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# Halal Tourism Indicators: A Bibliometric Study

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## Abstract

*This study aims to determine the development map of halal tourism research that is published by reputable journal. By searching with the keyword "Halal Tourism", the data analyzed from 65 publications of indexed halal tourism research publications. The results showed that the number of publications on the development of halal tourism research from 2009-2020 experienced a fluctuated increase and the most were published in 2020. The author who published the most research results in the field of halal tourism was Amr Al-Ansi, Mohamed Battour and Joan C. Henderson. In addition, the most significant journal on halal tourism is International Journal of Tourism Research. Based on the concept of Imam Shatibi higher objective (Raysuni, 2005), the indicators for halal tourism competitiveness index are divided into 6 goals, and total of 16 components. In the future, this index can be used to measure the locus of cities, provinces and countries in terms of halal tourism.*

**Keywords:** *Halal Tourism; Bibliometric Analysis; Islamic Economics*

## INTRODUCTION

Tourism is one of the sectors that most influences the global economy. The tourism sector contributes 9% of total world GDP. The tourism sector has also evolved from a mass circulation to become more focused on certain consumer segments, niche markets have also been formed ranging from eco-tourism, medical-tourism, education-tourism, to halal tourism. Halal tourism is present because of the continued growth of Muslim tourists. According to Mastercard-CrescentRating estimated in 2026 there are 230 million Muslim tourists in the world who will spend 180 billion US Dollars in ordering travel online.

Halal tourism is a tourism concept that places its products and services focused on meeting the needs of Muslims in worship when traveling. Muslim needs are motivated by the obligation of every Muslim is obliged to carry out worship and stay away from its prohibitions. Muslim needs can be developed based on the pillars of Islam and the pillars of faith, for example Muslims must pray five times a day and consume halal food according to Allah's commands in the Qur'an. Mastercard-CrescentRating classifies the needs of Muslim tourists into three categories, namely: Need to have, Good to have and Nice to have.

In its development halal tourism involves a variety of industries, ranging from the transportation industry, recreation, restaurants, to accommodation. From these various sectors, industries that are considered as priority in fulfilling the needs of Muslim tourists are airports and Sharia hotels (CrescentRating, 2019).

Halal tourism is defined as a tourist destination that used as an option according to a sharia perspective because in this tourist atmosphere, efforts are made to avoid any contamination of forbidden (haram) things (Mansouri, 2014). The Standing Committee for Economic and Commercial Cooperation of the Organization (COMCEC) of the Islamic Cooperation calls halal tourism the term Muslim Friendly Tourism (MFT) and defines it as Muslim travelers who do not wish to compromise their basic faith-based needs while traveling for a purpose, which is permissible, or it also be defined as halal conscious travelers, traveling for any purposes, which is halal. Halal tourism is also defined as a set of additional services that include amenities, attractions and accessibility, which are aimed and provided to meet the experiences, needs and desires of Muslim tourists, provided by the business world, society and government (Ministry of Tourism, 2015).

Research related to halal tourism has been around since 2009 with more than 60 publications published. This means that the development of research on halal tourism has entered the age of a decade. Therefore, a discussion about the development of research related to halal tourism needs to be done. However, so far there has been no comprehensive study that elaborates on halal tourism research in relation to the identification of halal tourism indicators

This study aims to determine the development map of research related to halal tourism using a bibliometric analysis approach. The things presented in this analysis are related to the year of publication, authors, citations, keywords, authors and journals that publish papers related to halal tourism. This research also looks for and identifies various indicators that can be used to build a halal tourism index. This index can later be used to measure how much the halal tourism index of a city, province or even a country.

## **METHOD**

This research uses international and national publication data related to halal tourism. Collecting data through publications with the keywords Halal Tourism with the category of article titles, abstracts, keywords within a period of 12 years, namely in 2009 to 2020. From the search results obtained as many as 65 published articles. Data in the form of published years, authors and citations were analyzed using Microsoft Excel 2010. While for the development trends of the publication of halal tourism fields, keywords, authors and journals were analyzed using VOSViewer software.

VOSviewer is a program that we developed to build and view bibliometric maps. This program is freely available to the bibliometric research community (see [www.vosviewer.com](http://www.vosviewer.com)). VOSviewer for example can be used to create author or journal maps based on cocitation data or to build keyword maps based on shared event data. This program offers a viewer that allows bibliometric maps to be examined in detail. VOSviewer can display maps in a variety of ways, each emphasizing different aspects of the map. It has functions for zooming in, scrolling, and searching, which facilitates detailed inspection of maps. The ability to display by VOSviewer is very useful for maps that contain at least a large number of items (e.g., at least 100 items). Most computer programs used for bibliometric mapping do not display such maps in a satisfactory way.

