




## Halal Tourism and Supply Chain Management Nexus: A Bibliometric Review

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### Abstract

Halal tourism is an important segment of the global tourism industry, driven by growing demand for products and services that comply with Islamic principles. Although academic interest in halal tourism and halal supply chain management has expanded, existing studies largely address these areas in isolation, with limited attention given to their interrelationship. This study provides a comprehensive bibliometric assessment of scholarly work examining halal tourism and supply chain management. Through an analysis of publication patterns, collaboration networks, and thematic evolution, the study identifies the intellectual structure, leading contributors, and research directions shaping this body of literature. A quantitative bibliometric approach was employed using the Scopus database as the primary data source. A total of 491 publications published between 2000 and 2025 were retrieved using keywords related to “halal tourism”, “halal hospitality”, and “halal supply chain management”. The dataset was analysed using VOSviewer, applying bibliographic coupling and keyword co-occurrence techniques. Network visualisation was used to identify thematic clusters and emerging research directions. The findings indicate sustained growth in scholarly attention to halal tourism and its connections with supply chain management. Several dominant thematic clusters were identified, including technology and risk management, tourist perceptions, and the conceptual framing of halal tourism. The analysis also highlights three emerging research directions: traveller behaviour and destination dynamics, digital and sustainability-oriented approaches, and strategic linkages supporting industry development. By systematically mapping the intellectual landscape, this study offers structured insights into the intersection of halal tourism and supply chain management and identifies areas for future scholarly inquiry.

**Keywords:** *Halal, Halal Tourism, Supply Chain Management, Bibliometric Analysis, VOSviewer*

### INTRODUCTION

Halal tourism is a significant part of the global travel and hospitality industry, driven by the increasing number of Muslim travellers and their distinct expectations of faith-compliant experiences. This form of tourism emphasises services aligned with Islamic principles, such as halal-certified food, prayer-friendly accommodations, and respectful cultural practices (Biancone et al., 2019; Rasul, 2019). In response, academic interest in halal tourism has grown significantly, producing insights into traveller behaviour, destination image, satisfaction, religiosity, and the cultural dimensions of tourism (Battour et al., 2024; Eid & El-Gohary, 2014).

Despite these advancements, a critical component remains to be explored. Much of the halal tourism literature focuses on demand-side perspectives (Ekka & Bhardwaj, 2024), paying limited attention to the supply chain structures that enable these services to be delivered reliably and in compliance with halal requirements (Talib, 2024). This gap is notable because halal tourism does not operate in isolation. Rather, it relies on a broader infrastructure of logistics, certification, transportation, and quality control to ensure that the entire travel experience, from sourcing food

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to providing amenities, adheres to Islamic principles (Talib, 2024; Zhao & Hou, 2021). Scholars in halal logistics and supply chain management have examined traceability, certification systems, and process integrity in various sectors, including food, pharmaceuticals, and cosmetics (Ali et al., 2021; Islam et al., 2024; Ngah et al., 2019; Tan et al., 2020; Tieman et al., 2012). However, past studies rarely connect with the tourism domain, leaving the operational side of halal tourism largely unaddressed in the literature.

This disconnect is further reflected in bibliometric research. While many reviews have mapped the landscape of halal tourism (Battour et al., 2024; Supardin et al., 2023) and halal supply chains (Changalima, 2025) in recent years, none have explored their intersection. Existing reviews tend to treat halal tourism and halal logistics as separate areas of enquiry, with little effort to understand how these domains inform or support one another (Talib, 2024). Consequently, the intellectual structure of halal tourism supply chain management (HTSCM) remains poorly defined, and the field lacks a clear synthesis of its thematic evolution and future trajectory.

To address this gap, this study applies a science-mapping approach to examine the development of HTSCM as a research field. Specifically, it examines how halal tourism has been conceptualised and structured in scholarly publications through a supply chain management lens. The overarching objective is to provide a comprehensive overview of current research patterns and identify potential directions for future studies. This investigation was guided by the following two research questions (RQ):

- RQ1: What are the dominant research streams in halal tourism from the supply chain management perspective?
- RQ2: Which emerging trends are shaping the future direction of research in this area?

