

# INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY: APPLIED BUSINESS AND EDUCATION RESEARCH

2024, Vol. 5, No. 1, 339 – 351

<http://dx.doi.org/10.11594/ijmaber.05.01.30>

## Research Article

### A Bibliometric Analysis on Muslim-Friendly Tourism Research Using VOSviewer

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#### Article history:

Submission December 2023

Revised January 2024

Accepted January 2024

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#### ABSTRACT

This manuscript focuses on the growth of Muslim-friendly tourism through a thorough bibliometric analysis, addressing the emerging subject in this field. It starts by outlining how important it is to accommodate Muslim tourists in the global tourism scene. Methodologically, the analysis utilized VOSviewer software, and data was collected from national and international publications covering the years 2018–2023 using the Publish or Perish application. The results provide insights into the changing themes and patterns in Muslim-friendly tourism, guiding future research and advancement. Based on the results, the number of studies related to Muslim-friendly tourism in 2018 was low, with only 2 related studies. In the following years, this topic became significantly popular, with a number of studies conducted by various researchers, particularly in 2021 and 2023. In 2019, there was a significant increase, with 9 related studies. In 2021 and 2023, 22 relevant studies were found. There was also a slight decline in 2020, with 7 studies, and 10 studies in 2022. This data is helpful in evaluating the novelty of topics related to Muslim-friendly tourism.

**Keywords:** *Bibliometric analysis, MFT, Muslim-friendly tourism, Publish or perish, VOSviewer*

#### Introduction

It is undeniable that there is a mounting number of Muslim visitors around the globe, and the evolving segment within the tourism industry makes Muslim-friendly tourism more crucial for further exploration (Papastathopoulos et al., 2020). It is believed that the concept of Muslim-friendly tourism

can boost the economic standing of a destination through various regulations that have been modified in several ways to meet the needs of Muslim visitors in the leisure industry. Therefore, the host of a tourist site needs to offer halal-guaranteed goods, services, or activities for Muslim patrons, in order to cater to the preferences of Muslim visitors (Rofiqo, 2023).

#### How to cite:

Rasuman, M. A. & Saeed, A. M. M. (2024). A Bibliometric Analysis on Muslim-Friendly Tourism Research Using VOSviewer. *International Journal of Multidisciplinary: Applied Business and Education Research*. 5(1), 339 – 351. doi: 10.11594/ijmaber.05.01.30

Nowadays, this concept is being used by several countries to satisfy the increasing number of Muslim guests in the global market (Han et al., 2019). In addition, this idea mainly focuses on the necessities that Muslims use and consume on a daily basis, rather than demanding that all of their needs be met. The emergence of this concept provides a great opportunity for scholars to advance their studies on a specific subject. Therefore, research in any field, including Muslim-friendly tourism, needs to be analyzed bibliometrically in order to identify extensive opportunities for studying specific themes (Donthu et al., 2021).

Furthermore, among the available instruments for conducting a bibliometric study is the VOSviewer. It is a Java-based software application used to create, visualize, and analyze bibliometric maps (Bukar et al., 2023). VOSviewer is capable of analyzing various types of bibliometric network information, including connections between journal citations or publications, correlations between scientific terms, and collaborative partnerships among researchers (Nandiyanto & Al Husaeni, 2021).

There are recent studies related to Muslim-friendly tourism. In a study conducted by Salleh, Nor, Azmin, Samori, et al. (2019), the researchers examined and found that the major difficulties and barriers especially of non-Muslim-dominated destinations are offering goods and services that are in accordance with Islamic values. In this study, language barriers, the absence of a connection between travel agencies in the countries of origin and destination, and the lack of knowledge about the needs of Muslim tourists are among those challenges. The study conducted by Hilwa (2021), focused on Muslim-friendly Tourism (MFT) policies that are being implemented by the South Korean government. One of the strategies utilized to achieve the implementation of this segment is through public diplomacy with support from non-governmental organizations.

Researchers such as Nugroho et al. (2023), highlighted the potential of Muslim-friendly tourism in Indonesia. This paper suggested that digital ecosystems and Islamic financing are highly required for the implementation of the concept. The researchers also emphasized that synergy and collaboration among stakeholders

are essential for significant advancement in adopting Muslim-friendly tourism. While reviewing the research conducted by Akhsanty et al. (2023), the researchers demonstrated the importance of halal certification, especially in the development of MFT as a concept, and how this concept ensures customer satisfaction.

However, there has been no bibliometric analysis focusing on Muslim-friendly Tourism using VOSviewer software to perform mapping analysis. Thus, this study aims to conduct a bibliometric analysis in the field of Muslim-friendly Tourism to identify development trends, visualize hotspots, and assess the current relevance of the subject (Lee et al., 2023). This analysis will enable future researchers to identify areas that require further attention. Additionally, this research aims to serve as a valuable tool for scholars in selecting or conducting research topics, particularly in the Hospitality industry.

This paper uses a thorough bibliometric study to examine the emerging field of this concept. The context of this paper will be broken down into four sections. The need for scholarly investigation is emphasized in the introduction, which highlights the rising significance of accommodating Muslim guests in the worldwide tourism industry. The methodology section describes how to acquire data from national and international publications about Muslim-friendly Tourism using descriptive quantitative and bibliometric methodologies. Software tools like VOSviewer and Publish or Perish were used in the investigation to extract and display patterns from a dataset that covered the years 2018 to 2023. Research development is the main focus of the findings and discussions, which also showcase the topics and trends that are changing in Muslim-friendly tourism. Key findings are outlined in the conclusion, which also informs interested parties about possible directions for further research and development.

