UNTAR
Universitas Tarumanagara

UNTAR untuk **INDONESIA**

SURAT TUGAS
Nomor: 853-R/UNTAR/PENELITIAN/II/2025

Rektor Universitas Tarumanagara, dengan ini menugaskan kepada saudara:

ARIFIN DJAKASAPUTRA, S.E., S.KOM., M.Si.

Untuk melaksanakan kegiatan penelitian/publikasi ilmiah dengan data sebagai berikut:

Judul	:	Systematic Literature Review: Combining Foodscape and Touristcape for International Tourism Marketing in Singapore and Batam
Nama Media	:	Studies in Systems, Decision and Control ((SSDC,volume 545))
Penerbit	:	Springer
Volume/Tahun	:	Volume 545
URL Repository	:	https://link.springer.com/chapter/10.1007/978-3-031-65203-5_83

Demikian Surat Tugas ini dibuat, untuk dilaksanakan dengan sebaik-baiknya dan melaporkan hasil penugasan tersebut kepada Rektor Universitas Tarumanagara

03 Februari 2025
Rektor

Prof. Dr. Amad Sudiro,S.H., M.H., M.Kn., M.M.

Print Security : bebe8fd325399a506fc82fb0ba3a4af8

Jl. Letjen S. Parman No. 1, Jakarta Barat 11440
P: 021 - 5695 8744 (Humas)
E: humas@untar.ac.id

Untar Jakarta
untar.ac.id

Lembaga
- Pembelajaran
- Kemahasiswaan dan Alumni
- Penelitian & Pengabdian Kepada Masyarakat
- Penjaminan Mutu dan Sumber Daya
- Sistem Informasi dan Database

Fakultas
- Ekonomi dan Bisnis
- Hukum
- Teknik
- Kedokteran
- Psikologi
- Teknologi Informasi
- Seni Rupa dan Desain
- Ilmu Komunikasi
- Program Pascasarjana

Bahaaeddin Alareeni
Islam Elgedawy   *Editors*

Opportunities and Risks in AI for Business Development

Volume 1

Springer

Studies in Systems, Decision and Control

Volume 545

The series "Studies in Systems, Decision and Control" (SSDC) covers both new developments and advances, as well as the state of the art, in the various areas of broadly perceived systems, decision making and control–quickly, up to date and with a high quality. The intent is to cover the theory, applications, and perspectives on the state of the art and future developments relevant to systems, decision making, control, complex processes and related areas, as embedded in the fields of engineering, computer science, physics, economics, social and life sciences, as well as the paradigms and methodologies behind them. The series contains monographs, textbooks, lecture notes and edited volumes in systems, decision making and control spanning the areas of Cyber-Physical Systems, Autonomous Systems, Sensor Networks, Control Systems, Energy Systems, Automotive Systems, Biological Systems, Vehicular Networking and Connected Vehicles, Aerospace Systems, Automation, Manufacturing, Smart Grids, Nonlinear Systems, Power Systems, Robotics, Social Systems, Economic Systems and other. Of particular value to both the contributors and the readership are the short publication timeframe and the worldwide distribution and exposure which enable both a wide and rapid dissemination of research output.

Indexed by SCOPUS, DBLP, WTI Frankfurt eG, zbMATH, SCImago.

All books published in the series are submitted for consideration in Web of Science.

Bahaaeddin Alareeni · Islam Elgedawy
Editors

Opportunities and Risks in AI for Business Development

Volume 1

🐎 Springer

Editors
Bahaaeddin Alareeni 🄳
Middle East Technical University
Northern Cyprus Campus
Kalkanlı, Güzelyurt, Türkiye

Islam Elgedawy
Department of Computer Science
and Engineering
Alamein International University
New Alamein City, Egypt

If disposing of this product, please recycle the paper.

Systematic Literature Review: Combining Foodscape and Touristcape for International Tourism Marketing in Singapore and Batam

Juliana, Ira Brunchilda Hubner, Rosianna Sianipar, Febryola Indra, and Arifin Djakasaputra

Abstract Batam, located in Indonesia, borders directly with Singapore and Malaysia due to its strategic location on an international route. This allows Batam to collaborate with surrounding countries to develop its food and tourism industry, which in turn contributes to the country's economy. This research aims to analyze the development of international tourism in Batam and Singapore through a systematic literature review, focusing on the combination of foodscape and touristscape. The qualitative research method utilizes a library research approach with a systematic literature review (SLR) using VOS Viewer. The results show that international tourism in Batam is one of the largest promising markets in Indonesia, leading the government to seriously develop tourism. Indonesia has won many awards in the realm of world tourist destinations and has potential tourist destinations for halal tourism, including in the city of Batam.

