

# Harnessing the Potential of Halal Tourism: Strategies for Sustainable Economic Development in Central Java, Indonesia

Nur Aini Fitriya Ardiani Aniqoh<sup>1\*</sup>, Shaheed Tayob<sup>2</sup>

<sup>1</sup>Universitas Islam Negeri Walisongo Semarang, Indonesia

<sup>2</sup>Stellenbosch University, South Africa

## Abstract

This study examines strategies for utilizing halal tourism as a driver of sustainable economic development in Central Java, Indonesia, a pilot province for this niche market. With a focus on Muslim travelers seeking culturally and religiously appropriate experiences, the research integrates primary data from stakeholder interviews and secondary data from local tourism records. The findings highlight that while Central Java's halal tourism sector shows considerable potential, it remains in its early stages, with significant opportunities for growth. Key strategies identified include categorizing tourist destinations into historical, nature, and cultural segments to better tailor marketing and improve visitor experiences. Additionally, creating regional tourist routes is suggested to enhance accessibility and navigation for tourists. The study emphasizes the importance of aligning halal tourism efforts with sustainable economic growth, particularly in the context of the G20 agenda. By linking halal tourism with broader economic strategies, the research provides actionable insights for policymakers and industry stakeholders to strengthen local business capacities and boost the economic resilience of the region. This approach positions halal tourism not only as a cultural offering but also as a pivotal component of Central Java's long-term economic development strategy.

**Keywords:** Halal Tourism; Halal Industry; Sustainable Economy; Tourism Segmentation; Economic Development; G20

## Citation (APA):

Aniqoh, N., & Tayob, S. (2022). Harnessing the Potential of Halal Tourism: Strategies for Sustainable Economic Development in Central Java, Indonesia. *Economica: Jurnal Ekonomi Islam*, 13(1), 121-137. <https://doi.org/10.21580/economica.2022.13.1.13575>

Submitted: 18 Feb 2022

Revised: 1 May 2022

Accepted: 13 June 2022

Published: 31 June 2022

Copyright: © 2022 by Economica: Jurnal Ekonomi Islam

Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License.



\*Corresponding Author. Email: nurainifaa@walisongo.ac.id

## Introduction

Halal tourism is a rapidly growing market segment catering to Muslim tourists who seek destinations that meet their needs for halal food, modest clothing, and religious practices. The term *halal*, meaning permissible in Arabic, applies to various aspects of life beyond food (Azam, 2016). The concept of halal tourism emerged from the hotel industry, drawing inspiration from the success of sharia-compliant banking and finance. Its goal is to offer products and services that facilitate worship and align with Islamic principles (El-Gohary, 2016).

Central Java, Indonesia, has been selected as a pilot province for halal tourism due to its notable attractions, such as Borobudur Temple, the Karimun Jawa Islands, the Dieng Plateau, and its rich cultural heritage (Jaelani, 2017). Politically, the province supports tourism development through Provincial Regulation No. 10 of 2012 and Governor Regulation No. 6 of 2015, which focus on destinations, marketing, and the tourism industry (Mohsin et al., 2016; Rohman, 2012).

The key distinction between halal tourism and conventional tourism in Central Java lies in public facilities, such as sharia-compliant hotels, prayer facilities, and Qibla directions in accommodations (Mohsin et al., 2016). The economic potential of Central Java's tourism sector, including its local cultural assets and the influx of foreign tourists, saw an average growth of 11% between 2011 and 2015 (Hussein Elasragh, 2018). This growth has been fueled by demand from both foreign and domestic tourists, along with investments in hotels, restaurants, transportation, and related services.

To fully realize Central Java's tourism potential, it is crucial to develop attractions that encompass natural, cultural, and man-made elements, while balancing religious and cultural values with competitive tourism offerings and resource conservation. Improving accessibility is also key, particularly by enhancing infrastructure to ensure safe and comfortable travel, such as the development of an international airport (Battour & Ismail, 2016).

Despite these promising prospects, Central Java's halal tourism sector faces several challenges. These include cleanliness issues, limited English proficiency, and a lack of promotional materials, such as brochures at key entry points like airports and train stations. Overcoming these challenges is essential for the successful promotion and growth of halal tourism (Aniqoh, 2020).

Tourism has a significant impact on the global economy, environment, and society. Sustainable development in tourism is closely aligned with the Sustainable

Development Goals (SDGs), requiring government, industry, and community collaboration to ensure economic, ecological, and socio-cultural stability (Jones et al., 2017). Halal tourism, which adheres to Islamic principles, contributes to sustainable development by offering products and services that meet the needs of Muslim tourists while supporting regional prosperity (G. Musa, S.M. Mohezar, 2016; Mohsin et al., 2016).

