

Does Halal Tourism Development Support Achievement of SDGs? A Systematic Literature Review

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Abstract

This research aims to identify the role of halal tourism in supporting the achievement of SDGs goals as well as the driving and inhibiting factors for the development of halal tourism in Indonesia. The primary data search process uses two types of databases, namely: Google Scholar and Scopus via Publish or Perish software. The results of this research show that the development of halal tourism contributes in various ways to achieving the SDGs. First, it can reduce poverty in tourist destinations by generating employment opportunities for residents. Second, halal tourism ensures healthy and guaranteed food and drinks and is also equipped with infrastructure for public facilities. Local tax revenues and levies, which finance public infrastructure and community welfare, are also increased by halal tourism. However, the growth of halal tourism in Indonesia faces many obstacles, one of which is the need for comprehensive regulations regarding the halal tourism sector. The approval and support of the community and business actors for the sustainable management of halal destinations in Indonesia is the driving force behind its development. Furthermore, these actors engage in collaborative planning and partnerships with other entities concerned with the management and progress of tourism objects.

Keywords : Halal tourism, Sustainable Development Goals, Systematic Literature Review

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1. INTRODUCTION

The rapid development of the halal industry, Muslim-friendly tourism, or halal tourism, has emerged as a leading sector in several countries, so many studies discuss halal tourism (Rukiah et al., 2023). Over the years, researchers have studied halal tourism development issues and published their findings in academic journals (Čorak et al., 2021). Such as the review conducted by Rasul (2019) regarding trends, opportunities, and challenges of halal tourism and regarding the definition, justification, and scope of halal tourism towards sustainable development (Azam et al., 2019). Therefore, studying the theme is necessary to promote new trends, specifically the development of halal tourism.

The tourism sector contributes to the country's foreign exchange and has an impact on increasing the country's productivity level; moreover, it can spur the country's economic growth rate to minimize

unemployment and attract investors (Sutono et al., 2023). According to the Global Muslim Travel Index (2022), the number of Muslim tourist visits reach 120 million globally in 2022. This number increased by 32% compared to 2021, which was only 26 million. In addition, the size of the world's Muslim population will be more than 2 billion people in 2023 (World Population Review, 2023). This has encouraged several countries in the world to try to develop halal tourism as well as possible to get greater economic benefits. The development of halal tourism has high prospects to increase state revenue from tourism, positively impacting a country's economic conditions (Ferdiansyah, 2020). Indonesia's potential in this sector is relatively large because, according to the Global Muslim Travel Index (2023), Indonesia ranks first in the list of the best halal tourist destinations in the world. Utilizing this opportunity, Indonesia seeks

to develop halal tourism as a form of support for the 2030 SDGs (Zulkifli et al., 2022).

Governments around the world are placing special emphasis and focus on the 2030 SDGs in every area of human life, including economic, environmental, and social aspects (Jaenudin, 2020). Tourism is the main field of the economy. Halal tourism and Sustainable Development Goals closely relate to each other, as they both prioritize sustainability in various aspects of life. Integrating the principles of sustainable development in the halal tourism industry can apply the SDGs, shifting the focus from chasing tourists to promoting sustainable tourism in Indonesia (Pujayanti, 2020). Halal tourism development is generally urgent to support the development of an area. Compared to other sectors, tourism development is the easiest to create jobs (pro-job), alleviate poverty (pro-poor), encourage economic growth (pro-growth), and preserve the environment (pro-environment) (Suweta, 2018). However, there are challenges in developing halal tourism in several destinations (Shodik et al., 2022). So halal tourism objects are not yet known by many people.

Halal tourism positively impacts the country's economy (El-Gohary, 2016; Seyfi & Hall, 2019). It even received attention from practitioners and researchers (Battour & Ismail, 2019). However, discussions about the role of halal tourism in supporting the SDGs are still few. Most research discusses halal tourism's potential for the regional economy. Researchers such as Noviarita et al (2021), Putra (2022), and Nisya & Zakik (2022) widely discuss the potential of halal tourism for decent work

and economic growth, which aligns with the 8th goal of the SDGs.

