

# Sustainability of Halal Tourism in Indonesia

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**Abstract.** Searching for articles with the keywords "sustainable" AND "halal tourism" which are open access on Scopus with a search for halal OR religious AND tourism produced 507 documents. The articles were then categorized by subject area, focusing on halal tourism the search was narrowed to only include documents that were articles, in the English language, and open access. From this search, 43 papers were selected. The research was conducted qualitatively using library analysis tools. The results were analyzed using the VOSviewer and Microsoft Excel methods. These findings show that creating innovative tourism offerings in the halal sector will increase competitiveness, and encourage inclusive economic distribution, and sustainable growth

**Keywords:** Gastronomy, Halal Tourism, SWOT analysis, Tourist Destination

## 1 Introduction

The presence of sharia tourism in the world recently is a new phenomenon. The discussion of halal travel is a novel alternative to traditional travel that merits more advancement. One of the industries is halal tourism which has developed quite well and has become a tourist trend. The tourism industry is part of business development in Indonesia, starting from the availability of facilities, types of tourism, attractions, accessibility [1]. Tourism destinations, including the halal tourism industry, impact economic development because they can provide prosperity for the surrounding community and create jobs. [2].

In contrast to religious beliefs, which are more self-limiting, the tourism industry is perceived as indulgent. Tourism is frequently portrayed as an irreligious activity that goes against Islamic beliefs, such as drinking, clubbing, wearing bikinis, or engaging in activities that disregard religious holidays. The public first learned about halal travel in 2000, specifically through events hosted by the Organization of Islamic Cooperation (OIC). This concept is one approach to meeting the needs of Muslim travelers by making accommodations for their demand [3]. The latest survey data from the Global Muslim Travel Index (GMTI) in 2022 from Mastercard and Crescent Rating reveals data that a destination's ability to offer and showcase services that are

accommodating to Muslims is greatly enhanced by halal tourism. Data shows that Malaysia, Indonesia, and Saudi Arabia are the three best countries for halal destinations [4]. Muslim visitors have grown in number. It is projected that there will be 300 million people and \$330 million in spending in 2026. The primary source of national income is the annual growth in both population and spending. [5].

Halal tourism continues to grow rapidly. The rise of the Muslim millennial generation, which has the power to shape the future of halal tourism, the growing middle class in Muslim-majority nations (such as Indonesia and Malaysia), and the conversion of the Muslim population into a religious community are all elements driving this increase. [6]. Referring to In order to reach the goal of 20 million foreign visitor visits, the Ministry of Tourism intends for 5 million, or 25%, of those visitors to be Muslim. [7]. Indonesia's success in moving towards halal tourism continues to be in the process of facing challenges from Singapore, Malaysia, Thailand, and other nearby nations which have done it more quickly, this does not mean that sharia tourism in Indonesia is something that is ignored or does not require serious attention and management, considering the potential for a large global market share big [8].



**Figure 1.** The world's top halal travel places in 2022

One of the important steps in implementing halal tourism is ensuring that There is food, beverages, and other services available. Muslim travelers can be assured by halal certification that the goods and services they use adhere to halal standards. According to the Halal Tourism

