

Halal Tourism, Implementation and What is Needed: Indonesia Case

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ABSTRACT

Halal Tourism is becoming a trend. The increasing number of Muslim tourists in the world spending hundreds of billions of dollars in spending provides opportunities for Halal Tourism destinations. OIC and non-OIC member countries are competing to respond to this opportunity by developing the concept of Halal Tourism. Indonesia as the first ranked Halal Tourism destination by GMTI 2019 also prepared a strategy by making a series of policies. As a Muslim majority country that has natural resources, ethnicity, race, history and culture, it provides an opportunity for Indonesia to survive as the best Halal Tourism destination. However, its implementation needs to be reviewed again in order to maintain the best service quality in accordance with Islamic values in order to bring forth new strategic input in developing Halal Tourism. This literature study was written by examining journals related to Halal Tourism and reports / documents from the Indonesian government and global institutions. The aim is to contribute to the government of Indonesia and other countries and businesses to develop and manage Halal Tourism which provides many benefits for economic and social aspects.

Keywords: Halal Tourism, Economic, Social, Muslim

1. INTRODUCTION

The concept of Halal Tourism is becoming a trend of discussion among many groups [1] [2]. This was preceded by the fact of increasing Muslim tourists visiting tourist destinations in several countries over the past few years. PEW Research predicts that the total world population is expected to increase to 9.3 billion in 2050, an increase of 35% from 2010. During the same period, the adherents of Islam are projected to increase by 73% from the amount of 1.6 billion in 2010, which is as much as 2, 8 billion. This is comparable in other projections in the form of continuing increases in the birth rates of babies adherents of Islam. In line with this, the 2019 Global Muslim Travel Index (GMTI) projects that the number of Muslim tourists in the world in 2020 will reach 160 million tourists with total spending on spending reaching USD 220 billion, experiencing a growth of 6% per year [3]. Nominally this will continue to

experience growth, in 2026 GMTI projects that around USD 300 billion will be issued by Muslim tourists from various parts of the world to shop for trips.

Responding to this, many countries both OIC (Organization of the Islamic Cooperation) and non-OIC members are competing to prepare the best Halal Tourism destinations for Muslim tourists [4]. OIC members such as Malaysia, Indonesia, United Arab Emirates, Turkey, and many more, each has prepared its strategy to become the best Halal Tourism destination in the world. Non-OIC countries such as Thailand, Singapore, China, Australia, New Zealand and the Philippines are also trying to win the sympathy of Muslim tourists.

The experts and researchers also helped enliven the discussion on Halal Tourism. In recent years there has been a lot of debate about the true meaning and concept of Halal Tourism. Until the conclusion that Halal Tourism is a concept of tourism carried out by Muslims for recreational purposes while looking at the creation

of Allah SWT in order to appear gratitude for the pleasure and majesty that Allah SWT has created. During the trip, it is required for Muslims to remain bound by Islamic law [5]. Ryan (2016) recommends that researchers no longer only discuss the concept of Halal Tourism in general, but can conduct further studies relating to the implementation of Halal Tourism in order to make it more realized and accepted by many people [6].

The latest GMTI 2019 report placed Indonesia first as the best Halal Tourism destination in the world, followed by Malaysia in the second place [3]. Indonesia consistently ranks up every year. But the opposite happened in conventional tourism ranking by WEF (World Economic Forum) with the headline "The Travel & Tourism Competitiveness Report 2019" which placed Indonesia in 40th place out of 140 countries as the best tourism destination in the world [7]. This ranking is under Singapore, Malaysia and Thailand. Certainly this is very proud of Indonesia as a Muslim-majority country that has a million natural beauty, ethnicity, race, history, and culture. This literature study aims to analyze the concept of Halal Tourism and its implementation in the country of Indonesia and reviewing the Government of Indonesia's strategy in developing the concept of Halal Tourism through reviewing journals and reports / documents from the Government of Indonesia and global institutions. This is done to contribute to the government of Indonesia and other countries and related parties to provide an understanding of the application of the concept of Halal Tourism and what needs to be realized in the near future.