Keywords Batam Island · Foodscape · Tourism Marketing · Tourist Scape

1 Introduction

Batam is part of the Riau Archipelago group of islands, located between the Strait of Malacca and Singapore, forming the Batam region. Before gaining attention from the central government, Batam was a deserted island with few signs of life, although it was previously inhabited by fish catchers and farmers. Tourism has since become

Juliana (✉) · I. B. Hubner
Hospitality Management, Universitas Pelita Harapan, Tangerang, Indonesia
e-mail: juliana.stpph@uph.edu

R. Sianipar · F. Indra
Bachelor of Tourism, Universitas Pelita Harapan, Tangerang, Indonesia

A. Djakasaputra
Management, Universitas Tarumanagara, Jakarta, Indonesia

the island's primary economic activity in the latter half of the twentieth century. The World Tourism Organization (WTO) and World Travel and Tourism Council (WTTC) have reported that the tourism sector contributes around 11% to the global gross domestic product (GDP) and provides employment for over 200 million people worldwide. Additionally, the tourism industry is expected to be one of the few sectors that will continue to grow at a substantial rate (approximately 5% per year) and create new job prospects. Therefore, tourism has become a crucial driver for regional and national development and a significant contributor to the local economy in many countries and regions [1].

Indonesia is situated in Southeast Asia. Alongside Malaysia and Singapore, it is considered part of the Asian region due to geographical similarities. Notably, Batam Island lies in close proximity to and shares direct borders with Singapore and Malaysia, making it strategically located along international shipping routes. Batam has experienced rapid growth, with its population expanding 158-fold within 40 years since its establishment in the 1970s. In addition to geography, other criteria for determining regional similarities encompass history, politics/military, and economics. Economically, a region may be classified as such if it is shaped by trade patterns and various economic ties that foster significant interaction among the countries within it.

Several advancements have been achieved, such as the availability of various business fields capable of accommodating a workforce from nearly all regions in the country. Similarly, both regional and central revenues continue to increase over time due to the expanding industrial, trade, ship transfer, and tourism activities. However, as a rapidly developing area, Batam is not without its challenges. Therefore, efforts have been made to enhance the development of Batam Island to address existing deficiencies. Prior to becoming an autonomous region, Batam Municipality was the 2nd (second) Municipality in Riau Province. Initially, Batam Municipality was a District Region, known as Batam District, which was part of the Region Level II District Administration of the Riau Islands. Batam is the name of the largest island in this area, but the historical literature about its origins is not clear, particularly during the time when Johor and Riau were still Malay Kingdoms.

The Ministry of Tourism has made the development of Indonesian tourism a priority program for the past five years. GMTI data for 2019 indicates that by 2030, the number of tourists is expected to exceed 230 million worldwide. In line with the goal of achieving 20 million foreign tourist visits in 2019, the Ministry of Tourism aims for 25% or 5 million of the 20 million foreign tourists to be Muslim tourists, as part of the effort to develop halal tourism in Indonesia. The concept of Indonesian tourism development aims to meet the needs and experiences of tourists. This includes halal food and drink services, quality worship facilities, clean toilets with sufficient water, freedom from Islamophobia, providing social benefits, appropriate programs, unique experiences for tourists, freedom from non-halal activities, and providing a place for recreation with privacy [2, 3].

Based on data from the State of the Global Islamic Economy, the total value of world tourist trips in 2020 was 194 billion US dollars. It is predicted to increase to 274 billion US dollars in 2023. Recognizing this opportunity, Indonesia has

started developing a halal tourism concept, offering halal food and beverage services, quality worship facilities, and unique experiences for Muslim tourists visiting the country [4–7]. Opportunities and challenges that Indonesia will face in developing the concept of halal tourism, including in Batam. With the increasing Muslim population on the island and public awareness of consuming halal products, this is an opportunity for us to improve the concept of halal tourism [8]. Thus, the Batam government must harmonize regional policies to promote the development of halal tourism. Additionally, implementing halal certification for all products, including food, beverages, and souvenirs traded in halal tourism areas, is essential for the advancement of such programs [9]. In relation to halal tourism in Batam, it is essential to establish coordination and synergy among relevant stakeholders in order to create guidelines and regulations for the maintenance and continuous improvement of the halal tourism ecosystem [10–12]. All institutions in Batam have supported the halal tourism program by conducting outreach and synchronization to develop the Batam halal tourist area. Indonesia is still considered to be slow in developing halal tourism [13, 14]. It is not surprising that neighboring countries with a majority Muslim population have taken over the halal tourism market [10–12]. Batam, located on the border and with a pattern that tends towards Singapore and Malaysia, is a destination worth considering for halal tourism. The demand for halal tourism is driven by the Muslim segment, which constitutes billions of people worldwide. Therefore, it is crucial to expand the understanding of halal as being clean and healthy [15–17].