To build maps, VOSviewer uses VOS mapping techniques (Van Eck and Waltman 2007a), where VOS stands for similarity visualization. For previous studies where VOS mapping techniques were used, we refer to Van Eck and Waltman (2007b) and Van Eck et al. (in press). VOSviewer can display maps that are built using appropriate mapping techniques. Therefore, this program can be used not only to display maps built using VOS mapping techniques but also to display maps constructed using techniques such as multidimensional scaling. VOSviewer runs on a large number of hardware and operating system platforms and can be started directly from the internet.

Research with the bibliometric method on the issue of Islamic economics and finance in general have been done by Antonio et al. (2020), Rusydiana (2021), Laila et al. (2021), Rusydiana et al. (2021), Marlina et al. (2021), Srisusilawati et al. (2021), Rusydiana et al. (2020) and Assalafiyah (2021). Antonio et al. (2020), for example, examines the development of halal value chain research topics that are currently developing. Rusydiana et al. (2020) tries to map research on the topic of Islamic accounting in general. Meanwhile, Marlina et al. (2021) made a mapping related to the development of the Islamic banking industry in Indonesia over the last 20 years; to what extent and what are the trends in the topic related to this issue.

## **RESULT**

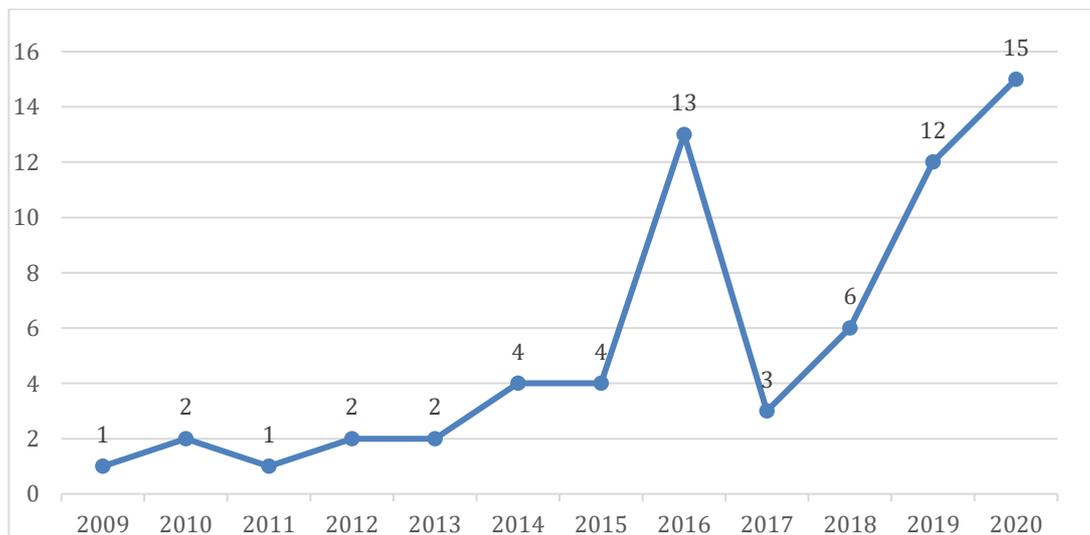
This study reviews 65 studies related to halal tourism with publishing from 2009 to 2020. During this period, the most research on halal tourism occurred in 2020 with 15 papers (23%). At the beginning of its appearance, publications on halal tourism, from 2009 to 2013, only ranged from 1 to 2 publications. In 2016 and 2019 an increase in the number of publications on halal tourism was published (Table 1).

**Table 1: Number of Papers**

Year	Number of Papers
2009	1
2010	2
2011	1
2012	2
2013	2
2014	4
2015	4
2016	13
2017	3
2018	6
2019	12
2020	15
<b>Total</b>	<b>65</b>

Figure 1 below shows there is a tendency of fluctuations in the number of papers each year, where in 2016 there was a drastic increase from 4 papers in 2015 to 13 papers, then there was a drastic decrease in 2017 to 3 papers. Furthermore, from 2017 to 2020 there has been an increase, but our data is still temporary because 2020 has not been completed until the December 2020 period, so it is still possible to increase and increase, the paper collection in this study is until July 2020.