It is important to understand what the true concept of Halal Tourism is, including qualified human resources in the field of Halal Tourism [8]. If this concept is able to be applied seriously, the economic impact will be greatly felt [9] [10] [11]. The unemployment rate can be reduced through job opening in the field of Halal Tourism on a large scale and economic growth will increase significantly. In addition, the promotion of Indonesia as the best Halal Tourism destination will be maintained. This article will discuss what has been deemed not formulated in the Halal Tourism development road map in Indonesia.

For business people, this research will provide information about what Muslims need when they travel, thus creating opportunities for running a more sustainable and profitable business. More broadly, this research not only has a positive impact on the Indonesian government but other countries' governments to compete with each other and even work together to create a Halal Tourism destination that is able to meet the needs of every Muslim traveler from around the world.

2. LITERATURE REVIEW

2.1. Halal Tourism Concept

Islam is a unique religion whose legal sources include the regulation of all aspects of Muslim life. Islamic laws, hereinafter known as syara law, have an impact on the attitudes, habits and behavior of everyday Muslims in order to always follow what Allah SWT has commanded [12] [13]. Every deed of the Muslims is determined whether or not (halal-haram) is based on the Qur'an and the hadith of the Prophet Muhammad [12]. Battor & Ismail (2016) states that even though it means anything that is permissible in accordance with Shariah law '[14].

At present, the world community especially non-Muslims often consider halal as a term in the concept of food and drink only [15]. Furthermore, Samori et al. (2016) say that halal is not only synonymous with food and drink but also various types of products and services offered to Muslims, including Halal Tourism [12] [16]. When traveling, Muslims have a series of sharia laws' which must be implemented, that is, still paying attention to religious norms even for tourism purposes [5].

Many experts and researchers have debated the term Halal Tourism. Some figures stated that Halal Tourism refers to trips made by Muslims for recreational and social purposes, although there is no spiritual motivation to do so, but still wants to hold fast to the shariah law '[6] [17]. Whereas Boğan & Sarıışık (2019) further defines it as Islamic Tourism which is the type of tourism that arises as a result of individual preferences to travel and has the goal of getting approval from Allah SWT [12].

highlights the use of the term Halal Tourism, especially in Indonesia, referring only to values and branding [4]. Value-based Halal Tourism relates to the development of all things related to tourism based on syara law. While branding-based Halal Tourism is merely taking ideas related to halal as a marketing strategy to attract Muslim tourists. Whereas Wardi, Abror, & Trinanda (2018) further simplified the definition of Halal Tourism as any tourism activities carried out by Muslims based on syariah law '[18]. Their research stated that Halal Tourism is tourism that is in accordance with Islamic values and is carried out by Muslims where they want to maintain Islamic values even though they are on a tour [19]. Other researchers highlighted the things that must be prepared by producers to prepare all the needs for Muslims when traveling and this concept can not only be done in Muslim-majority countries, but also non-Muslim countries because in this case Halal Tourism is interpreted as any tourism object or activity based on syara law '[14] [1] [20] [21].

Based on the explanation above, it can be concluded that Halal Tourism is a tourism concept based on syara law 'and can be implemented in any country as long as the producers, in this case the government and entrepreneurs in a particular country, are able to accommodate the things that Muslims need during their tour. . Halal Tourism can not only be enjoyed by Muslims but also non-Muslims [8] [15]. Because the things contained in Halal Tourism are not inversely proportional to the basic needs of non-Muslim tourists. However, there will be some restrictions on implementing Halal Tourism for non-Muslims.

