

A Systematic Review: Halal Tourism Development in Indonesia

Dio Samudra¹, Fahri Safagutan¹, Nok Silvi¹, Eka Lutfiana¹, Hatma Aura, Parniati¹

¹UIN KH.Abdurrahman Wahid Pekalongan

Email : diosamudra77@gmail.com

Abstract: *This study analyses the potential and challenges in the development of halal tourism in Indonesia, which is becoming one of the fastest growing tourism destinations due to the increasing global Muslim population and halal lifestyle awareness. As a country with the largest Muslim population, Indonesia has various potentials in terms of culture, nature, and strong Islamic history. The government has been supporting this sector through policies and regulations, such as the Halal Product Guarantee Law, as well as the development of flagship halal tourism destinations. However, several challenges remain, including standardisation of halal services, coordination among stakeholders, and competition from other countries such as Malaysia and the United Arab Emirates. Utilisation of digital technology and strengthening human resources are also important factors in Indonesia's efforts to strengthen its position as a global halal tourism destination. This research emphasises the need to apply sustainability principles in the development of halal tourism to maintain long-term benefits for local communities and the environment.*

Keywords: *Halal Tourism, Indonesia, Potential, Challenges, Sustainability*

INTRODUCTION

The development of global tourism has undergone a significant transformation in recent decades, with the emergence of various more specific and specialised market segments. One segment that has shown very rapid growth is halal or Islamic tourism (Riadhussyah, 2020). This phenomenon is inseparable from the increasing global Muslim population which is projected to reach 2.2 billion by 2030, as well as the growth of the Muslim middle class which has high purchasing power and awareness of the halal lifestyle (astuti, 2020). As a country with the largest Muslim population in the world, it has great potential in the development of halal tourism. Rich natural resources, cultural diversity, and a strong Islamic historical heritage make Indonesia a very potential destination in the context of global halal tourism (Supratman, 2022). According to the 2019 Global Muslim Travel Index (GMTI), Indonesia successfully ranked first as the world's best halal tourism destination with Malaysia, which shows the government's seriousness in developing this sector (Subarkah et al., 2020).

Halal tourism itself is a broader concept than just religious tourism or sharia tourism. Halal tourism as all tourism activities, objects and services that are in accordance with Islamic principles, but can still be enjoyed by non-Muslim tourists (Permadi et al., 2021). This includes the provision of accommodation, food, worship facilities, and tourist activities that consider Islamic values, without reducing the aspects of comfort and the overall tourist experience (Mahardika, 2020). The development of halal tourism in Indonesia has received strong support from the government through various strategic policies and programmes. The Ministry of Tourism and Creative Economy has designated 10 leading halal tourist destinations, including Lombok, which has been internationally recognised as the best halal tourist destination (Fahmi et al., 2023). This is supported by Law Number 33 of 2014 concerning Halal Product Guarantee, which provides a strong legal framework for the development of the halal ecosystem in Indonesia (Asri & Ilyas, 2022). The study of halal tourism has grown rapidly in recent years. Various

studies have been conducted to analyse the potential, challenges, and development strategies of halal tourism in various countries (Saleh et al., 2022). In Indonesia, research related to halal tourism has covered various aspects, ranging from destination development (Naylazyani Siti Alhafidza et al., 2024), marketing (Agustina, 2024), to economic and social impacts (Putra & Ambariyanto, 2024). The development of halal tourism in Indonesia still faces various challenges. Standardisation of halal services, coordination between stakeholders, and awareness of industry players are still crucial issues that need to be addressed (Syafrinaldi et al., 2024). In addition, increasingly fierce global competition with other Muslim countries such as Malaysia, the United Arab Emirates, and Turkey requires Indonesia to continue to improve the quality and competitiveness of its halal tourism destinations (Haque, 2024).

