

An Overview of the Future Tourism Wellness as an Alternative Solution to Enhance Halal Tourism Industry in Indonesia: A Bibliometric & Literature Review

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Abstract

Many villages in Indonesia have abundant natural resources, local culture, and a huge number of Muslims in the world. This study has the purpose of observing the compulsory aspect of the tourism wellness sector that was halal as a research topic along with its correlation to the Islamic economy and finance. This study used the bibliometric method in gathering and analyzing the data. The samples were 202 papers from Scopus from 2004-2024. This study also used a literature review from 10 sample papers to map the challenges and solutions in implementing halal tourism wellness. Citation was not affected by the number of papers published. On the other hand, the affiliation country of authors that has the highest citation was the USA. The bibliometric analysis also showed that previous studies about tourism wellness as the topic mainly focused on medical treatment after the COVID-19 outbreak. Through literature review, the Indonesian government needs to take care of several things before implementing tourism wellness in the local halal market. There were very few previous studies that observed tourism wellness that was related to halal standards. This study only used secondary data from the Web of Science as samples of the study. Become a reference for academicians on what aspect of tourism wellness should be developed to incorporate that sector into the halal industry.

Keywords: Halal, Health Care, Indonesia, Muslim, Tourism.

INTRODUCTION

Indonesia has the second biggest number of Muslims in the world according to the report by Worldbank in 2023 (Rozi et al., 2023). On the other hand, Indonesia also has a demographic bonus where the productive age (15-64 years) is greater than the population of non-productive age. This case could encourage consumption in Indonesia and also could create opportunities and challenges for the market in the future. The large demographic bonus in Indonesia, this country has the potential to increase added value and economic growth (Peristiwo, 2019).

However, Indonesia is inferior to other countries whose Muslim population is far behind Indonesia as the largest exporter of halal products. Based on a report by the *State of Global Islamic Economy Report* in 2022, the largest exporters of halal products are Brazil, India, USA, and Russia where the total export value is above 10% of the total global export value of halal products in billions of dollars. The export value of halal products from Indonesia is only around 7.83% of the total global halal product export value as a whole. This is ironic because it turns out that the demographic bonus and the large number of Muslims do not affect the export value of halal products (State of the Global Islamic Economy Report, 2023).

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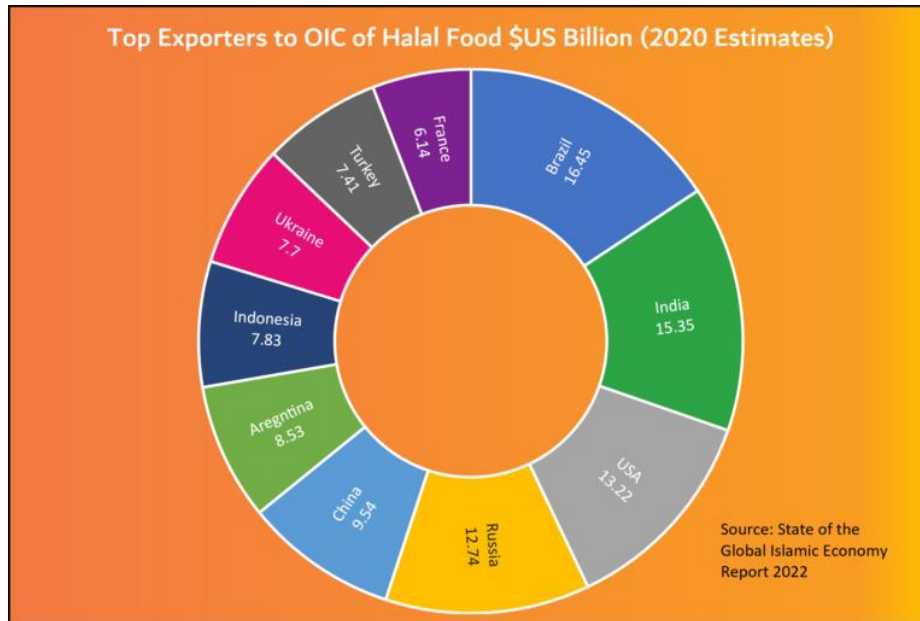


Figure 1: Ranking of top exporters of halal products globally

Source: State of Global Islamic Economy Report 2022

Even though Indonesia falls behind other countries in terms of quantities of halal products exported into the global market, Indonesia's tourism index was ranked two in the world. Based on the report by the Master Card of Crescent Ratings Global Muslim Travel Index, Indonesia 2022 ranked second after Malaysia according to the development and growth of the Muslim travelers segments.