Batam must be more serious about developing halal tourism. If MSMEs do not support them, they will be left behind. For example, regarding halal certification. This is a demand from the public because halal tourism is increasingly popular, including food/drinks and accommodation that must have a halal label. Because without a halal label it is not necessarily halal [8]. Halal certification is becoming big business. Because halal certification can increase turnover [13, 15, 16, 18, 19]. In this era of openness, many foreign products enter Batam and have halal certificates. Thus, MSMEs without halal certificates are at a disadvantage, particularly due to the Halal Product Guarantee Law in Indonesia, which mandates halal certification for all businesses. Consequently, the government has offered subsidies to assist MSMEs in obtaining halal certification [12, 18]. Based on the background of the issues mentioned above, this study aims to integrate Foodscape and Touristscape through International Tourism Marketing for Singapore and Batam using bibliometric literature reviews.

2   Research Method

This research uses bibliometric analysis [20, 21], Articles were gathered from Scopus and searched using the publish or perish tool, with the keywords Batam Island, Foodscape, Tourism Marketing, and Tourist Scape. This search yielded 85 articles, which were then downloaded in RIS format. The RIS format was inputted into the Mendeley Reference Manager Application, and then each article's RIS format was

merged into one for the entire article. Subsequently, the entire article was inputted into VOSviewer software to create a graphical representation of the bibliometric map. This qualitative research method employed a library research approach with a systematic literature review (SLR). The SLR analysis was conducted using VOS Viewer. The articles were obtained from Scopus using the publish or publish tool, with the keywords Batam Island, Foodscape, Tourism Marketing, and Tourist Scape. Based on the search results and the criteria for publication year (2003–2024) and accessibility (open access), a total of 85 articles were obtained.

3   Result and Discussion

The data was collected from the Scopus website (www.scopus.com) and then analyzed using the VOSviewer application. This tool enables visualization of bibliometric mapping, including network patterns and relationships between data. The visualizations are categorized into network visualization, overlay visualization based on publication year, and density visualization of research groups [20]. Scopus is a platform that hosts a database with abstracts, citations, and other content from diverse scientific literature like books, journals, and proceedings. It can be accessed through the website www.scopus.com, where it is indicated that there are over 22,748 journals in Scopus covering a wide range of research fields that are regularly updated [22].

Table 1 shows the evolution of publication growth in the foodscape and tourism domain. The year 2021 had the largest production of research articles with 15, while the year with the lowest production of articles from 2003 to 2012 was only 1. In contrast, the year 2022 saw the largest drop in publications, with 6 fewer articles than the year before. The largest rise occurred in 2020, when there were seven more articles than the year before. Research trends related to foodscape and tourismscape continue to be highly popular, despite occasional dips and rises.

According to the analysis results from Scopus, 24 nations have published 85 articles about foodscape and touristscape over the course of 20 years. Among Among the 24 participating countries, the 10 most productive countries contributed 63 articles or a percentage of 93% of the total publications, shown in Table 2.

According to Table 2, the United States is the most productive nation overall, having written 39 articles, or 51% of all publications. The United Kingdom comes in at number two with 13 articles published overall, or 12% of the total. India ranks third in terms of productivity, having published a total of 7 papers, or 5% of the total. With five publications, or 5% of the total, Canada and Spain, in fourth and fifth place, respectively, have the same number of publications. China comes in sixth place with 4 articles published overall, or 4% of the total. Places seven Ranks seven to ten are occupied by Australia, Brazil, Iran and Taiwan which have the same number of publications, namely 3 articles with a percentage of 3% of the total. Co-authorship between countries can be analyzed further with the help of VOS viewer. Collaboration between countries can be displayed or visualized as shown in the image below, of

Table 1 Development of IRS research in libraries 2003–2022

No	Year publication	Number of article	No	Year publication	Number of article
1	2003	1	11	2017	5
2	2004	1	12	2018	4
3	2005	1	13	2019	6
4	2008	1	14	2020	13
5	2009	1	15	2021	15
6	2012	1	16	2022	9
7	2013	5	17	2023	12
8	2014	2	18	2024	2
9	2015	2			
10	2016	4			