Previous studies on halal tourism, such as those by Noviantoro & Zurohman (2020), Wahyono et al. (2020), Hakim (2019), Jaelani (2017), and Adinugraha et al. (2018), have highlighted the potential and implementation of halal tourism in various regions. These studies provide valuable insights into balancing religious and economic considerations and promoting regional welfare through the development of halal tourism villages. Building on these findings, this study aims to develop strategies for halal tourism in Central Java, drawing on local wisdom, and to assess its economic impact. The insights gained will help the provincial government of Central Java effectively implement halal tourism, enhancing the region's economy (Fitriya & Aniqoh, 2020; Rosadi & Tahira, 2018).

## **Literature Review**

Several previous studies have explored Islamic tourism, including a notable study by Wahyono et al. (2020). The study concluded that Islamic tourism presents a significant opportunity for Muslim-majority regions to leverage the industry and introduce these areas to a global audience. Significant efforts have been made to promote and develop both religious and conventional tourism, resulting in Southeast Asia reaching top positions in the Islamic tourism sector. Another relevant study by Hakim (2019) examined the concept of halal tourism and classified it into two key aspects: first, an act of obedience, which involves appreciating the greatness of God's creation; and second, an act of meeting economic demands. This duality highlights the balance between religious observance and economic development in halal tourism.

Drawing on these previous studies and emerging trends in the field, this research aims to further investigate the Halal Tourism Strategy for Sustainable Economic Development. Halal tourism primarily caters to Muslim tourists, ensuring they can engage in tourism activities without violating Islamic principles, particularly concerning halal food and beverage services and access to adequate worship facilities. However, this industry is not limited to Muslim tourists; non-Muslim visitors can also enjoy its offerings.

This study examines the relationship between development, tourism, and halal tourism, highlighting the potential for halal tourism to play a crucial role in economic growth. By analyzing the increasing number of Muslim tourists and overall tourist activity, as well as revenue from the tourism sector, this research explores how halal tourism can contribute to achieving a sustainable development agenda globally.

## Methods

This study employs a qualitative approach (Moleong, 2004) to explore the halal tourism strategy for sustainable economic development. The research focuses on nine destinations in Central Java, categorized into three types: religious tourism (Central Java Great Mosque, Sunan Muria Tomb, Demak Great Mosque, Sunan Kudus Tomb, and Mbah Mutamakkin Pati Tomb), historical tourism (Lawang Sewu and Solo Palace), and natural tourism (Umbul Sidomukti Bandungan and Solo Palace).

The data collected from interviews, observations, Focus Group Discussion (FGD), and documentation were analyzed descriptively. The analysis aimed to identify patterns and themes related to the effectiveness of halal tourism as a strategy for sustainable economic development. Key themes included the segmentation of tourist attractions, infrastructure needs, the integration of Islamic principles into tourism services, and the potential economic benefits for the local population. The descriptive analysis also highlighted gaps in the current tourism offerings and opportunities for improvement, particularly in areas such as marketing, service quality, and accessibility.

The combination of qualitative data allowed for a comprehensive understanding of the role halal tourism plays in promoting sustainable economic development in Central Java. This methodology not only explores the current landscape but also provides practical recommendations for policymakers and industry stakeholders on how to enhance halal tourism while contributing to the region's economic growth.

## Result and Discussions

In recent years, halal tourism has emerged as a rapidly growing segment within the global travel industry, driven by increasing demand from Muslim travelers seeking destinations that cater to their religious and lifestyle needs (Liberato et al., 2022). Central Java, Indonesia, has made significant strides in developing its halal tourism sector.

Halal tourism centers around providing services and facilities that comply with Islamic principles, including halal food, prayer facilities, and accommodations that adhere to modesty guidelines. Central Java has recognized the potential of this niche market and has actively worked toward enhancing its appeal to Muslim travelers. According to data from the Central Java Tourism Office, the province has seen a rise in halal-certified hotels, restaurants, and tour operators. This growth can be attributed to efforts by local authorities and stakeholders to promote halal tourism through certifications, training programs, and targeted marketing campaigns (Hossain Bhuiyan & Darda, 2018; Zulvianti, N., Aimon & Abror, 2022)

The halal tourism sector in Central Java shows significant potential. The province's strengths include diverse attractions, a welcoming community, and rich Islamic heritage. Entrepreneurial orientation, particularly a willingness to take risks, has positively influenced the development of halal tourism, enhancing the region's competitive advantage. Islamic banks play a supporting role in the halal tourism ecosystem, though their involvement has yet to be fully maximized (Bhoola, 2020; Holidah & Pasaribu, 2021; Rasyifa et al., 2021). The creative industry also plays a crucial role in halal tourism development, serving as a key pillar in planning, marketing, and destination offerings.

Central Java's commitment to halal tourism is further demonstrated by the increase in halal-certified establishments. Data from the Indonesian Ulema Council (MUI) shows that the number of halal-certified hotels and restaurants has steadily increased. This growth reflects the rising awareness and demand for halal services among both domestic and international tourists. These achievements position Central Java as a leading halal tourism destination in Indonesia (Widjaja et al., 2020).

