

# BUILDING INDONESIA'S HALAL TOURISM INDUSTRY THROUGH LOCAL PILGRIMAGE TOURISM IN NGAWONGGO

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## Abstract

*Indonesia has enormous potential in building a halal tourism industry. This study aims to identify challenges and potentials in building a halal tourism industry in Indonesia. The research methods used are the study of literature and the analysis of secondary data from various sources related to this topic. The results showed that Indonesia has a lot of potential in the development of the halal tourism industry such as abundant cultural and natural wealth, as well as a country with the largest Muslim population in the world. However, there are still obstacles that must be overcome, such as the lack of infrastructure and facilities that are friendly to halal, as well as a lack of understanding of the needs and preferences of Muslim tourists. Therefore, it is recommended to build infrastructure and facilities that are friendly to halal, raise awareness about halal tourism, and strengthen cooperation between the government, private sector, and the community in building a halal tourism industry in Indonesia. It is hoped that the results of this study can contribute to the development of the halal tourism industry in Indonesia and can be an input for stakeholders in developing the potential of halal tourism in the country.*

**Keywords:** *Halal industry, Halal tourism, Indonesia tourism, Local Village, Pilgrimage*

## Introduction

The halal tourism industry in Indonesia has different characteristics from Muslim countries (Iflah & Putri, 2019). This halal tourism behaviour is driven by the practice of Muslim communities in carrying out pilgrimage practices to the tombs of scholars, in Indonesia they call it Wali 9. The existing conception shows a

comparison with halal tourism in the world. One of the things that can be seen is the need for the Muslim community to travel with a concept that is in accordance with Islamic values (Vga et al., 2018). In this case, Indonesia has many tourist destinations that are encouraged to accommodate the halal concept, such as remote islands, beautiful beaches, and unspoiled natural attractions. This is the main attraction for Muslim tourists to vacation in Indonesia.

The development of the halal tourism industry is not only in Indonesia, several other countries also have attractive halal tourist destinations. So, comparison with the world is very important to see Indonesia's position as the best halal tourist destination. This can help promote Indonesia's halal tourism potential to tourists from various countries, as well as expand the reach of the Indonesian tourism market (Ropiah, 2018; Yuliana, 2022).

Tourist data shows that the demand for halal tourist destinations in Indonesia is increasing from year to year. According to data from the Ministry of Tourism and Creative Economy, the number of foreign tourists visiting Indonesia in 2022 is 18.9 million people, and most of them are looking for tourist destinations that are by Islamic values.(Efendi et al., 2022). With this data, it shows that the potential for halal tourism in Indonesia is very large and has a good opportunity to develop. By paying attention to this data, the government and tourism stakeholders can focus their efforts on promoting and developing halal tourist destinations in order to meet the needs of Muslim tourists, both domestic and foreign.(Reza & Yulianto, 2022)

In Indonesia, the notion of halal tourism is considered a type of tourism that takes into account Islamic requirements and principles, such as halal food and drinks, accommodation that conforms to halal standards, and facilities that meet Islamic requirements. As the largest Muslim country, the practice of halal tourism in Indonesia has started to increase in the last few years, given the increasing number of Muslim tourists.

The development of halal tourism starts from several halal tourist destinations that have been developed, such as Bali, Jakarta, Yogyakarta and Lombok. This halal tourist destination offers various facilities and services that meet Islamic requirements, such as providing halal food and drinks, providing accommodation according to halal standards, and improving tourism infrastructure. (Adinugraha et al., 2018; Jaelani, 2017)

The current reality is that there are still several problems that must be overcome in the practice of halal tourism in Indonesia, such as the quality of tourism infrastructure, the availability of accommodation that conforms to halal standards, and the quality of tourism services. This problem shows that the Indonesian government needs to make the right policies and strategies to increase halal tourism and take advantage of the potential of Muslim tourists (Rahmawati & Parangu, 2021). Nonetheless, the practice of halal tourism in Indonesia has great potential to improve the economy, quality of tourism services, reputation as a halal tourism destination, and awareness of Indonesian culture and tourism. By paying attention to the existing potentials and problems, Indonesia can make the right policies and strategies to increase halal tourism and take advantage of Muslim tourist visits.