Table 2 Publication productivity between countries

Country	Total	Percentage (%)
United States	39	51
United Kingdom	13	12
India	7	6
Canada	5	5
Spain	5	5
China	4	4
Australia	3	3
Brazil	3	3
Iran	3	3
Taiwan	3	3

the 24 countries there are 5 countries that published 5 documents, or more than 5 documents involved. The size of the nodes (circles) shows the level of influence that a country has on the research field, while the thickness of the links (connecting lines) shows the level of cooperation between countries [10]. The nations that publish more than or equivalent to the five documents in question—the United States, the United Kingdom, Spain, Canada, and India—are shown in Fig. 1. The United States has the largest node size, indicating the greatest effect in the subject of library research on information retrieval systems. The only nations that are connected to one another in this regard are Spain and the United Kingdom; all other nations have either not developed at all in terms of collaboration or have created less than five research projects involving multiple countries.

Author co-authorship analysis aims to see the extent of the relationship between authors and a particular research topic. This analysis can also display opportunities for cooperation or collaboration that can be carried out and provide various information about research networks. There were 78 authors who contributed to 85 articles, it is
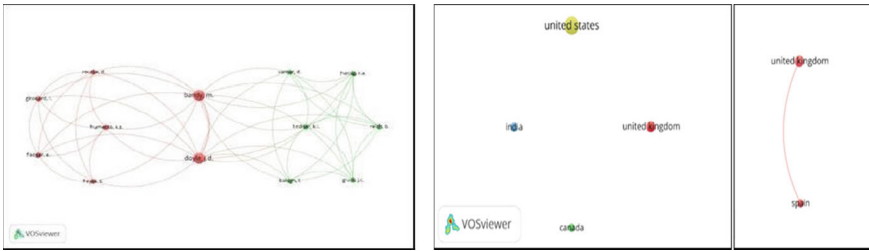
Fig. 1 Visualization of networks between countries and authors (network visualization)

known that 69 authors only wrote one article (95.3%), and 9 authors wrote 2 articles (4.7%).

The author's impact on the research findings is indicated by the size of the circle icon. It is evident that Doyle, J. D., and Bandy, M. have bigger circles than the other authors. The fact that Bandy, M., and Doyle, J. D., authored multiple articles while the other writers only wrote one, demonstrates the quantity of research publications they have. The connecting or network lines in Fig. 2 are split into two colors, which illustrates the writers' cooperation or relationship.

The visualization presented in Fig. 2 depicts a density map, offering insights into the interconnectedness between authors. This visualization allows for a nuanced analysis of the density, indicating the degree of association among authors. By examining the density visualization, one can discern the level of saturation, indicating the extent to which research integrates or references other studies or authors. This saturation level is represented by the intensity of colors, as exemplified in Fig. 3, where authors such as Bandy, M. and Doyle, J. D., exhibit the most prominent colors. Such intensity suggests a high degree of reliance on existing research within their respective fields, implying collaboration or scholarly engagement within the

Fig. 2 Density visualization between authors (density visualization)
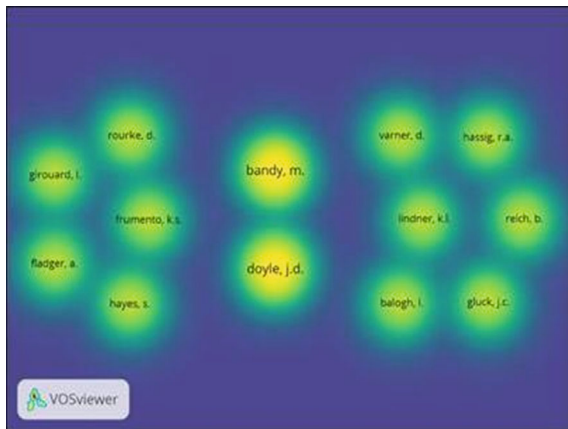
foodscape and touristscape domains. Through co-occurrence analysis, the objective is to visually represent the bibliometric network among keywords, facilitating a comprehensive understanding of scholarly connections and thematic relationships [23–26]. Keywords in co-occurrence analysis can be similar to each other and similar topics but not exactly the same, and the occurrence of various keywords is used to see research mapping points from that scientific discipline [27]. The analysis was conducted using VOSviewer to visualize the network mapping of keywords within the information retrieval system of the library. Data collected from Scopus in the form of RIS documents were input into the VOSviewer application for further analysis. Drawing from existing research, it is evident that Batam and Singapore have engaged in bilateral meetings on specific dates for particular purposes, as outlined in the Memorandum of Understanding, indicative of productive cooperation efforts. Among the sectors contributing to economic growth, tourism stands out prominently. This encompasses the exploration of tourist sites and attractions, alongside associated businesses within the tourism industry. The development of the tourism sector holds the potential to bolster Regional Original Income (PAD) and enhance societal well-being, underscoring its significance. Numerous nations prioritize tourism as a key economic driver, leveraging it for foreign exchange earnings, job creation, and poverty alleviation. Projections by the World Tourism Organization (WTO) suggest that tourism is poised to become the world's largest industry. Additionally, tourism serves as a conduit for showcasing natural and cultural beauty, indirectly influencing the foodscape. Consequently, Batam's burgeoning tourism development positions it favorably as an internationally recognized destination, appealing to a diverse array of travelers**.**