Figure 2. Ranking of top destination of halal tourism according to GMTI score

Source: Master Card Crescent Rating

Besides having the second largest Muslim population in the world, Indonesia also has many places of worship such as mosques which are scattered everywhere (Ryandono et al., 2022). On the other hand, the halal sector in Indonesia is also supported by its government depicted on the development of relatively good infrastructure access, including accommodation, restaurants, and recreational facilities that can meet the needs of Muslim tourists through financing sukuk and community endowment funds such as waqf. The development of halal tourism in Indonesia is also supported by the Minister of Tourism and Creative Economy/Head of the Tourism and Creative Economy Agency (Menparekraf) Sandiaga Uno. He has emphasized the importance of developing halal tourism as part of a strategy to increase awareness of the halal tourism market locally and overseas and increase state income (Peristiw, 2019).

The availability of a large number of SMEs in the halal sector that sell halal food also plays an important role in supporting halal tourism in Indonesia. There were 64,13 million of SMEs in Indonesia that sell halal items and the number continues to rise, creating a big opportunity for Indonesia to attract many Muslim visitors for vacation (Mendo et al., 2023). Tourist costs in Indonesia are also relatively affordable compared to other halal tourist destination countries. This is because Indonesia's currency exchange rate is lower compared to other countries (Kasdi et al., 2019).

Halal tourism wellness was also part of halal tourism but got less attention from the authorities. One of the reasons was local government and residents did not understand the concept of halal tourism wellness (Zakik et al., 2022). Another was because Indonesia has a lack of research about halal tourism wellness. Tourism wellness has been popular in modern countries such as China, The USA, and some of the European Union Countries. It could become a good novelty for this study to observe the concept of tourism wellness in non-Muslim countries to be implemented in Indonesia. Based on that background, this study has the purpose of observing the compulsory aspect of the tourism wellness sector that was standardized as halal as a research topic along with its correlation to the Islamic economy and finance. The implication of this study is to be hoped could become a reference for academicians on what aspect of tourism wellness should be developed to incorporate that sector into the halal sector.

LITERATURE REVIEW

The Potential of Tourism Wellness for the Halal Industry

The wellness tourism sector, contributing to the broader health economy, constitutes a substantial \$436 billion within the overall \$4.4 trillion health economy, as the Global Wellness Institute reported in 2022. This notable economic presence has spurred heightened research into holistic well-being, emphasizing the increasing significance of wellness tourism within the broader landscape of the tourism industry (Kazakov & Oyner, 2021).

In an era marked by escalating stress levels, wellness has transformed into a lifestyle centered around self-discovery. Well-being is now perceived as a holistic concept that promotes immediate enjoyment and long-term fulfillment (Kotur, 2022). This shift signifies the emergence of a distinct niche in tourism, characterized by either group or individual journeys to specialized resorts and destinations to enhance mental and physical Health (Kazakov & Oyner, 2021). Wellness tourism and healthiness are experiencing increasing popularity both nationally and globally, constituting an established trend for individuals who prioritize health and seek to enhance their overall well-being (Rahman et al., 2017). The competition within the wellness tourism industry has intensified, particularly among Asian locales. Projections indicate that this industry is expected to grow annually at 5-10% (Alfarajat, 2022).

METHOD

Data Collection

This study used the bibliometric method in gathering the data. The data were in the form of metadata of previous studies from the Web of Science (SCI) website. The data was about tourism wellness that was related to improving health. The data was collected by entering specific queries into the search feature of the SCI website which were *tourism (Topic) AND wellness (Topic) AND health (Topic)*. There were 248 population found. After that, the population was screened according to the exclusion criteria, the paper included a *review* and did

not use English as the main language. 202 samples were remaining. The data then were saved into *savedrecs* file type. Before the metadata were exported into a file, certain criteria were selected such as *author*, *title*, *source*, *affiliation*, and *abstract*.