Previous research has discussed halal tourism in several aspects, such as trends, opportunities, challenges, impacts, promotions, approaches, concepts, principles, marketing, and services. However, to the best of the author's knowledge, there are still limitations on research that discusses the relationship between halal tourism and the SDGs. With these conditions, studies on the role of halal tourism in the SDGs are still very much needed. This study aims to discover the role of halal tourism in supporting the achievement of the SDGs, along with the driving and inhibiting factors. Thus, this Systematic Literature Review contributes to the development of halal tourism knowledge, builds a sustainable halal tourism system, guides tourism planners and managers in developing halal tourism, and helps researchers gain a comprehensive understanding. Researchers use Systematic Literature Review to identify, summarize, review, and link previous research thinking (Sofyan et al., 2021).

This research reviews previous research from 2018 to 2023. The Systematic Literature Review method requires effort to maintain the research focus. That is, to formulate research questions that aim to be addressed through the review (Amam & Rusdiana, 2022). The synthesis of many sources finally answers these questions. So this research seeks to answer two research questions:

RQ1: What is the role of halal tourism development in supporting the achievement of the SDGs in Indonesia?

RQ2: What are the driving and inhibiting factors for the development of halal tourism in Indonesia?

2. RESEARCH METHOD

Review Method

The systematic literature review used in this study is a systematic method to collect secondary data, critically assess studies, and synthesize qualitative or quantitative findings (Wahono, 2015). The Systematic Literature Review method enables researchers to conduct a systematic review and identify relevant journals by following established protocols in each process (Lusiana & Suryani, 2014; Triandini et al., 2019).

The systematic literature review of this research was conducted through three stages: planning, conducting, and reporting (Wahono, 2015).

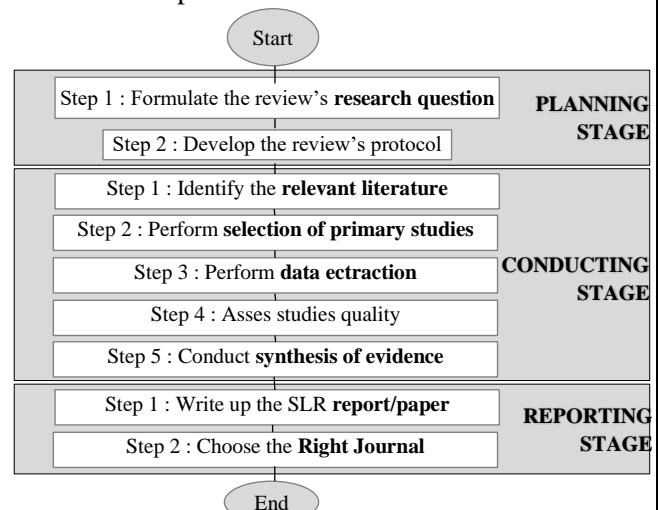


Figure 1. Step of Systematic Literature Review
Source: Wahono, 2015

Research Questions

The Research Question (RQ) was defined to keep the review focused. This was designed through population, interest, and context (PICO) criteria to include studies that aligned and non-aligned with the research (Pollock & Berge, 2018). The following PICO framework was used in this study.

Table 1. Summary of PICO

Population	<i>Halal tourism and SDGs program in Indonesia</i>
Interest	<i>1. The role of halal tourism development in the SDGs program 2. Development of halal tourism in Indonesia</i>
Context	<i>1. Development of halal tourism to support the achievement of SDGs in Indonesia 2. Driving and inhibiting factors for the development of halal tourism in Indonesia</i>

This study develops the subsequent research question.

Table 2. Research Questions

ID	Research Question
RQ1	<i>What is the role of halal tourism development in supporting the achievement of SDGs in Indonesia?</i>
RQ2	<i>What are the elements that promote and inhibit the growth of halal tourism in Indonesia?</i>

Search Strategy

The data retrieval procedure employs two categories of databases, including Google Scholar and Scopus, facilitated by the Publish or Perish program. The decision favoring this database is attributed to the abundance of open-access journal articles. The researchers constructed the search string using the Boolean method, specifically utilizing AND, OR, and NOT, in conjunction with the PICO method. The search string used is:

("Halal tourism" OR "Islamic Tourism" OR "Sharia Travel" OR "Muslim Friendly Tourism" OR "Halal Friendly Tourism") AND ("SDGs" OR "Sustainable Development Goals")

Data searches are customized to fit the specific needs of the database. The database was accessed by title, keywords, and abstract. The search was limited to publication year: 2018-2023. With the type of publication, namely journal articles.