2.2. Halal Tourism according to Non-Muslim Perspective

Battor et al. (2018) conducted a study of non-Muslim tourists (Christians and atheists) who traveled to Malaysia and Turkey regarding their acceptance of the concept of Halal Tourism [15]. First, they do not really know the concept of Halal Tourism because for them the concept of halal is still limited to the absence of pork and alcohol content in food. The majority of them said they could accept the values that exist in the concept of Halal Tourism and consider products and services in Halal Tourism as a rare opportunity to learn and understand Muslim culture. In fact, most of them feel it is not a problem to do what the shariah law 'regulates. Likewise, non-Muslims can also enjoy halal tourism products for various reasons [16]. For example, hotels that are more family-friendly, halal food is synonymous with health and hygiene and other services that prioritize the norms of politeness.

Islam assumes that there is no compulsion for non-Muslims to follow what the shariah law 'rules to Muslims. However, the usefulness seen when implementing syariah law 'is often a bargaining power for non-Muslims to take part in enjoying syariah law', including in this case Halal Tourism [16]. The uniqueness of Islamic culture when compared with other religious cultures is often also the main attraction. Therefore, it is not a problem to project Halal Tourism to non-Muslims as well. Service differences in certain areas need to be considered by producers as long as they do not interfere with Muslim tourists enjoying their holidays. Battor (2017) also underlined that producers can provide understanding to non-Muslim tourists related to the concept of Halal Tourism so that they do not experience confusion that results in violating the rules on Halal Tourism [8].

Projecting Halal Tourism which is not only for Muslims but also for non-Muslims is increasingly benefited by research from Warsito, Maksum, & Herningtyas (2019) which says that non-Muslims pay little attention to political upheaval in a Muslim-

majority country as long as it will take a tour [22]. That is, although the last few years there have been issues of sentiment towards Islamic values, the world community especially non-Muslims can understand it as an ordinary political event and not so influential on tourist services.

2.3. The Benefit of Halal Tourism for Country

The tourism sector plays an important role in the pace of the world economy which is one of the main contributors to economic development and unemployment reduction [16] (El-Gohary, 2016). The Asia Pacific region, including Indonesia, is the fastest growing region in the world. This is measured by increasing foreign tourist arrivals, economic activity, investment and employment [22] (Warsito et al., 2019). For developing countries like Malaysia and Indonesia, the tourism sector has great potential to become a major economic driver for countries that want to diversify their income streams [9] (Isa et al., 2018).

When there was economic instability in several countries in 2009, the tourism sector, especially Halal Tourism, has given a breath of immediate economic development. This is supported by tourists from the Middle East region who make tourist visits and spend a lot of money in meeting the needs of travel. In Indonesia, tourism has been predicted to be the most profitable economic sector, so many state development plans that prioritize tourism aspects. Because it is recognized directly by focusing on tourism, there will be many clues such as providing employment, income, and production to improve the welfare of the community [10] [23] (Meiliana et al., 2017; Panjaitan, 2020).

Currently, an important trend in tourism is Halal Tourism, which also plays an important role in economic growth in the world, including Indonesia. As a Muslim-majority country, Indonesia has a wealth of natural beauty, culture, ethnicity, race and history as well as a friendly population so that it has the advantage to be able to continue to present the implementation of Halal Tourism in its [23]. The Asian Tourism Market in 2015 said that Halal Tourism is very likely to have a positive impact on a country's economy. Through the wealth of architecture, history and cultural heritage left by the past Islamic civilization in certain countries, it provides an opportunity to open a Halal Tourism destination which is very possible for Muslim tourists to visit [6].

Based on the explanation above, Halal Tourism is highly recognized to be able to support the economy of a country including Indonesia. Not only for the next few years but this will be a long journey of the world

of all time. GMTI 2019 has even projected that the number of Muslim tourists in the world in 2020 will reach 160 million tourists with total spending on spending reaching USD 220 billion [3], experiencing growth of 6% per year. Nominally this will continue to experience growth, in 2026 GMTI projects that around USD 300 billion will be issued by Muslim tourists from various parts of the world to shop for trips.

