

# INTEGRATION OF HALAL TOURISM AND GREEN ECONOMY: SYSTEMATIC LITERATURE REVIEW FOR SYNERGY TRENDS IN SUSTAINABILITY PRACTICES

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## Abstract:

This research aims to explore the relationship between halal tourism and the green economy and its contribution to sustainable development and the local economy. The main purpose of this study is to analyze research trends, the relationship between these two sectors, research gaps related to the integration of halal tourism with the green economy, as well as patterns and thematic relationships between the main keywords in the existing literature. The Systematic Literature Review (SLR) approach and bibliometric analysis using the VOSviewer tool were applied to assess research trends, citation patterns, and the linkages between key concepts in the literature from 2016 to February 2025. The results of the analysis show that halal tourism that integrates green economic principles can reduce negative impacts on the environment, increase the use of local products, and support sustainable economic growth. The close relationship between halal tourism and the green economy is found in the VOSviewer analysis, with key clusters and keywords covering concepts such as sustainable development, sustainability, sustainable tourism and environmental. However, the research gap is seen in the lack of explicit integration between halal tourism and the green economy. Thematic patterns show a link between halal tourism, green economy, and sustainability, although research linking the three is still limited. This research contributes to understanding how halal tourism can serve as a sustainable tourism model that not only meets the needs of Muslim tourists, but also supports social, economic, and environmental sustainability. These findings lead to the need for the development of policies that better support the integration of these two sectors in industrial practice.

**Keywords:** *Green Economy, Circular Economy, Sustainability, Halal Tourism, Sustainable Development, Green Practice*

## INTRODUCTION

Halal tourism has experienced significant growth as a specialized sector designed to meet the needs of Muslim travelers by offering services and experiences that align with Islamic principles. Initially recognized primarily for

its focus on dietary requirements, such as halal food, the sector has now broadened to encompass a wider range of elements, including ethical consumption and community engagement. This evolution marks a crucial shift in the tourism industry, where halal tourism not only addresses spiritual needs but also serves as a catalyst for sustainability, a concept that has become increasingly relevant in the ongoing development of global tourism. (Anggraeni et al., 2024). For instance, the combination of sustainability and halal principles in tourism creates a model that not only adheres to halal standards but also tackles growing environmental challenges. This model aligns with global initiatives aimed at incorporating green practices across different sectors, including tourism (Anggraeni et al., 2024).

In line with these developments, the green economy has become a highly relevant framework for addressing the environmental impact of the tourism industry. It emphasizes the importance of sustainable practices that both safeguard ecological resources and strengthen the local economy (Ariyanto, 2022; Borysova et al., 2022). In tourism, the green economy encompasses sustainable practices such as waste management, the adoption of renewable energy, and the reduction of carbon emissions, all aimed at reducing the sector's environmental impact (Borysova et al., 2022; Kiaušienė et al., 2024). As sustainability gains greater emphasis in the tourism sector, it becomes crucial to explore how halal tourism can play a role in promoting green practices through initiatives that focus on environmental conservation and the development of local economies (Hidayat et al., 2023; Tsiaras et al., 2016).

Over the past decade, studies on halal tourism and the green economy have revealed a growing convergence, particularly in relation to sustainable development and community involvement. Recent research underscores the significance of combining halal principles with green tourism practices, marking a wider trend toward sustainability within the tourism industry. For instance, studies demonstrate that sustainable halal tourism can mitigate the environmental impact of tourism by encouraging the use of local products, lowering the carbon footprint from transportation, and supporting the local economy (Anggraeni et al., 2024). The successful integration of green practices into halal tourism has the potential to enhance the appeal of tourist destinations to environmentally-conscious travelers, while also generating economic benefits for local communities (Amsari et al., 2024).

Despite the acknowledgment of halal tourism's role in supporting the green economy and sustainability, there remains a significant gap in research that combines the two within a comprehensive framework. One of the primary issues in the literature is the lack of clarity regarding the application of green economy principles in the halal tourism sector. Many studies tend to focus on the economic aspects of halal tourism or environmental sustainability individually, without explicitly connecting the two. This creates a research gap that demands further investigation, particularly in identifying policy frameworks that can facilitate the practical integration of these concepts in the field (Hariani & Hanafiah, 2023; Junaidi, 2020).