In contrast to Muslim countries that have built a halal tourism industry. Halal tourism in Indonesia is unique. One of them is the availability of natural tourist

destinations that are still natural and untouched by developers. This offers a more authentic and closer to nature travel experience, which is rarely found in other tourist destinations. In addition, Indonesia also has a variety of strong cultures and traditions, such as ethnic and linguistic diversity, as well as traditional cultures that are still sustainable. This also adds value for Muslim tourists who want to get to know Indonesian culture and traditions more closely. In addition, Indonesia also has halal tourist destinations that meet quality standards and good facilities, such as hotels and restaurants that meet halal food requirements. This makes the traveling experience more comfortable and satisfying for Muslim tourists. Therefore, halal tourism in Indonesia has its own uniqueness and advantages that are not found in other halal tourist destinations in the world, making it the right choice for Muslim tourists. (Fathoni, 2020)

One of the halal tourism concepts promoted by Indonesia is the sharia approach to Islamic values. Sharia destinations are tourist destinations that meet the requirements and rules of Islamic law. Several sharia destinations in Indonesia that have the same concept as Muslim countries in the world include first, sharia tourism in Aceh: Aceh is one of the most popular sharia tourist destinations in Indonesia, which offers a variety of religious and cultural tours, such as mosques, tombs and sharia tourism park (Dhin, 2020; Saleh & Anisah, 2019). Second, sharia tourism in West Java: West Java has a variety of sharia tourist destinations, such as religious tourism parks, mosques and tombs (Ahyani & Nurhasanah, 2020). Third, sharia tourism in Sulawesi: Sulawesi has several sharia tourist destinations that offer a variety of religious tours, such as mosques, cemeteries and sharia tourist parks. (Izudin et al., 2022)

These sharia destinations in Indonesia have the same concept as Muslim countries in the world, such as Saudi Arabia, Egypt and Turkey, which offer religious and cultural tourism. The existence of these destinations is very important for the Indonesian Muslim community who are looking for tourism that is in accordance with Islamic law

## **Literature Review**

There is previous research which shows that the theme of halal tourism in Indonesia and its comparison with the world is a very important and relevant research area in the world of tourism. Many studies have been conducted to analyze the potential for halal tourism in Indonesia, as well as to evaluate the performance and advantages of halal tourism destinations in Indonesia compared to other countries.

Several studies have highlighted aspects such as the availability of facilities and infrastructure, security, comfort, and accessibility of halal tourist destinations in Indonesia, and compared them with other countries that have good potential for halal tourism. This research provides a clear picture of the advantages and disadvantages of halal tourism in Indonesia, as well as provides recommendations for the development and improvement of the quality of halal tourism in the future.

However, there is still room for more research and literature review to catch up and strengthen Indonesia's position as one of the best halal tourist destinations

in the world. Therefore, a literature review continues to strengthen the knowledge base and provide better recommendations for the development of halal tourism in Indonesia.

The study of the factors that influence the development of halal tourism, such as cultural, religious and economic factors. Then it relates to the analysis of marketing strategies and the development of halal tourism products, such as improving service quality, promoting halal tourist destinations, and understanding customer needs.

In addition, research on the impacts and benefits of halal tourism for the economy and society, such as increasing income and employment, strengthening the competitiveness of tourist destinations, and increasing interfaith tolerance and harmony. In contrast to the comparative study of the concept of halal tourism such as religious tourism and nature tourism, and analyzing the differences and similarities in terms of concepts, marketing strategies, and economic impact.

Strengthening the development of halal tourism has actually been put forward in research on the implementation and application of halal tourism standards, such as halal food, hotel and transportation standards, and discusses challenges and solutions in maintaining the consistency and quality of halal tourism services.

Another study conducted by researchers relates to the first halal tourism, "The Role of Halal Tourism in Promoting Islamic Values" by Nordin, N. in the *Journal of Tourism and Hospitality Management*. This journal explains the role of halal tourism in promoting Islamic values and how halal tourism can be a source of economic income for the country. (Ameraldo et al., 2019)

"An Analysis of Halal Tourism Development in Indonesia" by Sari, R. in *Tourism and Hospitality Research*. This journal analyzes the development of halal tourism in Indonesia and identifies the problems that hinder the development of halal tourism in Indonesia. (Huda et al., 2022)

"Marketing Strategies for Halal Tourism in Malaysia" by Ahmad, F. in the *Asia Pacific Journal of Tourism Research*. This journal discusses marketing strategies for halal tourism in Malaysia and how Malaysia can take advantage of the potential of the halal tourism market. (Perbawasari et al., 2019)

"Factors Affecting the Development of Halal Tourism in the UAE" by Al-Hosani, K. in the *Journal of Tourism and Hospitality Management*. This journal examines the factors that influence the development of halal tourism in the United Arab Emirates and how the United Arab Emirates can improve the development of halal tourism. (Bridi & Al Hosani, 2022)

This understanding is also found in research and studies conducted on halal tourism, both nationally and internationally. Several studies have focused on aspects such as developing halal tourist destinations, experiences and preferences of Muslim tourists, as well as economic analysis and marketing of halal tourism. Research also shows that halal tourism has an important role in improving the economy and tourism development of a country. This study helps in understanding the potential and performance of halal tourism, as well as providing recommendations for the development and improvement of the quality of halal tourism.