## Methods

In this study, descriptive quantitative and bibliometric approaches were used. The researcher utilized data from selected global and domestic publications. The studies chosen are based on the titles and keywords used. As part

of the criteria, these required papers must be published from 2018 to 2023. These papers were downloaded on the 3rd of December, 2023. The researcher of this study utilized Publish or Perish software version 8.9 for the literature study related to this research topic. This software was used by the researcher to come up with the bibliometric mapping data needed for this research. In addition, we saved the information from the software into a document in the form of a .ris file type which could be opened with the VOSviewer tool version 1.6.20. The materials were screened by the researcher to ensure that only those pertinent to Muslim-friendly Tourism were utilized. Using the keyword "Muslim-friendly Tourism" by the Publish or Perish software's keyword and title requirements, we were able to retrieve the data from Google Scholar. For the study on Muslim-friendly Tourism, we gathered 873 matched data. On the other hand, 50 relevant journals were found after the researcher filtered the

data being collected. Then, the researcher generated the data for visualization and conducted trend analysis using bibliometric maps created by the VOSviewer software. Network, overlay, and density visualization data are the three categories into which VOSviewer software mapping data falls. In addition, the researcher excluded terms that are not related and displayed in the VOSviewer mapping interface.

### Result and Discussion

The evolution of research on MFT from 2019 to 2023 is depicted in Figure 1. Based on the figure shown, there was a shortfall in 2020 and 2022 focusing on the research on MFT. This is demonstrated by showing that there were 2 publications in 2018. In the following year, there was a notable rise in 2019 and 2021. Although there was a slight decline in the past years, particularly in year 2020 and 2022, however, it managed to get on track in 2023.

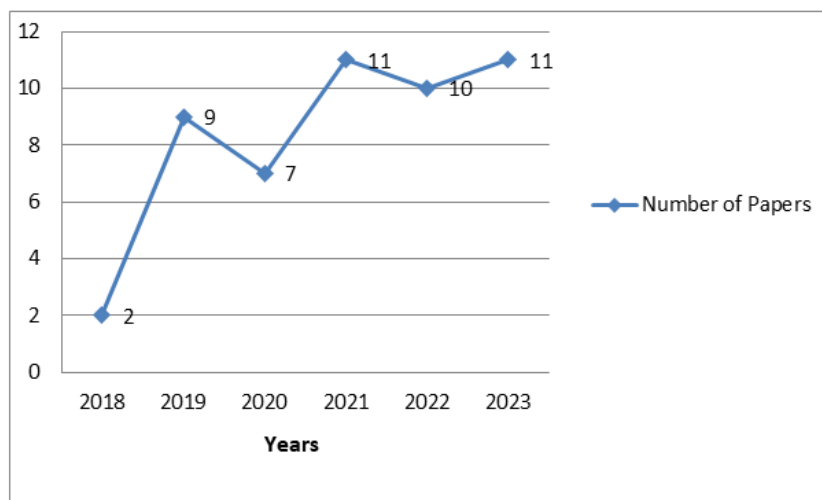


Figure 1. Research Evolution on Muslim-friendly Tourism Research (2018-2023)

Figure 1 shows that the number of studies regarding Muslim-friendly tourism was low in 2018. Due to the undeniable increase in the number of Muslim tourists in the global arena since 2013, the number of studies discussing Muslim-friendly tourism and other associated issues started to grow, reaching up to 9 related studies.

Furthermore, although research about Muslim-friendly tourism dropped in the year 2020 with 7 related studies, it improved

significantly in the following year, 2021, reaching 11 related studies. Despite a slight drop in 2022, the total number of papers being published related to Muslim-friendly tourism managed to maintain its momentum with 11 pertinent studies in 2023. Considering Muslim-friendly tourism as a growing segment in the tourism industry, and the similar result shown in Figure 1 on the research developments of this theme, this study suggests further studies focusing on related disciplines are significantly

crucial, especially those gaps that can be found from the studies published in 2020 and 2022.

In addition, the researcher ranked the top 15 most cited papers from 15 distinct publications (see Table 1). These 15 publications met the research criteria and are included in Table 1. The results indicate that out of the 15 articles that were chosen, two (2) research studies have the highest citation among these papers, reaching 73 citations, conducted by Lesia et al. in the year 2023. This is followed by the study conducted by Yuniningsih et al. in the same

year, with 71 citations. On the contrary, three (3) papers had the lowest number of citations. It can also be seen in Table 1 that in the year 2023, there were four (4) published articles that focused on MFT, with the most cited having an average of 166 citations. These studies have been cited by several authors and focused on the influence of Muslim-friendly Tourism Destinations, factors affecting the development of Muslim-friendly Tourism, the importance of Halal Certification, and the potential of Muslim-friendly Tourism.

Table 1. Most Cited Journals Research Studies Related to Muslim-friendly Tourism

Rank	Authors	Title	Cites	Year
1	(Lesia et al., 2023)	Analysis of the Influence of Muslim-Friendly Tourism Destinations on Inbound in Countries in the Asia Pacific Region	73	2023
2	(Yuniningsih et al., 2023)	Supporting Factors in The Development of Muslim Friendly Tourism in Palembang City	71	2023
3	(Akhsanty et al., 2023)	Halal certification mechanism for Sharia hotels in the development of Muslim-friendly tourism under Job Creation Law	15	2023
4	(Janis & Ramli, 2022)	Influence of Muslim Friendly Tourism Organisation Facebook Post on Online Engagement	12	2022
5	(Santoso, Hadibrata, et al., 2021)	Study on Development Strategies of Muslim-Friendly Tourism Ecosystem Study On Development Strategies of Muslim-Friendly Tourism Ecosystem	8	2021
6	(Iskandar et al., 2023)	The potential of Muslim Friendly Hospitality in the tourism industry in Central Java	7	2023
7	(Santoso, Widyanty, et al., 2021)	Analysis of Muslim Friendly Tourism Development in Indonesia COVID-19	7	2021
8	(Saffinee et al., 2019)	Muslim-Friendly Ecotourism in Halal Industry Ecosystem: An Exploratory Study in Karimunjawa	7	2019
9	(Muslim & Harun, 2022)	Exploring the Concept of Muslim Friendly Tourism	6	2022
10	(Mahliza et al., 2021)	Desa Discourses of Muslim-Friendly Tourism (Indonesia Empirical Cases)	6	2021
11	(Alam & Ullah, 2020)	The Revival of Muslim Friendly Tourism and Hospitality: A Case Study of Hotels in Pakistan	4	2020
12	(Salleh, Nor, Azmin, & ..., 2019)	Exploring challenges in providing muslim friendly tourism services in northern Japan: A case study in Akita prefecture	4	2019
13	(Othman et al., 2019)	Assessment of Agro-Based Homestay Activities towards Muslim Friendly Tourism	4	2019
14	(Eum, 2018)	The current state of Muslim-friendly tourism policies in non-Islamic countries: an exploratory study of Korea's approach	4	2018
15	(Kurniawan & Jatmika, 2021)	Japan's Challenges on Muslim Friendly Tourism to Attract Muslim Tourists 2013-2019	3	2021