**Figure 1: Number of Papers**



In addition, the reviewed papers are also classified based on the authors who have contributed to publishing their papers on the theme of halal tourism in the last 12 years, table 2 shows the top 8 author ratings.

**Table 2: Top Authors**

Year	Number of Papers
Al-Ansi, Amr	5
Battour, Mohamed	5
Henderson, Joan C.	5
Battor, Moustafa	4
Han, Heesup	4
Eid, Riyad	3
El-Gohari, Hatem	3
Ismail, Mohd Nazari	3

Based on the above table, there are 3 writers who wrote 5 paper titles published on the theme of halal tourism, 2 authors wrote 4 paper titles, 3 authors wrote 3 paper titles and other authors who were not listed in the above table, wrote less than 3 papers published on the theme of halal tourism.

The first top writer, Amr Al-Ansi, wrote 5 papers, one of which was titled "Halal tourism: travel motivators and customer retention", "Halal-friendly hotels: impact of halal-friendly attributes on guest purchase behaviors in the Thailand hotel industry" and "Inconvenient Experiences among Muslim Travelers : An Analysis of the Multiple Causes".

While Mohamed Battor wrote a paper entitled "Islamic tourism: an empirical examination of travel motivation and satisfaction in Malaysia", "The impact of destination attributes on Muslim tourist's choice" and "Islamic Attributes of Destination: Construct Development and Measurement Validation, and Their Impact on Tourist Satisfaction".

Among the papers written by Joan C. Henderson is titled "Islamic Tourism and Managing Tourism: Development in Islamic Societies: The Cases of Iran and Saudi Arabia", "Halal food, certification and halal tourism: Insights from Malaysia and Singapore" and "Muslim travellers, tourism industry responses and the case of Japan".

Furthermore, table 3 shows the top ranking of the cited paper titles from the time of its publication to the time of writing this paper, the majority of citations are dominated by papers published in 2016.

**Table 3: Top Citations**

Citation	Title	Author	Year	C/Y
372	Islamic Tourism and Managing Tourism: Development in Islamic Societies: The Cases of Iran and Saudi Arabia	Zamani-farahani & Enderson	2010	33.8
363	Muslim world and its tourisms	Jafari & Scott	2014	51.9
338	Halal tourism: Concepts, practises, challenges and future	Battour & Ismail	2016	67.6
289	Sharia-Compliant Hotels	Henderson	2010	26.3
276	The impact of destination attributes on Muslim tourist's choice	Battour et al	2011	27.6

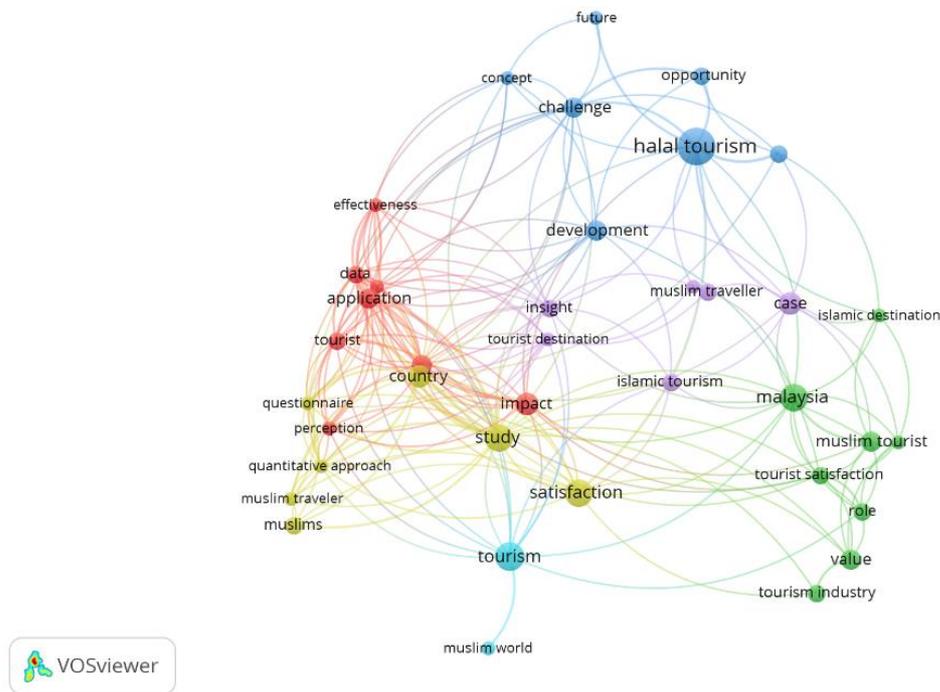
225	Deciphering 'Islamic hospitality': Developments, challenges and opportunities	Stephenson	2014	32.1
215	The role of Islamic religiosity on the relationship between perceived value and tourist satisfaction	Eid & Al-Gohary	2015	35.8
191	Halal tourism, is it really Halal?	El-Gohary	2016	38.2
191	Halal tourism: Emerging opportunities	Mohsin et al	2016	38.2
165	Integrating Muslim Customer Perceived Value, Satisfaction, Loyalty and Retention in the Tourism Industry: An empirical study	Eid	2013	20.6
152	The mediating role of tourist satisfaction: A study of Muslim tourists in Malaysia	Battour et al	2012	16.9
130	Current trends on Halal tourism: Cases on selected Asian countries	Samori et al	2016	26.0
130	Current trends on Halal tourism: Cases on selected Asian countries	Samori et al	2016	26.0
129	Muslim Tourist Perceived Value in the Hospitality and Tourism Industry	Eid & Al-Gohary	2015	21.5
122	Islamic Attributes of Destination: Construct Development and Measurement Validation, and Their Impact on Tourist Satisfaction	Battour et al	2013	15.3