This study makes several contributions to the existing literature. First, it systematically mapped the HTSCM knowledge structure by identifying core themes and research activity clusters. Second, it connects two domains that have traditionally evolved in parallel, offering a combined view that reflects both the upstream and downstream elements of halal tourism. Third, it outlines opportunities for scholars and practitioners by highlighting neglected themes such as technology integration, traceability, and sustainable supply practices.

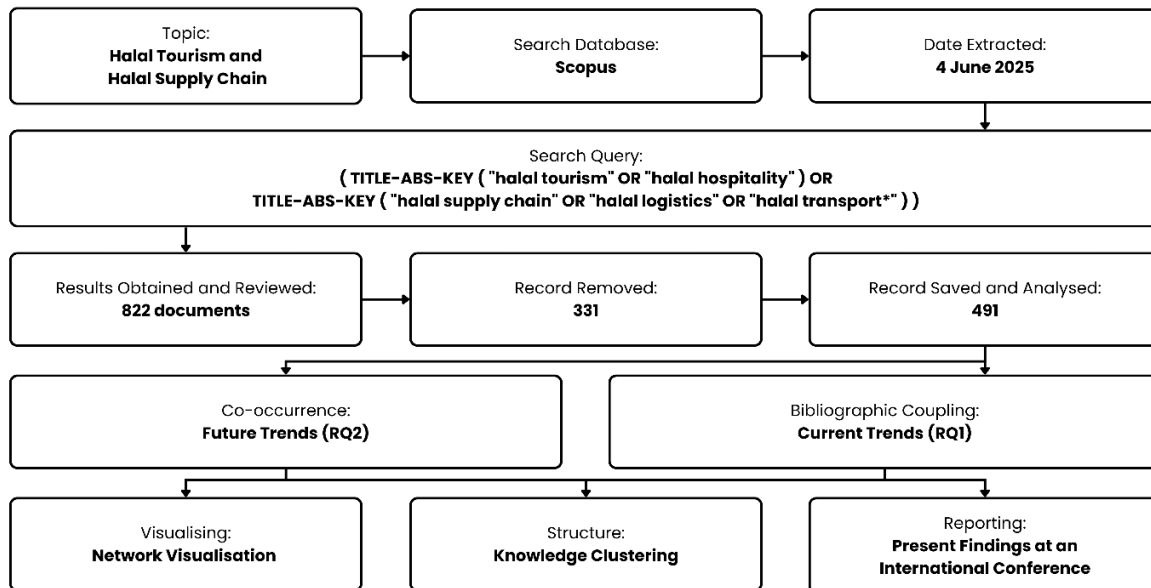
Academically, this study advances our understanding of how halal tourism and supply chain management have been conceptualised, intersected, and developed in the literature. Practically, it provides tourism stakeholders, particularly operators, planners, and policymakers, with insights into the logistical and institutional requirements for delivering holistic halal experiences. This is especially relevant for destinations aiming to serve Muslim travellers in an increasingly competitive and quality-conscious tourism market.

The remainder of this paper is structured as follows. Section 2 describes the methodology and bibliometric techniques used in the analysis. Section 3 presents and discusses the results, organised into current research streams and emerging future trends. Section 4 concludes by summarising the study's main findings, contributions, implications, limitations, and suggestions for future research.

## **METHODOLOGY**

This study is an exploratory-descriptive qualitative study that utilised a bibliometric science mapping approach to investigate the thematic structure and research trends in halal tourism from a supply chain management perspective. According to Donthu et al. (2021), bibliometric analysis quantitatively assesses publication patterns to identify the present core topics and emerging areas of interest within a field. Scholars have applied this method to derive structured insights from large bodies of literature and inform the development of research agendas across disciplines (Donthu et al., 2021; Klarin, 2024; Lim & Kumar, 2023). This study replicated and

modified the procedure detailed by [Battour et al. \(2024\)](#) to address halal tourism within a supply chain management context. Figure 1 illustrates the step-by-step process.



**Figure 1:** Flow Diagram of Search and Analysis Strategies

Source: Adapted from [Battour et al. \(2024\)](#)

The Scopus database was used to retrieve the relevant literature for this study. Scopus is widely recognised for its extensive coverage of peer-reviewed academic journals and its prevalent use in bibliometric analysis ([Echchakoui, 2020](#); [Singh et al., 2021](#)). The search was conducted on June 4, 2025, using the query presented in Figure 1. The inclusion of synonymous terms, such as 'halal hospitality' and 'halal logistics', was intended to capture a comprehensive range of relevant literature ([Wider et al., 2023](#)), and these terms are often used interchangeably ([Battour & Ismail, 2015](#); [Lemay et al., 2017](#)). The initial search yielded 822 documents.