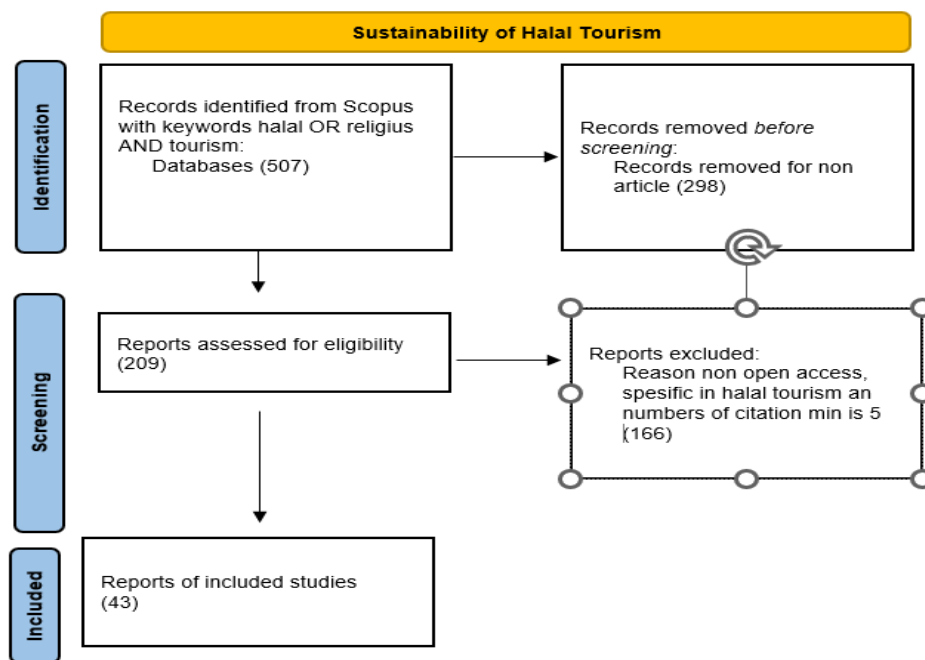
Implementation Guide published by the Ministry of Tourism and Creative Economy, halal tourism refers to extra facilities, attractions, and accessibility services designed to satisfy the needs, preferences, and experiences of Muslim travelers. A number of requirements must be met by tourist locations in order to realize halal tourism. For instance, offering halal cuisine, assisting with places of worship, such as prayer rooms and restrooms, and other services that are suitable for Muslims [9] Halal tourism products can include visiting activities such as shopping, traveling, amusement parks, very crowded cities, Islamic cultural heritage, rainforests, other ecotourism, sharia-based hotels and resorts that do not offer alcoholic beverages, food containing pork and all derivative products, prayer places and schedules, Qibla direction signs in rooms, swimming pools and spas and other facilities that separate female and male consumers, etc., sharia-based flights that do not offer alcohol and pork throughout the flight. Steps [10]. In sharia tourism, hotels, restaurants, travel agencies, and spas are the four priority items. Entrepreneurs from a variety of industries have operated Sharia-compliant businesses, including the hotel industry. Multisensory marketing significantly and favorably impacts the hotel industry. Brand Adherence [11] Hotel owners can capitalize on this circumstance and work together to make their establishments sharia-compliant, or at the very least, welcoming to Muslims. Innovation in Sharia Hotel is important to achieve a competitive advantage [12].

SWOT analysis and review of halal tourism literature show that The advantages and potential of halal tourism are subjects that are frequently covered in media reports. [13]. Strategies that can be implemented to develop halal or increase human resource capacity with an emphasis on Muslim-friendly tourist skills through a halal tourism systems selection, introduction, and training process is one aspect of Muslim-friendly tourism. and ecosystems based on the steps listed in the tourism road map halal in Indonesia. To support the structure and governance that has been established, it is necessary to accelerate the halal certification process through mentoring, auditor training, and halal supervision in order to ensure the quality of halal items [14]. Tourist satisfaction is greatly impacted by halal tourism governance and customer interaction [15]. Research findings on marketing tactics and effect variables can boost Muslim travelers' desire to return to halal travel locations [16] In Bangladesh, the inclination to return to halal tourist places is significantly influenced by the halal social atmosphere, halal food and drink, halal entertainment, halal staff attire, and emotional attachment, while halal services have no substantial impact on the desire to return to halal tourism places [17]. Meanwhile in Indonesia, the facility factor has a significant influence on the satisfaction of visiting Muslim tourists and there is a significant relationship between contentment and the desire to visit this nation again. The purpose of this study is to determine the findings of research on the sustainability of halal tourism that has been created in Indonesia in order to satisfy the requirements and halal principles for Muslim travelers. The study's findings may provide as more guidance on Indonesia's halal tourist industry's viability and complement previous studies.

## 2 Literature Review

Literature research on Halal tourism has been conducted by several previous researchers. The results of the study show that halal tourism studies have examined a lot about SWOT analysis and increasing the potential for halal tourism in the future. Halal tourism research is also related to the development of halal tourism regulations in various regions [18]. Halal tourism development [19], [20], [21], [22], [23], sustainable halal tourism [24], [25], Opportunities for business innovation in the halal tourism industry [26]. This study complements the results of previous research which has not discussed the area of Indonesian halal tourism research, which requires further development based on citation sources and opportunities for article publication in Scopus-indexed journals.

## 3 Research Method



**Figure 2.** Systematic literature review process  
Source [27]

This research method uses Prisma as a tool to sort and identify the number of articles to be studied. Article sourced from Scopus journals with search keywords halal or religious AND tourism. There are 507 documents. Next, the documents were sorted again based on article type, English language, and open access, there were 81 documents. Of this number, it was re-

selected based on the number of articles cited, at least 43 articles were used as study material. To find out the authors who are most cited, the countries that are most often used as study objects, and the co-authors who are often cited, the author uses Vos Viewer and Excel to assist in creating the study outcomes' visuals.