The development of infrastructure and supporting facilities for halal tourism is also an important aspect that needs attention. The availability of halal-certified hotels and restaurants, adequate prayer rooms or mosques, and easy access to information about halal products and services are key factors in increasing the comfort of Muslim tourists (Mandalia & Fernanda, 2024). In this case, the role of information technology and digital platforms is becoming increasingly important in facilitating access and distribution of information related to halal tourism (Inayah et al., 2024). The aspect of human resources also plays a crucial role in the development of halal tourism. A good understanding of the concepts and practices of halal tourism among tourism industry players is needed to provide services that meet the needs of Muslim tourists (Amalia et al., 2021). Training and competency certification programmes in the field of halal tourism need to be developed to improve the quality of service and professionalism of Indonesian tourism human resources (Nina Mistriani et al., 2020). Indonesia needs to develop an effective strategy to position itself as a leading halal tourism destination at the global level. This includes developing attractive promotional content, selecting the right marketing channels, and building a strong and consistent destination image (Andriani, 2021). Collaboration with various stakeholders, including industry players, academics, and local communities, is also needed to create a sustainable halal tourism ecosystem (Al Mustaqim, 2023). The aspect of sustainability in the development of halal tourism also needs special attention. Islamic principles of environmental conservation and social responsibility are in line with the concept of sustainable tourism (Nisa, 2022). Therefore, the development of halal tourism in Indonesia must pay attention to environmental, social, and economic aspects to ensure long-term benefits for local communities and future generations (Santoso et al., 2020). Through a comprehensive approach, this research is expected to make a significant contribution to the development of knowledge about halal tourism and become a reference for stakeholders in optimising the potential of halal tourism in Indonesia.

METHOD

This study uses a systematic review approach to analyse and synthesise the literature related to the development of halal tourism in Indonesia. The systematic review method was chosen because of its ability to integrate findings from various studies in a systematic and comprehensive manner. The research process followed the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) protocol to ensure the quality and transparency of the review. The literature search was conducted on several leading academic databases, including Scopus, Web of Science, Google Scholar, and Garuda Portal. The publication period selected was 2019-2024 to ensure data actuality and relevance to the latest developments in halal tourism in Indonesia. The criteria applied in the literature selection include: (1) articles in Indonesian or English, (2) focus on the development of halal tourism in Indonesia, (3) published in peer-reviewed journals or international conference proceedings, and (4) have a clear research methodology. While the exclusion criteria include: (1) articles that cannot be accessed in full, (2) articles that do not go through the peer-review process, and (3) articles that only discuss halal tourism in general without a specific Indonesian context.

RESULT AND DISCUSSION

The development of halal tourism in Indonesia emerged in response to the growing global Muslim population and a Muslim middle class with high purchasing power. As a country with the largest Muslim population, Indonesia sees halal tourism as an opportunity to attract Muslim travellers who want a travel experience that complies with Islamic principles, such as halal accommodation, food, and worship facilities. According to the 2019 Global Muslim Travel Index (GMTI), Indonesia is ranked as the best halal travel destination alongside Malaysia. This reflects the government's efforts to improve the sector. Halal tourism is not just religious tourism. It encompasses various aspects, from culinary to lodging, that are not only friendly to Muslim travellers, but can also be enjoyed by non-Muslims. The development of halal tourism, therefore, requires various supports, ranging from government policies, halal regulations, infrastructure, to collaboration with stakeholders to strengthen Indonesia's position in the global halal tourism market.

The potential for halal tourism is enormous due to the richness of nature, culture, and strong Islamic history. Tourist destinations such as Lombok, Aceh, and West Sumatra have been recognised as leading regions in this sector. In addition, supporting infrastructure, such as halal-certified hotels and restaurants, is increasing, driven by Law No. 33/2014 on Halal Product Guarantee. The government is also active in developing and supporting halal tourism through strategic programmes and international promotional campaigns. Efforts such as human resource training, digital promotion, and cooperation with international institutions further enhance the attractiveness of halal tourism in Indonesia. There are various challenges in developing halal tourism in Indonesia. Some of the key challenges include varying standardisation of halal services in different regions, lack of coordination between the government and private sector, and low awareness of halal tourism standards in the tourism industry. Global competition has also intensified, especially with countries such as Malaysia, United Arab Emirates, and Turkey that have established strong halal tourism destinations. Another challenge is the reliance on uneven infrastructure, especially outside Java. The availability of halal-certified mosques, ablution stations, hotels and restaurants is still an issue that needs to be improved to meet the needs of Muslim travellers. Information technology and digital platforms play an important role in the development of halal tourism. Platforms such as mobile apps and websites that provide information on halal facilities can make it easier for Muslim travellers to access services that suit their needs. In this digital era, promotion of halal tourism through social media and collaboration with Muslim influencers are also effective strategies to attract global travellers. The government and tourism industry should utilise digital technology to expand the reach and visibility of Indonesia's halal tourism destinations.