3. METHOD

This research is a literature study that examines various scientific articles on the topic of Halal Tourism, Halal Food and other matters related to the concept of Halal Tourism. In addition, studies of various official reports / documents issued by the Indonesian government and global institutions (PEW Research Center, World Economic Forum, Mastercard and Cresrecent-Rating) both relate to tourism in general, Halal Tourism as well as studies of the economy and religion in the world also done [24] [25].

4. RESULT AND DISCUSSION

4.1. Indonesia Opportunity on Halal Tourism

GMTI 2019 put Indonesia in the first place as the best Halal Tourism destination in the world, beating the defending champion Malaysia [3]. Previously, Indonesia, represented by the NTB Province, had received awards in the form of the best Halal Tourism destinations and honeymoon destinations for the best Muslims in the world. Through this, the central and regional governments are serious in managing and developing Halal Tourism in Indonesia, even in the Indonesian Islamic Master Plan 2019-2024 [26], Halal Tourism is one of the important aspects that will be projected to have a positive impact on the growth of the Islamic economy in Indonesia.

The Indonesian government is serious about working on Halal Tourism as a promising project for the interests of the country, especially economic and social. This is also supported by the existence of the 2019-2024 Halal Tourism Development Strategy Plan issued by the Deputy for Industrial and Institutional Development of the Ministry of Tourism in 2019 [27]. Furthermore, through the release of the Halal Tourism Organization Guidelines issued by the same ministry in 2019 also strengthened that the Government of

Indonesia is serious about the Halal Tourism project [28].

The prospects for halal tourism in Indonesia can be summarized as follows: 1) Natural tourism which includes beaches, mountains, mountains, waterfalls, lakes and more; 2) Cultural tourism which includes conservative Muslim traditions in Indonesia or the like; 3) Educational tourism which includes boarding schools with a variety of uniqueness each; 4) Heritage tourism which includes building characterizing Islam such as mosques and so on; and 5) Historical tours that include the history of Indonesia such as how nine Sunan preached Islam to the Indonesian homeland.

The world recognizes Indonesia's natural and cultural riches, even the WEF (World Economic Forum) report titled "The Travel & Tourism Competitiveness Report 2019" ranks Indonesia 18th out of 140 countries in terms of its natural and cultural riches [7]. Further wealth of various tourism prospects in Indonesia is conveyed in the Halal Tourism Development Strategy Plan document 2019-2024 namely Indonesia is the largest archipelago in the world with a total of 17,508 islands and a sea area of about 3.1 million km²[27]. This has brought Indonesia to be known as the country with the largest marine biodiversity and biodiversity in the world. Even according to the WTO (World Trade Organization) six of the most beautiful and best coral reef ecosystems in the world are in Indonesia, namely Raja Ampat, Wakatobi, Taka Bone Rate, Bunaken, Karimun Jawa, and Pulau Weh. Cultural wealth is reflected in Indonesia inhabited by more than 300 ethnic groups, and has 742 languages and dialects as well as with all the cultural expressions and customs of this tradition Indonesia is recognized worldwide as a world cultural heritage site. Another nickname for the country of Indonesia is the third country biodiversity after Brazil and Zaire. Indonesia is also a country that is on the ring of fire (ring of fire) is active in the world with the most mountain distribution in the world. In the historical aspect of Indonesia, it also has a wealth such as the history of Admiral Cheng Ho, the exploration of Sir Arthur Wallacea (operation Wallacea), the silk shipping route (silk route), and the spice route (spice route).

In Table 1 the following is illustrated as a regional distribution, there are many Provinces that comprise various cities and regencies in Indonesia which are prospected as future Halal Tourism concepts.