In this context, it is crucial to examine how the halal tourism sector can act as a catalyst for green economic development by fostering environmentally friendly infrastructure and encouraging local community involvement in sustainable tourism management. Previous studies have indicated that the growth of community-based halal tourism can boost local income and enhance the economic resilience of regions with potential that remain underdeveloped (Abidin et al., 2022; Misbah & Johari, 2024). Community involvement in the planning and development of halal tourism destinations plays a key role in preserving local culture and promoting environmental sustainability, while also ensuring that the benefits of tourism are equitably shared among local populations (Amalia et al., 2024; Markose et al., 2022).

Therefore, this study aims to address key questions regarding the integration of halal principles and green practices in tourism, as well as explore how the halal tourism sector can further contribute to global economic sustainability and development. The research will primarily involve a review of the existing literature to analyze current trends and identify research gaps that need further exploration. It is anticipated that this study will make a meaningful contribution to enhancing the understanding of how halal tourism can support the green economy within the larger context of sustainable development.

## RESEARCH METHOD

This study uses the Bibliometric Analysis and Systematic Literature Review (SLR) approaches to analyze literature related to halal tourism and the green economy between 2016 and February 2025. This approach refers to the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines, which provide a structured framework for reporting literature reviews and meta-analyses, ensuring the research process is carried out in a comprehensive, transparent, and reproducible manner (Marchetti et al., 2019; Martami et al., 2022; Page et al., 2021). The process begins with the formulation of a clear and focused research question, which is then followed by a systematic literature search using Scopus and other relevant databases. These searches are performed with specific keywords and Boolean operators to filter results efficiently and accurately (Fares et al., 2022; Xiao & Watson, 2017). Once relevant literature is found, the articles go through a rigorous screening process to determine their eligibility based on pre-established inclusion and exclusion criteria (Martami et al., 2022; Xiao & Watson, 2017). This systematic approach not only improves the reliability of findings but also ensures that the literature review covers a wide range of relevant and significant literature.

The search process was carried out using Scopus and other databases with keywords designed to cover the topics of halal tourism and green economy. Boolean operators such as AND, OR, and NOT are used to broaden or narrow searches, such as "Halal Tourism AND Green Economy." The relevant literature was then screened against pre-established inclusion and exclusion criteria, ensuring only eligible studies were included in this review

(Aflahah et al., 2023; Xiao & Watson, 2017).

The Systematic Literature Review (SLR) approach was chosen because it allows to assess research trends, relationships between concepts, and research gaps in a systematic and transparent manner. This approach is superior to narrative review because it provides a more objective and replicable approach, which ensures that the results of this study can be accounted for. Bibliometric analysis with VOSviewer provides additional quantitative insights that are important for understanding the extent to which related research has progressed, as well as helping to map the linkages between key concepts in this field. By combining these two methods, this study aims to provide a comprehensive overview of the integration of green economy in halal tourism.

After conducting a co-occlusion and co-citation analysis, the next step is the thematic compilation, which aims to group the main themes that appear in the literature related to halal tourism and the green economy. It involves grouping the main topics related to halal tourism and the green economy, as well as analyzing how they have evolved over time. This thematic arrangement not only provides insight into trends in both areas, but also identifies research gaps that remain. For example, there is a need for more research linking sustainable practices in halal tourism to the influence of the green economy on regional economic growth (Akter & Hasan, 2022; Widodo et al., 2022).

After the relevant articles were selected, a bibliometric analysis was carried out using VOSviewer to map the relationship between keywords, authors, and frequently cited articles in the field of halal tourism and green economy. This analysis includes several methods, namely:

1. Co-occurrence analysis: To analyze the occurrence of keywords that often appear together in related articles.
2. Co-citation analysis: To map frequently cited articles together, which show linkages in the context of the research topic.
3. Bibliographic coupling: To identify relationships between articles that have the same reference, which can indicate topics that are often discussed in related literature.