Following the initial search, the results were further refined by limiting the search to English-language journal articles at the final publication stage. A manual screening process was then conducted to ensure that the content was relevant to the research scope. A total of 331 records were removed during this stage, resulting in a final dataset of 491 documents for analysis. This collection is adequate for further analysis and exceeds recommended minimum of 200 documents.

The final dataset was analysed using VOSviewer, a renowned software for bibliometric analysis ([Klarin, 2024](#)). To address RQ1, bibliographic coupling was applied to identify current research clusters based on the shared references among documents. This technique reveals how recent studies are intellectually connected through shared citations ([Donthu et al., 2021](#)). Additionally, to answer RQ2, a co-occurrence analysis of keywords was conducted to uncover emerging themes that may indicate future directions in the field ([Kirby, 2023](#)). Both analyses were conducted using the complete-counting and association-strength normalisation methods. The resulting visual maps were interpreted to derive thematic patterns and knowledge structures from the literature.

## FINDINGS AND DISCUSSION

This section presents the findings from the bibliometric analyses, aligned with the study's objective and organised according to the two RQs. The results of the analyses are visualised through network maps and interpreted within the HTSCM discourse and context.

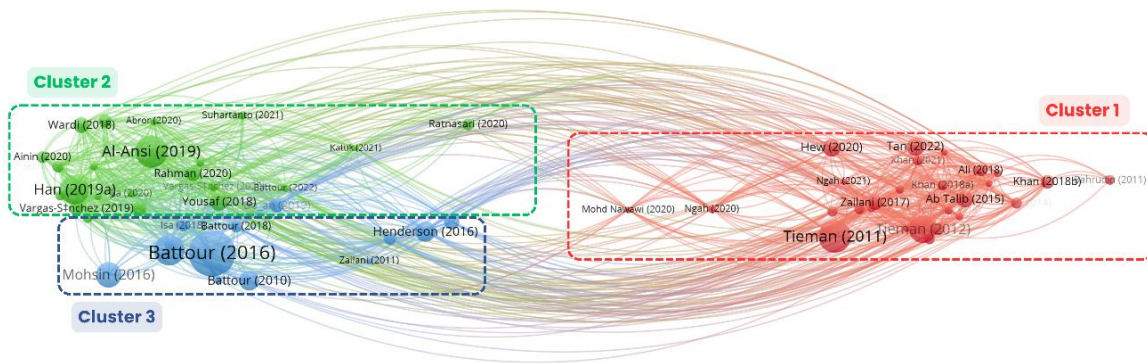
### Current HTSCM Themes

A minimum citation threshold of 50 was applied, resulting in 68 eligible documents for analysis. Of these, 62 were linked through bibliographic coupling and were used to construct the final network. Table 1 displays the ten co-cited references with the highest citations and their respective total link strength. Moreover, as shown in Figure 2, the analysis identified three main research clusters that collectively represent the current knowledge structure in HTSCM. The network visualisation in Figure 2 demonstrates the thematic organisation of the field into distinct, but interconnected, knowledge clusters. The following subsections discuss the three clusters.

**Table 1:** Top Ten Co-Cited References

No.	Author	Title	Citation	TLS
1	<a href="#">Battour &amp; Ismail (2016)</a>	Halal tourism: Concepts, practises, challenges and future	358	71
2	<a href="#">Tieman (2011)</a>	The application of Halal in supply chain management: in-depth interviews	252	70
3	<a href="#">Al-Ansi &amp; Han (2019)</a>	Role of halal-friendly destination performances, value, satisfaction, and trust in generating destination image and loyalty	247	143
4	<a href="#">El-Gohary (2016)</a>	Halal tourism, is it really Halal?	234	56
5	<a href="#">Han et al. (2019)</a>	Exploring halal-friendly destination attributes in South Korea: Perceptions and behaviors of Muslim travelers toward a non-Muslim destination	225	153
6	<a href="#">Tieman (2012)</a>	Principles in halal supply chain management	214	156
7	<a href="#">Mohsin et al. (2016)</a>	Halal tourism: Emerging opportunities	198	14
8	<a href="#">Henderson (2016)</a>	Halal food, certification and halal tourism: Insights from Malaysia and Singapore	156	121
9	<a href="#">Battour et al. (2010)</a>	Toward a Halal Tourism Market	154	22
10	<a href="#">Tan et al. (2022)</a>	Applying blockchain for halal food traceability	138	48