## Muslim-friendly Tourism Research Topic Visualization using VOSviewer

Two terms should be used in determining the minimum number of relationships when rendering the data in the VOSviewer program accordingly. Consequently, 75 threshold elements were found, and they comprise the results collected into 7 clusters. Based on the visualization mapping analysis, research on Muslim-friendly Tourism is categorized into 7 clusters. These are the following: Cluster 1, as shown in Figure 2, consists of 13 items: attention, case study, challenge, country, covid, destination, effect, Muslim-friendly a, Muslim-friendly tourist destination, need, perspective, relevance, and view. Cluster 2, shown in Figure 3, has 12 items: challenges, halal, influence, Muslim, Muslim-friendly hospitality service, Muslim traveler, product, service, syariah-compliant hotel, tourism center, tourist satisfaction, and travel. Cluster 3, as shown in Figure 4, has 10 items: exploratory study, government, halal industry ecosystem, mfh,

Muslim-friendly ecotourism, Muslim-friendly hospitality, potential, strength, study, and tourism study (see Figure 4). Cluster 4, shown in Figure 5, has 9 items: concept, halal tourism, implementation, Islamic tourism, organization, pattern, sustainable development, sustainable tourism, and tourism. In Cluster 5, as seen in Figure 6, there are 7 items, including analysis, factor, intention, MFT, Muslim-friendly destination, Muslim-friendly tourism, and role. In Cluster 6, there are 7 items; these items are: development, opportunity, order, process, research, stakeholder, and tourism sector (See Figure 7). Lastly, in Cluster 7, as shown in Figure 8, there are only 2 items that talk about Muslim tourists and Muslim-friendly tourism.

Moreover, the color red pertains to the first cluster, green to the second cluster, royal blue shade to the third cluster, yellow shade to the fourth cluster, purple shade to the fifth cluster, light blue to the sixth cluster, and orange shade to cluster 7.