## **4 Result and Discussion**

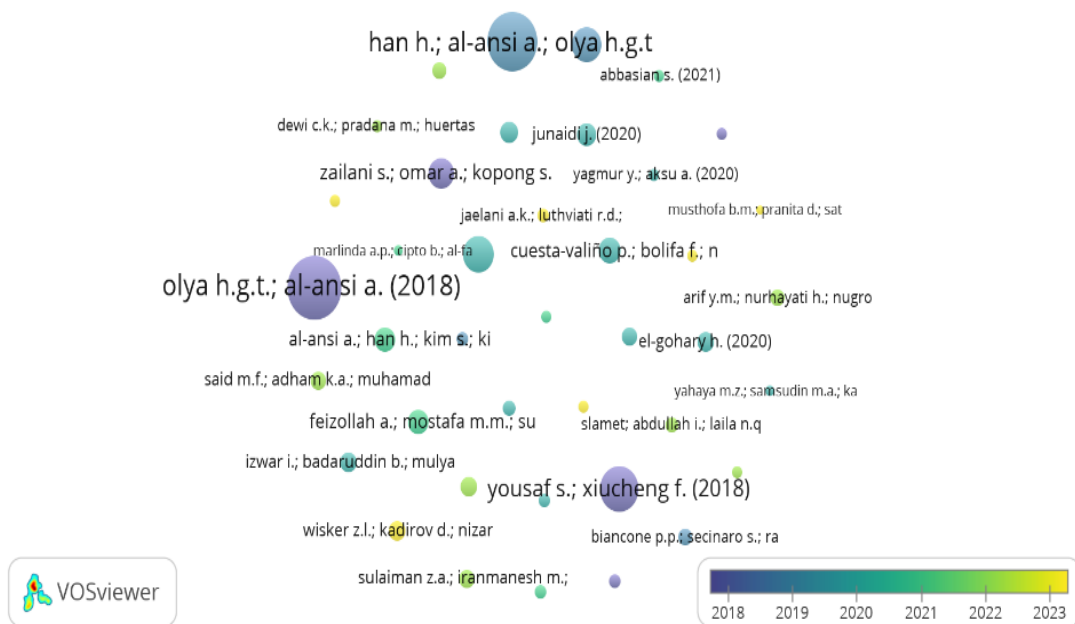
Compared to other Muslim nations, Indonesia, the world's largest Muslim nation, has distinct travel patterns. Halal tourism originates from religious tourism, namely vacationing at historical places of spiritual value, such as performing the Hajj, Umrah, or visiting the tombs of religious figures or saints. Halal travel has grown in popularity as tourist attractions advance. If religious tourism prioritizes religious tourist attractions, halal tourism places more emphasis on service in the form of easy facilities for Muslim tourists [28]. Halal tourism is practiced for a number of reasons, including seeking education, health, history, culture, or sharia-valued sports [29]. IMTI (Indonesia Muslim Travel Index) ranking ten halal tourism destinations that are the favorites of Muslim tourists in Indonesia, including Lombok, Aceh, Riau and the Riau Islands, Jakarta, West Sumatra, West Java, Yogyakarta, Central Java, Malang (East Java), and South Sulawesi.

