

Bibliometric Analysis of Islamic Tourism and Efficiency: Evidence from Past Decades

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Abstract

Islamic tourism and efficiency is gaining attention in the tourism literature in recent years. The aim of this paper is to examine Islamic Tourism and efficiency using bibliometric analysis. This study uses bibliometric analytical techniques to explore all the publications indexed in the Scopus database in the broad subject of and Islamic tourism and efficiency from 2000 to 2021. There are 174 publications that fit the function, subject and set criteria. The papers were analysed in terms of publication by knowledge area, number of studies published every year, contribution by countries, number of authors and most influential journals. VOS viewer was used to perform a visual analysis on co-occurrence of keywords and document citations. The paper used bibliometric analysis and visualization of similarities viewer software for the graphical conception of the bibliographic data, including bibliographic coupling, cocitation and co-occurrence of keywords. This study found that, the Scopus database includes 89 (23.80%) document on social, 21.39% documents on business and 17.38% documents on management and accounting environmental science. It was reported that 25 documents were published in 2019, followed by 31 documents in 2020 and 45 documents in 2021. Malaysia has contributed 18 documents on Islamic tourism and efficiency, whereas Indonesia has contributed 16 documents. Hence, the contribution of this study is to identifies both areas of current research interest and potential directions for future research.

Keywords: Islamic Tourism, Tourism Management, Scopus Analysis, Bibliometric Analysis

Introduction

Tourism has always become one of the important government agendas that form part of economic, environmental and social initiatives (Bhuiyan et al., 2013). Tourism is also one of the world's fastest growing industries (UNWTO, 2015). This sector can also be classified as one of the global engines of development. Tourism attractions can increase the revenue sources and subsequently improve a destination's performance. Therefore, tourism authority must compete for increasing global mobility of tourists. For a countries to be compatible, attractive and able to increase tourism expenditures, thus providing tourists with satisfying experiences, it must be competitive (Zainuddin et al., 2012).

Over the past two decades, the Islamic lifestyle industry has grown as Sharia'h-compliant goods and services (such as halal food, Islamic tourism, and Islamic banking) have become a significant component of the global economy. Many participants in the tourism industry have begun to provide unique goods and services that have been created and constructed in line with Islamic principles to cater to the requirements and desires of these visitors as Muslim tourism has grown in popularity and awareness.

Although research reported in the area of Islamic tourism is growing with an upward trend, to the best of the authors' knowledge, no study has used bibliometric and network analytic approaches to assess and evaluate the topic area of Islamic tourism efficiency. Most of the studies using bibliometric analytic approaches were related to Halal tourism (Yagmur et al., 2019; Suban et al., 2021; Hidayat et al., 2021; Abdullah, 2021; Rusydiana et al., 2021).

This evidence makes it clear that scholars should look into the relatively new idea of Islamic tourism and efficiency in more depth. In this way, the study aims to examine the current situation by analysing the global literature using a bibliometric approach based on a range of features and directing future scholars interested in working on this topic. Retrospective evaluation of scientific output is anticipated to help with future research planning and improve the quality of that research. The results of the research should also help define and evaluate publications and trends in this field, which will advance academic understanding.

Consequently, the objectives of this paper are as follows. The first goal of this paper will be to examine the trends and productivity of research about Islamic tourism and efficiency using bibliometric analysis. This analysis is a technique that examines all articles that make use of the keywords in question, sorting them by document and source type, year of publication, language, subject area, and most active source titles. For the present analysis, a bibliometric analysis will be conducted for the years between 2000 and 2021. The second goal of this paper is to address the analysis of the clusters comprising two co-occurrence networks. This means that the bibliometric analysis will take into account the keywords of the examined publications and look at which keywords, as well as words appearing in titles and abstracts, tend to frequently appear in the same article. The third objective is to produce a synthesized analysis of research trends on Islamic tourism and efficiency with a particular eye towards geographical distribution of publications and authorship.

The remaining of the paper are divided into five sections: Section 2 discusses about the methodology used in the current research. Section 3 and 4 explain the data analysis and results with the detail conclusion and suggestion.