Study Selection

We selected primary studies based on specific inclusion and exclusion criteria. These criteria are shown in Table 3.

Table 3. Inclusion and Exclusion Criteria

Inclusion Criteria	<i>Publication year 2018-2023; Research that examines the impact of halal tourism development on the achievement of Sustainable Development Goals (SDGs); Sinta and/or Scopus-indexed journals that have an ISSN.</i>
Exclusion Criteria	<i>The study omitted any analysis of how the development of halal tourism contributes to the attainment of Sustainable Development Goals (SDGs) in Indonesia; The journal is not indexed by Sinta and/or Scopus; Not open access.</i>

The data is confined to the publication period of 2018–2023 to ensure that only the most recent study findings are considered. Articles published by journals indexed in Sinta or Scopus are considered high-quality since Sinta and Scopus serve as repositories for reputable journals. Therefore, the papers included as primary data in this study are of excellent quality.

The Covidence website (Covidence.org) was used in the data collection process of this study to manage the review workflow. The Covidence website is a tool for filtering data, managing full-text articles, and extracting data so that the process is more efficient.

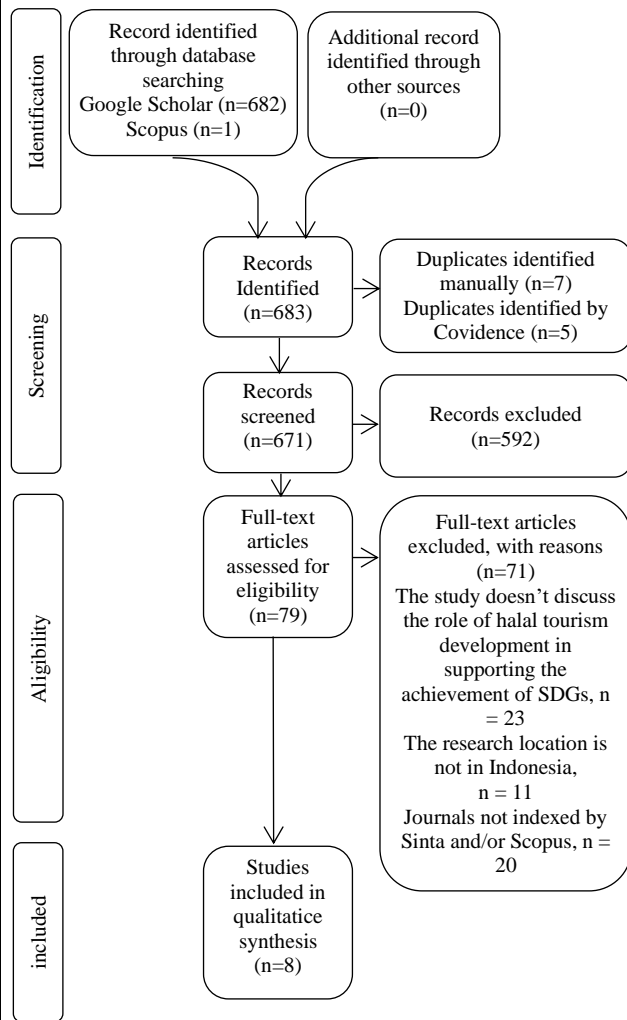


Figure 2. PRISMA Protocol

Source: *Research Data Analysis 2023*

Figure 2 illustrates the process of study selection, which involves two phases. The first step excludes primary research based on the title, keywords, and abstract. Furthermore, the omission of fundamental research conducted on the complete text.

From the results of applying search strings on November 13, 2023, on two databases, namely Google Scholar and Scopus, a total of 683 studies. After eliminating duplicates and screening by title, keyword, and abstract using the Covidence website, we obtained 79 articles for journal screening.

Subsequently, the selection process was refined to involve only 8 articles based on a thorough examination of the complete texts, adhering to predefined inclusion and exclusion criteria.

Data Extraction

The data findings are then studied further by extracting relevant findings. These findings are the role of halal tourism development in supporting the achievement of SDGs goals and the factors inhibiting and driving the growth of halal tourism in Indonesia.