The table above shows the most citation ratings. The first rank with 372 citations is the paper with the title "Islamic Tourism and Managing Tourism: Development in Islamic Societies: The Cases of Iran and Saudi Arabia" written by Zamani-farahani & Enderson (2010). Furthermore, a paper with 363 citations is a paper entitled "Muslim world and its tourisms" written by Jafari & Scott (2014). In third place with 338 citations namely a paper entitled "Halal tourism: Concepts, practices, challenges and future" written by Battor & Ismail (2016).

To explore the results of the meta-analysis above, this section will present a graphic visual mapping of the publication of a Halal tourism theme paper. The results of the mapping analysis of keywords form the basis of co-occurrence mapping of important or unique terms contained in certain articles. Mapping is a process that allows one to recognize elements of knowledge and configuration, dynamics, interdependence, and their interactions.

Related to bibliometrics, science mapping is a method of visualizing a field of science. This visualization is done by creating a landscape map that can display topics from science (Royani, et al., 2013). The results of the network visualization of the co-word map publication of the halal tourism paper theme can be seen in the following figure 2.

**Figure 2:** Bibliometric Kerwords



In this mapping, several key words that often appear in Halal tourism theme papers in the last 12 years are displayed and their relation to other keywords in 6 clusters, namely:

- Cluster 1 in red consists of 8 keywords, i.e. application, data, destination, effectiveness, impact, methodology, perception, tourist.
- Cluster 2 in green consists of 8 keywords, i.e. islamic destination, malaysia, muslim tourist, relationship, role, tourism industry, tourist satisfaction, value.
- Cluster 3 in blue consists of 7 keywords, i.e. challenge, concept, development, future, halal tourism, opportunity, trend.
- Cluster 4 in yellow consists of 7 keywords, i.e. country, muslim traveler, muslims, quantitative approach, questionnaire, satisfaction, study.
- Cluster 5 in purple consists of 6 keywords, i.e. case, halal food, insight, islamic tourism, muslim traveller, tourist destination.
- Cluster 6 in aqua consists of 2 keywords, i.e. muslim world, tourism.

## DISCUSSION

The findings of this study are indicators that show compliance with sharia in the field of halal tourism based on maqashid sharia, namely the six objectives of sharia: maintaining religion, maintaining soul, maintaining reason, protecting descendants, protecting property and protecting the environment. Each of these objectives is divided into several components, and each component consists of practical indicators in halal tourism and reference sources for papers that support these components.

The first maqashid sharia: maintaining religion, consists of two components, namely religious facilities and supporting facilities that are halal. Worship facilities consisting of mosques and everything related to them such as prayer tools, prayer time announcements, religious sites, modest clothing and congregations or the Muslim population in the country are of course very important to represent a tendency towards religious and spiritual preservation (Abror et al., 2019), and sometimes the completeness of this facility is a special attraction for both national and international visitors (Fournié, 2019).