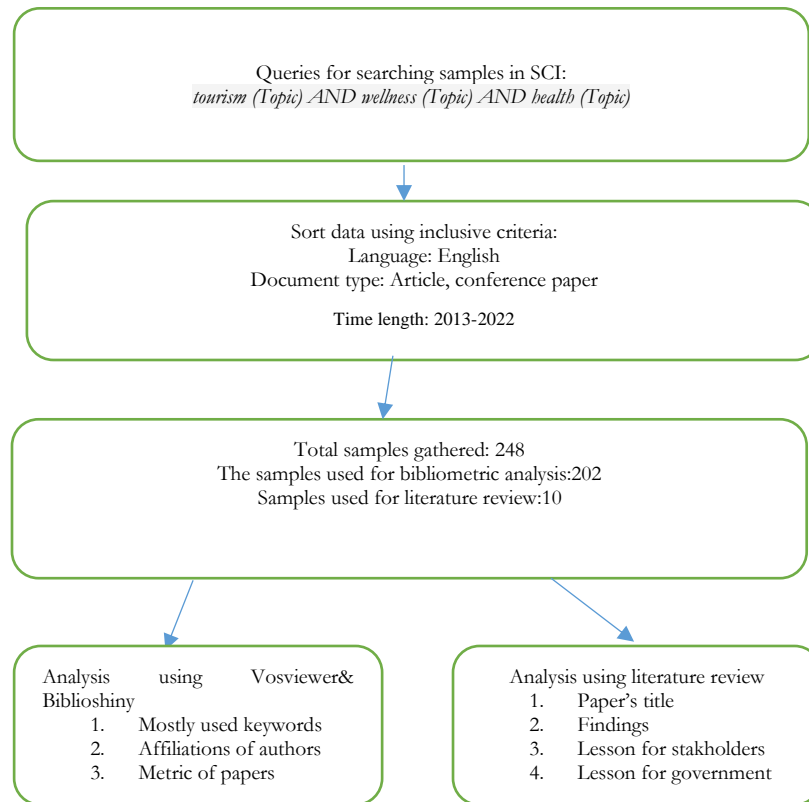


Figure 3. Flowchart of data collection and analysis

Source: According to the study by (Toorajipour et al., 2021)

Data Analysis

The *savedrecs* type of file downloaded from SCI contains metadata of samples that were analyzed using two methods. The first method used bibliometrics to overview the metrics of the papers related to tourism wellness. The second method was a literature review to map the challenges and suggestions for stakeholders and the government. The bibliometrics method was used in this study to show the production of papers with an intended topic each year, citation of papers, affiliations with the highest citations, and mostly used words in the author's keyword of papers published. On the other hand, a literature review besides being used to map the challenge and suggestions for stakeholders and government in Indonesia, could show the novelty of the previous studies related to *tourism wellness*, so that further study could decide which topic should be implemented more that has a good novelty. The literature review was conducted after the most used words in the authors' keywords were depicted.

RESULT & DISCUSSION

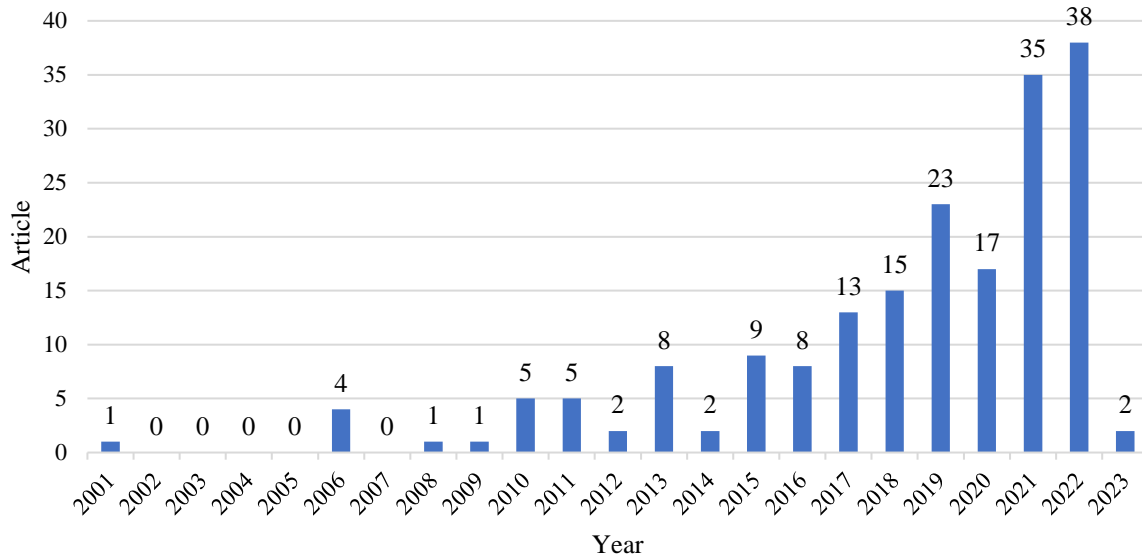


Figure 4. Annual scientific production of paper with intended topic

Source: Data Processed by Biblioshiny

Figure 4 shows the number of paper productivity related to tourism wellness each year. The papers were shown from 2001 to 2023 and continued to increase each year. The highest number occurred in 2022 with 38 articles. The lowest publications occurred in 2002-2005 and 2007, namely 0 articles.