Study Quality Assessment and Data Synthesis

Table 4. Research Quality Assessment

No	Question	Frequency
Q1	Does the article clearly describe the purpose and objectives of the research?	Yes / Undecided / No
Q2	Is there a clear description of the research methods used?	Yes / Undecided / No
Q3	Does this research explain halal tourism development's role in supporting SDG achievement?	Yes / Undecided / No

Table 4 is an explanation of questions that make it easier to assess the quality of search results and findings. Each question has three alternative answers with their respective values: Yes, the value is 1; Undecided is 0.5; and No, the value is 0 (Safira et al., 2020).

The data synthesis process is carried out to conclude the data found. The synthesis method used by SLR uses a narrative synthesis of all research conducted (Arief & Abbas, 2021).

3. RESULT AND DISCUSSION

3.1. Research Findings

We evaluated the selection results based on the inclusion and exclusion criteria and scanned and assessed the data for quality. The results of this examination may be found in Table 5.

Table 5. Quality Assessment Results

ARTICLE	TITLE/PUBLISHERS	AUTHOR(S)	INDEXED	QA		
				QA1	QA2	QA3
A01	Sustainable Tourism: Exploration of the potential for halal tourism retribution on the north coast of Madura / Jurnal Riset Akuntansi dan Bisnis Airlangga	Herawati et al (2023)	Sinta 3	Y	Y	Y
A02	SWOT Analysis of The Development of Halal Tourism in Improving the Economy of The Community Islamic Economic	Shodik et al (2022)	Sinta 5	Y	Y	Y

Perspective / IMARA: Jurnal Riset Ekonomi Islam

A03	Pesanten as Halal Tourism Co-Branding: Halal Industry for Sustainable Development Goals / Maqdis: Jurnal Kajian Ekonomi Islam	Qomaro (2019)	Sinta 3	Y	Y	Y
A04	The Potential of Banto Royo Tourism Based on Local Wisdom and Islamic Philanthropy Towards SDGs Tourism / Ekonomika Syariah: Journal of Economic Studies	Rusyaida et al (2022)	Sinta 3	Y	Y	Y
A05	Competitiveness Analysis of Halal Tourism: Evidence from Nusa Tenggara Barat / Journal of Tourism Destination and Attraction	Alkaf & Widyastuti (2021)	Sinta 5	Y	Y	Y
A06	Analisis Halal Tourism dalam Meningkatkan Laju pertumbuhan ekonomi di provinsi Lampung / Jurnal Ilmiah Ekonomi Islam	Noviarita et al (2021)	Sinta 3	Y	Y	Y
A07	Evaluating the Growth Potential of Halal Tourism in Palu / Iqtishodia: Jurnal Ekonomi Syariah	Aisya et al (2023)	Sinta 4	T	Y	Y
A08	Indonesian and Malaysian potential for a halal tourism industry / African Journal of Hospitality, tourism and leisure	Peristiwo (2020)	Scopus Q4	Y	Y	Y

The author determined the quality assessment of the search results based on the collected data and the results in Table 4. The assessment results show that the minimum value was 2 (one article) and the maximum value was 3 (seven articles).

Figure 3 shows the number of citations for each article based on Google Scholar:

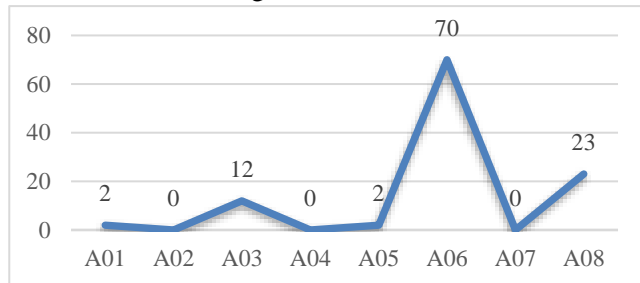


Figure 3. Article Citation Count

Source: Research Data Analysis 2023

The article with the most citations is A06, whereas no one has cited articles A02, A04, or A07.

RQ 1: What is the role of halal tourism development in supporting the achievement of SDGs goals in Indonesia?

Based on the review of the findings of scientific journal articles in this study, the role of halal tourism development in supporting the achievement of the SDGs is found in the following Table 6.