Methodology

The bibliometric analysis approach is used in this research to examine current trends in the expansion of academic literature on Islamic tourism and efficiency. In this research, the findings are also presented using network visualizations and bibliometric indicators.

Bibliometric Analysis

Bibliometric analysis is one of the approaches that is one of the most extensively used and well-established ways to evaluate the output of scientific research in any subject area (Zyoud et al., 2017). The results of bibliometric research can provide exhaustive details about the publications contained in any given database, including document categories and sources, publication dates and times, publication classifications, publication locations, authors, textual analyses, the number of times certain keywords appear, and citations (Ahmi and Nasir, 2019).

Furthermore, the documents included in the research came from Scopus, the world's biggest database of interdisciplinary peer-reviewed literature (Mongeon and Paul-Hus, 2016). The availability of a wider range of high-quality peer-reviewed articles in business and management makes this database more popular and frequently used to obtain quantitative analyses than Google Scholar or other similar databases (Verma and Gustafsson, 2020). This is one reason why this database is frequently used to obtain quantitative data.

Source and Data Collection

For employing the present bibliometric analysis, the Scopus database was utilized to extract the necessary data for this analysis. The most vital element of Scopus is its capability to offer bibliometric indicators directly and simply (Sweileh et al., 2018). Because the Scopus database is one of the most prominent academic databases available today, with approximately 262 titles, this study employs the Scopus database as the primary source for data collection. The topical scope of this review was delimited to 'tourism, efficiency, Islam'. In operational terms, the authors followed PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines for the document search as presented in Figure 1 (Zakaria et al., 2020). A series of searches, were conducted that used different combinations of the following keyword string: (TITLE-ABS-KEY ("touris*" AND "efficien*" OR "productiv*") AND ("islam*")).

This Scopus searches generated a total of 262 documents (see Figure 1) and the search was conducted on March 06, 2022. Next, the filtrations was done using the list of 262 documents excluding (1) publication in 2022 since 2022 has not ended, (2) unqualified document types (e.g., notes, editorials, letter, retracted, short survey). Finally, the total of 174 documents were generated and analyzed comprehensively by removing 88 documents. Therefore, tools such as Harzing Publish or Perish, Microsoft Excel, and VOSviewer were used for further analysis.

Results and Discussion

The extracted academic work was analysed based on the following characteristics: research productivity document and source type, document language, subject area, most active source title, publication distribution by country, most active institutions, authorship analysis, keywords analysis, title and abstract analysis, and citation analysis. The research also included annual growth statistics until 2021, including their frequency and percentage.

Document and Source Types

Further analysis was done to analyze the type of documents and source types in which the research on Islamic tourism and efficiency were published. Results of document type as presented in Table 1, show most of the studies Islamic tourism and efficiency were published as an article (78.74%), followed conference paper (8.62%), and book chapter (5.17%). Others were found as a review, book and editorial with 4.02%, 2.87% and 0.57% respectively.

The research also found that these documents are categorized into four source types, namely, journals and books (refer to Table 2). From 174 documents, 82.14% of the documents are published in journals, 8.62% published in the conference proceeding, 7.47% published in the book, whereas book series was the lowest number of conference proceeding with 1.72%.