The scientific exploration of wellness tourism has recently come to the fore in the tourism subject of global research. Wellness tourism is also an area of significant research interest that still has a wide area to explore. Despite its increasing popularity, research on wellness tourism still needs improvement. Wellness tourism is an essential component of the travel industry but is still relatively young, so it needs further research to build a solid scientific foundation. The wellness tourism sector was not ready in developing countries so it needs further research to implement the concept and the system. Therefore, an academic investigation into the growth of wellness tourism is necessary (Backman et al., 2023).

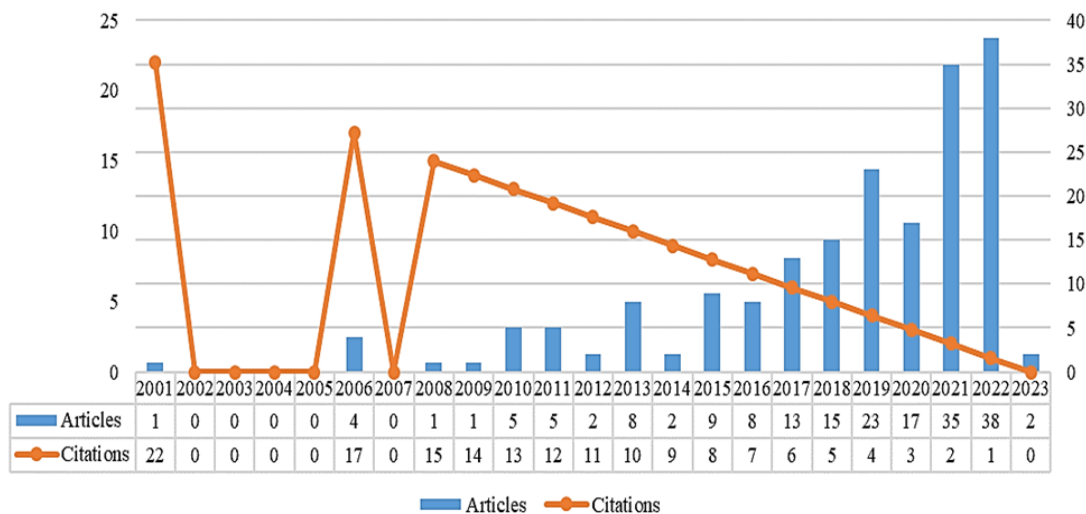


Figure 5. Annual scientific citations and published papers with intended topic

Source: Data Processed by Biblioshiny

Figure 4 displays the number of quotes and papers related to the topic of wellness tourism experience. Based on Figure 4, the number of papers from 2008-2023 tends to increase every year. However, the number of citations shows a trend that tends to decrease from 2007-2023. In 2001, there was a record number of citations in publications, with 22 citations to a single article. Meanwhile, the latest literature published in 2023 did not receive any citations. This concludes that the number of papers is not directly proportional to the number of citations obtained.

According to a study by (Zhang & Liu, 2022), even though a journal publishes many papers on a particular topic, only high-quality papers contain strong methodology, new findings, new and innovative findings, as well as clear writing in explaining methods, problems, and results. researched and concise, it is more likely to be cited by other researchers. Apart from that, other things, such as papers that discuss topics that are popular and relevant to the field of research, are more likely to be cited by other researchers. Popular topics usually attract readers if the paper is published in a prestigious scientific journal, making it more likely to be cited by other researchers.