VOSviewer is then used to visualize bibliometric maps, which makes it easier to understand how the related literature develops over time and identify key research groups and existing research gaps.

## FINDINGS AND DISCUSSION

### Research Trends in Halal Tourism and Green Economy

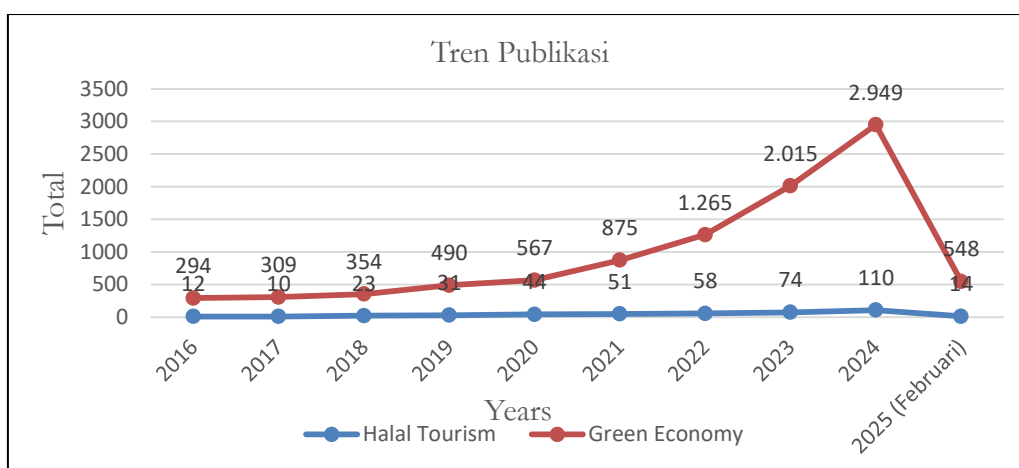
The search results from Scopus meta data found research related to halal tourism and the green economy. As can be seen in the following table 1:

**Table 1 : Halal Tourism and Green Economy Publication Trends**

Publication Every Year	Halal Tourism	Green Economy	Halal Tourism and Green Economy	Halal Tourism and Sustainable Development
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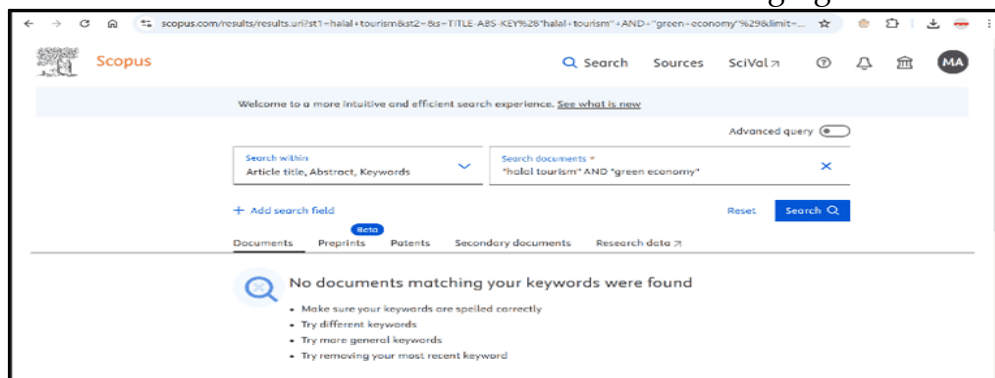
2016	12	294	-	-
2017	10	309	-	1
2018	23	354	-	-
2019	31	490	-	-
2020	44	567	-	-
2021	51	875	-	-
2022	58	1.265	-	-
2023	74	2.015	-	2
2024	110	2.949	-	6
2025 (February)	14	548	-	2
<b>Total</b>	<b>427</b>	<b>9.666</b>	<b>-</b>	<b>11</b>

Based on table 1, it reveals significant trends in research related to halal tourism and the green economy during the period 2016 to february 2025. As the trend of this research can be seen in the following Figure 1:



**Figure 1 : Trend Graph of Halal Tourism and Green Economy Publications**

The analysis results reveal a notable increase in publications on halal tourism and the green economy since 2019, with halal tourism publications reaching 110 documents in 2024 and green economy publications totaling 2,949 documents in the same year. However, despite this consistent growth, a research gap remains in the combined topic of halal tourism and the green economy, with no relevant publications connecting the two concepts during the period from 2016 to 2025. This is illustrated in the following figure 2:





**Figure 2 : Scopus Data Search Results related to the Combination of Halal Tourism and Green Economy**

Meanwhile, few studies linking halal tourism and sustainable development were recorded with 11 documents both without a filter and with a 10-year filter. This shows the need to explore the relationship between these two sectors.

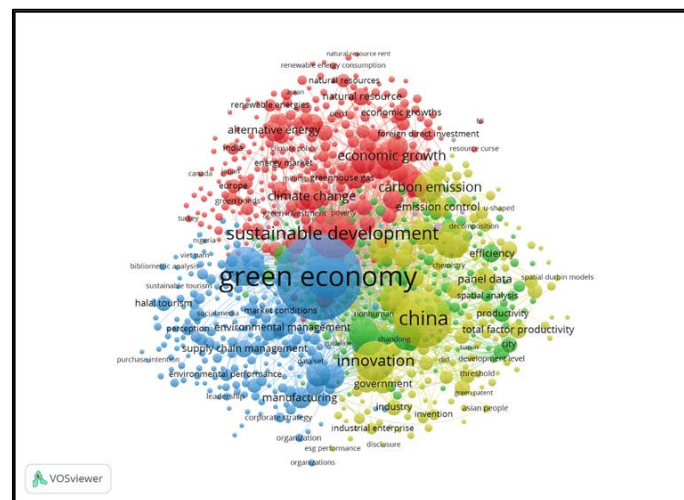
## Relationship Between Concepts

The relationship between concepts was analyzed using Vosviewer, based on the analysis of co-occurrence, various things were found as seen in the following table 2:

### Table 2 : Halal Tourism and Green Economy Publication Trends

Items	874
Clusters	6
Links	109.954
Total Links Strength	432.583
Cluster 1	274 items
Cluster 2	222 items
Cluster 3	219 items
Cluster 4	153 items
Cluster 5	5 items
Cluster 6	1 item
Halal Tourism	Cluster 3
Green Economy	Cluster 3
Sustainability	Cluster 3
Sustainable Development	Cluster 2

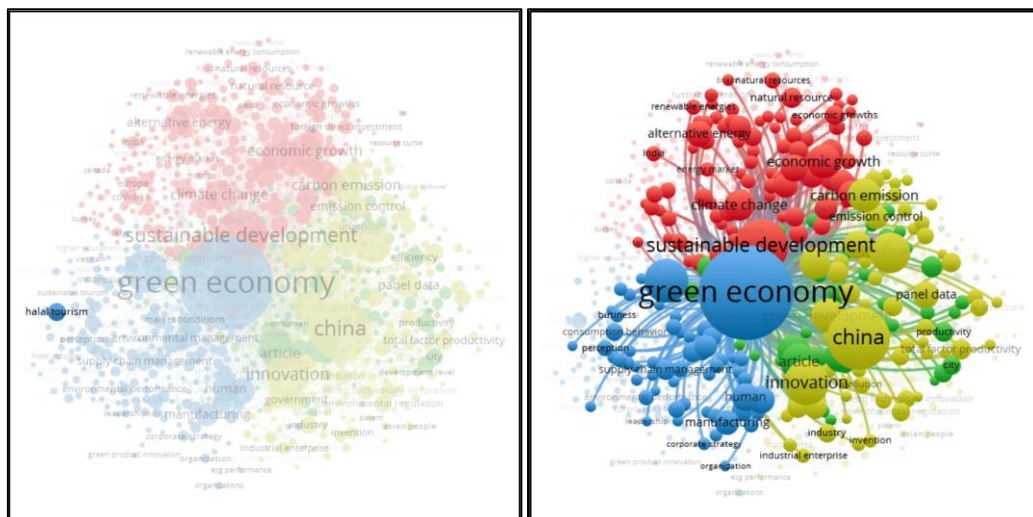
Based on Table 2, it shows that 874 items have been analyzed, which are divided into 6 main clusters, with 109,954 links and a total link strength of 432,583. This suggests that there are many strong connections between the various concepts analyzed. This is illustrated in the following figure 3:



**Figure 3 : Output of Data Processing Products related to Halal Tourism and the Green Economy as a Whole**

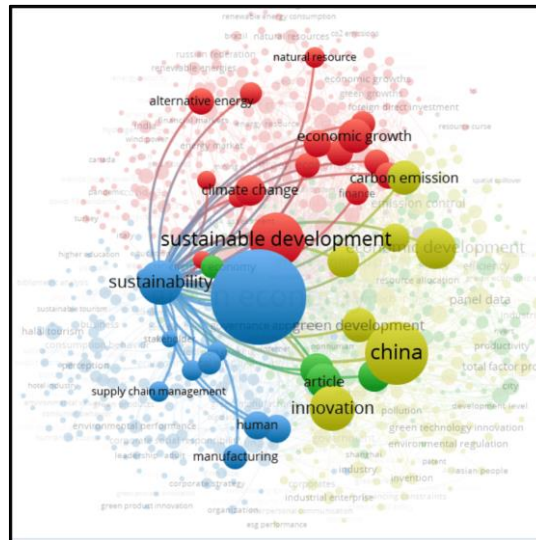
The results of the analysis with VOSviewer revealed a significant relationship between halal tourism and the green economy in Cluster 3, with

key keywords such as sustainability, sustainable tourism and environmental often appearing together. However, despite the close relationship between these concepts, the literature that combines halal tourism and the green economy in a single research framework is still very limited. Meanwhile, Cluster 2 which consists of 153 items focuses more on sustainable development, with the main keywords related to economic growth, sustainable development, and green economy. In this cluster, there is a strong link between sustainable development and the green economy, which shows the relationship between sustainable economic sectors and the importance of sustainability in regional development. The findings show how halal tourism, green economy, and sustainability are interconnected in the literature. Cluster 3 highlights the close relationship between these three concepts, while Cluster 2 provides context related to the broader concept of sustainable development. Overall, the results from VOSviewer illustrate that although halal tourism and the green economy are often discussed separately. This is illustrated in the following figure 4:



**Figure 4 : Data Processing Output related to the Position of Halal Tourism and Green Economy**

However, there is a growing trend to connect these two sectors within the framework of sustainability. This is illustrated in the following figure 5:



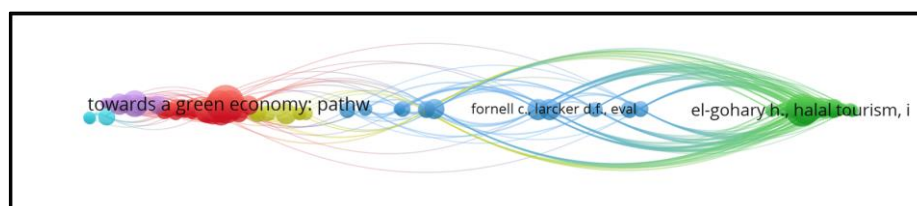
**Figure 5 : Data Processing Output related to Sustainable Keyword Position**

This indicates that halal tourism, when integrated with green practices, has the potential to make a significant contribution to both economic and environmental sustainability, opening up avenues for further research on how these two sectors can be more effectively integrated into industrial practices. Based on the co-citation analysis results, using the "minimum number of citations of a cited reference" criterion of 59 citations, the findings are illustrated in the following figure 6:

Verify selected cited references			
Se...	Cited reference ^	Citations	Total link strength
<input checked="" type="checkbox"/>	battour m., ismail m.n., halal tourism: concepts, practises, challenges and future, tourism ...	59	36
<input checked="" type="checkbox"/>	el-gohary h., halal tourism, is it really halal?, tourism management perspectives, 19, pp. 124...	71	36
<input checked="" type="checkbox"/>	inclusive green growth: the pathway to sustainable development, (2012)	59	33
<input checked="" type="checkbox"/>	towards a green economy: pathways to sustainable development and poverty eradication, ...	83	34
<input checked="" type="checkbox"/>	towards green growth, (2011)	59	25

**Figure 6 : The Most Influential Halal Tourism and Green Economy Documents**

From figure 6, it can be seen that there are 5 (five) most influential documents in the minimum standard of 59 citations with a total link strength vulnerability between 25-36. With the visualization from VOSviewer seen in the following figure 7:



**Figure 7 : The Most Influential Halal Tourism and Green Economy Documents**



Based on figures 6 and 7, it was found that the most influential articles were works that discussed halal tourism and green economy, such as articles by Battour & Ismail, (2016) dan El-Gohary, (2016) which discusses the challenges and opportunities of halal tourism and how this concept relates to sustainability and sustainable development.

### **Integration of Halal Tourism and Green Economy in Sustainable Development**

The relationship between halal tourism and the green economy is increasingly recognized as an important element in sustainable development. Halal tourism, which is based on Islamic principles, can benefit significantly from green economy initiatives that focus on environmental sustainability (Setiawan et al., 2024; Yu et al., 2021; Zulvianti et al., 2022). The application of environmentally friendly practices in halal tourism increases its attractiveness for tourists who care about the environment, expands market reach, and encourages economic growth in the Muslim community. This is in line with the goal of sustainable tourism, which seeks to balance economic benefits with social and environmental responsibility (Chaaben et al., 2022; Pol et al., 2023).

The results of the Systematic Literature Review (SLR) and bibliometric analysis show that the relationship between halal tourism and green economy is a growing research field with significant research potential. Co-occupancy analysis using VOSviewer indicates that key concepts such as sustainability, sustainable development, green practices, and green economy are often associated with halal tourism. However, the co-citation analysis shows that the literature in this area is still fragmented, with few studies explicitly linking green economy principles within the framework of halal tourism. This indicates that there is a research gap that requires further exploration.

The green economy contributes to halal tourism by encouraging eco-friendly practices in the hospitality and travel services industry, which is not only in line with Islamic values, but also improves the overall tourist experience (Uslu et al., 2023; Yu et al., 2021). For example, hotels that implement sustainability practices can improve brand image and customer satisfaction, especially among Muslim travelers who are increasingly concerned about sustainability (Lin et al., 2023; Yousaf et al., 2021). The environmental benefits of integrating the green economy in halal tourism include carbon footprint reduction, natural resource conservation, and biodiversity conservation. This tourism model not only respects cultural integrity, but also ensures the long-term sustainability of tourist destinations (Chaaben et al., 2022; Pol et al., 2023; Setiawan et al., 2024).

### **Challenges in the Implementation of the Green Economy in Halal Tourism**

Despite its great potential, the application of green economy principles in halal tourism faces several main challenges:

1. Lack of Sustainability-Oriented Halal Certification Standards

One of the main obstacles in integrating green practices in halal tourism is the absence of halal certification standards that explicitly cover aspects of environmental sustainability. It is true that in the service business

sector, halal accreditation plays a role as a guarantee of the safety and quality of food and beverages authorized by the government or related Muslim religious institutions (Wijaya et al., 2018). However, currently halal certification focuses more on food safety, religious compliance, and hospitality services, without including clear sustainability criteria (Akter & Hasan, 2022; Niekerk, 2024). Therefore, it is necessary to standardize green halal certification that accommodates environmental aspects, so that it can be a guideline for industry players.

## 2. Low Stakeholder Awareness

Another challenge is the lack of understanding among industry stakeholders regarding the benefits and implementation of green economy principles in halal tourism. Many halal tourism businesses, especially in developing countries, still lack understanding of eco-friendly innovations that can reduce environmental impact and improve operational efficiency (Wahyudin et al., 2021). Therefore, educational campaigns, industry training, and policy incentives are needed to increase industry awareness and participation in the implementation of green practices.