### **4.1. Halal Tourism Concept.**

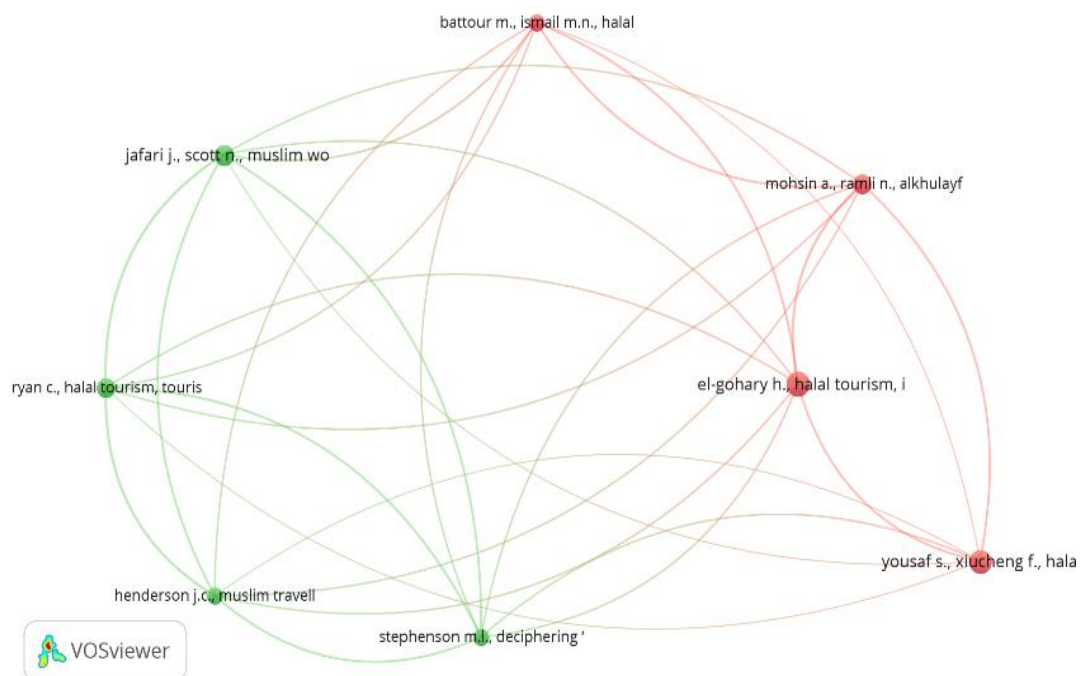
The tourist activity recommended from an Islamic perspective is to invite tourists to the things that Allah SWT has commanded as part of spreading da'wah by conveying Islamic teachings things were made known to all of humanity by the Prophet Muhammad SAW [30]. Halal tourism or Islamic tourism is Tourism that adheres to Islamic principles and is implemented to meet the requirements of Muslims [31]. The definition of tourism from an Islamic perspective is that it is permitted by following the rules of Islamic sharia as part of da'wah to teach goodness and invite humanity to practice the truth. [32]. The process of incorporating Islamic principles into every facet of tourism is known as "sharia tourism." The fundamental tenet of expanding tourism activities is the importance of Islamic law as a belief and a belief held by Muslims. Sharia tourism takes into account the fundamental beliefs of Muslims in its presentation, beginning with lodging and dining establishments that consistently make reference to Islamic customs. Understanding what halal means in all facets of tourism—from lodging and transportation to food and beverage facilities and financial systems—as well as the facilities and service providers themselves—is, of course, the foundation of sharia tourism. For instance, if a couple is staying overnight and is not married (i.e., cannot present a marriage certificate), the Sharia hotel will not allow them to stay there. Apart from that, a hotel that carries the Sharia concept will of course not sell alcoholic drinks or food containing pork which is forbidden in Islam. In addition, a key factor in implementing the idea of sharia tourism is picking a travel destination that aligns with Islamic sharia ideals. Every place you wish to visit as a tourist must adhere to Islamic principles, such as lacking space for events

and having sufficient mosque and prayer room amenities. Additionally, the community supports the application of Islamic Sharia norms, such as the prohibition of gambling, cockfighting, and ceremonies that go against Islamic teachings, as well as night entertainment and prostitution [33].

Based on Scopus journal searches, the most cited articles are studies by Olya, Hossein G.T.; Al Ansi, Amr in 2018 with the title Risk Assessment of Halal Products and services: Implications for the Tourism Industry. The findings of this research discuss conceptual models for researching customer satisfaction, complexity theory to complement the developed model and analyze risk factors that influence expected results, symmetric and asymmetric analysis to explore configurations of causes that produce high and low outcome scores, and policy implications to discuss the status of the Tourism Industry and the Muslim world.