Support from the government is crucial in strengthening Indonesia's position as a halal tourism destination. Policies related to halal tourism, such as halal certification for restaurants and hotels, have been a step forward. The government also encourages training and competency certification for tourism industry players to improve their understanding of the concept of halal tourism and provide quality services for Muslim travellers. In addition, the establishment of regulatory frameworks such as the Halal Product Guarantee Law provides a strong legal foundation for the development of halal tourism in Indonesia. Human resources is one of the important elements in the development of halal tourism. The quality of service in halal tourism is greatly influenced by the understanding and skills of human resources in the tourism industry. Training and certification programmes in the field of halal tourism are needed to ensure that Muslim tourists feel comfortable and get services in accordance with Islamic principles. This training includes an understanding of halal products, halal tourism service standards, and communication strategies with travellers.

Key to improving Indonesia's halal tourism competitiveness. Development of attractive promotional content, utilisation of social media, and cooperation with global travel agents are steps taken by the government and industry players to market Indonesia's halal tourism. The government also supports the

branding of Indonesia as a 'Halal Tourism Destination' through international campaigns and partitions. Halal tourism in Indonesia also needs to prioritise the principle of sustainability, in accordance with Islamic teachings that encourage environmental preservation and social responsibility. The implementation of sustainable halal tourism will provide long-term benefits for the environment, society and the economy. Examples of sustainability implementation in halal tourism include environmentally friendly waste management, renewable energy utilisation, and environmental education to visitors and local communities. A comprehensive infographic that highlights the key aspects of Halal Tourism Development in Indonesia. The infographic includes:



Figure 1. Halal Tourism Infographic

The development of halal tourism in Indonesia has the potential to boost the local economy and create new jobs. Halal tourism has provided new business opportunities for local MSMEs that produce food, souvenirs, and services that support tourism. The social impact is also seen in the form of the involvement of local communities who participate in tourism activities, thus improving the welfare of local communities.

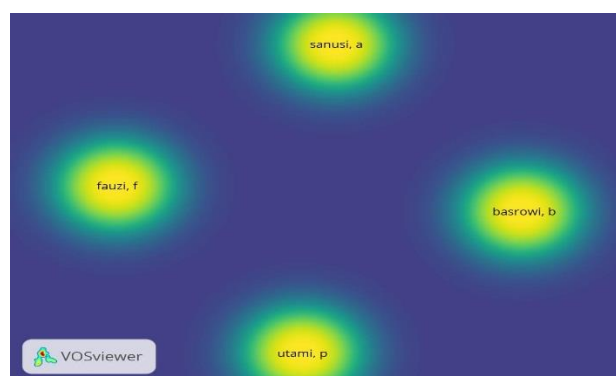


Figure 2. Visualisation of relationship intensity/strength in the analysis of halal tourism in Indonesia by the author

This visualization, generated using VOSviewer, shows the intensity or strength of relationships in the analysis of halal tourism in Indonesia, focusing on specific authors: "sanusi, a," "fauzi, f," "basrowi, b," and "utami, p." Each cluster represents an individual author, with brighter colors indicating stronger

connections or relevance within the context of halal tourism research. The spatial distribution and color intensity can reveal the authors' contributions or associations, though further details would be needed to interpret specific interrelations among them in the context of halal tourism studies.