VOSviewer was created by Jan van Eck and Ludo Waltman to create and visualize bibliometric maps. It is used to analyze data from Web of Science, Scopus, Dimensions, and PubMed, and is frequently used in journal reviews (e.g. [28–38]). Based on the above previous studies, in the present study, Vosviewer was chosen for the analysis of the data [39–41]. The analysis demonstrates the following: a node represents a keyword, with a larger node indicating more citations for that keyword. A link between two nodes indicates the co-occurrence of two keywords, with a
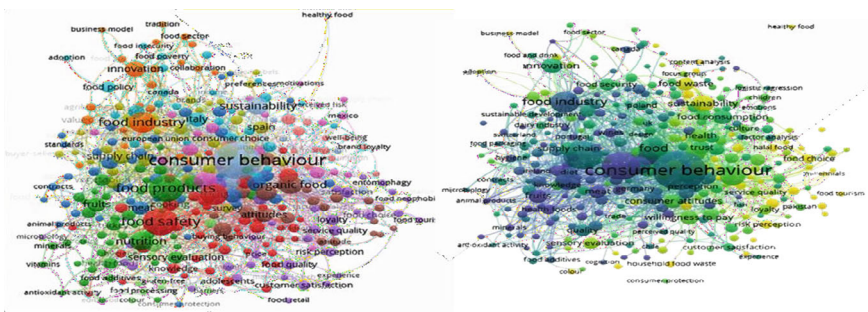

Fig. 3 Co-occurrence of author keywords of papers and author published in BFJ

thicker line representing more frequent co-occurrences. Furthermore, each cluster is symbolized by a specific color [30]. The analysis yielded 12 clusters (refer to Fig. 3). The red cluster includes keywords such as food safety, healthy, food consumption, HACCP, restaurant, and catering. The yellow cluster encompasses keywords like food products, nutrition, fruits, vegetables, proteins, and dairy products. The green cluster also contains keywords related to food products, nutrition, fruits, vegetables, proteins, and dairy products. The yellow cluster prominently features the supply chain, Spain, the USA, and buyer-seller relationships. The blue cluster is characterized by keywords such as willingness to pay and purchase intention. The purple cluster is distinguished by keywords like satisfaction, loyalty, and service quality. The turquoise cluster highlights keywords related to food policy, Canada, Italy, and food security. The orange cluster is dominated by keywords associated with the food industry and innovation. The brown cluster includes words like organic food, attitudes, and consumer attitudes. The light purple cluster includes words like marketing, packaging, and retailing. The pink cluster is mostly local food. Customer preferences are the focus in the light green cluster. The dominant keywords in the light blue cluster are consumer behavior, customer perspective consumer research.

The graph identified as Fig. 3 delineates the years that witnessed the most intensive study of keywords. Upon scrutinizing Fig. 3, it becomes apparent that authors contributing to this journal predominantly concentrated their research efforts on themes associated with food production, healthy dietary practices, fruit cultivation, minarets, hygiene standards, organic food consumption, customer behavior, the food industry, and supply chain dynamics between 2013 and 2016. However, a discernible shift occurred after 2018, with authors predominantly exploring subjects such as sustainability, food waste management, household food disposal practices, wine production, halal food consumption, food tourism trends, perceived risk factors, and food selection criteria.

The tourism potential in Batam is very large. Various charming arts and culture and the availability of tourism supporting facilities and infrastructure, which in the end is expected to be able to attract more foreign exchange, both from foreign and domestic tourists. The types of tourism on Batam Island are very diverse, as mentioned above, one of the government programs, namely MICE. Batam City tourism is also spread across the surrounding islands. The many islands around Batam Island all have marine tourism potential with their strategic location and are surrounded by the ocean. Therefore, Indonesia, especially Batam, is collaborating with Singapore to form an island called Funtasy Island. Funtasy Island is a resort project which will be used as a tourist destination on Manis Island in the waters of the Riau Islands. This island will then be transformed into the largest eco-theme park concept in the world. So this large project was created and developed through collaboration between two companies from two countries, namely Indonesia and Singapore. The company is PT. Batam Island Marina and Funtasy Island Development) Pte Ltd, in collaboration with Seven Seas Funtasy Venture Pte Ltd which will manage the recreation park. The construction of Funtasy Island has been carried out by Funtasy Island Development Pte Ltd (FID) since 2010, which is aware of the vision to build the largest eco-park

in the world. With a capital of S$300 million, this development also created a cluster of 6 islands within Funtasy Island.