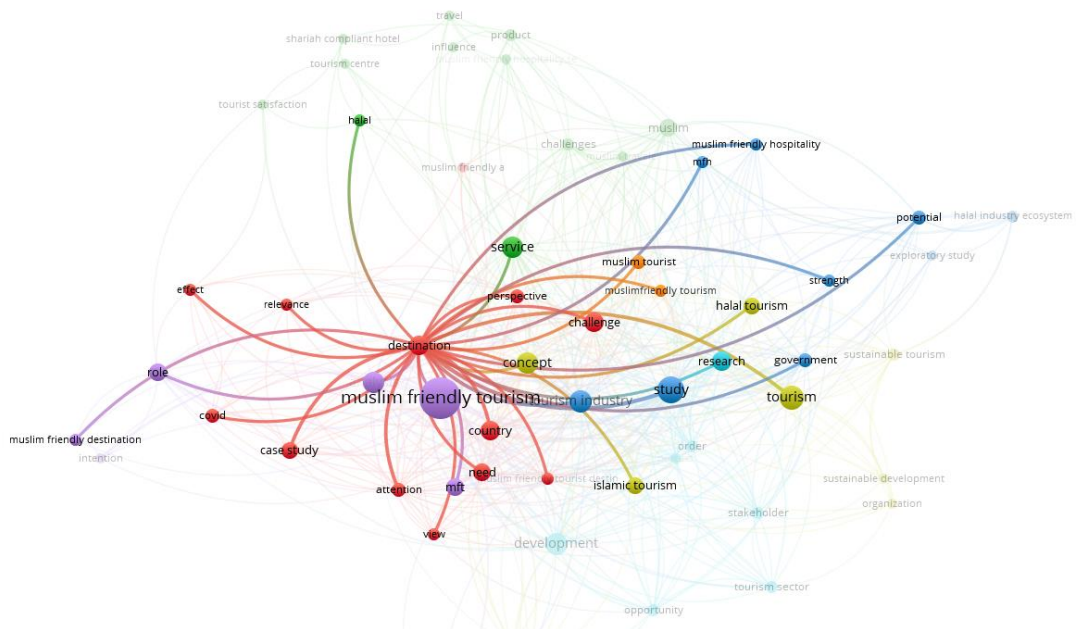


Figure 2. Network mapping for Muslim-friendly Tourism under Cluster 1

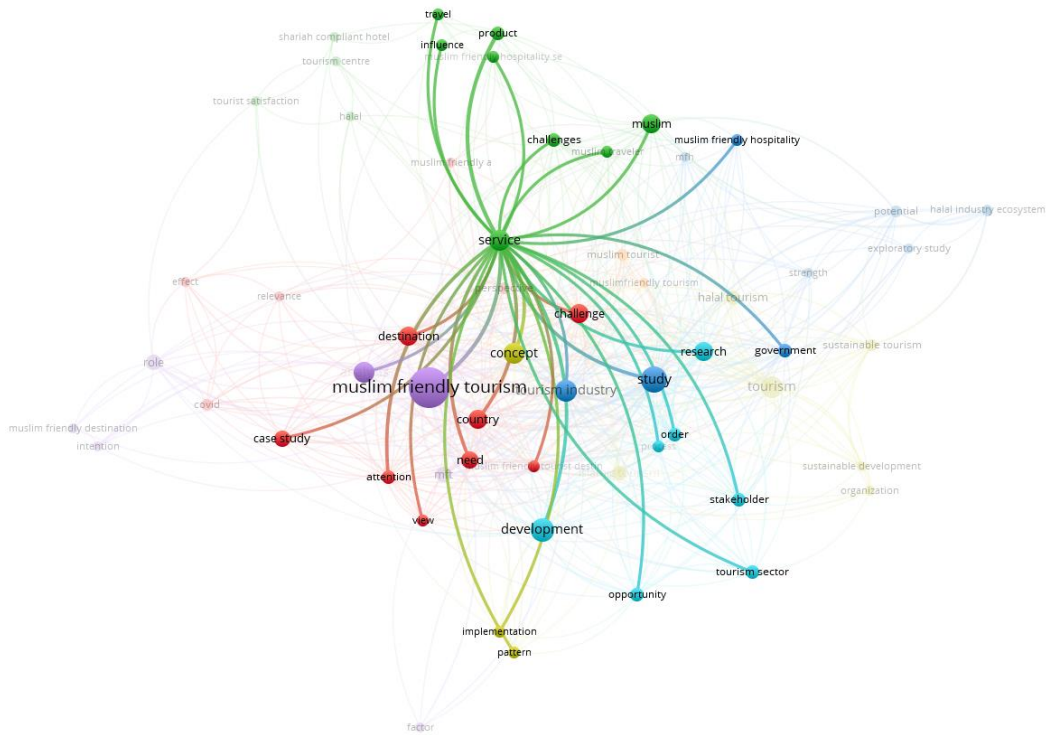


Figure 3. Network mapping for Muslim-friendly Tourism under Cluster 2

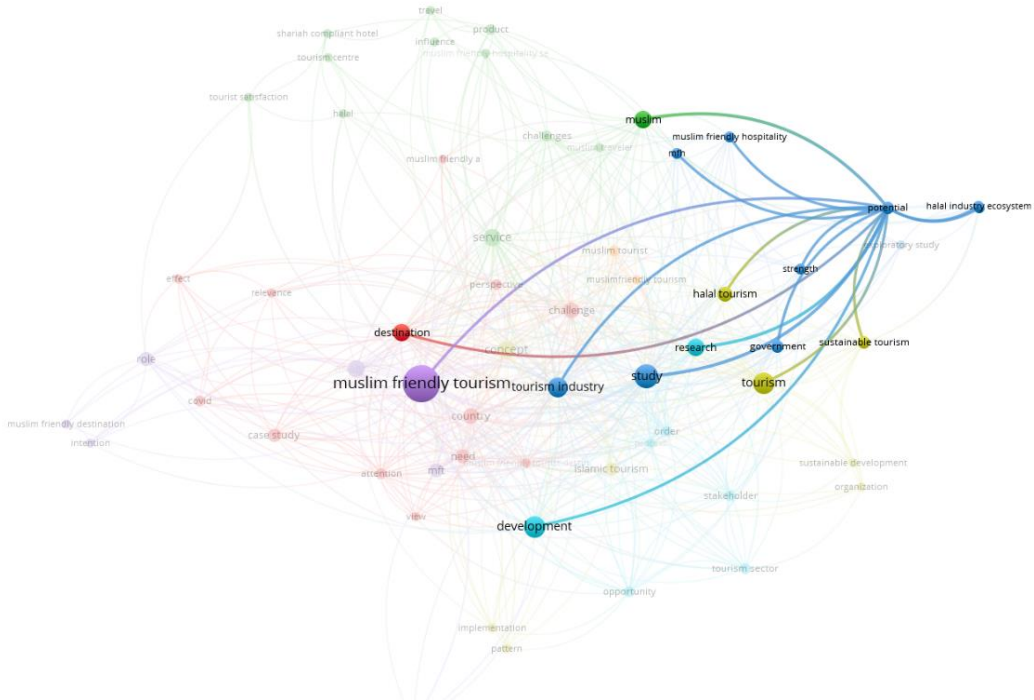


Figure 4. Network mapping for Muslim-friendly Tourism under Cluster 3

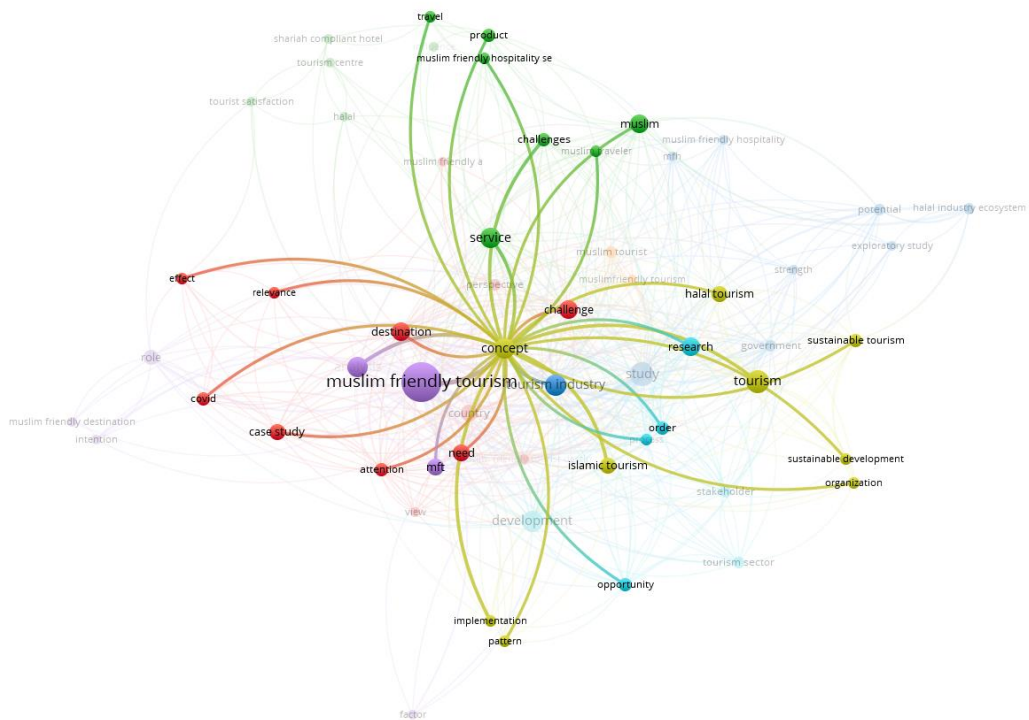


Figure 5. Network mapping for Muslim-friendly Tourism under Cluster 4

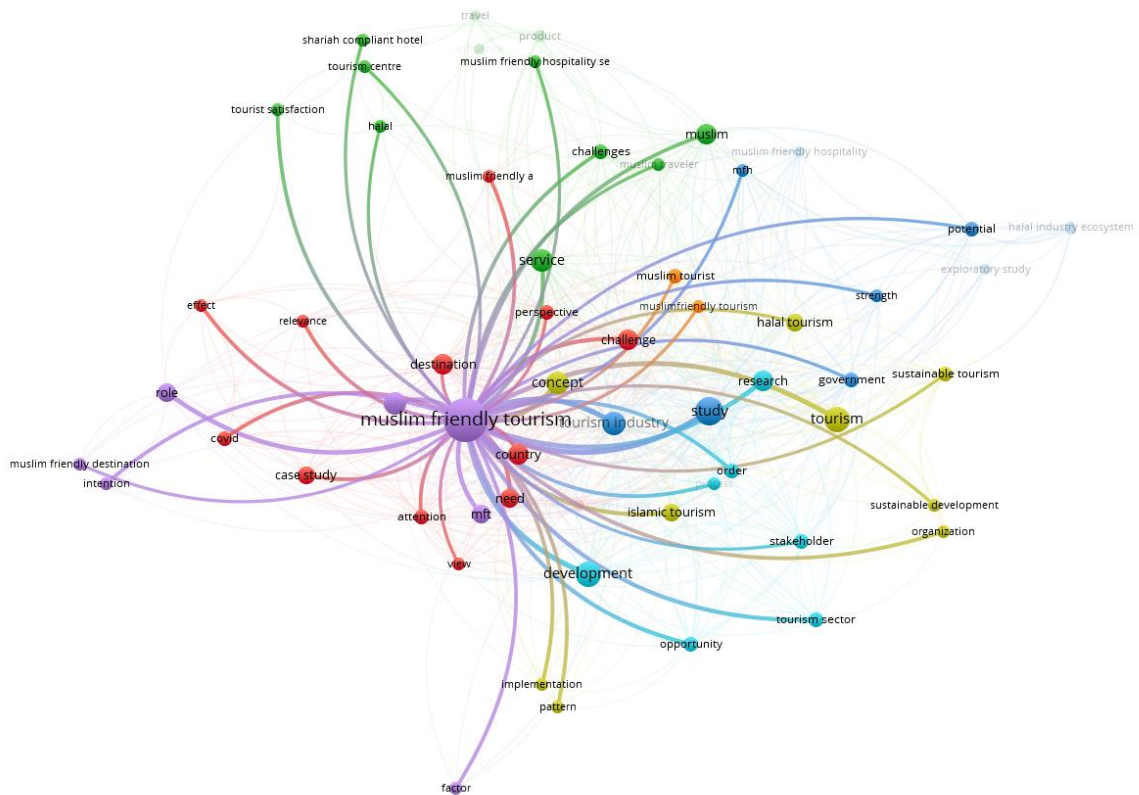


Figure 6. Network Mapping for Muslim-friendly Tourism under Cluster 5

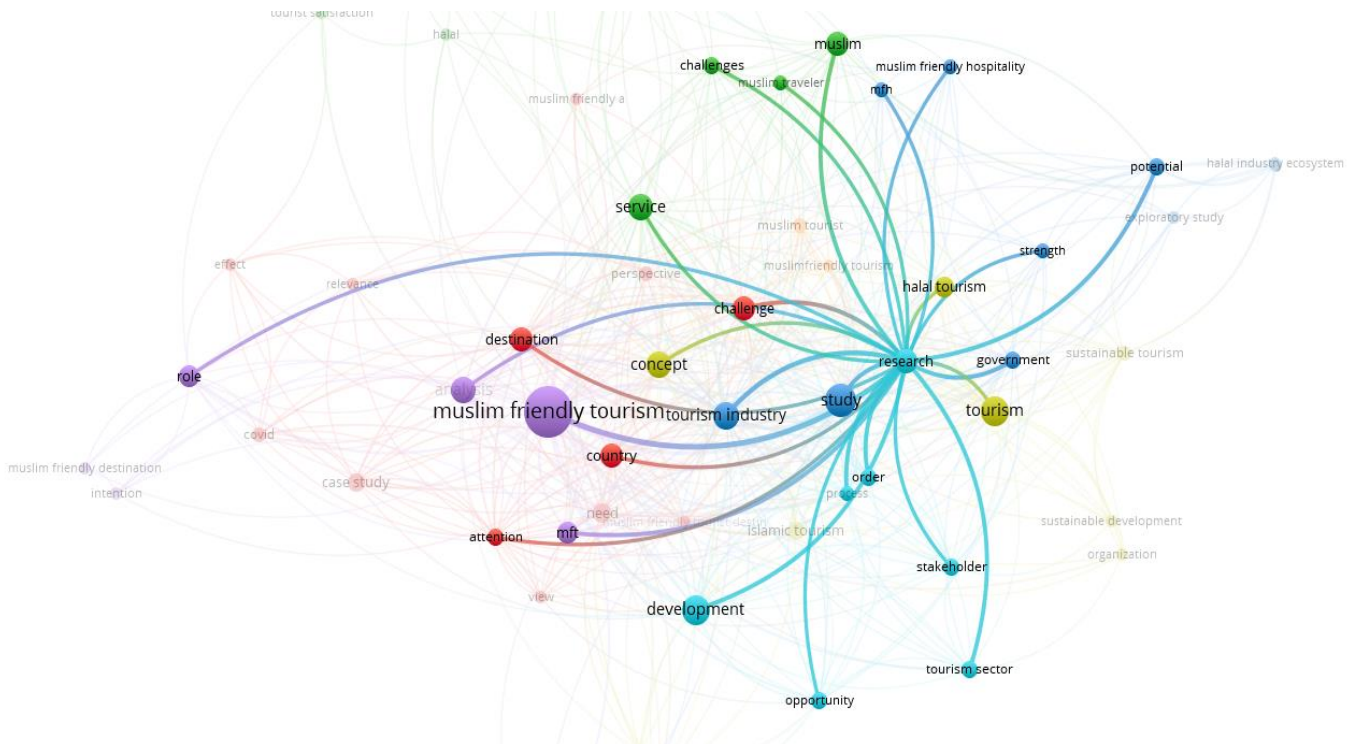


Figure 7. Network Mapping for Muslim-friendly Tourism under Cluster 6