However, challenges remain in the development of halal tourism in Central Java. One significant obstacle is the lack of standardized halal certification processes, along with the need for more comprehensive training for hospitality providers. Ensuring consistency and reliability in halal certification is crucial to maintaining the trust of Muslim travelers. Another challenge is the need for greater investment in infrastructure, particularly prayer facilities and halal food outlets, in rural and remote areas with high tourism potential (Husni et al., 2022).

Balancing the promotion of halal tourism with inclusivity for non-Muslim tourists is another challenge. Central Java's tourism strategy must ensure that the region remains attractive to all visitors while catering to the specific needs of Muslim travelers. This requires a nuanced approach that emphasizes cultural sensitivity and inclusivity in marketing efforts and service provision. By adopting such a strategy,

Central Java can position itself as a diverse and welcoming destination for tourists of all backgrounds.

The economic impact of halal tourism on Central Java's economy is significant. The increasing number of Muslim tourists has led to higher revenues for local businesses, particularly in the hospitality and food sectors. This economic boost has also created job opportunities, benefiting local communities and promoting sustainable economic development (Jia & Chaozhi, 2020).

Furthermore, Central Java's success in halal tourism has broader implications for the Indonesian tourism industry. As a model for other regions, Central Java's experience offers valuable insights and best practices for developing halal tourism across the country (Syah Putra & Tucunan, 2021). The national government has recognized the potential of halal tourism as a driver of economic growth and included it in its tourism development plans. By leveraging its achievements, Central Java can play a pivotal role in positioning Indonesia as a leading global halal tourism destination.

## **Halal Tourism Analysis**

Halal tourism, an emerging sector in the global travel industry, caters to Muslim travelers by providing services and facilities that adhere to Islamic principles. In Central Java, Indonesia, the provincial government has played an active role in supporting the development of halal tourism. Leveraging local wisdom and cultural heritage, the government aims to attract both domestic and international tourists to the region (Battour, Mohamed, 2016).

The analysis of halal tourism indicators in Central Java aligns with the Global Muslim Travel Index (GMTI) standards. Additionally, the analysis identifies areas for improvement. By incorporating data from interviews, observations, and case studies, this paper critically evaluates government policies and offers practical recommendations for stakeholders (Agil et al., 2021).

The GMTI outlines several critical indicators for halal tourism, including access, communication, environment, and service (Vandromme, 2020). These indicators serve as essential benchmarks for evaluating the effectiveness and appeal of halal tourism destinations. In terms of access, Central Java has strategic entry points, with two international airports—Ahmad Yani Airport in Semarang and Adi Sumarmo Airport in Solo—supported by a well-developed network of bus terminals and train

stations. This robust infrastructure effectively facilitates tourist mobility and supports the ongoing development of halal tourism in the region.

Regarding communication, Central Java's linguistic landscape is dominated by Javanese and Indonesian, with limited English proficiency, especially among local vendors near tourist hubs (Satriana & Faridah, 2018). This language barrier can hinder interaction with international tourists, despite the availability of English-speaking guides. Furthermore, telecommunications infrastructure, while functional, does not widely provide free Wi-Fi services, posing additional accessibility challenges (Aniqoh, 2020).

From an environmental standpoint, Central Java enjoys a low crime rate, which enhances its reputation as a safe destination. The region's climate, with distinct dry and rainy seasons, supports optimal planning for tourist visits. The politeness and hospitality of the local community also contribute positively to the region's appeal. Central Java offers a variety of accommodation options, including Sharia-compliant hotels, conventional hotels, and shuttle services to and from airports (Waryono, 2022). Its culinary scene, celebrated for dishes like soto Kudus, spring rolls, and buffalo satay, adheres to halal standards. Unique cultural experiences, such as the Ramayana ballet at Prambanan Temple, further enhance Central Java's touristic allure (Aniqoh, 2020).

In terms of service, Central Java provides Sharia-compliant hotels, conventional hotels, and tourist packages in collaboration with local tour operators, facilitating both foreign and domestic visitors. The province is renowned for its halal culinary offerings, including soto Kudus, mendoan, and Garang Asem, all of which can be enjoyed by tourists. Additionally, unique cultural performances, such as the Ramayana ballet under the full moon at Prambanan Temple, offer a rich blend of cultural, culinary, and natural attractions (Aniqoh, 2020).

Evaluating Central Java's compliance with GMTI benchmarks indicates a strong alignment with the criteria necessary for a thriving halal tourism ecosystem. However, there is room for improvement, particularly in areas such as enhancing foreign language skills among local vendors and providing complimentary Wi-Fi at key tourist sites. Expanding and standardizing Sharia-compliant facilities could help attract more Muslim tourists. Moreover, integrating cultural and traditional experiences into halal tourism packages can further elevate the province's unique appeal (Rachman et al., 2022).

Research involving interviews and observational studies at nine tourist locations in Central Java offers insights into the tourist experience. Visitors highly appreciate the preservation of local traditions, such as Pajamasan, Grebeg Maulud, and Magengan ceremonies, and cultural exhibitions like the Ramayana ballet. These are perceived as authentic and unique. Government initiatives to support small and medium-sized enterprises (SMEs), improve product quality, and facilitate halal certification are well-received, although more structured efforts are needed to fully optimize these initiatives. While tourists generally express satisfaction with Central Java's cultural and historical offerings, there is a demand for improved communication and broader service provisions (Wardi et al., 2018).