Note: TLS – Total Link Strength



**Figure 2:** Mapping of Current HTSCM Research Clusters (Bibliometric Coupling)

Source: Author's own work

### *Cluster 1: Technology and Risk Management in Halal Supply Chains*

This research cluster comprised 27 publications, with an average of 92.33 citations. Collectively, the cluster focuses on applying technology and risk-based approaches to support halal integrity throughout the supply chain. The literature in this cluster reflects a growing emphasis on ensuring traceability (Khan et al., 2018), risk management (Khan et al., 2020a; Khan et al., 2020b; Tieman, 2017), supply chain integrity (Ali et al., 2021; Ali & Suleiman, 2017), and service adoption (Ab Talib et al., 2015; Haleem & Khan, 2017; Tieman et al., 2012), particularly in response to global trade and rising consumer awareness.

Several studies (Hew et al., 2020; Surjandari et al., 2021; Tan et al., 2020) have examined the role of digital tools in addressing these integrity gaps. Blockchain technology, for example, has been proposed as a mechanism to create tamper-resistant records that support halal traceability from the source to the point of consumption (Bux et al., 2022). Tan et al. (2020) and Surjandari et al. (2021) demonstrated how decentralised ledger systems can enhance stakeholder accountability and enable real-time data sharing, particularly in halal food logistics. Additionally, Vanany et al. (2024) explored factors influencing the adoption of blockchain and identified customer requirements, government pressure, supplier integrity, the commitment to long-term survival and competitiveness as the key enablers.

Alongside technological integration, another thread in this stream focuses on risk management practices tailored to halal requirements (Khan et al., 2020a; Khan et al., 2020b; Tieman, 2017). Khan et al. (2020a) and Khan et al. (2020b) highlighted the complexity of identifying and mitigating risks in halal logistics, including cross-contamination, documentation errors, and a lack of uniform certification standards. The combination of traditional supply chain risk frameworks with halal-specific indicators has been developed to better assess vulnerabilities across the halal logistics chain (Tieman, 2017).

What emerges from this cluster clearly recognises that halal compliance is no longer dependent on manual audits or fragmented certifications. Instead, there is a shift toward systemic assurance, where digital tools and structured risk assessments form the backbone of halal supply chain governance. This stream sets the stage for future studies to explore scalable and interoperable systems that protect the integrity of halal supply chains and improve overall performance.

### *Cluster 2: Tourist-centric Perspective in Halal Tourism Development*

Cluster 2 comprises 22 publications (97.95 average citations) that highlight the behavioural, perceptual, and experiential dimensions of Muslim travellers in halal tourism contexts. Rather than focusing on infrastructure or governance, this cluster centres on the traveller as a

decision-maker, experience-seeker, and demand agent, offering insights into how preferences, motivations, and perceptions shape the development of halal tourism destinations.

Multiple studies have examined the factors that influence travel intentions and destination choices among Muslim tourists. [Aji et al. \(2020\)](#) and [Katuk et al. \(2020\)](#) investigated determinants such as religiosity, perceived value, and trust in halal certification. Their findings highlight the importance of both internal motivation and external cues in influencing travel decisions. Service quality, cultural sensitivity, and religious amenities consistently appear as baseline expectations for Muslim tourists, particularly in non-Islamic destinations. This cluster also highlights how halal certification functions not only as a compliance marker but also as a marketing strategy. [Battour et al. \(2021\)](#) and [Katuk et al. \(2020\)](#) observed that halal labels and certification schemes can serve as trust signals that reduce uncertainty and influence booking behaviour. In this context, halal compliance serves as a symbolic assurance, conveying cultural awareness and ethical alignment rather than merely fulfilling regulatory requirements.