## 3. Lack of Policies and Regulations that Support Green Halal Tourism

Although some countries have introduced green tourism policies, policies that specifically support the transition of halal tourism towards sustainability are still very limited (Bogović & Grdić, 2020; Sabău-Popa et al., 2024). This policy gap can be seen in the lack of green tax incentives, sustainable investment funding, and ecotourism certification for the halal tourism industry. Therefore, collaboration between the public and private sectors and the integration of halal tourism in the national green economy strategy can be a solution to accelerate the implementation of sustainability principles (Liu & Li, 2024).

## Implementation of Green Economy Principles in Halal Tourism

To overcome these challenges, several strategies can be implemented to strengthen sustainability in the halal tourism industry:

### 1. Adoption of Green Technology

Green technology plays an important role in reducing the environmental impact of halal tourism

- a. IoT (Internet of Things) can improve resource efficiency in halal hotels by optimizing energy and water consumption (Chang et al., 2022; Zhang et al., 2022).
- b. Blockchain can ensure transparency in the halal certification process, strengthening consumer confidence in the authenticity of environmentally friendly halal products (Fu & Xu, 2024; Papadaki, 2024).
- c. Artificial Intelligence (AI) can assist in resource planning and management, thereby minimizing environmental impact while improving operational efficiency (Fang et al., 2022; Tang et al., 2023; Wang et al., 2024).

## 2. Application of Circular Economy in Halal Tourism

The circular economy model emphasizes resource efficiency and waste reduction in the halal tourism industry.

- a. Recycling and upcycling can reduce waste while creating new economic value (Almulhim, 2024; Misztal & Dziekański, 2023).
- b. Sustainable supply chain management in the halal tourism business can reduce dependence on non-renewable resources.

## 3. Policy Strengthening and Institutional Support

To ensure a successful transition, the government needs to implement policies that encourage green practices in halal tourism.

- a. Tax incentives and financial subsidies for businesses adopting green solutions need to be expanded (Bogović & Grdić, 2020; Sabău-Popa et al., 2024).
- b. Standardization of green halal tourism can provide clearer guidelines for the industry (Alam et al., 2024; Zulvianti et al., 2022).

## Contribution to the Body of Knowledge

This research makes a valuable contribution to the existing body of knowledge on halal tourism and the green economy, particularly in the context of sustainability and economic development. While halal tourism has been extensively discussed in the literature concerning the spiritual needs of Muslim tourists, studies linking halal tourism to the green economy and sustainability remain scarce. This study addresses this gap by examining how these two sectors can converge to create environmentally friendly tourism while simultaneously supporting the local economy.

One of the key contributions of the study is the emphasis on the importance of green practices in the halal tourism sector, which not only meets the spiritual needs of Muslim tourists, but also contributes to environmental sustainability. Along with increasing awareness about climate change and environmental damage, this study shows that halal tourism that integrates green economy practices can help reduce carbon footprints, make efficient use of local resources, and reduce waste in tourism destinations. This emphasizes that halal tourism can act as a catalyst for green economic growth, which at the same time supports sustainable development goals (Aleksić et al., 2023; Saeed et al., 2023).

Furthermore, this study enhances the understanding of how halal tourism can contribute to social development by involving local communities in the sustainable management of tourism destinations. Community participation within the halal tourism sector fosters social engagement and ensures that the economic benefits are equitably distributed among the local population, thereby promoting social sustainability (Amin et al., 2024; Ho & Lin, 2024). Therefore, community-based halal tourism has the potential to have a positive social impact, which was often not noticed in previous studies that focused more on economic and environmental aspects only.

This research also emphasizes the role of the circular economy in

fostering sustainability within the halal tourism sector. The circular economy, which advocates for efficient resource management and waste reduction, offers a highly relevant framework for halal tourism focused on sustainability. This research introduces green practices that can be implemented in the halal tourism sector by reducing carbon footprint and utilizing local products, which in turn contributes to local economic growth and sustainable development (Ghaithan et al., 2023; Panwar & Niesten, 2022).