The government's policies have had mixed effects on economic growth in the halal tourism sector. Initiatives supporting SMEs and promoting halal certification have contributed to growth, yet challenges remain in ensuring consistent service quality and accessibility. For instance, the lack of free Wi-Fi and limited foreign language skills among local vendors detract from the overall tourist experience.

Central Java benefits from strong infrastructure and a rich cultural heritage that support the development of halal tourism. While the province aligns with many GMTI indicators, improvements in communication and service quality are necessary. Preserving local wisdom remains a significant attraction for tourists. Government support has positively impacted SMEs and halal certification, but further efforts are required for more comprehensive growth (Biancone et al., 2019).

These findings emphasize the importance of preserving local wisdom and cultural heritage in advancing halal tourism. For policymakers and tourism industry stakeholders, these insights highlight the need for collaborative efforts to enhance communication, improve service quality, and integrate cultural experiences into tourism offerings. Initiatives such as language training for local vendors and providing free Wi-Fi at tourist attractions can enrich the tourist experience. Developing more structured efforts to support SMEs and ensure consistent service quality across halal-certified facilities is also crucial (Fitriya & Aniqoh, 2020).

Collaborating with cultural and traditional leaders to create integrated halal tourism packages featuring authentic local experiences, such as traditional ceremonies and cultural performances, can greatly enhance Central Java's appeal. Additionally, offering comprehensive tour packages tailored to Muslim tourists' needs will ensure a seamless and enriching experience. Encouraging community involvement in preserving and promoting local traditions will ensure that cultural heritage remains central to halal tourism in Central Java.



Central Java has the potential to establish itself as a leading halal tourism destination by leveraging its rich cultural heritage and strong infrastructure. Addressing communication and service quality challenges, while promoting collaboration among government agencies, industry stakeholders, and the community, will allow Central Java to unlock the full potential of halal tourism for sustainable economic development (Suhartanto et al., 2022). Incorporating local wisdom into tourism packages will not only attract more tourists but also safeguard the province's unique cultural identity.

While Central Java has made significant progress in developing halal tourism, ongoing efforts are required to improve communication, service quality, and the integration of local cultural experiences. Successfully realizing the full potential of halal tourism in Central Java will depend on coordinated efforts involving government bodies, tourism stakeholders, and local communities. By doing so, Central Java can achieve sustainable economic growth while preserving its rich cultural heritage and providing a unique and enriching experience for Muslim travelers worldwide.

### **The Development Strategy**

In focus group discussions (FGDs) with Muslimat NU, travel entrepreneurs, members of the House of Representatives, and academics held on August 1, 2022, and September 10, 2022, combined with interviews and observations of nine tourist attractions—including the Central Java Grand Mosque, Lawang Sewu, Umbul Sidomukti, Bandungan, Tomb of Sunan Muria, Great Mosque of Demak, Tomb of Sunan Kudus, Tomb of Mbah Mutamakkin Pati, Baturaden, and Solo Palace—key opportunities and challenges in the development of halal tourism in Central Java were identified. The attractiveness of Central Java's tourism industry, combined with a growing interest in halal tourism, highlights several opportunities. The development of Muslim-friendly facilities such as hotels and restaurants is expanding, and collaboration with multinational organizations is enhancing the region's halal tourism infrastructure. These factors indicate a strong foundation for the further growth of this sector (Rachman et al., 2022).

However, several challenges remain. There is still limited awareness, commitment, and capacity among stakeholders to fully tap into the halal tourism market. In addition, the state of tourism infrastructure—particularly regarding standardization, certification, and capacity building—needs improvement.

Branding and promotional efforts to position Central Java as a leading halal tourist destination are also insufficient and require more focused attention.

Based on observations, interviews, and discussions, six areas emerged as essential for developing halal tourism: the establishment of clear regulations, the development of human resources, the identification of target markets, understanding community preferences, and enhancing promotional activities. Currently, the Indonesian Ulema Council (MUI) certifies Sharia-compliant hotels, evaluating financial, management, and restaurant aspects. However, the lack of a comprehensive strategy for halal tourism promotion remains a significant shortcoming. Limited research has hindered the formulation of policies that would allow travel companies to become more active participants in the halal tourism sector (Abror et al., 2019). One of the drawbacks is the lack of extensive research to determine policy directions, so that travel companies can become participants.

Efforts to develop halal tourism in Indonesia can be bolstered through increased awareness campaigns among communities and stakeholders. This approach would not only raise public understanding of halal tourism but also improve services and hospitality for tourists. Infrastructure development, with a focus on enhancing connectivity to key tourist destinations, is equally crucial. Legal frameworks based on research and development are needed to provide clear guidelines for halal tourism initiatives, ensuring that local governments and stakeholders have a structured approach to follow. Empowering local communities to participate in halal tourism by making business opportunities accessible will also promote economic growth in regions near tourist destinations. These efforts contribute to the broader goals of preserving nature, culture, and the environment (Rahman et al., 2022).