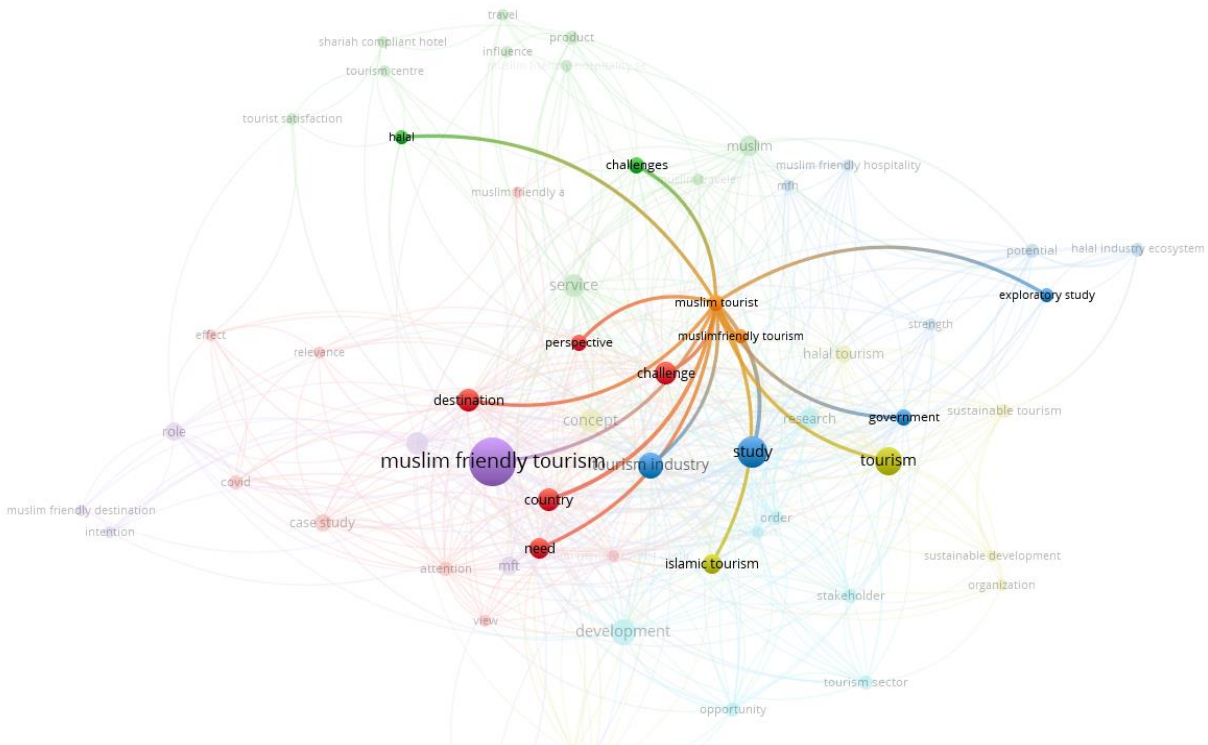


Figure 8. Network Mapping for Muslim-friendly Tourism under Cluster 7



### Muslim-friendly Tourism Research Topics Network Visualization using VOSviewer

Mapping in this software is broken down into categories, one of which is Visualization Networks. With this, the connections between keywords on a map are explained. Networks with thick lines connecting terms illustrate the level of relationships present in the visualization network. It can be seen in Figure 8 the connection of the term "Muslim-friendly Tourism" in VOSviewer application's Network Visualization map. Figure 8 shows an illustration of every category in each of the topic areas that were examined. As demonstrated in Figure 8,

the keyword "Muslim friendly tourism" is under cluster 5. This keyword can also be seen in cluster 7; however, it can be seen that there was a difference in how the researchers used the term. The Muslim-friendly Tourism term that can be found under cluster 5 has a total link strength of 144 and a total occurrence of 29. This keyword is connected to almost all of the clusters, as can be seen in the figures plotted above. The chosen keyword also has indirect links to other topics, such as halal industry ecosystem, organization, product, influence, Muslim friendly hospitality, and travel (see Figure 6).