Table 1. Citation metric of paper

Year	N	Mean Total Citation/Paper	Mean Total Citation/Year	CitableYears
2001	1	12,00	0,55	22
2002	0	0,00	0,00	0
2003	0	0,00	0,00	0
2004	0	0,00	0,00	0
2005	0	0,00	0,00	0
2006	4	38,00	2,24	17
2007	0	0,00	0,00	0
2008	1	1,00	0,07	15
2009	1	120,00	8,57	14
2010	5	42,80	3,29	13
2011	5	14,00	1,17	12
2012	2	37,00	3,36	11
2013	8	63,38	6,34	10
2014	2	26,00	2,89	9
2015	9	12,00	1,50	8
2016	8	23,63	3,38	7
2017	13	14,92	2,49	6
2018	15	31,47	6,29	5
2019	23	15,35	3,84	4
2020	17	8,00	2,67	3
2021	35	15,94	7,97	2
2022	38	2,76	2,76	1
2023	2	0,00		0

Source: Data Processed by biblioshiny

Table 1 shows that the number of papers indicated by the symbol N does not affect the average number of citations/paper or citations/year. The highest number of citations per paper was in 2009, where the number of papers published was only one and the average citation obtained was 120. Meanwhile, in 2022, with the number

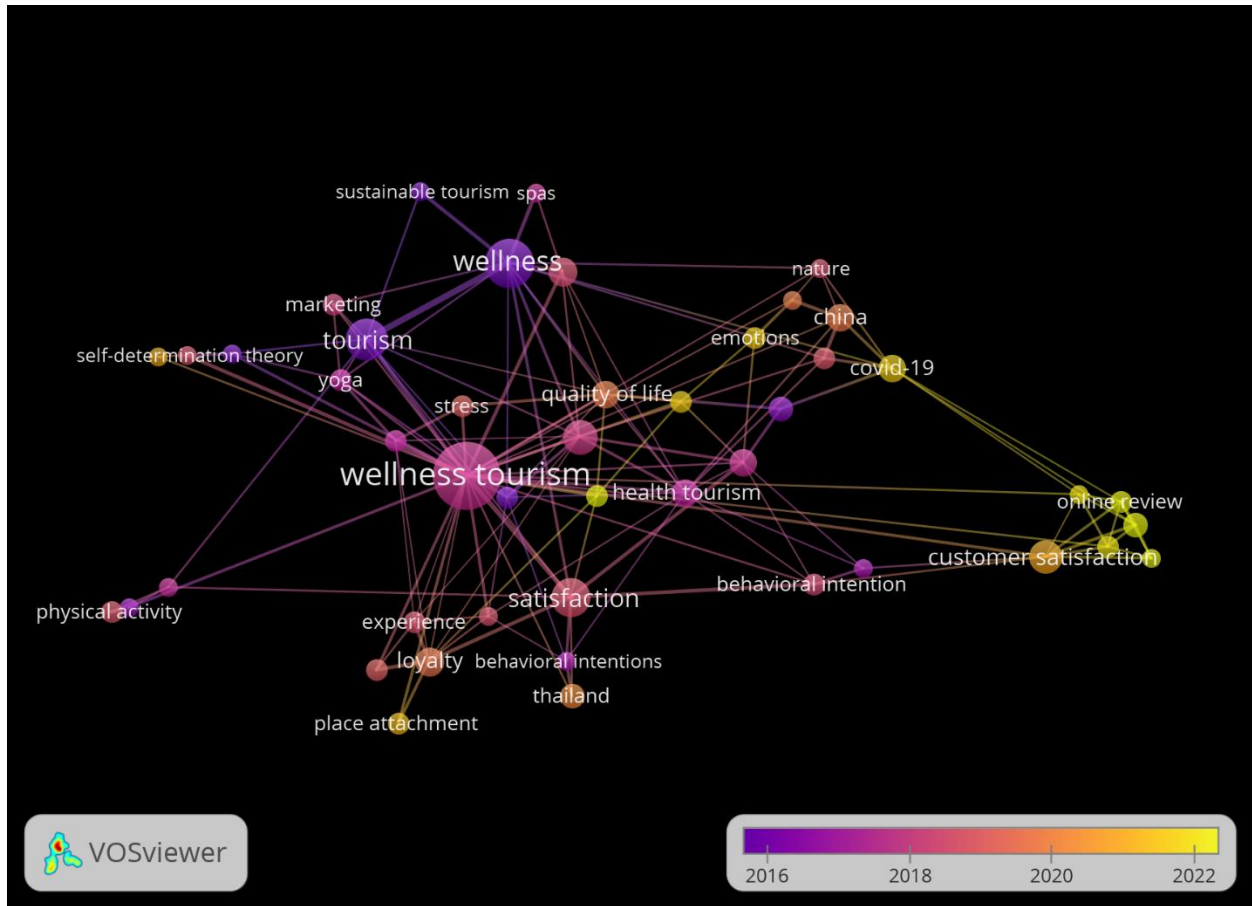
of papers published at 38, the average citation was only 2.76. This is following the study by (Zhang & Liu, 2022).