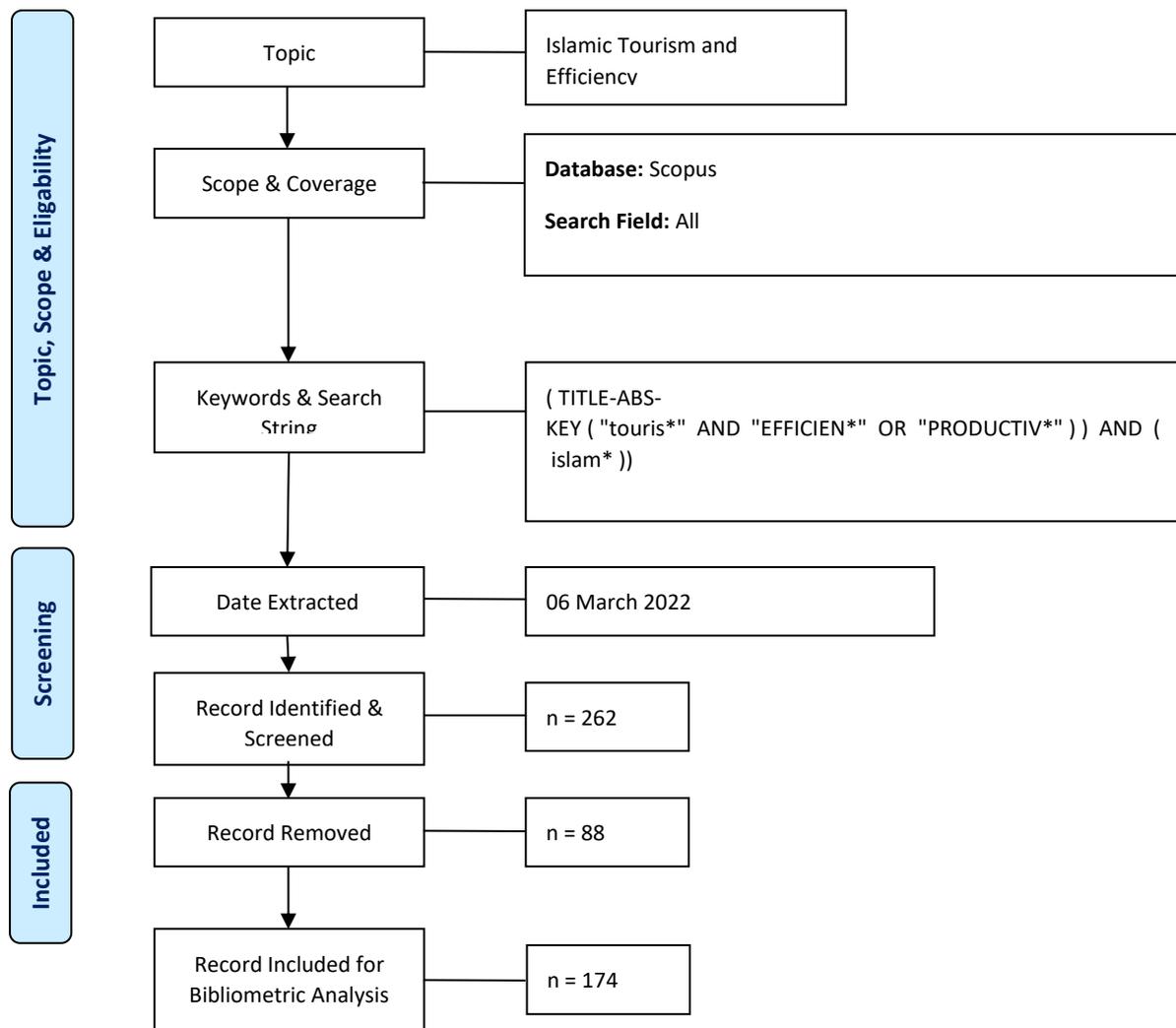


Figure 1. Flow diagram of the search strategy

Source: Zakaria et al (2020)

Table 1

Document Type

Document Type	Total Publication (TP)	Percentage (%)
Article	137	78.74
Conference Paper	15	8.62
Book Chapter	9	5.17
Review	7	4.02
Book	5	2.87
Editorial	1	0.57
Total	174	100.00

Table 2

Source Type

Source Type	Total Publication (TP)	Percentage (%)
Journal	143	82.18
Conference Proceeding	15	8.62
Book	13	7.47
Book Series	3	1.72
Total	174	100.00

Year of Publication – Evolution of Published Studies

Research productivity is investigated in this research based on the total of documents produced per year. From year 2000 until 2016, it can be seen the total of publications on this topic seems inconsistent. After the year 2017, scholars started to publish an article actively that associated with Islamic tourism and efficiency till the year 2021. The year 2021 was the highest year for publication in this area, with the total of the article published 45 (25.86%). Followed by 2020 (17.82%), 2019 (14.37%), 2018 (6.39%) and 2017 (9.20%). Meanwhile, in the year 2016, only 2.30% the number of publications were produced in regards to this topic or theme (Table 3).

Similarly in the graph form, Figure 2 demonstrates the growth of publication activities of this subject from 2000 to 2021. Based on the pattern and growth, it seems that Islamic tourism and efficiency gained much interest among scholars starting from 2017.