Table 1. Eight Provinces are projected to become Halal Tourism destinations in Indonesia

| | Main Economic Sector | Islamic Development Sector | Economic | Potential |
|------|--|---|----------|-----------|
| Aceh | <ul style="list-style-type: none"> Agriculture, forestry and fisheries (29,60%) | <ul style="list-style-type: none"> Islamic finance Halal food and beverages | | |

| | | |
|--------------------|--|---|
| | <ul style="list-style-type: none"> • Wholesale, retail, motor vehicle repairation (16,07%) • Government administration, defense and compulsory social guarantees (9,56%) | <ul style="list-style-type: none"> • Halal tourism |
| East Sumatra | <ul style="list-style-type: none"> • Agriculture, forestry and fisheries (23,55%) • Wholesale, retail, motor vehicle repairation (15,05%) • Transportation and werehaousing (12,64) | <ul style="list-style-type: none"> • Halal food and beverages • Halal tourism |
| West Java | <ul style="list-style-type: none"> • Processing industry (42,29) • Wholesale, retail, motor vehicle repairation (15,10%) • Construction (8,26%) | <ul style="list-style-type: none"> • Modest fashion • Halal food and beverages • Halal tourism |
| East Java | <ul style="list-style-type: none"> • Processing industry (13,12) • Wholesale, retail, motor vehicle repairation (18,18%) • Agriculture, forestry and fisheries (12,80%) | <ul style="list-style-type: none"> • Halal food and beverages • Halal tourism • SMEs (UMKM) |
| Yogyakarta | <ul style="list-style-type: none"> • Processing industry (13,12) • Provision of accomodation, food and beverages (10,32) • Agriculture (10,01) | <ul style="list-style-type: none"> • Halal food and beverages • Halal tourism • Halal media and recreation • Modest fashion |
| West Nusa Tenggara | <ul style="list-style-type: none"> • Agriculture, forestry and fisheries (22,9%) • Mining and excavation (19,45) • Wholesale, retail, motor vehicle repairation (13,22%) | <ul style="list-style-type: none"> • Halal tourism • Agriculture • SMEs (UMKM) |
| South Sulawesi | <ul style="list-style-type: none"> • Agriculture, forestry and fisheries (22,9%) • Wholesale, retail, motor vehicle repairation (13,9%) • Processing industry (13,7) | <ul style="list-style-type: none"> • Halal food and beverages • Halal tourism • Halal cosmetics |
| South Kalimantan | <ul style="list-style-type: none"> • Mining and excavation (20,75) • Agriculture, forestry and fisheries (14,59%) • Processing industry (14,39%) | <ul style="list-style-type: none"> • Halal food and beverages • Halal tourism |

Source: Indonesia Islamic Masterplan 2019-2024 [26]

Reflecting on all the potential that Indonesia has above, it is not difficult for Indonesia to continue to open and develop Halal Tourism destinations. Included in this case is preparing all the needs needed by Muslim tourists such as sharia hotels, sharia restaurants, sharia transportation, sharia finance (banking) and many more. Although it must be admitted that there are still some obstacles to realize it all to the maximum in the near future. Including not a case that is difficult for Indonesia to participate in projecting the opening of Halal Tourism targeting non-Muslim tourists where they want the experience of getting Islamic-nuanced tourism services.

4.2. Indonesia's Readiness on the Halal Tourism Project

Khoiriati et al. (2018) in his study criticized that recognition of Lombok (NTB, Indonesia) as the best

Halal Tourism in the world has not been comparable with the development of institutions and infrastructure that are in line with the concept of Halal Tourism based on Islamic values [4]. Lombok NTB is an area that is highly projected to become a model for Halal Tourism destinations in Indonesia. Even in 2015 the NTB Provincial Government has welcomed by issuing special regulations relating to the development of Halal Tourism. But in reality there are still many homeworks that need to be completed in order to realize this recognition. Furthermore, Khoiriati et al. (2018) pinned on Lombok as a Halal Tourism destination on the basis of branding, not values [4].