Table 6. Research Finding Analysis

Article	Findings
A01	Goal 8 of SDGs: The revenue generated from halal tourism can be reinvested into the sector to boost its growth and employment opportunities.
A02	Goal 9 of SDGs: Halal tourism retribution can be utilized to bolster the development of ecologically sustainable tourist infrastructure and mitigate the adverse effects of tourism on the local environment and culture.
A03	Goal 8 of SDGs: Halal Tourism has the potential to stimulate young employment and promote economic empowerment for women. It may also contribute to creating good work opportunities for everyone, supporting the attainment of sustainable development goals.

A04	Goals 1 and 8 of SDGs	Banto Royo halal tourism can alleviate poverty by creating jobs.			foreign exchange earnings from tourism development, import and export activities, and visitor spending.
	Goals 2 and 3 of SDGs	Local people stay healthy and protected from hunger.	A07	Goals 8 and 9 of SDGs	The expansion of this industry has led to a rise in local tax and levy revenue, making a substantial impact on the local government's budget. By financing infrastructure projects, education, and other public services with these funds, the quality of life for the general public can be enhanced.
	Goal 6 of SDGs	Maintaining sanitation and clean water.			Halal tourism has stimulated the local service and commerce sectors and generated employment opportunities.
	Goal 9 of SDGs	Halal tourism enhances the community's social condition, as tourism revenue is allocated towards community welfare and supports the construction of public facilities and infrastructure in the vicinity of tourist destinations. As a result of financial support from tourist destinations, places of worship such as mosques and <i>musala</i> are being maintained more frequently to support this tourist attraction.	A08	Goal 8 of SDGs	The tourism sector in Indonesia is experiencing a growing positive influence on the country's economy, particularly in terms of employment opportunities and foreign exchange income.
A05	Goal 9 of SDGs	Local governments may be able to finance infrastructure improvements due to tourism-generated revenue growth. The asphalt road quality and road length serve as proxies for this indicator.			
A06	Goal 8 of SDGs	Tourism influences the economy in various ways, including creating jobs, adjusting income and balance of payments, and generating			

RQ 2: What are the driving and inhibiting factors for the development of halal tourism in Indonesia?

Based on the results of a review of the findings of scientific journal articles used in this research, the driving and inhibiting factors for the development of halal tourism in Indonesia are as follows.

Table 7. Data Analysis Findings RQ 2

	Article	Findings
Supporting	A03	Pesantren can actively promote halal tourism by implementing tangible actions such as displaying banners, distributing booklets, and offering brochures specifically focused on halal tourism. The halal tourism logo can be used in any event organized by Pesantren.
	A04, A07	Communities and business actors concur and support the sustainable management of halal tourism entities. They actively engage in the planning process and collaborate with other stakeholders concerning establishing and administrating such tourism objects.
	A07, A08	Provide comprehensive training to staff in the tourism sector regarding the ethical considerations and specific requirements of halal travelers. Gaining a more comprehensive comprehension of the preferences and beliefs of halal travelers has the potential to augment the number of tourists.
	A08	The government is collaborating with the Indonesian Hotel and Restaurant Association (PHRI) to establish accommodations and eateries that adhere to halal standards, offering halal food options. Additionally, the government is partnering with the

Indonesian Tours and Travel Association (ASITA) to enhance and maximize the quality of halal tourism facilities and services.

Barriers	A01, A08	No comprehensive set of regulations governs halal tourism.
	A02, A08	Offering services to cater to non-Muslim tourists' requirements while ensuring that halal tourism principles are not compromised.
	A03, A02	Public promotion and comprehensive exposition of halal tourism.

3.2. Discussions

Halal tourism—also referred to as Islamic, Sharia tourism, or Muslim-friendly tourism—is a relatively new idea in the travel industry that could encourage development in the country (Battour & Ismail, 2019). Likewise, several scholars have provided precise definitions for halal tourism. Mohsin et al (2016) define halal tourism as the provision of tourism products and services specifically designed to cater to the needs and preferences of Muslim travelers, following Sharia principles. Sharia tourism, as defined by Noviarita et al (2021), is a type of tourism in which local governments, communities, and entrepreneurs collaborate to offer services and support that adhere to the principles of Sharia. However, the application of the fundamentals of Islamic law varies in the context of halal tourism, despite some definitions suggesting its comparability to tourism generally. The objective of incorporating Islamic Sharia into halal tourism is to ensure that Muslim tourists are protected from activities that may lead to sin or are forbidden by Allah SWT throughout their travel.