Documents by year

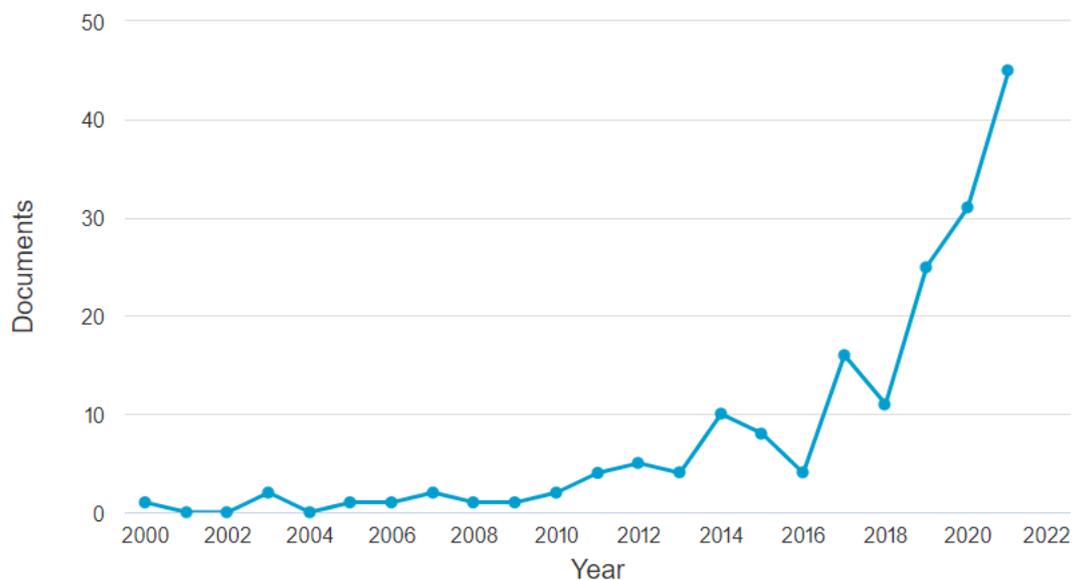


Figure 2: Document by the Year 2000-2021

Table 3

Year of Publications

Year of Publications	Total Publication (TP)	Percentage (%)
2021	45	25.86
2020	31	17.82
2019	25	14.37
2018	11	6.32
2017	16	9.20
2016	4	2.30
2015	8	4.60
2014	10	5.75
2013	4	2.30
2012	5	2.87
2011	4	2.30
2010	2	1.15
2009	1	0.57
2008	1	0.57
2007	2	1.15
2006	1	0.57
2005	1	0.57
2003	2	1.15
2000	1	0.57
Total	174	100.00

Languages of Documents

The gathered data sets also have been analyzed to determine the language used in the published documents. As presented in Table 4, the language used for publications on Islamic tourism and efficiency are mostly in English with a total (99.43%). Interestingly, there were other languages used for some of the publications such as Persian with 0.57%.

Table 4

Languages Used for Publications

Languages Used for Publications	Total Publication (TP)	Percentage (%)
English	173	99.43
Persian	1	0.57
Total	174	100.00

Subject Area

Table 5 summarizes the publications based on the subject area. It demonstrates that the largest number of publications were categorized under “social sciences” with a total of 89 (23.80%) publications. This is followed by “business, management and accounting” (21.39%), “environmental science” (17.38%), “economics, econometrics and finance” (9.09%), “arts and humanities” (5.61%) and “energy” (5.35%). Other subject areas were below 5% of the total publications, including earth and planetary sciences, engineering, agricultural and biological sciences, decision sciences, computer science, medicine, chemical engineering, chemistry, psychology, materials science and pharmacology, toxicology and pharmaceuticals.