The next component in religious preservation is the availability of halal supporting facilities, such as sharia hotels, halal restaurants, to sharia tour guides, all of which are the main products in halal tourism (Vu et al., 2020). In addition, hotel, restaurant and transportation services are the biggest expenditure in tourism, so tourists tend to really consider their halalness in determining sharia-based tourism destinations (Musa et al., 2012). This halal facility is the main attraction in several countries that provide halal tourism, such as the UAE, Turkey, Malaysia, Saudi Arabia and Kuwait (Eid & El-Gohary, 2015b).

The second maqashid of sharia: guarding the soul, consists of five components. The first component is safety and security, with several indicators such as low crime rates, quality of police services, low terrorism and low murder rates. Safety and security have become a top priority in the procedures for implementing halal tourism in several countries (Muthoifin, 2019), not only important for tourists, safety is also important for the workers involved in it (Boğan et al., 2020).

The second component of the second maqashid of sharia is health and hygiene. This includes the availability of doctors, access to sanitation, appropriateness of drinking water, quantity of hospitals, HIV incidence and malaria incidence. The importance of health and hygiene must be considered by state health authorities in order to provide comfortable halal tourism for visitors (Mujtaba, 2016), this is also in line with how the Prophet Muhammad -peace be upon him- pays close attention to health and hygiene by diligently performing ablution and miswak. (brushing teeth) (Rodrigo & Turnbull, 2019).

The third component of guarding the spirit is international openness, with indicators such as easy visa requirements, open air service agreements, to the number of applicable regional trades. One of the reasons for international openness is the increasing number of international tourism organizations that can minimize distance boundaries and constraints between countries (Eid & El-Gohary, 2015b). The World Tourism Organization (UNWTO) also stated about the potential for international tourists that in 2017, more than 1 million people participated in international tourism (Boğan et al., 2020), while the potential for Muslim tourists reached 1.8 billion based on the Muslim population in 2009. (Battour et al., 2012).

The fourth component is air transportation infrastructure which consists of indicators such as the quality of air transportation infrastructure, available seats both domestically and internationally, aircraft departures, quantity of airports and the number of airlines operating. This is because the air transportation used, of course, must comply with sharia principles (Henderson, 2016), a Muslim-friendly airport will also provide a special attraction for Muslim tourists around the world (Stephenson, 2014).

The fifth component in maqashid sharia maintains the soul, namely tourism service infrastructure, with indicators such as the number of hotel rooms, tourism infrastructure, car rental companies, to

the availability of ATMs. The incomplete availability of infrastructure in halal tourism has resulted in a limited number of Muslim tourists (Jia & Chaozhi, 2020). Even though the amount of infrastructure availability consisting of sharia compliant accommodation is a consideration for the comfort of Muslim tourists (Seyfi & Hall, 2019).

The third sharia maqashid: maintaining reason, has one component, namely ICT readiness, with several indicators that are mostly related to the use of the internet, cellular phones, broadband, cellular networks, and the available electricity supply. The need for internet and electricity continues to increase along with the development of technology (Carboni et al., 2014). This advice is included in the amenities needed by tourists, especially foreign tourists who are constrained by the distance between countries (Rahmatika & Suman, 2020).

The fourth sharia maqashid: maintaining offspring, with one component, namely the quantity of human resources and the labor market, with indicators of the level of human resource education, employee skills, salaries, productivity, foreign labor and the ratio of the female to male labor force. The quality and quantity of human resources is one of the most important areas in business processes that must be considered and integrated in halal tourism (Ariffin, 2020). The growth of quality human resources is also a variable of the welfare of business actors in halal tourism (Rahman et al., 2017).

Fifth maqashid of sharia: safeguarding property, with three components. The first component is the business environment with indicators such as property rights, business dispute resolution, construction permits, market domination area, number of days and costs of starting a business, to tax obligations. The existence of a business in halal tourism can help people's income, open wider business opportunities, open job opportunities so that they can improve economic activity (Sudigdo & Khalifa, 2020). Various kinds of business fields available with a good business environment also have an important role in providing comfort for tourists (Harun et al., 2020).

The second component in safeguarding assets is the priority of travel and tourism, with indicators such as government attention to the halal tourism industry, government spending on this industry, marketing that attracts tourists and annual tourism data. The content promoted by government-sponsored tourism sites has become a reference for tourists looking for relevant information regarding the availability of destinations, activities, facilities and services provided (Yousaf & Xiucheng, 2018). The role of government support in developing special areas for halal tourism is also a supporter of the success of halal tourism (Vargas-Sanchez et al., 2020).