In promoting halal tourism, marketing strategies should be tailored to different tourist preferences and origins. For example, Middle Eastern tourists tend to prefer natural destinations, while European tourists are more drawn to adventure, cultural heritage, and culinary landscapes. Asian tourists, including those from Indonesia, often seek high religious tourism with a blend of culture and modern Islamic development (Rasul, 2019). Branding and advertising are essential components of promotional strategies, as awards and recognitions can elevate Central Java's reputation as a halal destination. The government's participation in both local and international tourism exhibitions is vital in boosting awareness of Central Java's halal tourism offerings. Media strategies also play a key role in disseminating information about halal tourism. Social networks, public relations efforts, and other media outlets are crucial for reaching potential tourists and promoting Central Java

as a premier halal destination (Suhartanto et al., 2022). The strategic use of media channels will ensure that Central Java's halal tourism marketing activities are effective and far-reaching.

## **Sustainable Economic Development in Central Java**

Sustainable tourism development aims to regulate the tourism sector by adhering to principles that ensure the preservation of resources for future generations. This approach balances economic benefits with environmental protection and the safeguarding of socio-cultural values. The foundational principles of sustainable tourism, originally based on a threefold bottom line, have evolved into five core principles according to the United Nations World Tourism Organization (UNWTO). These principles align with the United Nations Development Programme's (UNDP) Sustainable Development Goals (SDGs), introduced in 2015. Known as the 5 Ps, these principles include People, Planet, Prosperity, Peace, and Partnership, each corresponding to 17 specific indicators (KC et al., 2021).

The People principle emphasizes development across all sectors, including tourism, as a means to reduce poverty and hunger, while ensuring equality, dignity, and access to a healthy environment for all (Ainin et al., 2020; Junaidi, 2020). The Planet principle focuses on conserving natural resources and protecting the climate to meet the needs of present and future generations. Prosperity aims to enable individuals to lead fulfilling lives, promoting economic, social, and technological progress in harmony with nature. The Peace principle supports the creation of inclusive societies that uphold peace and justice. Lastly, Partnership highlights the need for global cooperation and solidarity in tackling challenges that cross geographical and sectoral boundaries (Santoso, L., Triyanta & Thontowy, 2022).

Tourism plays a vital role in global economic growth, accounting for one in every eleven jobs worldwide. It creates opportunities for decent work, skill development, and professional growth in the tourism sector (KC et al., 2021). In the context of Central Java, the introduction of halal tourism has had a positive economic impact (Rhama, 2022). The province's tourism income in 2020 suffered a severe decline of over 70% compared to 2019, largely due to the COVID-19 pandemic. However, by the end of 2021 and into 2022, the sector began to recover as the effects of the pandemic subsided. Although the recovery was gradual, the tourism sector's resilience demonstrated the potential for further revitalization.

As the pandemic's impact lessened, the anticipated influx of foreign tourists, particularly within the halal tourism segment, is expected to contribute positively to

Central Java's economy. This development will primarily benefit local communities by providing a source of foreign exchange, contributing to local incomes, promoting equitable development, and stimulating growth across multiple economic sectors, including the creation of job opportunities (Sofyan et al., 2022).

The potential for sustainable economic development in Central Java through halal tourism is vast. The province can capitalize on the increasing global demand for halal tourism by developing and marketing destinations that adhere to halal standards. This involves ensuring that hotels, restaurants, and services meet halal certification requirements, thus attracting more Muslim tourists (Boğan & Sarıışık, 2019). In addition, promoting halal tourism can be seamlessly integrated with efforts to preserve and celebrate Central Java's rich cultural heritage. This includes cultural tours, traditional arts and crafts exhibitions, and the organization of cultural festivals in accordance with halal principles (Adinugraha et al., 2018).

Furthermore, Central Java's tourism appeal can be strengthened by adopting sustainable tourism practices that focus on environmental protection and ecotourism. Initiatives such as eco-friendly accommodations and activities like hiking, bird watching, and exploring natural reserves can attract environmentally conscious tourists. These practices not only contribute to the conservation of the region's natural beauty but also enhance the economic well-being of local communities (Huda et al., 2022).

Another significant opportunity lies in leveraging technology to enhance the tourist experience. Digital platforms for marketing and booking services can simplify access to information, allowing tourists to plan their visits efficiently. Virtual tours and augmented reality experiences can offer previews of attractions, helping tourists set expectations for their trips (El-Gohary, 2016). Training and capacity-building programs for local communities will also ensure they are equipped to meet the needs of halal tourists and provide high-quality services (Marlinda et al., 2021).