**Figure 3.** Author - Citation



**Figure 4.** Co author – Citation

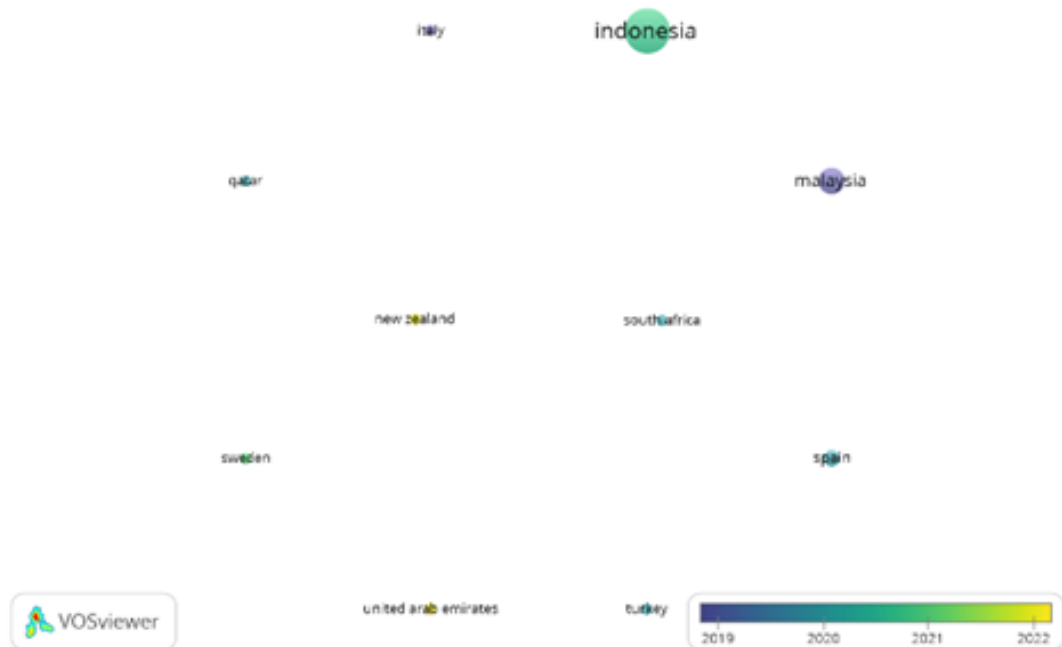
The co-authors most cited are El-Gohary and Hatem with the term "halal travel." The halal tourist sector has suffered greatly as a result of the COVID-19 outbreak. [34]. Research on the topic of halal tourism was also executed by Yousaf S. and Xiucheng F who studied halal tourism marketing. The next research was conducted by Battour, Mohamed, Noviyani, Nur Aulia, Ratnasari, Ririn Tri; Aboelmaged, Mohamed and Eid, Riyadh discuss that Halal Destination Attributes (HDAs) have a positive and significant effect on the quality of experience and behavioral intentions, but have a significant negative effect on destination satisfaction [35].



**Figure 5.** Journal – Citation

5 journals are used as references based on Fig. The top 5 journal citations are Sustainability (Switzerland), Geojournal of Tourism and Geosites, Journal of Islamic Marketing, Tourism Management, and Ijtihad: Journal of Islamic Law and Humanitarian Discourse. The country with the most research topics is Indonesia, followed by Malaysia.





**Figure 6.** Country – Citation

#### 4.2. SWOT Analysis

Identification of halal tourism based on the following SWOT analysis: strengths (good hospitality, country characteristics, and hospital development by Islamic standards), weaknesses (low level of international certification), opportunities (growing number of Muslims and the events of September 11) and threats (competition from major medical tourism markets). and non-uniformity of Islamic medical tourism standards) [36]. Halal refers to anything wholesome and allowed by Islam. Standardization is a challenge for the global halal industry. One of the most important issues facing the halal sector is the absence of uniform worldwide halal standards. For instance, it is problematic because Indonesia does not have comprehensive halal rules or control of halal activities. Aside from that, the majority of Indonesian halal items are not officially approved. There are opportunities, though, that must be taken into account. Since the younger generation is the primary market with higher consumption levels and more chances for manufacturers in the global halal market, there are a lot of new Muslim consumers in the Islamic world. Universities and academics, as one of the primary helixes in the quadruple-helix synergy perspective, play a significant role in accelerating the future growth of the halal industry. This is due to the emergence of ulama

and postgraduate students who possess the traits of a resource-based society (mujahid), a scientific society (mujtahid), and a technology-based society (mujadid). Strengthening Islamic principles about the management of halal industrial systems and processes can be accomplished by concentrating on the development of micro-, mezzo, and macro-scientific strategies. Results from a study conducted on Lombok, West Nusa Tenggara [37].

The goal of promoting sustainable social, cultural, and ecological attractions, enhancing the local economy, and accommodating religious principles motivates the decision-making process for halal tourism legislation. The formation of This rule is also viewed as a political move to promote Lombok as a halal travel destination worldwide that is beneficial to the wider community. Another problem found from searching articles is that The entire community has not yet been affected by the laws about halal travel. The results of the study in Aceh suggest The significance of extensive outreach, communication, and promotion efforts by the central and regional governments. The functional synergy between local communities, businesses, and the government in Aceh is highly emphasized to realize halal tourism destinations [38]. Literature studies also show that harmonization of tourism regulations with Sharia will generate the necessary awareness regarding Sharia compliance among target travelers and their needs. Private citizens can help raise the necessary Sharia-compliant funds to support resorts that follow the Islamic paradigm that are in line with the Islamic tourism industry [39].