Table 5

Subject Area

Subject Area	Total Publication (TP)	Percentage (%)
Social Sciences	89	23.80
Business, Management and Accounting	80	21.39
Environmental Science	65	17.38
Economics, Econometrics and Finance	34	9.09
Arts and Humanities	21	5.61
Energy	20	5.35
Earth and Planetary Sciences	17	4.55
Engineering	11	2.94
Agricultural and Biological Sciences	8	2.14
Decision Sciences	7	1.87
Computer Science	6	1.60
Medicine	6	1.60
Chemical Engineering	4	1.07
Chemistry	2	0.53
Psychology	2	0.53
Materials Science	1	0.27
Pharmacology, Toxicology and Pharmaceutics	1	0.27

Most Active Source Title

Table 6 addresses the most active source titles on Islamic tourism and efficiency. However, the number of total publications that have shown in this table is quite impressive due to the highest source was Sustainability Switzerland with 13 (7.47%) publications. The second and third highest were Iop Conference Series Earth and Environmental Science and African Journal of Hospitality Tourism And Leisure with 9 and 6 publications. Followed by Environmental Science and Pollution Research with the total of 4 (2.30%). The other journals that consist of Environment Development and Sustainability, International Journal of Applied Business And Economic Research, International Journal Of Contemporary Hospitality Management and Tourism Management were among the top journals that contribute to publications on Islamic tourism and efficiency with the total of 3 (1.72%).

Table 6

Most Active Source Title

Source Title	Total Publication (TP)	Percentage (%)	CiteScore	SJR	SNIP
Sustainability Switzerland	13	7.47	3.9	0.612	1.242
lop Conference Series Earth And Environmental Science	9	5.17	0.5	0.179	0.436
African Journal Of Hospitality Tourism And Leisure	6	3.45	1.1	0.232	0.551
Environmental Science And Pollution Research	4	2.30	5.5	0.845	1.114
Environment Development And Sustainability	3	1.72	3.8	0.597	1.239
International Journal Of Applied Business And Economic Research	3	1.72	0.1	0.143	0.398
International Journal Of Contemporary Hospitality Management	3	1.72	9.3	2.079	1.984
Tourism Management Asia Pacific Journal Of Tourism	3	1.72	16.5	3.328	4.163
Research Current Issues In Tourism	2	1.15	4.4	0.968	1.317
	2	1.15	8.6	1.725	2.756

Keywords Analysis

Table 7 shows the top keywords that come out as a result of the bibliometric search. This study analyzes the top keywords that have been identified to classify some of the particular areas. Keywords such as tourism, tourism development and sustainable development were among the prevalent keywords that occur and commonly being used in related publications.

This study then further analyzes the author's keywords by producing the word cloud using WordSift (WordSwift.org, 2021) With a maximum of 100 words, and \sqrt{n} scale setting, the result of the word cloud is presented in Figure 3. The figure exhibited the top 100 words (or part of keywords) used from the published article on Islamic tourism and efficiency. The size of each word characterizes the total number of occurrences for the keywords. The word cloud also represents other emerging keywords such as development, sustainable, productivity, and decision, despite the keyword that has been used to search the title of the document. In addition, small-sized words significantly contributed to facilitating the topic of Islamic tourism and efficiency research. It is imperative to address that all of the words generated in Figure 3 are trending or popular words used along with Islamic tourism and efficiency research. Thus, we can foresee that future research can be concentrated on these keywords.

Table 7

Top Keywords

Top Keywords	Total Publication (TP)	Percentage (%)
Tourism	38	6.73
Tourism Development	24	4.25
Sustainable Development	18	3.19
Sustainability	11	1.95
China	10	1.77
Economic Development	9	1.59
Tourist Destination	9	1.59
Economic Growth	8	1.42
Carbon Emission	7	1.24
Ecotourism	7	1.24
Marketing	7	1.24
Medical Tourism	7	1.24
Climate Change	6	1.06
Decision Making	6	1.06
Tourism Management	6	1.06

Table 8

Top Countries contributed to the publications

Top Keywords	Total Publication (TP)	Percentage (%)
Malaysia	18	7.59
Indonesia	16	6.75
China	15	6.33
Australia	14	5.91
India	12	5.06
Spain	12	5.06
United Kingdom	12	5.06
Pakistan	11	4.64
United States	11	4.64
Iran	9	3.80
Bangladesh	7	2.95
Jordan	7	2.95
Italy	6	2.53
Thailand	6	2.53
France	5	2.11
Hong Kong	5	2.11
Greece	4	1.69
New Zealand	4	1.69
Russian Federation	4	1.69
Saudi Arabia	4	1.69