Another recurring theme is the evolving nature of halal tourist expectations. Studies such as those by [Mohsin et al. \(2015\)](#) and [Jia and Chaozhi \(2019\)](#) examine how community perceptions and market responses have evolved, particularly as halal tourism expands into non-Muslim-majority countries. These studies demonstrate that tourists are now seeking a balance between religious observance and modern leisure, with a growing demand for flexibility, inclusivity, and authenticity in halal tourism experiences. In addition, researchers such as [Rahman et al. \(2020\)](#) and [Samori et al. \(2016\)](#) argue that the success of halal tourism offerings depends on the ability to accommodate diverse preferences within the Muslim traveller segment. Age, geography, lifestyle, and sectarian identity contribute to the varying interpretations of what constitutes a “halal-friendly” experience. This complexity suggests that a one-size-fits-all model is insufficient and that a more segmented, tourist-responsive approach is needed.

This stream contributes to a deeper understanding of halal tourism from the demand perspective. This reveals that Muslim travellers are not passive recipients of destination offerings but active participants whose expectations influence service innovation and marketing strategies. The literature in this cluster calls for tourism operators and policymakers to design more adaptive, inclusive, and value-driven halal tourism experiences that reflect the nuanced realities of contemporary Muslim travellers.

### *Cluster 3: Framing and Reframing Halal Tourism Concepts*

This research stream, with 13 publications and an average of 137.92 citations, reflects ongoing efforts to define, refine, and broaden the conceptual boundaries of halal tourism. The works in this cluster do not primarily aim to measure traveller behaviour or operational logistics. Instead, they engage in foundational thinking about halal tourism, what it represents, and how it is understood across different contexts. This includes questioning existing definitions, examining stakeholder perceptions, and assessing policy readiness across countries.

Several studies have highlighted that halal tourism is a contested and evolving concept. For example, [Boğan and Saruşık \(2018\)](#) and [Battour et al. \(2018\)](#) explored theoretical gaps and practical inconsistencies in the field. These include unclear distinctions between halal tourism and general Islamic tourism, as well as varied interpretations of what constitutes halal-compliant offerings. These studies argue that without a stable conceptual framework, stakeholders, including policymakers, businesses, and travellers, may make conflicting assumptions about the nature and scope of halal tourism.

The perceptions of halal tourism among various stakeholders also play a significant role. For instance, [Rasul \(2019\)](#) and [Isa et al. \(2018\)](#) examined how Muslim tourists, service providers, and policymakers perceive the halal offerings. The findings show that while Muslim travellers seek

comfort and familiarity, their definitions of halal can vary widely across cultural, regional, and individual factors. Simultaneously, service providers, particularly in non-Muslim-majority countries, often face uncertainty regarding which standards to apply or how to market their offerings without alienating other tourist segments. This stream also includes studies that evaluate national readiness and strategic positioning. [Razzaq et al. \(2016\)](#) and [Henderson \(2015\)](#) examined how countries such as New Zealand and Singapore have responded to the halal tourism trend. These studies underscore the importance of institutional coordination, stakeholder engagement, and clarity in national branding efforts. In contexts where policy frameworks are weak or inconsistent, halal tourism may fail to develop beyond a niche service or a tokenistic label.

What distinguishes this cluster is its focus on the formation of discourse. It views halal tourism as both a fixed set of services and a dynamic, negotiated idea shaped by religious norms, market responses, and cultural translation. These studies encourage reflection on what halal tourism could become, both in practice and in narrative. Therefore, this stream provides conceptual scaffolding for the field. This prompts critical reflection on how halal tourism is framed, by whom, and for what purposes. As the industry matures, such foundational enquiries will be essential to inform policy direction, stakeholder alignment, and the development of more inclusive and coherent halal tourism ecosystems.

Together, these three research streams present a comprehensive view of how halal tourism is shaped through the lens of supply chain management. The first stream highlights the operational backbone of halal assurance, where technology and risk governance are central to safeguarding the integrity and enhancing traceability. The second stream shifts the focus to demand-side dynamics, illustrating how Muslim traveller expectations influence service design, marketing strategies, and destination development. The third stream adds conceptual depth by questioning how halal tourism is framed, negotiated, and institutionalised across contexts. These clusters collectively highlight the increasing awareness that halal tourism encompasses both consumer-oriented services and the foundational systems, policies, and interpretations that facilitate its implementation across the value chain.