The third component in safeguarding assets is price competitiveness. The indicators are ticket taxes, airport fees, hotel price index and purchasing power parity. Halal tourism activities require funds to operate, resulting in different prices from one destination to another. The consideration of price competitiveness is a dimension considered by tourists in choosing a destination (Eid & El-Gohary, 2015a). Several previous studies have found a relationship between prices and tourism operations, so that higher prices must be adjusted to improve services for tourists (Lin & Kuo, 2019).

The sixth maqashid of sharia: protecting the environment, with four components. The first component is environmental resilience, with indicators of compliance with environmental regulations, sustainable tourism development, attention to threatened species, forests, waste and fishing. Safeguarding the environment and nature is very important to maintain the survival of

living things on earth (Jia & Chaozhi, 2020). A good environment with preservation of nature will make tourists feel more comfortable and closer to nature (Mura & Tavakoli, 2014).

The second component in environmental protection is land and port infrastructure, with indicators such as road quality, number of roads, asphalt roads, rail transportation infrastructure, number of railroads, port infrastructure and efficiency of land transportation. Halal tourism also needs to provide transportation as a form of upholding the ethics, morals and values of halal tourism that prioritizes good quality (Hassib & Ibtissem, 2020). The existence of comfortable and sustainable transportation is part of the concept of a halal lifestyle (Prayag, 2020) and Muslim friendly (Ainin et al., 2020).

The third component is natural resources, with indicators of the number of world heritage sites, animal species, number of protected areas and attractiveness of natural assets. Apart from gaining the attraction of natural beauty, tourists also gain knowledge from visits to world heritage sites and see sights that are typical of the areas visited and get historical values (Rodrigo & Turnbull, 2019). Visiting Muslim tourists apart from getting entertainment from the tour, is also to get lessons from studying the universe by visiting various places and seeing Allah's creation (Mohsin et al., 2016).

The fourth component in protecting the environment is cultural resources, with indicators of cultural sites, cultural heritage, sports stadiums, international association meetings to cultural and entertainment requests. Several studies show that some tourists choose tourism destinations based on archaeological sites, cultural heritage and natural beauty that are still preserved (Zamani-farahani & Henderson, 2010). Culture, art, and customs that are unique and different from various countries, especially those with Islamic values, are potentials that halal tourism destinations need to develop to attract more tourists, especially Muslim tourists around the world (Shafaei, 2017).

The focus of this research is trying to find out the extent of the development of halal tourism in research, especially related to the halal industry in the world. The results show that there is a fluctuating increase in the number of articles on halal tourism publications, furthermore, from 2017 to 2020 there has been an increase. Research related to halal tourism has been by several authors, there are 3 writers who wrote 5 paper titles published on the theme of halal tourism; Al-Ansi, Battour and Henderson. As for the paper, which is widely cited with 372 citations is the paper with the title "Islamic Tourism and Managing Tourism: Development in Islamic Societies: The Cases of Iran and Saudi Arabia" written by Zamani-farahani & Enderson (2010)

Network visualization showed that the map of the development of halal tourism research was divided into 6 clusters. Cluster 1 consists of 8 terms, cluster 2 consists of 8 terms, cluster 3 consists of 7 terms, cluster 4 consists of 7 terms, cluster 5 consists of 6 terms and cluster 6 consists of 2 terms. Several keywords that are widely used in 2020, are Muslim traveler, questionnaire, application, data, effectiveness, tourist destination. With bibliometrics methods, the most productive writers include Al-Ansi, Battour and Eid. The top three most published journals related to halal tourism themes are International Journal of Tourism Research, Tourism Recreation Research and Current Issues in Tourism. Based on the concept of Imam Shatibi higher objective (Raysuni, 2005), the indicators for halal tourism are divided into 6 goals, and total of 99 indicators. This study only identifies indicators of halal tourism. For future research, it is expected that this index can be applied to measure locus, both on a small scale such as measuring cities or provinces or on a larger scale.