Sustainable Development Goals are known as Transforming Our World: The 2030 Agenda for Sustainable Development, namely 17 goals and 169 targets determined in 2015 by 193 UN member countries. Seeing the excellent potential for halal tourism, halal tourism development should pay attention to the principles contained in the SDGs. And in fact, halal tourism itself is a sector that is directly connected to the SDGs (Putra, 2022). This is because the elements contained in tourism are elements that are discussed in the SDGs, such as economic welfare, social life, and the environment. Standardization of halal tourism, which involves public welfare, preserving the environment, and maintaining local cultural heritage and community social values, is one form of harmony between halal tourism and the SDGs (Ihsan et al., 2019).

The research in scientific literature revealed that halal tourism has a significant role in facilitating the attainment of Sustainable Development Goals (SDGs) in Indonesia.

No Poverty (SDGs 1)

Halal tourism management has firmly adhered to Sharia principles as seen from tourism revenues that are managed not only for personal interests but are more directed to the benefit of the community. Halal tourism can alleviate poverty by creating jobs for residents around tourist destinations (Rusyaida et al., 2022). Revenue from the tour can help people in need and help with costs for orphans (Nisya & Zakik, 2022).

The community serves not only as a compassionate community but also as a focal point for tourism activities. In order to facilitate community engagement in all aspects of tourist management, ranging from the initial planning stages to ongoing monitoring and evaluation. Communities can capitalize on tourism by establishing companies related to it, such as local guiding services, attractions, rides, crafts, motorcycle taxis, and more. Policies that prioritize the disadvantaged, promote inclusivity and ensure long-term viability are necessary, as they can provide favorable conditions for business prospects and enhance accessibility to resources and information (Wulandari et al., 2022).

No Hunger (SDGs 2) and Good Health and Well-Being (SDGs 3)

Halal tourism places a high emphasis on providing halal products that adhere to Islamic dietary guidelines, ensuring their safety for consumption by tourists, particularly those who practice the Muslim faith (Shodik et al., 2022). Halal tourism prioritizes the well-being and security of travelers during their journeys (Rusyaida et al., 2022). Halal tourism, as defined by Azam et al (2019), offers high-quality

halal food and beverages that are both nutritious and by Islamic dietary laws. Implementing a prudent and sustainable management strategy will empower entrepreneurs, tourism workers, and local populations to enhance their food consumption and nutritional quality, thereby addressing the issue of hunger. The growth of tourist sites would influence the number of tourists, thereby impacting the community's income and enabling them to fulfill their basic needs, particularly by enhancing the quality of their nutritional intake.

Clean Water and Sanitation (SDGs 6)

The halal tourism sector provides well-maintained musala and restroom facilities to ensure the comfort of travelers (Nisya & Zakik, 2022). The water used for washing must be hygienic and free of impurities. Contaminated water leads to adverse health effects (Ramadhan, 2023). Utilizing clean and safe water is crucial. Halal tourism contributes to the attainment of the sixth Sustainable Development Goal, which is the preservation of sanitation and pure water (Rusyaida et al., 2022).

Among the developments in environmental infrastructure that require consideration is the enhancement of pure water quality and quantity. Water is a significant contributor to environmental challenges within the community, in addition to being a vital resource. The presence of clean water is indeed a crucial determinant of a community's quality of life. Consequently, effective and proper management is necessary (Utami & Handayani, 2017).

Decent Work and Economic Growth (SDGs 8)

Halal tourism has a significant economic impact since it generates employment opportunities, influences income levels, and directly affects the balance of payments and foreign exchange income through numerous activities such as tourism expenditure, tourism development, and imports and exports of commodities (Noviarita et al., 2021). The expansion of the halal tourism industry has resulted in a notable influx of local levy tax revenue, which in turn has had a substantial impact on the budget of the local government (Aisya et al., 2023). Economic growth is a parameter that gauges the efficiency of economic progress, with one of its primary goals being the reduction or elimination of poverty in a certain area or nation (Aini & Nugroho, 2023). Consequently, the decrease in the population of impoverished individuals serves as a very meaningful

indicator of the triumph of economic development. Furthermore, halal tourism revenue can increase employment in the sector and foster the development of a more robust halal tourism industry (Herawati et al., 2023). Halal tourism promotes the employment of young people and the empowerment of women while also supporting the attainment of sustainable development goals (Aisya et al., 2023; Peristiwo, 2020; Qomaro, 2019; Rusyaida et al., 2022). Halal tourism plays a significant part in attaining the 8th Sustainable Development Goals (SDGs) objective.