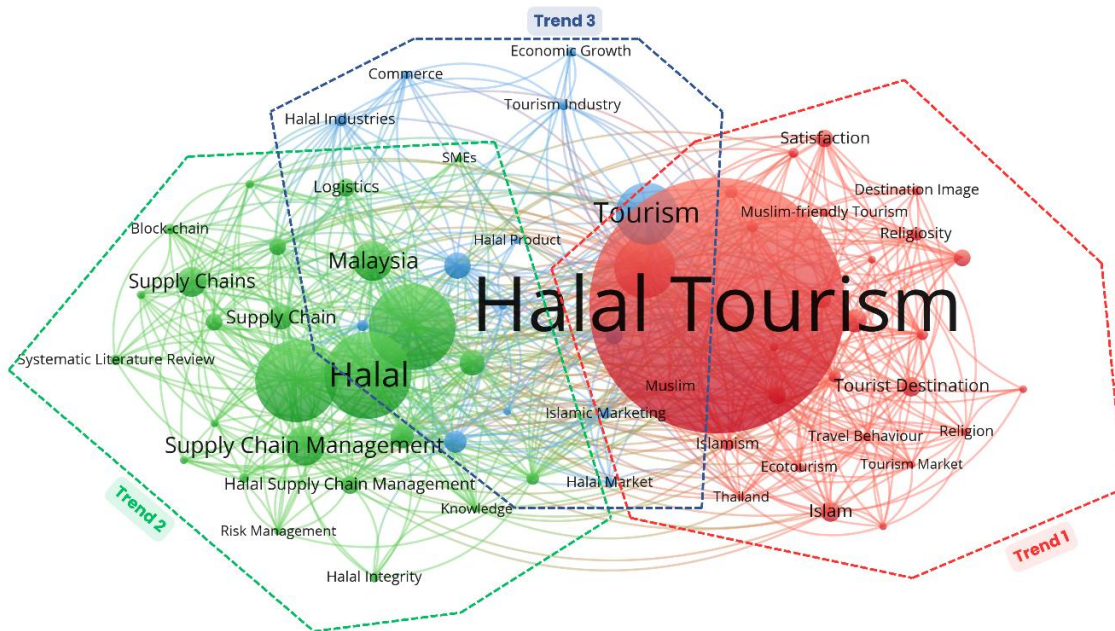
### Future Emerging HTSCM Trends

The analysis identified 'Halal Tourism' as the most frequently mentioned term, appearing 260 times, followed by 'Halal', 'Halal Logistics', and 'Halal Supply Chain', with 89, 88, and 84 occurrences, respectively, placing them among the top five keywords in HTSCM. Table 2 presents the top ten co-occurring keywords (total link strength) from the 67 identified keywords. Figure 3 presents a network visualisation of emerging trends in HTSCM, comprising three distinct yet interconnected clusters with 674 links and a total link strength of 1,718. The following subsections explore each of these clusters in detail.

**Table 2:** Co-occurrence Analysis of Top Ten Keywords

Rank	Keyword	Occurrence	Total link strength
1	halal tourism	260	377
2	halal	89	187
3	halal logistics	88	160
4	halal supply chain	84	144
5	tourism	63	139
6	supply chain management	41	109
7	tourist destination	20	86
8	supply chains	31	81

Rank	Keyword	Occurrence	Total link strength
9	sustainability	26	76
10	tourism development	18	68



**Figure 3:** Mapping of Future HTSCM Research Trends (Co-occurrence)  
 Source: Author’s own work

*Trend 1: Muslim Traveller Behaviour and Destination Dynamics*

The first emerging trend reflects the increasing scholarly attention to the behavioural, perceptual, and emotional dimensions of Muslim travellers. This research trend emphasises variables such as perceived value, satisfaction, trust, religiosity, and revisit intention, all of which influence how Muslim tourists select destinations and evaluate their experiences (Battour & Ismail, 2015; Eid & El-Gohary, 2014). These studies suggest that religious values shape travel motivations and affect expectations of service quality, safety, and halal compliance throughout the tourism journey.

The presence of keywords such as Muslim-friendly tourism, tourist behaviour, destination image, and customer satisfaction indicates a growing interest in tailoring tourism offerings to the preferences of diverse Muslim markets. Countries such as Indonesia, Thailand, and South Korea have received increasing attention as case studies for how non-Muslim majority destinations can adapt to meet halal tourism expectations. This includes providing halal food, prayer spaces, and gender-sensitive services, which require coordinated supply chain responses.