Table 2. Annual scientific citations and published papers with intended topic

Organization	Documents	Citations	Total Link strength
Griffith Univ	6	50	3
Hong Kong Polytech Univ	4	231	1
Indiana Univ	9	40	0
Kyung Hee Univ	4	77	2
Kyungsung Univ	8	29	0
Monash Univ	5	90	0
Natl Chi Nan Univ	3	33	0
Natl Kaohsiung Univ Applied Science	3	153	3
Pennsylvania State Univ	6	225	4
Purdue Univ	4	150	0
Sun Yat Sen Univ	10	182	4
Texas A&M Univ	3	251	3
Tzu Hui Inst Technol	3	153	3
Univ Cent Florida	4	68	0
Univ Idaho	3	122	2
Univ Illinois	4	24	2

Source: Data Processed by Vosviewer

Table 2 shows that the universities with the highest citations were mostly from the USA. Even though the number of papers related to the *tourism wellness* written by their academicians were lower than other universities outside the USA, still they could get more citations than academicians outside the USA. According to a study by (Djokoto et al., 2020), The United States has a large number of researchers who contribute to various fields of science. This means more papers are produced by American researchers, increasing the likelihood of mutual citations. In addition, researchers in the United States generally have access to better resources than developing countries such as countries in Asia and Africa. Sophisticated research infrastructure, substantial research funding, and extensive international collaboration are available to researchers in the United States. This allows them to conduct higher-quality research and produce more impactful papers.



Source: Data Processed by Vosviewer

Figure 6. Mostly used words in authors' keywords of papers

Figure 5 shows that the major word, *wellness tourism*, was closely related to the words *quality of life*, *health tourism*, *satisfaction*, *experience*, *physical activity*, *stress*, and *behavioral intention*. None of those words were used in a paper published around 2022. The words used in authors' keywords inside papers published around 2022 were *online review*, *emotion*, *COVID-19*, and *place attachment*. It could mean that the papers about *tourism wellness* in 2022 mostly focused on online activity to replace face-to-face activity during the COVID-19 pandemic.

Figure 5 also shows that no words related to halal. It can be concluded that there were very few wellness tourism sectors guaranteed as halal by local authorities. Moreover, it could also mean that no previous studies indexed by SCI discussing tourism wellness that was guaranteed as halal. With a huge Muslim population in Indonesia, the need for medical facilities that are halal and follow Islamic law will also increase. Muslim-friendly medical tourism is important for Muslim individuals who wish to receive medical treatment that complies with the rules of their Sharia (Zailani et al., 2016).

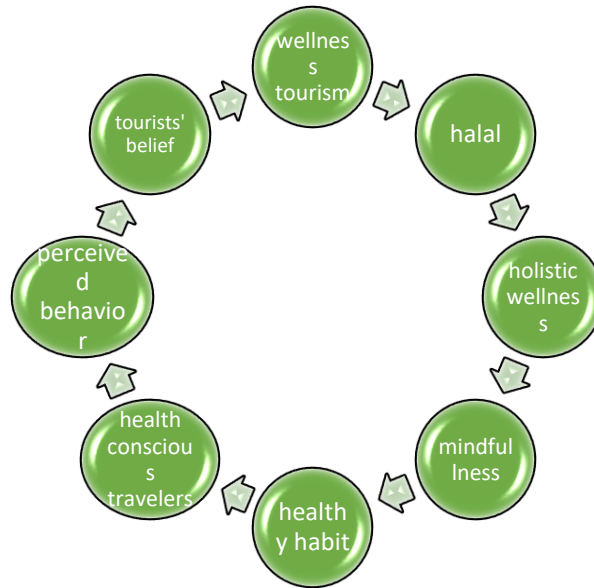


Figure 7. Correlation between tourism wellness and halal

Source: Arranged by the authors

Result of Literature Review

Novelty from Previous Studies

According to Figure 5, there were no words related to Islamic facilities such as mosques, breastfeeding rooms, and toilets with water tubs for Muslims. There was also no word related to halal which was crucial for tourists when they need to eat after undergoing medical treatment. Moreover, in this decade, AI has emerged as the thing that seeps into several segments of society. No word related to AI or artificial intelligence can be found in Figure 5. It could mean that those words could be used as a part of the title of further study that still has a good novelty. Another novelty that could be dug more from previous studies was there was no Indonesia as an affiliation of any author nor any words related to Indonesia related to tourism wellness. Even though Indonesia has the second-biggest Muslim in the world it has opportunities to develop its tourism wellness sector that maintains halal standards.