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APPENDIX

Goals	Component	Indicator	Source	
Protection of Religion (Deen/ Islam)	Worship Facilities	The quantity of mosques and mushallas	(Abror et al., 2019; Ainin et al., 2020; Alserhan et al., 2018; Ariffin, 2020; Battour et al., 2012; Battour & Ismail, 2016; Boğan, 2020; Carboni et al., 2014; El-Gohary, 2016; Fajriyati et al., 2020; Hasan & Muslimin, 2019; Hassib & Ibtissem, 2020; Jafari & Scott, 2014; Luz, 2020; Rahmatika & Suman, 2020; Rasul, 2019; Razzaq et al., 2016; Ulvoas, 2016; Yousaf & Xiucheng, 2018)	
		Availability of worship equipment (prayer rugs, Al-Quran, etc)		
		Announcement of worship time		
		Religious / pilgrimage sites		
		Modest fashion provisions		
		Total Muslim population		
	Halal Support Facilities	Sharia hotel quantity		(Ainin et al., 2020; El-Gohary, 2016; Hasan & Muslimin, 2019; Henderson, 2016b; Oktadiana et al., 2020; Rasul, 2019; Razzaq et al., 2016; Shafaei, 2017)
		Ease of getting halal food and drinks		
		The availability of Islamic tour guides		
	Protection of Life/ Soul (nasf)	Safety and security		Business costs of crime and violence
Reliability of police services				
Business costs of terrorism				
Index of terrorism incidence				
Homicide rate (/100,000 pop.)				
Health and hygiene		Physician density (/1,000 pop)	(Eid & El-Gohary, 2015a; Jafari & Scott, 2014; Mannaa, 2019; Olya & Al-ansi, 2018; Seyfi & Hall, 2019; World Economic Forum, 2017)	
		Access to improved sanitation (% pop.)		
		Access to improved drinking water (% pop.)		
		Hospital beds (/10,000 pop.)		
		HIV prevalence (% adult pop.)		
	Malaria incidence (cases/100,000 pop.)			
	Visa requirements (0–100 (best))			

	International Openness	Openness of bilateral Air Service Agreements (0–38 (best))	(Carboni et al., 2014; Fournié, 2019; Henderson, 2016b; World Economic Forum, 2017)	
		Number of regional trade agreements in force number		
	Air transport infrastructure	Quality of air transport infrastructure	(Henderson, 2009, 2016b; Jafari & Scott, 2014; Jia & Chaozhi, 2020; Loganathan et al., 2018; Musa et al., 2012; Stephenson, 2014; World Economic Forum, 2017)	
		Available seat kilometres, domestic (millions)		
		Available seat kilometres, international (millions)		
		Aircraft departures (/1,000 pop.)		
		Airport density (airports/million pop.)		
	Tourist service infrastructure	Number of operating airlines (Number)	(Iranmanesh et al., 2018; Jeaheng et al., 2019; Rahmatika & Suman, 2020; World Economic Forum, 2017; Zailani et al., 2016)	
		Hotel rooms (number/100 pop.)		
		Quality of tourism infrastructure		
		Presence of major car rental companies		
	Protection of Intellect ('aql)	ICT readiness	Automated teller machines (number/thousand adult pop.)	(Abror et al., 2019; Carboni et al., 2014; Jeaheng et al., 2019; Jia & Chaozhi, 2020; Lin & Kuo, 2019; Mannaa, 2019; Oktadiana et al., 2020; Prayag, 2020; Rasul, 2019; World Economic Forum, 2017; Zailani et al., 2016)
			ICT use for biz-to-biz transactions	
Internet use for biz-to-consumer transactions				
Internet users (% pop.)				
Fixed-broadband Internet subscriptions (/100 pop.)				
Mobile-cellular telephone subscriptions (/100 pop.)				
Mobile-broadband subscriptions (/100 pop.)				
Mobile network coverage (% pop.)				
Protection of Lineage (nasl)	Human resources and labour market	Quality of electricity supply	(Alserhan et al., 2018; Ariffin, 2020; Boğan et al., 2020; Hasan & Muslimin, 2019; Hassib & Ibtissem, 2020; Kessler, 2015; Rasul, 2019; Stephenson, 2014; World Economic Forum, 2017; Zamani-farahani & Henderson, 2010)	
		Primary education enrollment rate (net %)		
		Secondary education enrollment rate (gross %)		
		Extent of staff training		
		Degree of customer orientation		
		Hiring and firing practices		
		Ease of finding skilled employees		
		Ease of hiring foreign labour		
Pay and productivity				