From a supply chain management perspective, this behavioural turn in halal tourism research suggests a stronger role for the demand-driven design of tourism services. As Muslim traveller preferences evolve, ensuring consistency, traceability, and responsiveness across the tourism value chain becomes increasingly important. Service operators must coordinate logistics for halal-certified goods, manage inventory for halal food services, and align frontline service delivery with religious and cultural expectations.

Despite this progress, empirical research on how supply chains respond to nuanced behavioural factors, such as religiosity or cultural context, especially in multi-faith or secular destinations, remains limited. Future research could explore how HTSCM systems adapt to different

regions and how data on traveller satisfaction might inform supply network design and halal assurance processes. Ultimately, this trend points toward a more integrative view of tourism and logistics, where traveller insights play a central role in shaping the operational strategies.

#### *Trend 2: Digital and Sustainable Directions in Halal Supply Chain Management*

The second emerging trend highlights the growing role of digitalisation and sustainability in shaping the future of halal supply chain management. Driven by increasing consumer demand for transparency, traceability, and environmentally responsible practices, scholars have focused on how digital technologies, such as blockchain, can be integrated into halal logistics systems to enhance halal integrity and certification assurance.

The high frequency of keywords such as blockchain, traceability, risk management, and halal integrity reflects this technological orientation. Blockchain is seen as a promising solution for managing the complexity of halal assurance, especially in global supply chains where halal products must pass through multiple actors. It offers a decentralised method for recording, verifying, and sharing data in real time, thereby reducing the uncertainty and fraud risks associated with halal-certified goods. At the same time, sustainability has become a key concern. Keywords such as sustainability, sustainable development, and SMEs suggest that the future of halal supply chain management must strike a balance between technological advancement and inclusive, environmentally conscious growth. Scholars have begun examining how halal logistics can be designed to reduce waste, support local businesses, and align with broader environmental goals.

Malaysia remains a dominant geographical focus in this field, often serving as a reference point for policy and practice. Other countries, such as Indonesia, India, and Middle Eastern nations, are also contributing to the body of knowledge. However, supply chain-focused halal tourism studies remain limited despite sectoral growth. Moreover, there is limited empirical work examining how SMEs can adopt digital tools or integrate sustainability into their halal logistics operations. This gap offers promising ground for future research, especially in understanding adoption barriers, cost structures, and policy support mechanisms.

Overall, this trend signals a transformation in the design, management, and evaluation of halal supply chains. As digitalisation and sustainability become embedded in operational decisions, future research must examine how these shifts affect certification practices, consumer trust, and the global positioning of halal industries.

#### *Trend 3: Strategic Halal Tourism and Industry Growth*

The third emerging trend indicates a strategic shift in halal tourism research, with scholars examining broader structural and institutional factors that drive the sector's growth. Rather than focusing solely on individual behaviour or isolated services, recent studies have examined how halal certification, Islamic marketing, and industry development influence the ecosystem in which halal tourism operates (Battour et al., 2024; Henderson, 2015).

The prominence of keywords such as halal industry, halal certification, Islamic marketing, and economic growth signals a shift toward understanding halal tourism as part of a larger industrial and economic agenda. This includes its contributions to national branding, export diversification, and market positioning within the global Islamic economy. Halal tourism is regarded as a valuable economic asset that necessitates collaboration among state institutions, certification bodies, and private enterprises.

Furthermore, the keywords used in bibliometric and systematic reviews reflect the maturation of this research area. Scholars are taking stock of the field, mapping its evolution, and calling for a more cohesive research agenda that connects halal tourism with industrial policy, commerce and global trade. Tourism is at the centre of this cluster, but it is framed more as an

industry than a consumer experience. This includes discussions on halal markets, halal products, and commerce, all of which rely on reliable halal supply chains. In this context, strategic growth requires robust coordination between tourism boards, halal standard agencies, producers, and logistics providers to support international halal travel flows.

Future research should examine how governments and businesses in both Muslim and non-Muslim countries can scale halal tourism in ways that are commercially viable, socially inclusive, and religiously credible. Such studies could help refine halal policy frameworks, investment strategies, and cross-border trade mechanisms in the tourism industry.