Overall, this study enriches the literature on halal tourism by expanding the concept to include the broader framework of the green economy and sustainability. By integrating green economy principles within the halal tourism sector, this research significantly contributes to academic understanding of how tourism can act as a key driver in achieving sustainability goals at various levels—economically, environmentally, and socially. The findings also pave the way for further research that can explore the long-term impacts of implementing green practices in halal tourism, as well as how policies and regulations can facilitate the broader integration of these two sectors.

### **Research Gaps and Future Research Directions**

Although halal tourism and the green economy are gaining traction in the literature, the results of this study identify several research gaps that need to be filled in order to develop a more comprehensive understanding of these two sectors. One of the main gaps is the research gap in terms of integration between halal tourism and the green economy. Although the two topics are often discussed separately, research linking the two is very limited. Most of the existing research focuses more on theoretical aspects or case studies that are limited to a specific region, without paying attention to how the integration of the green economy in halal tourism can have sustainable social, economic, and environmental impacts in the long term. Therefore, long-term research that examines the effects of sustainability and economic growth in diverse global contexts is very important.

In addition, although there is a lot of literature that discusses halal tourism in the context of the spiritual needs of Muslim tourists, few link halal tourism to the green economy and sustainable development as a whole. Further research is needed to identify practical models on how green economy principles can be applied in halal tourism to support social sustainability and more efficient management of natural resources in the sector.

This research also highlights the need for a more in-depth study of the involvement of local communities in the development of halal tourism. Although several studies have addressed community participation, few have examined how community-based management can strengthen social sustainability and drive more equitable and sustainable local economic growth. Further studies should explore how the active participation of local communities can improve sustainability in halal tourism and support inclusive economic development.

In addition, policies and regulations related to halal tourism and green

practices are still very limited in many countries, especially in countries that have great potential in the halal tourism sector but have not fully developed a policy framework that supports the implementation of green practices. Therefore, there is a need for research on policies that can support the integration between the green economy and halal tourism, with an emphasis on government incentives, standardization of environmentally friendly halal certification, as well as clear regulations regarding sustainable resource management in the tourism sector.

Future research can also delve deeper into the role of digital technology in facilitating the transition to a green economy within halal tourism. Digital technology can be instrumental in optimizing resource management, enhancing operational efficiency, and monitoring sustainability in the tourism sector. Thus, further studies exploring how technologies such as digital platforms, smart tourism, and the Internet of Things (IoT) can be leveraged to manage natural resources more sustainably in halal tourism destinations will provide valuable insights.

Overall, although there has been a lot of research on halal tourism and the green economy, there are many research gaps that need to be filled. Further research exploring best practices, supporting regulations, and implementation strategies of the green economy in halal tourism will be invaluable in strengthening the social and economic sustainability of the green economy in this sector. With a more comprehensive and empirical data-based approach, we can explore the full potential of halal tourism in supporting environmental sustainability and green economic development at the global level.

## CONCLUSION

This research reveals that halal tourism and the green economy have great potential to support each other in achieving sustainability and economic development that is more environmentally friendly. Key findings show that halal tourism that integrates green practices can reduce carbon footprints, support local economic growth, and strengthen social sustainability in tourism destinations. The analysis results using VOSviewer highlight the growing connection between halal tourism and the green economy, which is increasingly explored in the literature on sustainability.

Despite the sector's great potential, challenges remain, such as the lack of awareness among stakeholders about the importance of green practices in halal tourism and the limited green infrastructure in many destinations. To address these issues, supportive regulations, policy incentives, and training for stakeholders are essential to ensure that green economy principles are effectively implemented in the sector.

The implications of these findings emphasize the necessity of integrating green economy principles into halal tourism to meet global sustainability goals and promote inclusive economic development. This research contributes to a deeper understanding of how halal tourism can serve as a sustainable tourism model that not only satisfies the spiritual needs of



Muslim tourists but also supports environmental sustainability and fosters local economic growth.

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