#### **4.3. Halal Tourism Marketing**

Research findings [40] where the central government uses local branding strategies and an innovative business environment by establishing “Geographical Indications” (GI). In marketing communication activities for halal food items and food brands with halal certification, there needs to be an invitation message to choose halal products and build an effective distribution network to be closer to consumers. [41]. Halal culinary and tourism marketing strategies are also carried out in the country through government websites. South Korea, Japan, and Thailand promote Halal cuisine and related services to attract Muslim tourists while China considers Islam as part of its ethnicity [42]. There is a division of regional uniqueness to show product excellence, emphasize brand identity, and uphold cultural customs. This research is in line with studies in South Korea [43] which found that worship facilities, halal food, halal-friendly accommodation, halal information and guidance, and a friendly environment form a positive destination image and encourage repeat visit intentions and word-of-mouth promotion. Research in Malang, regarding innovative halal culinary tracking (HCT) applications to make it easier to find halal-certified souvenir products. Priority factors and the best strategies for their implementation are investigated. An analytical hierarchy process (AHP) was conducted to analyze the content, design, organization, ease of use, and accessibility of the HCT. The research results show that the user-friendly attribute has the highest value. This attribute is a priority in developing HCT applications; because with the easiest operation and correct information, the application will be more acceptable to

users. The alternative strategy that has the highest value is easy to access [44]. Apart from that, the article search found that the main strategies for halal product sustainability are increasing product competitiveness in the halal food market, lowering mistrust by raising the bar for halal certification and authentication, comprehending consumer behavior, and creating marketing plans that take into account each nation's unique socioeconomic and geographic circumstances. Develop competitive halal food products, train industry workers, take advantage of growing worldwide influence, create halal industrial parks and logistics/supply chains, and encourage digital marketing and travel. In addition, the government needs to support the growth of halal cuisine and offer export and international trade insurance [45]. The halal tourism business ecosystem can be used as one of the government's top program initiatives to improve infrastructure and services by Maqasid sharia principles in order to draw in foreign visitors to Indonesia [46].

#### **4.4. Halal Tourism Development Strategy.**

As a vital component of a sustainable national tourist sector, Indonesia's halal tourism business holds great promise and potential to boost government revenue. Notwithstanding its promise as a travel destination, Indonesian halal tourism confronts obstacles in several areas, including market dynamics, demand, technology, and information integration, funding, regulatory compliance, and research and development [47]. Based on research [48] determined that marketing tactics, consumer behavior, halal tourism goods and services, and business procedures are the four primary approaches for the growth of halal tourism. The research results complement the main factors of business strategy transformation with the existence of a supportive social context, the availability of innovations that can be accepted by local communities, and the distribution and promotion of resources for tourism [49].

#### **4.5. Stakeholder Involvement**

The research results show that stakeholders can help and support the Indonesian government in optimizing potential capabilities and capacity to expand Indonesia's halal tourist sector so that it can compete with other countries [50]. For instance, the DIY Government works strategically with banks, the private sector, and academia to promote halal travel. Workshops and seminars with academics and business actors, corporate social responsibility with the private sector, and the adoption of the Indonesian Standard Quick Response Code with banks as a technological innovation in the tourism sector are all examples of collaboration. [51].

### **5 Conclusion and Recommendation**

The idea behind halal tourism has developed and adapted to modifications on a worldwide scale. Halal tourism begins with religious trips to historical places for Muslims to carry out worship according to Islamic teachings. Over time, travel does not only refer to the destination but more broadly to the high interest in halal tourism studies in Indonesia, which has become an

opportunity to conduct further research on policies that provide the legal umbrella for the sustainability of halal tourism. Studies that still need to be developed in the future are business processes, halal food and culinary certification, accommodation, collaboration and synergy with stakeholders in marketing and IT-based services, as well as how halal travel affects the wellbeing of the community, preserving the environment, and maintaining culture by Islamic law. In other words, the sustainability of halal tourism refers to spiritual relationships, maintaining good relationships with fellow humans, and protecting the environment, and providing blessings for all people.

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