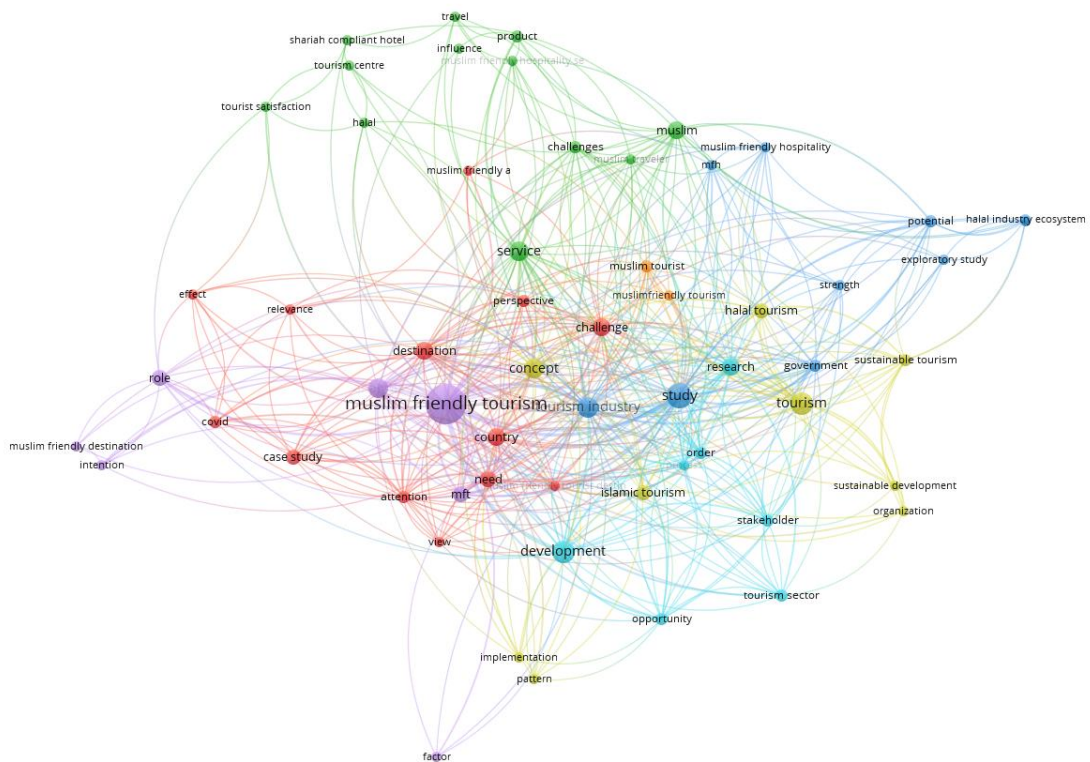


Figure 8. Network Visualization of Muslim-friendly Tourism Research Topics

### Muslim-friendly Tourism Research Topic Overlay Visualization

The VOSviewer application not only offers network visualization but also an overlay mapping representation. Overlay visualization mapping focuses on the uniqueness of a term in the study. Figure 9 illustrates a new topic in research on Muslim-friendly tourism. The popularity of a keyword over time can be observed in the overlay visualization mapping. In the

overlay visualization mapping, different colors correspond to the renewal of each term within a specific period. For this analysis, the years 2018-2023 were used. When a keyword's color becomes closer to a dark violet shade, it means that the study was completed in 2019. On the other hand, if a keyword's hue is approaching yellow, it indicates that the investigation was completed in 2023 (see figure 9).

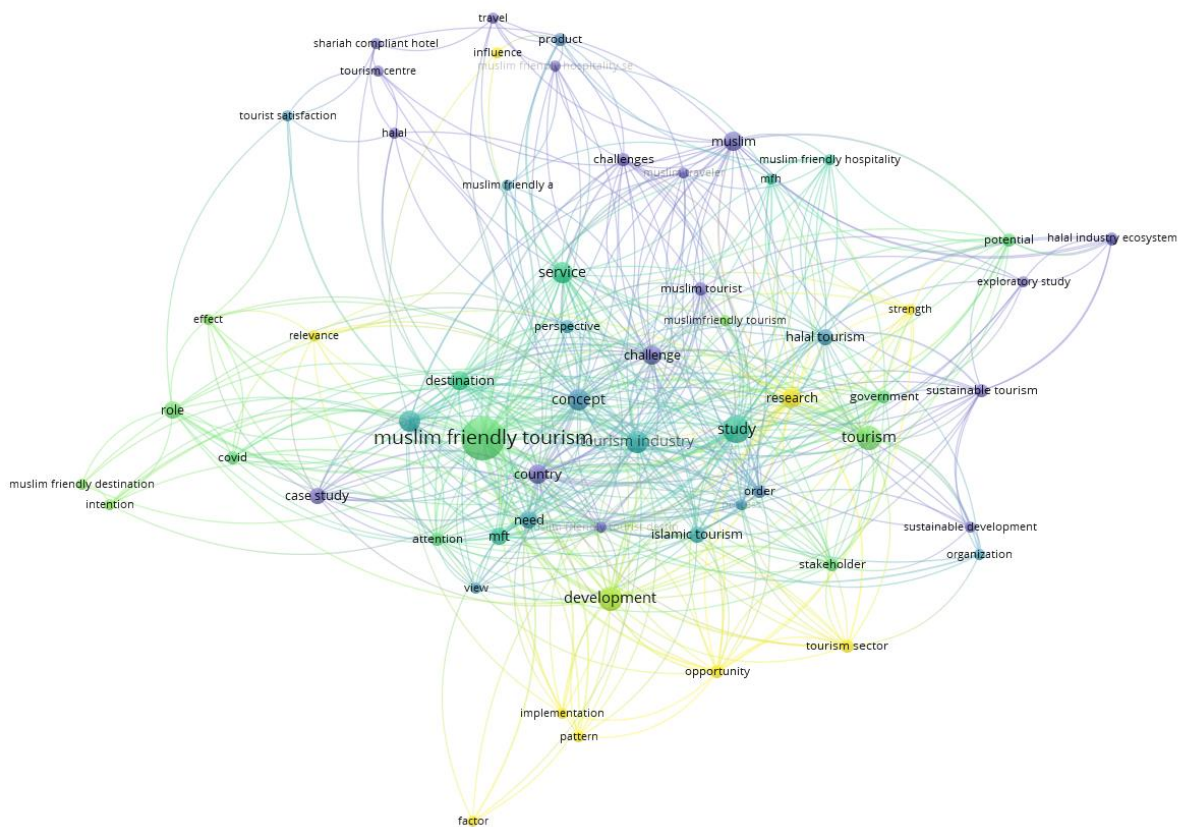


Figure 9. Overlay Visualization of Muslim-friendly Tourism Research Topics

Furthermore, Figure 9 presents an overlay visualization wherein the research keyword "Muslim-friendly tourism" is highly searched, followed by the terms "study," "tourism," "development," "challenge," "Muslim," "concept," "tourism industry," "service," "role," and "destination." Figure 9 shows the relationships between Muslim-friendly tourism and eight other keywords. The terms "development," "tourism industry," "concept," "service," "Muslim," "destination," "halal tourism," and "sustainable tourism" are strongly associated with the term "Muslim-friendly tourism." The relationship between terms and the study's date descriptions is displayed in the overlay mapping.