Figure 3. Visualisation of overlay relationships of potential in the development of halal tourism in Indonesia based on the title

This VOSviewer overlay visualization shows relationships based on keywords related to the potential development of halal tourism in Indonesia. The central term "Indonesia" connects with phrases that discuss the development of halal tourism, reflecting the focus on the country's potential in this area. The color gradient represents the time overlay, with the spectrum running from 2020.6 (mid-2020) to 2021.0 (early 2021). Terms that appear in yellow are more recent, indicating a trend or newer focus in research. The terms on either side, connected to "Indonesia," may represent evolving topics within halal tourism, with interest potentially growing over time. This trend analysis can provide insight into the research's temporal focus and emerging areas in the field.

CONCLUSION

This research shows that Indonesia has great potential in the development of halal tourism thanks to the world's largest Muslim population, cultural richness, and government support through strong policies and regulations, such as the Halal Product Guarantee Law. Halal tourism is not limited to religious tourism, but encompasses a wider range of experiences that can be enjoyed by both Muslim and non-Muslim travellers. The development of this sector, however, faces challenges such as standardisation of halal services, coordination among stakeholders, and competition with other Muslim countries. By utilising digital technology, strengthening human resources, and effective marketing strategies, Indonesia can increase its global halal tourism appeal. For long-term sustainability, it is also important for halal tourism in Indonesia to integrate Islamic principles of environmental conservation and social responsibility, to ensure sustainable economic and social benefits for local communities.

REFERENCES

- agustina, s. (2024). bauran pemasaran dinas kepemudaan olahraga dan pariwisata kota subulussalam dalam mempromosikan tahura lae kombih. zenodo. <https://doi.org/10.5281/zenodo.10464091>
- al mustaqim, d. (2023). strategi pengembangan pariwisata halal sebagai pendorong ekonomi berkelanjutan berbasis maqashid syariah. *ab-joiec: al-bahjah journal of islamic economics*, 1(1), 26–43. <https://doi.org/10.61553/abjoiec.v1i1.20>
- amalia, f. a., gunawan, a. i., politeknik negeri bandung, & wibisono, n. (2021). citra destinasi wisata halal di jepang: wisatawan dan non-wisatawan muslim dari indonesia. *jurnal bisnis dan kewirausahaan*, 17(1), 1–10. <https://doi.org/10.31940/jbk.v17i1.2473>