Challenge and Suggestion of the Halal Tourism Wellness Sector in Indonesia

Table 3. Annual scientific citations and published papers with intended topic

Challenge	Advice for Stakeholders	Advice for Government	References
Many local people in Indonesia do not know about job opportunities in the medical tourism sector.	Engaging the local community events	involving the local community in decision-making processes, planning, and implementation	(Forlani et al., 2022)
The number of clinics or hospital in Indonesia that provides tourism wellness is very few	Collaborating with government-run hospitals and clinics to offer outsourcing services for managing halal tourism wellness at their premises	Converted several government-run clinics and hospitals to provide medical tourism services	(Maulida & Marlina, 2022)
The number of skilled and experienced medical personnel in tourism health is very few	Follow the latest developments in the field of halal tourism wellness	provide education about job opportunities in the field of halal tourism wellness	
The availability of certified and cheap halal food is still difficult to find	Collaborating with social and philanthropic organizations to help provide halal food for international patients.	Local government should collaborate with local farmers and breeders to get fresh halal raw materials at cheaper prices	(Han et al., 2018)vv
The availability of Muslim tour guides at tourist attractions who understand the Shari'a and have	Creating service innovations from experience and input from international patients	Local governments must collaborate with the tourism department to provide ongoing training to medical personnel in the field of halal tourism wellness	(He et al., 2022)

the appropriate skills is difficult to find			
There are no regulations that specifically regulate halal tourism wellness in Indonesia.	Involving residents in tourism activities and management	Empowering the local community through tourism initiatives about creating standards for tourism wellness	(Backman et al., 2023)
Lack of coordination between institutions such as the Indonesian Ulema Council (MUI), Ministry of Health, Ministry of Tourism and Creative Economy, and local governments	Carry out internal supervision for the halal tourism wellness sector to close opportunities for irresponsible individuals to deceive international patients.	Make clear and comprehensive regulations by involving the MUI and related ministries	(Kan et al., 2023)
Halal certification is not yet mandatory for hospitals and clinics that provide halal tourism wellness services	Business actors can collaborate with halal certification bodies that are accredited by the Halal Product Guarantee Organizing Agency	providing subsidies to provide halal certification for players in the halal tourism wellness industry	(Alfarajat, 2022)
Lack of funding for local wellness tourism	collaborating with large industries to finance businesses with a profit-sharing scheme	Providing special financing schemes for the halal health tourism sector, such as soft credit financing and community endowment funds through waqf	(Lehto & Lehto, 2019)
There are no clear and measurable halal standards for halal tourism wellness services in Indonesia	Business actors need to follow the halal certification process organized by the Halal Product Guarantee Agency (BPJPH).	Local governments can socialize halal certification to consumers to increase consumer confidence in halal medical wellness services	(Wang et al., 2020)

Source: Data Processed by authors

Correlation Between Sustainable Tourism and the Concept of Halal

Sustainable tourism and the local community are closely intertwined, with the local community playing a vital role in the development and success of sustainable tourism initiatives. Local communities are often the stewards of natural resources and ecosystems in tourism destinations. Engaging the community in sustainable tourism practices can help protect the environment, minimize negative impacts on ecosystems, and promote responsible tourism behaviors. Sustainable tourism initiatives can lead to social benefits such as improved infrastructure, healthcare, education, and overall quality of life (Purnama et al., 2021). By empowering the local community, sustainable tourism can contribute to the social development of the local community and community resilience. Overall, the relationship between sustainable tourism and the local community is symbiotic, with well-being intertwined with the success of tourism development initiatives. Empowering and engaging the local community is essential for creating sustainable tourism practices that benefit visitors, residents, and the environment in tourism destinations (Izudin et al., 2022).