### Muslim-friendly Tourism Research Topic Density Visualization

Density Visualization is the final kind of mapping portrayal available in the VOSviewer tool. Each term will be categorized in this description based on how frequently it appears in

research. Figure 10 displays the Density Visualization of Muslim-friendly Tourism research topic. The color that occurs in a topic indicates the high frequency of particular key term in a study. Available research on that topic is becoming more common or widely used by most researchers if the shade that appears is becoming lighter. On the other hand, if the color is becoming dimmer or less vibrant, there is a decrease in the frequency of inquiry on that term. That means that these topics that can be found in those dimmer parts in figure 10 require further investigations.

In addition, Figure 10 also demonstrates the presence of several colored words with a substantial diameter. These words are related to Muslim-friendly tourism and have been used in various research studies. This suggests that these are keywords that have appeared frequently in previous studies. The density map in Figure 10 shows the circulation of studies on Muslim-friendly tourism from 2018 to 2023.

The map displays yellow patterns, with the diameter of a circle increasing based on the occurrence of a keyword. On the other hand, if the shades of yellow are blending or disappearing in the blue dimension, it simply means that the keyword appears less frequently. This finding

highlights the usefulness of bibliometric assessment as a method for evaluating and showcasing recent works, particularly their novelty, which can be utilized to determine whether further study is necessary.

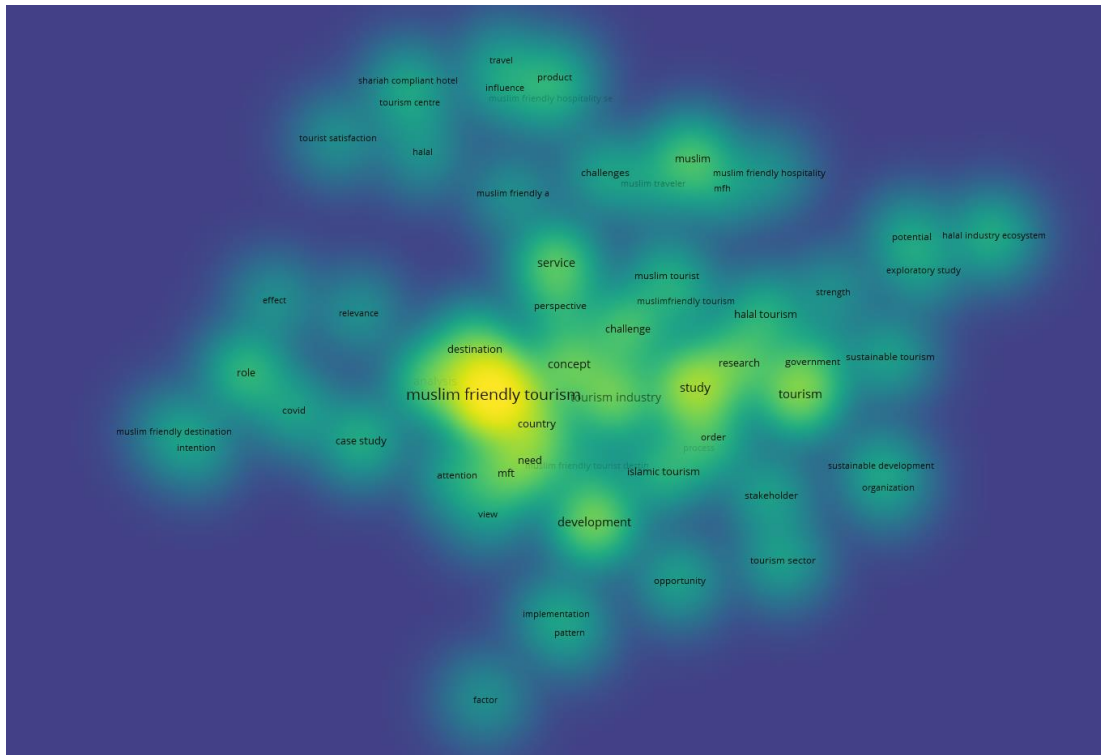


Figure 10. Muslim-friendly Tourism Density Visualization

## Conclusion

The target of this study is to evaluate bibliometric literature on Muslim-friendly Tourism. The keyword "Muslim-friendly Tourism" was used to gather data, which was based on criteria such as the appearance of the chosen topic on the keyword, abstract, and title section of the paper. Based on the result, there were 873 papers matched. However, only 50 papers are highly relevant to the subject discovered. VOSviewer software was used to visualize the data being analyzed in the form of a map. Network, overlay, and density visualization maps were generated with the data that was being collected by the researcher of this study. This study shows that Muslim-friendly tourism is significantly on trend based on the results shown above. Nevertheless, there was also a slight drop in research on this topic in 2020 and

2022. Further, the topics that need further research are highlighted in the density visualization map of the chosen topic, particularly those highly related to Muslim-friendly tourism that has less vibrant colors and those topics that can be found in the years 2020 and 2022. To identify the primary themes present in each previous study, the researcher used bibliometrics in this work. This information is useful for assessing the innovation towards future research related to Muslim-friendly Tourism and other related discipline.

## Acknowledgement

My sincere gratitude goes out to Abdulmalek Marwan M. Saeed from Yemen for his priceless assistance and steadfast support during this research effort; his commitment was crucial to its successful conclusion.

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