GMTI 2019 arranges the things needed by Muslim tourists in the concept of Halal Tourism during their travel as shown in Figure 1 below:

| Need to have | Good to have | Nice to have |
|--|--|---|
| <ul style="list-style-type: none"> • Halal food • Prayer facilities • Water friendly washrooms • No Islamophobia | <ul style="list-style-type: none"> • Social causes • Ramadhan services • Local muslim experiences | <ul style="list-style-type: none"> • Recreational spaces with privacy • No non halal services |

Figure 1. Needs that must be met in Halal Tourism

Source: GMTI 2019 [3]

It is important for Indonesia as a Muslim-majority country that projects large profits from the Halal Tourism trend to highlight the implementation and plans that have been made so far to develop Halal Tourism in several regions. One of the most important aspects of Halal Tourism is the creation of qualified human resources in the matter of Halal Tourism. In the 2019 Halal Tourism Implementation Guide document, HR issues will be addressed by conducting training or similar [28]. However, long-term goals need to be

considered again such as opening a study program related to the regulation of Halal Tourism in Indonesia. Because inevitably the concept of Halal Tourism is very broad in scope so it requires scholarship from skilled personnel in the scope of formal education.

4.3. What Must Be Done Immediately?

Many countries are competing to prepare the best Halal Tourism destinations in their country. Not only OIC member countries but also Muslim minority countries. The great potential of Muslim tourists in the next few years must be immediately responded to by the state's readiness in providing services in accordance with the needs of Muslim tourists. Furthermore, the projecting of Halal Tourism destinations for non-Muslims also needs to be considered because this provides distinct advantages for the country in terms of economic and social aspects.

Specifically, in the following Table 2, it is explained what must be done by the Indonesian government and other countries in prospecting large revenues through the current trend of Halal Tourism:

Table 2. Aspects That Must Be Done Immediately

| Aspects | Urgency |
|---|---|
| The practice of applying the concept of Halal Tourism | Fulfillment of three basic needs of Muslims when traveling, namely the need to have, good to have and nice to have. This also includes all necessary physical and digital infrastructure. |
| HR supporting Halal Tourism | The implementation of professional certification for workers in the field of Halal Tourism and in the long term goal of opening study programs related to the concept of Halal Tourism in Higher Education. |
| Determination of Halal Tourism area | The projecting of the area has been carried out, but the most important thing is to execute certain regions to become Halal Tourism destinations in several fields such as nature, culture, history and heritage. Another important thing is projecting certain areas as Halal Tourism destinations that can be enjoyed by non-Muslims. |
| Halal Tourism Projection for non-Muslim tourists | Regional projection and the provision of services that can be provided to non-Muslim tourists in order to continue to enjoy the concept of Halal Tourism. |
| Promotion seriously | Introduction to the world both Muslims and non-Muslims relates to Indonesia as the best Halal Tourism destination. |

Sources: formulated by reserachers

The state must move quickly and carefully in executing Muslim tourist requests and provide understanding to business people to participate in the successful implementation of Halal Tourism. The more complete the services provided to Muslim tourists, the more satisfaction they will have so that it impacts on repeat visits and recommends tourist destinations to others [9] [18]. This raises the consequences so that tourism services as a whole can be adjusted to Islamic religious values [17]. Another important thing is to pay attention to the composition of Muslim tourists who are mostly

millennial as digital native and highly educated so as to bring up technology-based services [29].

5. CONCLUSIONS

The Halal Tourism trend will continue in the next few years even throughout the ages along with the increasing number of Muslim tourists from various countries who increasingly have the awareness to always be bound by Islamic law ', including when they travel. This is a very promising economic and social opportunity for a country where Muslim tourists are

projected to spend ever increasing spending on tourism. Indonesia as a Muslim majority country that has natural resources, ethnicity, race, culture and history has a great opportunity to maintain the title of the best Halal Tourism destination in the world. Although in reality there are many things that need to be highlighted again such as the implementation of Islamic values that are less holistic in the services provided and the preparation of human resources that are considered less long-term.

Halal Tourism is born from Islamic values and is intended for Muslims can be aimed at non-Muslims who want the golden experience in cultured according to Islamic values, as long as it does not violate what he believes. In the end, Indonesia, including other countries, can be more observant in projecting and developing Halal Tourism destinations in the country so that they can provide holistic services according to sharia law 'to Muslim tourists.

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