4 Conclusion

Research mapping in the domain of foodscape and touristscape can be effectively conducted through bibliometric analysis using the VOSviewer application. The analysis yields insightful trends and patterns in research outcomes, facilitating a comprehensive understanding of the field. The analysis primarily focuses on two key objectives: firstly, to ascertain the prevailing trends in research outcomes, and secondly, to elucidate the dynamics of author collaboration through co-authorship mapping. The results indicate a fluctuating trend in research outcomes over time, with a notable surge observed in 2021, marked by the publication of 15 articles. Furthermore, the United States emerges as the leading contributor to research in this domain. Author productivity is highlighted, with five authors demonstrating exceptional output by producing two articles each. Additionally, co-authorship analysis reveals insights into collaborative efforts among authors, with only a fraction of authors demonstrating notable relationships with their peers. Moreover, co-occurrence analysis reveals the interconnections between keywords, shedding light on the thematic landscape of research endeavors. Despite the extensive exploration of certain topics, such as food production and healthy eating habits, several areas remain relatively under-researched, including metadata and user studies. As a recommendation, researchers venturing into marketing management disciplines, particularly those related to tourism, are encouraged to explore these less-explored research topics to contribute meaningfully to the advancement of the field.

The collaboration between Singapore and the Batam Government to develop Funtasy Island represents a significant advancement for the Riau Islands Province. This partnership, recognized as the world's largest, entails substantial investment and holds the promise of attracting both domestic and international tourists, thus bolstering regional income. Funtasy Island's emergence is poised to transform Batam City into a prominent destination on the international tourism map, with profound implications for its foodscape and touristscape. The economic benefits stemming from this collaboration are manifold, promising mutual prosperity for both nations while ensuring the active participation of all stakeholders in fostering sustainable tourism development. By contributing to regional income and foreign exchange, Funtasy Island stands as a catalyst for economic growth in Indonesia, particularly in Batam Island. The concerted efforts of Indonesia and Singapore to realize this ambitious project involve the formulation of a tourism Memorandum of Understanding (MoU), extensive infrastructure development, and robust international promotion initiatives. This study draws from data sourced from the Scopus website, producing a curated selection of 85 article documents spanning the period from 2003 to 2024.