		Female participation in the labor force ratio to men	
Protection of Wealth (maal)	Business environment	Property rights	(Abror et al., 2019; Alserhan et al., 2018; Ariffin, 2020; Battour et al., 2011, 2012; Boğan et al., 2020; Eid & El-Gohary, 2015a; Harun et al., 2020; Hasan & Muslimin, 2019; Hassib & Ibtissem, 2020; Henderson, 2016b; Jafari & Scott, 2014; Jeaheng et al., 2019; Rahman et al., 2017; Rahmatika & Suman, 2020; Rasul, 2019; Rodrigo & Turnbull, 2019; Seyfi & Hall, 2019; Sudigdo & Khalifa, 2020)
		Business impact of rules on FDI	
		Efficiency of legal framework in settling disputes	
		Efficiency of legal framework in challenging regs	
		Time required to deal with construction permits (days)	
		Cost to deal with construction permits (% construction cost)	
		Extent of market dominance	
		Time to start a business (days)	
		Cost to start a business (% GNI per capita)	
		Effect of taxation on incentives to work	
		Effect of taxation on incentives to invest	
		Total tax rate (% profits)	
	Prioritization of Travel & Tourism	Government prioritization of travel and tourism industry	(Abror et al., 2019; Ainin et al., 2020; Carboni et al., 2014; Hasan & Muslimin, 2019; Henderson, 2016a; Seyfi & Hall, 2019; World Economic Forum, 2017; Zamani-farahani & Henderson, 2010)
		T&T government expenditure (% government budget)	
		Effectiveness of marketing and branding to attract tourists	
		Comprehensiveness of annual T&T data (0–120 (best))	
		Timeliness of providing monthly/quarterly T&T data (0–21 (best))	
		Country brand strategy rating (1–10 (best))	
	Price competitiveness	Ticket taxes and airport charges (0–100 (best))	(Eid, 2013; Eid & El-Gohary, 2015b; Harun et al., 2020; Jeaheng et al., 2019; Lin & Kuo, 2019; Loganathan et al., 2018; World Economic Forum, 2017)
		Hotel price index (US\$)	
Purchasing power parity (PPP \$)			
Fuel price levels (US\$ cents/litre)			
Protection of Environment (bi-ah)	Environmental sustainability	Stringency of environmental regulations	(Hassib & Ibtissem, 2020; Jeaheng et al., 2019; Loganathan et al., 2018; Mujtaba, 2016; Musa et al., 2012; Rahman et al., 2017; Rahmatika & Suman, 2020; Rasul, 2019; Seyfi & Hall, 2019;
		Enforcement of environmental regulations	
		Sustainability of travel and tourism industry development	
		Particulate matter (2.5) concentration ( $\mu\text{g}/\text{m}^3$ )	
		Environmental treaty ratification (0–27 (best))	

	Baseline water stress (5–0 (best))	Stephenson, 2014; World Economic Forum, 2017; Zamani-farahani & Henderson, 2010)
	Threatened species (% total species)	
	Forest cover change (% change)	
	Wastewater treatment (%)	
	Costal shelf fishing pressure (tonnes/km2)	
Ground and port infrastructure	Quality of roads	(Henderson, 2016a; Jia & Chaozhi, 2020; Lin & Kuo, 2019; Rahmatika & Suman, 2020; World Economic Forum, 2017)
	Road density (% total territorial area)	
	Paved road density (% total territorial area)	
	Quality of railroad infrastructure	
	Railroad density (km of roads/land area)	
	Quality of port infrastructure	
	Ground transport efficiency	
Natural resources	Number of World Heritage natural sites (number of sites)	(Ainin et al., 2020; Fournié, 2019; Hassib & Ibtissem, 2020; Henderson, 2016a; Jafari & Scott, 2014; Luz, 2020; Mohsin et al., 2016; World Economic Forum, 2017; Zamani-farahani & Henderson, 2010)
	Total known species (number of species)	
	Total protected areas (% total territorial area)	
	Natural tourism digital demand (0–100 (best))	
	Attractiveness of natural assets	
Cultural resources and business travel	Number of World Heritage cultural sites (number of sites)	(Carboni & Idrissi Janati, 2016; Jia & Chaozhi, 2020; Kessler, 2015; Rodrigo & Turnbull, 2019; Stephenson, 2014; Ulvoas, 2016; World Economic Forum, 2017; Zamani-farahani & Henderson, 2010)
	Oral and intangible cultural heritage (number of expressions)	
	Sports stadiums (number of large stadiums)	
	Number of international association meetings (3-year average)	
	Cultural and entertainment tourism digital demand (0–100 (best))	