The development of halal tourism in Central Java also presents an opportunity to encourage regional cooperation and partnerships. By collaborating with other provinces and countries that have successfully implemented halal tourism models, Central Java can adopt best practices and proven strategies. This cooperative approach can significantly improve the effectiveness of sustainable tourism development, ensuring the long-term success and sustainability of the tourism sector in Central Java (Huda et al., 2022).

## Conclusion

The exploration of halal tourism in Central Java reveals its considerable potential for driving sustainable economic development. The region has effectively utilized its rich cultural heritage and strategic infrastructure to position itself as an emerging halal tourism destination. The growth in halal-certified hotels and restaurants, supported by collaborative efforts from local authorities and stakeholders, reflects the region's commitment to this growing market. Initiatives such as the Central Java Halal Tourism Summit underscore the importance of public-private partnerships in creating a conducive environment for halal tourism.

Despite these achievements, challenges remain, including the need for standardized halal certification processes, more comprehensive training for hospitality providers, and improved infrastructure in rural areas. Balancing the promotion of halal tourism with inclusivity for non-Muslim tourists is essential to ensure that the region maintains broad appeal. The economic impact of halal tourism is evident in the increased revenue and job creation for local communities, contributing to the economic growth of Central Java.

Central Java's experience provides valuable insights for other regions looking to develop halal tourism. Addressing communication and service quality challenges, while integrating local cultural experiences, can further enhance the region's appeal and contribute to Indonesia's positioning as a leading global halal tourism destination. This study highlights the importance of coordinated efforts among government agencies, industry stakeholders, and local communities to ensure sustainable growth in the halal tourism sector.

## BIBLIOGRAPHY

- Abror, A., Wardi, Y., Trinanda, O., & Patrisia, D. (2019). The impact of Halal tourism, customer engagement on satisfaction: moderating effect of religiosity. *Asia Pacific Journal of Tourism Research*, 24(7). <https://doi.org/https://doi.org/10.1080/10941665.2019.1611609>
- Adinugraha, H. H., Sartika, M., & Kadarningsih, A. (2018). DESA WISATA HALAL: KONSEP DAN IMPLEMENTASINYA DI INDONESIA. *HUMAN FALAH: Jurnal Ekonomi Dan Bisnis Islam*, 0(0). <https://doi.org/10.30829/HF.V0I0.1336>
- Agil, A., Rakhmad, N., & Hidayat, W. N. (2021). Halalan.Id: Design and Build Halal Tourism Application to Develop Halal Smart City in East Java. *Proceedings of*

- the BISTIC Business Innovation Sustainability and Technology International Conference (BISTIC 2021)*. <https://doi.org/10.2991/aebmr.k.211115.027>
- Ainin, S., Feizollah, A., Anuar, N. B., & Abdullah, N. A. (2020). Sentiment analyses of multilingual tweets on halal tourism. *Tourism Management Perspectives*, 34. <https://doi.org/https://doi.org/10.1016/j.tmp.2020.100658>
- Aniqoh, N. A. F. A. (2020). Halal Food Industry: Challenges And Opportunities In Europe. *Journal of Digital Marketing and Halal Industry*, 2(1), Halal industry in Europe has experienced significa. <https://doi.org/10.21580/jdmhi.2020.2.1.5799>
- Azam, A. (2016). An empirical study on non-Muslim's packaged halal food manufacturers: Saudi Arabian consumers' purchase intention. *Journal of Islamic Marketing*, 7(4), 441–460. <https://doi.org/10.1108/JIMA-12-2014-0084>
- Battour, Mohamed, and M. N. I. (2016). 'Halal Tourism: Concepts, Practises, Challenges and Future.' *Tourism Management Perspectives*, 19. <https://doi.org/https://doi.org/10.1016/J.TMP.2015.12.008>
- Battour, M., & Ismail, M. N. (2016). Halal tourism: Concepts, practises, challenges and future. *Tourism Management Perspectives*, 19, 150–154. <https://doi.org/10.1016/J.TMP.2015.12.008>
- Battour, M., Ratnasari, R. T., Ahmi, A., Sukmana, R., & Hendratmi, A. (2024). The current state of published literature on halal tourism and hospitality: a bibliometric review. *Journal of Islamic Marketing*, 15(4). <https://doi.org/https://doi.org/10.1108/JIMA-02-2023-0054>
- Bhoola, S. (2020). Halal food tourism: Perceptions of relevance and viability for South African destinations. *African Journal of Hospitality, Tourism and Leisure*, 9(3). <https://doi.org/https://doi.org/10.46222/ajhtl.19770720-19>
- Biancone, P. Pietro, Secinaro, S., Radwan, M., & Kamal, M. (2019). Halal tourism: An opportunity for the global tourism industry. *Tourism Analysis*, 24(3). <https://doi.org/https://doi.org/10.3727/108354219X15511865533112>
- Boğan, E., & Sarıışık, M. (2019). Halal tourism: conceptual and practical challenges. *Journal of Islamic Marketing*, 10(1), 87–96. <https://doi.org/10.1108/JIMA-06-2017-0066>
- El-Gohary, H. (2016). Halal tourism, is it really Halal? *Tourism Management Perspectives*, 19, 124–130. <https://doi.org/10.1016/J.TMP.2015.12.013>
- Fitriya, N. A., & Aniqoh, A. (2020). The Role of Digital Economy to Enhancing Sustainable Economic Development. *International Journal of Social Science and Business*, 4(4), 519–527. <https://doi.org/10.23887/IJSSB.V4I4.28881>