References

1. Baggio, L., Caporarello, R.: Decision support systems in a tourism destination: literature survey and model building. In: Proceedings of the 2nd Conference of the Italian Chapter of AIS (Association for Information Systems), pp. 1–14, Rome, Italy (2014)
2. Thapa, P.: Metaverse and tourism industry: a conceptual proposition. In: El Khoury, R., Alareeni, B. (eds.) How the Metaverse Will Reshape Business and Sustainability. Contributions to Environmental Sciences & Innovative Business Technology. Springer, Singapore (2023)
3. More, A.B.: Implementing digital age experience marketing to make customer relations more sustainable. In: Nayyar, A., Naved, M., Rameshwar, R. (eds.) New Horizons for Industry 4.0 in Modern Business. Contributions to Environmental Sciences & Innovative Busine (2023)
4. Al-Ansi, A., Olya, H.G.T., Han, H.: Effect of general risk on trust, satisfaction, and recommendation intention for halal food. Int. J. Hosp. Manag. (2018)
5. Aziz, Y.A., Chok, N.V.: The role of halal awareness, halal certification, and marketing components in determining halal purchase intention among non-Muslims in Malaysia: a structural equation modeling approach. J. Int. Food Agribus. Mark. **25**(1), 1–23 (2013). https://doi.org/10.1080/08974438.2013.723997
6. Nurfajrina, A., Handayani, T., Sari, L.P.: The effect of halal awareness and lifestyle on the purchase decision of Japanese food in Jakarta. J. Islam. Econ. Soc. Sci. **2**(2), 66 (2021). https://doi.org/10.22441/jiess.2021.v2i2.001
7. Vizano, N.A., Khamaludin, K., Fahlevi, M.: The effect of halal awareness on purchase intention of halal food: a case study in Indonesia. J. Asian Financ. Econ. Bus. **8**(4), 441–453 (2021). https://doi.org/10.13106/jafeb.2021.vol8.no4.0441
8. Djakasaputra, M.A., Juliana, J., Aditi, B., Fachrurazi, F.M.: The influence of social media and e-WOM on purchase intention and brand image in online shops: an empirical study on online shop consumers in Indonesia. J. Int. Conf. Proc. **6**(2), 147–157 (2023)
9. Juliana, J., Pramezwary, A., Yuliantoro, N., Purba, J.T., Pramono, R., Purwanto, A.: Perceptions, attitudes, and interests of halal tourism: an empirical study in Indonesia. J. Asian Financ. Econ. Bus. **8**(7), 265–273 (2021) https://doi.org/10.13106/jafeb.2021.vol8.no7.0265
10. Suban, S.A., Madhan, K., Shagirbasha, S.: A bibliometric analysis of Halal and Islamic tourism. Int. Hosp. Rev. **37**(2), 219–242 (2023). https://doi.org/10.1108/ihr-05-2021-0038
11. Alimusa, L.O., Septiani, A.M., Ratnasari, R.T., Aedy, H.: Factors determining Indonesian Muslim behaviour in purchasing halal food: a preliminary study. Etikonomi **22**(2), 263–276 (2023). https://doi.org/10.15408/etk.v22i2.26979
12. Jailani, N., Adinugraha, H.H.: The effect of halal lifestyle on economic growth in Indonesia. J. Econ. Res. Soc. Sci. **6**(1), 44–53 (2022). https://doi.org/10.18196/jerss.v6i1.13617
13. Irton, I., Khairawati, S., Murtadlo, M.B.: Investor behavior in Islamic capital markets: study on Muslim students (2021). https://api.semanticscholar.org/CorpusID:238685159
14. Khairawati, S.: Halal tourism In Islamic business perspective. Youth Islam. Econ. J. **02**(01s), 7–16 (2021)
15. Ulfy, M.A., Haque, A., Karim, W., Hossin, S., Huda, N.: Tourists behavioral intention to visit halal tourism destination: an empirical study on Muslim tourists in Malaysia. Int. Fellowsh. J. Interdiscip. Res. **1**(1), 1–18 (2021). https://doi.org/10.5281/zenodo.4459649
16. Hanafiah, M.H., Hamdan, N.A.A.: Determinants of Muslim travellers Halal food consumption attitude and behavioural intentions. J. Islam. Mark. **12**(6), 1197–1218 (2020). https://doi.org/10.1108/JIMA-09-2019-0195