The co-occurrence analysis highlights three future research directions that signal the broadening of the scope of halal tourism supply chain management. These emerging trends reflect a shift from isolated case studies or operational concerns to more integrated approaches that consider traveller behaviour, digital innovation, sustainability, and industry-wide growth. An alternative explanation for the abovementioned trends could be the digitalisation trend, global halal integrity scandals, COVID-19 disruption, and globalisation pressures. Collectively, these studies suggest that future scholarship should connect consumer insights with supply chain design, technological adoption, and policy support to advance halal tourism as both a service sector and an industrial pillar. These directions also open space for interdisciplinary enquiry that bridges tourism studies, supply chain management, and Islamic economics.

## CONCLUSION

This study applied a bibliometric science mapping approach to examine the current knowledge structure (RQ1) and emerging research directions (RQ2) in halal tourism from a supply chain management perspective. Building on the findings from bibliographic coupling and co-occurrence analyses, and in response to RQ1, the results identified three established streams. Additionally, regarding RQ2, three emerging trends characterise the field's intellectual landscape. These findings demonstrate a maturing body of research that is gradually shifting from foundational concepts to more strategic, behavioural, and system-wide concerns. By linking tourism and supply chain discourses, this study provides a structured understanding of how halal values are embedded and operationalised across the tourism value chain, offering insights for academic and industry stakeholders. Although the results corroborate findings from previous bibliometric work, such as [Rusydiana et al. \(2023\)](#), [Handayani et al. \(2022\)](#), and [Haleem et al. \(2020\)](#), halal supply chain research has shown progressive growth over the years. However, the intersection between supply chain and tourism has not previously been described. This inconsistency may be because much of the focus has been on food-based supply chain research, and that the tourism supply chain has been considered in isolation in the past.

The findings from both bibliographic coupling and co-occurrence analyses offer several implications for the literature, academic researchers, and tourism operators. First, the current scholarship structure appears fragmented, with research streams often developing in isolation. This reflects a lack of theoretical integration between halal tourism and supply chain management. Nevertheless, this study strengthens the theoretical contribution by allowing scholars to consider HTSCM as an integrative research domain, further enriching the body of knowledge. For academics, this highlights the need to build conceptual bridges across domains, particularly by incorporating frameworks from consumer behaviour, logistics, and Islamic business ethics. A more integrated approach can deepen the field's analytical depth and facilitate the development of cumulative knowledge. For tourism operators, this fragmentation suggests that halal-related expectations must be addressed not only at the point of service but also across upstream processes, including procurement, logistics, and certification.

Second, the trend analysis indicates a noticeable shift in academic interest toward strategic, digital, and sustainability-oriented themes. This signals a broadening of the focus from operational challenges to system-wide transformation. For the academic community, this opens up opportunities to explore how technologies such as blockchain can enhance halal traceability and how sustainability initiatives can align with religious values and ethical logistics. For practitioners, particularly tourism service providers, these findings suggest that long-term competitiveness may depend on their ability to embed halal integrity into digital and environmentally conscious supply chain practices. The findings may help parties in the HTSCM integrate halal tourism-logistics policy frameworks, stimulate investment in blockchain-enabled halal traceability, initiate capacity-building programs for small and medium enterprises, and harmonise halal certification standards across borders. Aligning with these future directions can support compliance and market differentiation in a highly competitive global halal tourism sector.

### LIMITATIONS AND FURTHER RESEARCH

While these implications point to promising directions for both academic enquiry and industry applications, it is important to consider the limitations that shaped this study. First, the analysis was restricted to journal articles indexed in the Scopus database and written in English. Although Scopus provides comprehensive coverage of peer-reviewed literature, this scope may exclude relevant studies published in other databases or regional languages, potentially limiting the diversity of perspectives captured. Second, the study focused only on two forms of bibliometric analysis, bibliographic coupling and co-occurrence of author keywords, despite the availability of other techniques within VOSviewer, such as co-citation analysis, co-authorship analysis, and keyword clustering based on abstracts or titles.

In light of these limitations, future research should broaden its data sources by incorporating additional databases, such as Web of Science or Dimensions, and by including grey literature and non-English studies to improve coverage and diversity. Future studies may employ additional bibliometric techniques and a combined effort with the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA). This joint approach could uncover additional structural patterns, collaboration networks, and intellectual linkages that may not have been revealed by the current analyses. For instance, co-citation analysis could reveal foundational literature and theoretical influences in the field, while co-authorship analysis might highlight patterns of research collaboration across regions and institutions. Expanding the methodological toolkit in this way could offer a more comprehensive understanding of how halal tourism and supply chain management research are evolving and where further contributions are required.

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