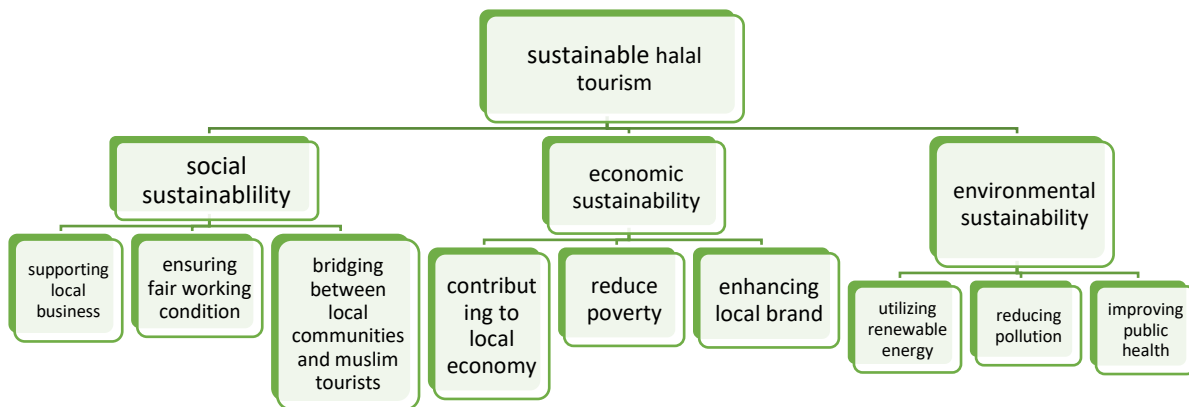


Figure 8. Concept map of social tourism and halal

Source: Arranged by the authors

The relationship between sustainable tourism and halal medical tourism is that both focus on individual health and well-being. Sustainable tourism promotes a healthy and environmentally friendly lifestyle, while halal medical tourism provides quality health services following Islamic principles. Both types of tourism sectors emphasize responsibility to local communities and the environment. Sustainable tourism supports local economic development and cultural preservation, while halal medical tourism ensures fair access to quality health services for communities, especially for Muslims (Randeree, 2019).

As highlighted by (Aniqoh & Hanastiana, 2020), the principles within Islamic teachings that endorse sustainability present an opportunity to establish a sustainable paradigm in halal tourism. The potential of Muslim tourists to contribute to sustainability not only fulfills their religious obligations but also significantly supports global needs such as empowerment for the poor to increase their economic condition, and participating in natural conservation to impede extreme climate change caused by global warming. From an Islamic perspective, this aligns with strengthening the Qur'anic verse that describes Islam as a blessing for the world (al Anbiya verse 107). Given the pressing nature of sustainability in the world, it is crucial to acknowledge that halal tourism is indeed moving in that direction.

The relationship between sustainability tourism principles and Islam is rooted in shared values of environmental stewardship, community well-being, ethical conduct, and long-term planning. By integrating sustainable practices with Islamic principles, destinations can promote responsible tourism development that respects the environment, supports local communities, and upholds ethical standards in line with Islamic teachings (Yan et al., 2017).

Another effort to support the sustainability of halal tourism is to raise awareness about the importance of sustainability in halal tourism through education and training programs. These efforts can address the lack of awareness and misunderstanding about halal tourism, a significant challenge in halal tourism (Perbawasari et al., 2019). Stakeholders can work together with various related parties to create destinations that are both friendly to Muslims and environmentally friendly and sustainable (Yousaf, 2022).

Expanding our understanding of halal tourism can also provide direction for preparing for future unexpected natural or artificial disasters. According to (Rachmawati et al., 2021), the crisis and disaster management framework is important for the sustainability of halal tourism. This helps disaster preparedness, increases community resilience, protects the environment and cultural heritage, and increases reputation and trust.

CONCLUSION

Based on the result above, it can be concluded that through bibliometric analysis, citation was not affected by the number of papers published. On the other hand, the affiliation country of authors that has the highest citation was the USA. The bibliometric analysis also showed that previous studies about *tourism wellness* as the topic mainly focused on medical treatment after the COVID-19 outbreak. Moreover, no subtopic portrayed halal connected to tourism wellness in previous studies published in journals indexed by SCI.

On the literature review method, this study showed that it needs several adjustments to implement tourism wellness in Indonesia to fit halal standardization, local culture, regulation, and market expectations. Even though Indonesia has the second biggest number of Muslims in the world, there were very few human resources with competency suitable for this newly developed industry. Moreover, there was no legal lawsuit about the standard of halal tourism wellness in Indonesia. Another problem was there was a lack of coordination between involved ministries and local government. It also needs to be taken care of by the central government before developing halal tourism wellness in Indonesia.

Statement of Data Availability

The dataset used for this study has been stored on the Zenodo website for research purpose. The link to the dataset can be seen below:

<https://zenodo.org/records/11185101>

Statement of Competing Interest

This study has no competing interest and the authors guaranteed for that. This study also free from any plagiarism and never been published elsewhere.

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