- G. Musa, S.M. Mohezar, S. M. (2016). Understanding Islamic (Halal) Tourism Through Leiper's Tourism System. *Understanding Islamic (Halal) Tourism Through Leiper's Tourism System*. <https://doi.org/10.2139/ssrn.2813023>
- Hakim, rahmad. (2019). A Review on Halal Tourism: an Analysis on the Parameters. *Jurnal Ilmiah Ekonomi Islam*, 5(3), 166–172. <https://doi.org/10.29040/JIEI.V5I3.555>
- Holidah, S., & Pasaribu, M. (2021). Halal Tourism on Mandailing Natal Is Hampered Due To the Covid-19 Pandemic. *Proceeding International Seminar of Islamic Studies*, 2(1).
- Hossain Bhuiyan, A., & Darda, A. (2018). Prospects and potentials of halal tourism development in Bangladesh. *Journal of Tourismology*, 4(2). <https://doi.org/10.20473/jhpr.vol.3-issue.2.51-62>
- Huda, N., Gani, A. N., Rini, N., Rizky, T. D., & Ichsan, L. (2022). Identifying stakeholders' perspectives on the success factors of halal tourism in the city of Makassar: a group model building approach. *International Journal of Tourism Cities*, 8(4). <https://doi.org/https://doi.org/10.1108/IJTC-06-2021-0101>
- Husni, P., Soemitra, A., & Nawawi, Z. M. (2022). Halal Tourism Development Strategy in Indonesia. *Konfrontasi: Jurnal Kultural, Ekonomi Dan Perubahan Sosial*, 9(1). <https://doi.org/https://doi.org/10.33258/konfrontasi2.v9i1.188>
- Hussein Elasragh. (2018). *Economics of Halal Industry*. Kindle Edition.
- Jaelani, A. (2017). Halal Tourism Industry in Indonesia: Potential and Prospects. *International Review of Management and Marketing*, 7(3), 25–34.
- Jia, X., & Chaozhi, Z. (2020). "Halal tourism": is it the same trend in non-Islamic destinations with Islamic destinations? *Asia Pacific Journal of Tourism Research*, 25(2). <https://doi.org/https://doi.org/10.1080/10941665.2019.1687535>
- Jones, P., Hillier, D., Comfort, D., Jones, P., Hillier, D., & Comfort, D. (2017). SMEs: The Sustainable Development Goals and the Financial Services Industry. *Athens Journal of Business & Economics*, 3(1), 37–50. <https://doi.org/10.30958/AJBE.3.1.3>
- Junaidi, J. (2020). Halal-friendly tourism and factors influencing halal tourism. *Management Science Letters*, 10(8). <https://doi.org/https://doi.org/10.5267/j.msl.2020.1.004>
- KC, B., Dhungana, A., & Dangji, T. B. (2021). Tourism and the sustainable development goals: Stakeholders' perspectives from Nepal. *Tourism Management Perspectives*, 38, 100822. <https://doi.org/10.1016/j.tmp.2021.100822>
- Liberato, P., Almeida, P., & Liberato, D. (2022). Halal Tourism Market in the City of Porto. *E-Revista de Estudos Interculturais Do Cei-Iscap*, 10.