- andriani, n. (2021). peran wisata kuliner sebagai bentuk pengembangan citra destinasi kota bandung (culinary tourism role as a form of destination image development in bandung). *ssrn electronic journal*. <https://doi.org/10.2139/ssrn.3619822>
- asri, k. h., & ilyas, a. (2022). penguatan ekosistem halal value chain sebagai pengembangan industri halal menuju era 5.0. *alif*, 1(1), 37–47. <https://doi.org/10.37010/alif.v1i1.712>
- astuti, mirsa. (2020). pengembangan produk halal dalam memenuhi gaya hidup halal (halal lifestyle). *iuris studia: jurnal kajian hukum*, 1(1). <https://doi.org/10.55357/is.v1i1.16>
- fahmi, s., kasmin, k., & wijayanti, a. (2023). upaya mempertahankan place branding wisata halal pulau lombok sebagai upaya meningkatkan kunjungan wisatawan di pulau lombok. *home journal.*, 5(1), 1–11. <https://doi.org/10.61141/home.v5i1.357>
- haque, m. g. (2024). literature review: strategi pemasaran meningkatkan daya saing bagi produk halal, kedai-umkm halal, dan pariwisata halal. *syntax literate ; jurnal ilmiah indonesia*, 9(5), 3156–3167. <https://doi.org/10.36418/syntax-literate.v9i5.15402>
- inayah, h., nizar, m., & fahmul iltiham, m. (2024). multiplier effect wisata halal masjid muhammad cheng hoo pandaan dalam meningkatkan kesejahteraan masyarakat di kabupaten pasuruan. *al-kharaj: jurnal ekonomi, keuangan & bisnis syariah*, 6(9). <https://doi.org/10.47467/alkharaj.v6i9.2503>
- mahardika, r. (2020). strategi pemasaran wisata halal. *mutawasith: jurnal hukum islam*, 3(1), 65–86. <https://doi.org/10.47971/mjhi.v3i1.187>
- mandalia, s., & fernanda, a. (2024). millennial muslim tourists' motivations and characteristics at marawa beach club: motivasi dan karakteristik wisatawan muslim milenial di marawa beach club. *pusaka : journal of tourism, hospitality, travel and business event*, 228–239. <https://doi.org/10.33649/pusaka.v6i2.127>
- naylasyani siti alhafidza, dhiana ratu nabhila, dwi aulia nurfadhilah, lusiana rahmawati, muhammad avriel ramadani, & buyung firmansyah. (2024). peran budaya sunda dalam pengembangan destinasi wisata teras sunda cibiru: tinjauan teori buhalis 3a. *sabbhata yatra: jurnal pariwisata dan budaya*, 5(1), 49–60. <https://doi.org/10.53565/sabbhatayatra.v5i1.1202>
- nina mistriani, aletta dewi maria, & vera damayanti. (2020). pentingnya pelaku industri pariwisata dibekali uji kompetensi lewat daring untuk meningkatkan sdm pariwisata di indonesia. *edutourism journal of tourism research*, 2(01), 32–42. <https://doi.org/10.53050/ejtr.v2i01.127>
- nisa, f. i. (2022). pengembangan wisata halal di jawa timur dengan konsep smart tourism. *journal of islamic tourism halal food islamic traveling and creative economy*, 2(1), 13–26. <https://doi.org/10.21274/ar-rehla.v2i1.5470>
- permadi, i. a., muttaqillah, m., & renowati, w. (2021). kriteria homestay di desa wisata yang memenuhi prinsip-prinsip wisata halal: sebuah kajian teori. *jmm unram - master of management journal*, 10(3), 227–235. <https://doi.org/10.29303/jmm.v10i3.667>
- putra, i. a., & ambariyanto, a. (2024). analisis dampak sertifikasi produk halal terhadap kegiatan ekonomi dan sosial. *el-mal: jurnal kajian ekonomi & bisnis islam*, 5(7), 3408–3425. <https://doi.org/10.47467/elmal.v5i7.2649>
- riadhussyah, m. (2020). pengembangan sumber daya manusia di bidang wisata halal dalam menghadapi revolusi industri 4.0. *jurnal msda (manajemen sumber daya aparatur)*, 8(1), 1–13. <https://doi.org/10.33701/jmsda.v8i1.1164>
- saleh, m., kamaruzzaman, k., & desky, h. (2022). pengembangan wisata islami: strategi pemasaran wisata halal di bumi syariah. *owner*, 6(2), 1221–1238. <https://doi.org/10.33395/owner.v6i2.767>

- santoso, l., cahyani, y. t., & suryani, s. (2020). dilema kebijakan wisata halal di pulau lombok. *jurnal sosiologi reflektif*, 15(1), 23. <https://doi.org/10.14421/jsr.v15i1.1968>
- subarkah, a. r., junita budi rachman, & akim. (2020). destination branding indonesia sebagai destinasi wisata halal. *jurnal kepariwisataan: destinasi, hospitalitas dan perjalanan*, 4(2), 84–97. <https://doi.org/10.34013/jk.v4i2.53>
- supratman, s. (2022). analisis kualitas layanan hotel pada wisata halal di lombok. *jurnal visionary : penelitian dan pengembangan dibidang administrasi pendidikan*, 10(2), 103. <https://doi.org/10.33394/vis.v10i2.8825>
- syafrialdi, s., mokhsim, n., & hardiogo, d. (2024). sosialisasi merek bagi pelaku industri small and medium enterprises (smes) di negeri kedah malaysia sebagai solusi dan proyeksi terhadap upaya pemberian kepastian dan perlindungan hukum. *community engagement and emergence journal (ceej)*, 5(1), 54–65. <https://doi.org/10.37385/ceej.v5i1.4193>