17. Ratnasari, R., Gunawan, S., Mawardi, I., Kirana, K.: Emotional experience on behavioral intention for halal tourism. J. Islam. Mark. (2020). https://doi.org/10.1108/JIMA-12-2019-0256
18. Tan, C.Y., Soon, S.V.: Tourism demand for Malaysia: further evidence from panel approaches. Asia Pacific Manag. Rev. **28**(4), 459–469 (2023). https://doi.org/10.1016/j.apmrv.2022.12.006
19. Faturachman, D.: Safety analysis of sea border transportation in Indonesia, case study: countries between countries in sumatera (batam-Singapore and batam-johor). MATEC Web Conf. **177** (2018). https://doi.org/10.1051/matecconf/201817701005
20. Zakiyyah, Y., Winoto, F.: Bibliometric mapping of research developments on the topic of information architecture on Google Scholar using VOSviewer bibliometric. J. Libr. Inf. Sci. **2**(1), 43–60 (2022)
21. Tupan: Bibliometric mapping with Vosviewer on the development of agricultural research results in Indonesia. Bibliogr. Vis. **18**(3), 217–230 (2016)
22. Prasetyo, W., Sutopo, H.: Industry 4.0: study of aspect classification and research development direction. Ind. Eng. J. **13**(1), 17 (2018)
23. Habibi, E., Fitriana, F., Tulisyowati, A.: Bibliometric mapping of the development of e-learning research on Google Scholar using Vosviewer. Attract. Innov. Educ. J. **4**(1), 1–12 (2022)
24. Juliana, J., Sihombing, S.O. et al.: Systematic literature review analysis of positive e-WOM on the tourist future behavior in tourism village marketing. J. Ilm. Glob. Educ. **4**(4), 2140–2152 (2023). https://ejournal.nusantaraglobal.ac.id/index.php/jige/article/download/1402/1878
25. Sihombing, S.O., Antonio, F.: The research trend of memorable rural tourism experience: systematic literature review and bibliometric analysis. https://doi.org/10.33258/birci.v5i3.5989
26. Juliana, S., Sihombing, J., Antonio, F.: Memorable tourism experience bibliometric analysis: a systematic review. J. Mantik **6**(2), 2302–2313 (2022). https://ejournal.iocscience.org/index.php/mantik/article/view/2751
27. Kahfi, T., Rizal, A., Herawati, M.: Bibliometric mapping with VOSviewer on the development of research results on the implementation of good corporate governance. Res. J. Account. Bus. Manag. (RJABM) (2022). https://doi.org/10.1111/fcre.12621
28. Gaviria-Marin, M., Merigó, J.M., Baier-Fuentes, H.: Knowledge management: a global examination based on bibliometric analysis. Technol. Forecast. Soc. Change **140**, 194–220 (2019). https://doi.org/10.1016/j.techfore.2018.07.006
29. Martínez-López, F.J., Anaya-Sánchez, R., Fernández Giordano, M., Lopez-Lopez, D.: Behind influencer marketing: key marketing decisions and their effects on followers' responses. J. Mark. Manag. **36**(7–8), 579–607 (2020). https://doi.org/10.1080/0267257X.2020.1738525
30. Wang, H., Feng, J., Zhang, H., Li, X.: The effect of digital transformation strategy on performance: the moderating role of cognitive conflict. Int. J. Confl. Manag. (2020). https://doi.org/10.1108/IJCMA-09-2019-0166
31. Anaya-Sánchez, R., Aguilar-Illescas, R., Molinillo, S., Martínez-López, F.J.: Trust and loyalty in online brand communities. Spanish J. Mark. ESIC **24**(2), 177–191 (2020). https://doi.org/10.1108/SJME-01-2020-0004
32. Mulet-Forteza, C., Lunn, E., Merigó, J.M., Horrach, P.: Research progress in tourism, leisure and hospitality in Europe (1969–2018). Int. J. Contemp. Hosp. Manag. **33**(1), 48–74 (2021). https://doi.org/10.1108/IJCHM-06-2020-0521
33. Mulet-Forteza, C., Genovart-Balaguer, J., Mauleon-Mendez, E., Merigó, J.M.: A bibliometric research in the tourism, leisure and hospitality fields. J. Bus. Res. (2019). https://api.semanticscholar.org/CorpusID:158671480
34. Merigó, J.M., Mulet-Forteza, C., Martorell, O., Merigó-Lindahl, C.: Scientific research in the tourism, leisure and hospitality field: a bibliometric analysis. Anatolia **31**, 494–508 (2020). https://api.semanticscholar.org/CorpusID:219760546
35. Saima, Khan, M.: Effect of social media influencer marketing on consumers' purchase intention and the mediating role of credibility. J. Promot. Manag. **27**(4), 503–523 (2020). https://doi.org/10.1080/10496491.2020.1851847
36. Manzoor, A., Farooq, B., Hakim, I.A., Bhat, W.A.: Impact of influencer marketing attributes on purchase intention among gen Y and gen Z: evidence from India. Eur. Econ. Lett. (2023). https://doi.org/10.52783/eel.v13i3.342

37. Azhar, K.A., Ahmed, H., Burney, S.: Effect of social media influencer characteristics on purchase intentions: evidence from Pakistan. Period. Soc. Sci. **2**(2), 298–315 (2022). https://psocialsciences.com/wp-content/uploads/21.Effect-of-Social-Media-Influencer-Characteristics-on-Purchase-Intentions-Evidence-from-Pakistan-1.pdf
38. Alrwashdeh, M., Ali, H., Helalat, A., Alkhodary, D.A.A.: The mediating role of brand credibility between social media influencers and patronage intentions. Int. J. Data Netw. Sci. **6**(2), 305–314 (2022). https://doi.org/10.5267/j.ijdns.2022.1.007
39. Mavric, B., Öğretmenoğlu, M., Akova, O.: Bibliometric analysis of slow tourism. Adv. Hosp. Tour. Res. (2021). https://api.semanticscholar.org/CorpusID:233652136
40. Dahiya, A., Kumar, A.S., Duggal, S., Singh, P.K., Dhoundiyal, H.: Analysing research trends in the Indian hospitality and tourism sector: a bibliometric analysis for the period 2000–21. Atna J. Tour. Stud. (2022). Available: https://api.semanticscholar.org/CorpusID:260418664
41. Acevedo-Duque, A.E., Vega-Muñoz, A., Salazar-Sepúlveda, G.: Analysis of hospitality, leisure, and tourism studies in Chile. Sustainability (2020). https://api.semanticscholar.org/CorpusID:225307178