- Marlinda, A. P., Cipto, B., Al-Fadhat, F., & Jubba, H. (2021). South korea's halal tourism policy - The primacy of demographic changes and regional diplomacy. *Academic Journal of Interdisciplinary Studies*, 10(3). <https://doi.org/https://doi.org/10.36941/AJIS-2021-0081>
- Mohsin, A., Ramli, N., & Alkhulayfi, B. A. (2016). Halal tourism: Emerging opportunities. *Tourism Management Perspectives*, 19(2016), 137–143. <https://doi.org/10.1016/j.tmp.2015.12.010>
- Moleong, L. J. (2004). *Metodologi Penelitian Kualitatif*. Rosda Karya.
- Noviantoro, K. M., & Zurohman, A. (2020). Prospek Pariwisata Syariah (Halal Tourism): Sebuah Tantangan di Era Revolusi Industri 4.0. *Equilibrium: Jurnal Ekonomi Syariah*, 8(2), 275. <https://doi.org/10.21043/EQUILIBRIUM.V8I2.8160>
- Rachman, A., Faluthamia, M. A., Said, M., & Haura, A. (2022). The Urgency of Halal Tourism Literacy in Responding to Rejection of Halal Tourism in Indonesia. *Afkaruna: Indonesian Interdisciplinary Journal of Islamic Studies*, 18(1). <https://doi.org/https://doi.org/10.18196/afkaruna.v18i1.12770>
- Rahman, M. K., Rana, M. S., Ismail, M. N., Muhammad, M. Z., Hoque, M. N., & Jalil, M. A. (2022). Does the perception of halal tourism destination matter for non-Muslim tourists' WOM? The moderating role of religious faith. *International Journal of Tourism Cities*, 8(2). <https://doi.org/https://doi.org/10.1108/IJTC-12-2019-0207>
- Rasul, T. (2019). The trends, opportunities and challenges of halal tourism: a systematic literature review. *Tourism Recreation Research*, 44(4). <https://doi.org/https://doi.org/10.1080/02508281.2019.1599532>
- Rasyifa, H., Zulianingrum, D., Lubis, D., & Muthohharoh, M. (2021). Strategic Development of Halal Tourism Village Kampung Batik Cibuluh Bogor (KBCB) as a Socio-Cultural Destination in Indonesia. *Jurnal Islam Dan Masyarakat Kontemporer*, 22(2). <https://doi.org/https://doi.org/10.37231/jimk.2021.22.2.572>
- Rhama, B. (2022). The halal tourism – alternative or mass tourism? Indications of traditional mass tourism on crescent rating guidelines on halal tourism. *Journal of Islamic Marketing*, 13(7). <https://doi.org/https://doi.org/10.1108/JIMA-07-2020-0199>
- Rohman, A. (2012). *Pengembangan dan Analisis Produk Halal*. Pustaka Pelajar.
- Rosadi, S. D., & Tahira, Z. (2018). Consumer Protection In Digital Economy Era : Law In Indonesia. *Yustisia*, 7(1), 85–97. <https://doi.org/https://doi.org/10.20961/yustisia.v7i1.20144>



- Santoso, L., Triyanta, A., & Thontowy, J. (2022). Halal tourism regulations in Indonesia: trends and dynamics in the digital era. *Ijtihad: Jurnal Wacana Hukum Islam Dan Kemanusiaan*, 22(1). <https://doi.org/https://doi.org/10.18326/ijtihad.v22i1.73-94>
- Satriana, E. D., & Faridah, H. D. (2018). Halal Tourism: Development, Chance and Challenge. *Journal of Halal Product and Research*, 1(2), 32. <https://doi.org/10.20473/jhpr.vol.1-issue.2.32-43>
- Sofyan, A. S., Abror, A., Putra, T. W., Muslihati, M., Sofyan, S., Sirajuddin, S., Katman, M. N., & Darussalam, A. Z. (2022). Crisis and disaster management for halal tourism: a systematic review. *Tourism Review*, 77(1). <https://doi.org/https://doi.org/10.1108/TR-08-2020-0390>
- Suhartanto, D., Dean, D., Wibisono, N., Lu, C. Y., & Amin, H. (2022). Millennial loyalty in Halal tourism: a destination-based analysis. *Current Issues in Tourism*, 25(9). <https://doi.org/https://doi.org/10.1080/13683500.2021.1924635>
- Syah Putra, M. F., & Tucunan, K. P. (2021). The Concept of Halal Tourism and The Fulfillment of Muslim Tourist Needs in Halal Tourism. *Halal Research Journal*, 1(2). <https://doi.org/https://doi.org/10.12962/j22759970.v1i2.52>
- Vandromme, S. (2020). Halal Tourism in the Context of Tourism Sector in Tunisia: Controversies, Challenges, and Opportunities. *Mazahib Jurnal Pemikiran Hukum Islam*, 19(2). <https://doi.org/https://doi.org/10.21093/mj.v19i2.2290>
- Wahyono, Z., Abbas, M., & Razak, A. (2020). Islamic Tourism in Southeast Asia: The Concept and its Implementation. *International Journal of Halal Research*, 2(2), 90–105. <https://doi.org/10.18517/IJHR.2.2.90-105.2020>
- Wardi, Y., Abror, A., & Trinanda, O. (2018). Halal tourism: antecedent of tourist's satisfaction and word of mouth (WOM). *Asia Pacific Journal of Tourism Research*, 23(5). <https://doi.org/https://doi.org/10.1080/10941665.2018.1466816>
- Waryono, W. (2022). The Importance of Halal Tourism Policy in West Sumatera. *Relevance: Journal of Management and Business*, 5(1).
- Widjaja, Y. I., Khalifa, G. S. A., & Abuelhassan, A. E. (2020). The effect of Islamic attributes and destination affective image on the reputation of the Halal tourism destination of Jakarta. *Journal of Environmental Management and Tourism*, 11(2). [https://doi.org/https://doi.org/10.14505/jemt.v11.2\(42\).08](https://doi.org/https://doi.org/10.14505/jemt.v11.2(42).08)
- Zulvianti, N., Aimon, H., & Abror, A. (2022). The Influence of Environmental and Non-Environmental Factors on Tourist Satisfaction in Halal Tourism Destinations in West Sumatra, Indonesia. *Sustainability (Switzerland)*, 14(15). <https://doi.org/https://doi.org/10.3390/su14159185>