Halal tourism affords local communities business prospects, thereby facilitating the enhancement of familial, individual, and regional economies. They have transitioned from being agricultural laborers to operating as souvenir vendors or business actors in the vicinity of tourist attractions, including positions as tour guides, attraction operators, artisans, motorcycle taxi drivers, and others. Furthermore, the flourishing of halal tourism increases the number of new enterprises while decreasing the number of youths who are unemployed or not attending school.

Industry, Innovation and Infrastructure (SDGs 9)

Halal tourism generates revenue that is allocated towards community welfare initiatives and the maintenance of public infrastructure and facilities near tourist attractions, enhancing the social fabric of the local community (Rusyaida et al., 2022). As per (Aisya et al., 2023; Alkaf & Widyastuti, 2021) tourism has the potential to augment local government revenues. These funds can be used to fund public services, education, and infrastructure programs, ultimately enhancing the community's standard of living. Halal tourism generates revenue that is allocated towards advancing eco-friendly tourism infrastructure and mitigating the adverse effects of tourism on the local environment and culture (Herawati et al., 2023; Shodik et al., 2022). The availability of transportation, communication, and internet connectivity facilitates the accessibility of tourist attractions, thereby potentially boosting tourist numbers. The growth of halal tourism contributes to the advancement of infrastructure in the region.

Nevertheless, scholarly publications reveal numerous influential elements and challenges that hinder the progress of halal tourism in Indonesia. As stated by (Qomaro, 2019), the primary driver behind the growth of halal tourism in Indonesia is that Pesantren can facilitate the promotion of manual halal

tourism using banners, booklets, and the distribution of halal tourism brochures. Each occasion that the pesantren organizes may incorporate the halal tourism logo. Furthermore, both the community and corporate entities concur and endorse the sustainable management of halal tourism destinations. They actively engage in the formulation of plans and collaborate with the appropriate parties in the advancement and oversight of these tourist attractions (Aisya et al., 2023; Rusyaida et al., 2022). Consistent with the findings of (Peristiwo, 2020), the Indonesian Government is collaborating with PHRI to establish halal accommodations and dining establishments and with the Indonesian Tours and Travel Association (ASITA) to further enhance halal tourism services and facilities. Furthermore, another influential aspect is the instruction and socialization of personnel in the tourism sector regarding the ethical considerations and requirements of halal visitors (Aisya et al., 2023; Peristiwo, 2020). Enhanced comprehension of the preferences and values of halal travelers has the potential to augment tourist numbers.

3. CONCLUSION

The results of this study indicate that halal tourism development plays a significant role in supporting the achievement of the SDGs. Firstly, it can alleviate poverty by generating employment opportunities for residents in tourist destinations. Secondly, halal tourism ensures the provision of safe and healthy food and beverages for tourists. Thirdly, it offers well-maintained prayer rooms and gender-segregated toilet facilities. Furthermore, halal tourism boosts local tax revenues and levies, which are then used to support community welfare and enhance public facilities and infrastructure. Researchers have identified various factors that have propelled the growth of halal tourism in Indonesia. These include the active involvement and support of both the community and business actors in the ongoing management of halal tourism sites. They contribute to the planning process and collaborate with other relevant parties in the development and administration of tourist destinations. Still, researchers have found several things that are holding back the growth of halal tourism in Indonesia. These include the fact that there isn't a complete set of rules for halal tourism, it can be hard to provide services for non-Muslim tourists that meet their needs without going against the principles

of halal tourism, and more people need to know about the idea of halal tourism.

One of the findings derived from this study pertains to the factors that impede the progress of halal tourism in Indonesia. Therefore, comprehensive government regulations governing halal tourism are required, as well as public promotion and information concerning halal tourism, to increase the visibility of halal tourist destinations.

4. ACKNOWLEDGMENT

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