, challenges regarding the provision of halal facilities, regulatory enforcement, and business readiness identified in destination-based studies demonstrate that the mere existence of formal standards is insufficient without adequate institutional support and implementation (Huda et al., 2022).

Theoretically, these findings shift the study of halal tourism certification from a perspective originally focused on product attributes and tourist preferences toward an ecosystem perspective that integrates regulations, institutions, business operators, consumers, technology, and destinations. Practically, this mapping highlights the need for deeper research into how certification standards are translated into tourism practices, how inter-institutional coordination unfolds, and how assurance mechanisms build tourist trust and destination credibility. Halal tourism development must also take local characteristics into account, given that the implementation of halal standards interacts with the culture, local products, infrastructure, and business capacities of each destination (Hanafi et al., 2024).

Thus, the main contribution of this research lies in the placement of halal certification not as a individual issue, but as part of the meeting point between governance, assurance, and tourism development. The next research agenda can be directed at the development of a conceptual framework that integrates these three dimensions, empirical testing of the effectiveness of certification governance at the destination level, as well as comparative studies between countries on the institutions, standards, supervisory mechanisms, and traceability of halal supply chains. Further research also needs to expand the scope of studies on the role of MSMEs, digital technology, and sustainability, so that halal certification is not only understood as an instrument of compliance, but also as part of the credible and sustainable tourism development trust and governance infrastructure.

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