Note: TP=total number of publications

Text Analysis

The title and abstract from the documents gathered were analyzed using the full counting method via VOSviewer software. The binary counting technique is a method for calculating the frequency of a word in an article based on a certain number of occurrences (Van Eck & Waltman, 2013). The visualization of the noun occurrences based on the title and abstract is displayed in Figure 4. The strength of the occurrences is indicated by the size of the nodes, while the strength of the relationship is displayed by the thickness of the lines between nodes. Related words are grouped to show their relationship. The results of the analysis show that tourism sector, sustainability, tourism development, performance, region and community

Table 9

Citations Metrics

Metrics	Data
Publication years	2000 - 2021
Citations	1602
Papers	174
Citations/year	72.82
Citations/paper	9.21
Citations/author	707.64
Papers/author	84.14
h_index	22
g_index	35

Table 10

Highly cited article

No	Authors	Title	Year	Cites	Cites Per Year
1	Law et al	Information technology applications in hospitality and tourism: A review of publications from 2005 to 2007	2009	176	13.54
2	Ip et al	Progress and development of information and communication technologies in hospitality	2011	97	8.82
3	Martanez et al	CSR influence on hotel brand image and loyalty	2014	70	8.75
4	Hadavandi et al	Tourist arrival forecasting by evolutionary fuzzy systems	2011	65	5.91
5	Khan et al	Nexus between financial development, tourism, renewable energy, and greenhouse gas emission in high-income countries: A continent-wise analysis	2019	63	21
6	Balsalobre-Lorente et al	The effects of tourism and globalization over environmental degradation in developed countries	2020	53	26.5
7	Assaf & Tsionas	The estimation and decomposition of tourism productivity	2018	44	11
8	Silk	Towards a sociological analysis of london 2012	2011	41	3.73
9	Chang et al	Efficiency analysis of major cruise lines	2017	40	8
10	Zhuang & Yao	Sociocultural impacts of tourism on residents of world cultural heritage sites in China	2019	39	13

11	Stephenson	Tourism, development and 'destination Dubai': Cultural dilemmas and future challenges	2014	39	4.88
12	Stephenson & Ali-Knight	Dubai's tourism industry and its societal impact: Social implications and sustainable challenges	2010	37	3.08
13	Shanee	Trends in local wildlife hunting, trade and control in the tropical andes biodiversity hotspot, northeastern Peru	2012	35	3.5
14	Skerritt et al	The effect of international tourism on economic development: An empirical analysis	2005	34	2
15	Anser et al	International tourism, social distribution, and environmental Kuznets curve: evidence from a panel of G-7 countries	2020	33	16.5
16	Hua et al	Social Media as a Tool to Help Select Tourism Destinations: The Case of Malaysia	2017	32	6.4
17	Hathroubi et al	Technical efficiency and environmental management: The Tunisian case	2014	32	4
18	Scott et al	Facing Water Scarcity in Jordan: Reuse, Demand Reduction, Energy, and Transboundary Approaches to Assure Future Water Supplies	2003	32	1.68
19	Kiernan	Landforms as Sacred Places: Implications for Geodiversity and Geoheritage	2015	29	4.14
20	Yang et al	An analysis on crops choice and its driving factors in agricultural heritage systems-A case of honghe Hani Rice Terraces System	2017	24	4.8

Conclusion and Implications

This paper revealed a bibliometric analysis of the Islamic tourism and efficiency theme in the current research agenda. A quantity of 174 articles recorded in the Scopus database published between 2000 and 2021 were analyzed. This topic has not actively been discussed due to some of the authors focusing on other pertinent issues on Islamic tourism based on the author's field. The bibliometric indicators and analytical analysis based on the tools and techniques used in this present study emphasise the input of the data mining process and bibliometric techniques to enhance the process in selecting the literature, as a result of the study identifying the trend and productivity of research on Islamic tourism and efficiency using bibliometric analysis (documents and sources types, year of publications, languages, subject area and most active source titles, all keywords and title and abstracts and the

geographical distribution of publications from 2000 -2021). In addition, the study found that using bibliometric analysis increased research efficiency.

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