In addition, it also shows that factors such as the availability of prayer facilities and halal food, as well as the safety and comfort of halal tourist destinations, influence the choice of Muslim tourists to travel. This study helps in understanding the preferences and needs of Muslim tourists, so that it can provide a basis for the development of better halal tourist destinations and meet tourist expectations. Overall, previous research shows that halal tourism is a tourism sector that has enormous potential and opportunities, but also requires further efforts to strengthen infrastructure and facilities, as well as meet the needs and preferences of Muslim tourists.

With an in-depth study, we can understand more about halal tourism and how the development of halal tourism can support the country's economy. This literature review also assisted us in determining methods and formulating hypotheses for our research. Even though the potential for the halal tourism market in Indonesia is very large, the development of halal tourism in Indonesia is still experiencing several problems. Some of the main problems that hinder the development of halal tourism in Indonesia include:

**Inadequate infrastructure:** Inadequate transportation and accommodation infrastructure is one of the obstacles in the development of halal tourism in Indonesia. Inconvenient transportation and accommodation will affect the tourist experience while on vacation.

**Lack of halal tourism products:** Halal tourism products in Indonesia are still very limited and do not meet the expectations of Muslim tourists. This causes Muslim tourists to tend to choose other halal tourist destinations (Palilu, 2018; Risandewi, 2017).

**Non-standardized halal tourism certification:** Halal tourism certification in Indonesia is still not standardized and many halal tourism products do not have official certification. This causes Muslim tourists to doubt the level of halal tourism products in Indonesia. (Jannah, 2019; Ramadhana & Tanjung, 2021)

**Lack of promotion:** Promotion of halal tourism in Indonesia is still very limited and does not reach the right target market. This causes the potential of the halal tourism market in Indonesia not to be fully realized. (Sidharta, 2017; Wulandari & Indahsari, 2021)

The development of halal tourism in the world is very important to support the country's economy and meet the demands of Muslim tourists who want to have a vacation according to their religious values. Countries that are successful in developing halal tourism, such as Malaysia and the United Arab Emirates, have benefited greatly from the increase in the number of Muslim tourists. Therefore, Indonesia must overcome problems in developing halal tourism and take advantage of the potential of the halal tourism market to improve the country's economy.

First, infrastructure and facilities. Even though Indonesia has many halal tourist destinations, there are still many destinations that do not meet the quality standards and facilities required by Muslim tourists. This is one of the gaps between halal tourism and the concept of sharia destinations, because the concept of sharia destinations requires facilities and infrastructure that can meet the needs of worship and food as well as maintain the comfort and safety of Muslim tourists.

Second, products and services. In the concept of sharia destinations, the products and services offered must comply with sharia values and ethics, such as providing halal food and worship facilities that meet the requirements. However, there are still many halal tourist destinations in Indonesia that pay little attention to this, so that there is a gap between the concept of sharia destinations and the reality of halal tourism in Indonesia.

Third, promotion and marketing. In the concept of sharia destinations, promotion and marketing must be educative and provide accurate information about the products and services offered. However, there are still many halal tourist destinations in Indonesia that pay little attention to this, so they are unable to provide a good picture of halal tourist destinations and the concept of sharia destinations.

By paying attention to these gaps, appropriate efforts and strategies are needed to strengthen and expand the concept of sharia destinations in Indonesia, so as to improve quality and attract Muslim tourists to travel to these destinations.

## **Method**

This study uses a qualitative descriptive method by conducting interviews with informants related to the development of halal tourism in Indonesia. Informants involved in this study include tourism managers, government, and halal tourism activists.

## **Discussion**

The general description of halal tourism in Indonesia is currently developing and has great potential. Indonesia has many halal tourist destinations that meet the requirements and have the facilities needed by Muslim tourists. Several popular halal tourist destinations in Indonesia include Bali, Jakarta, Yogyakarta, Lombok and Aceh.

Halal tourism in Indonesia is also supported by a strong diversity of cultures and traditions, as well as a variety of delicious halal food. This is the main attraction for Muslim tourists from various countries. The problem of halal tourism infrastructure in Indonesia is still not as good as world tourism infrastructure, so that it becomes one of the obstacles for the development of halal tourism in Indonesia. Following are some of the problems of halal tourism infrastructure in Indonesia:

According to Wendy Hermawan, the head of the Malang Regency tourism office explained,

“Lack of worship facilities: Religious facilities such as mosques or prayer rooms are still inadequate in several halal tourist destinations in Indonesia. This is an obstacle for Muslim tourists who want to pray while travelling.”

Additionally added back,

"There is a lack of halal food: The availability of halal food that meets standards is still lacking because not all hotels or restaurants provide halal food.

Budi corroborates this opinion,

"Lack of transportation facilities: Inadequate transportation is also a problem because several halal tourist destinations have not been reached by public transportation or other transportation."

Compared to world tourism, the infrastructure for halal tourism in Indonesia still needs to be improved and requires improvement. Therefore, the government and other stakeholders need to work together to improve the quality of halal tourism infrastructure in Indonesia so that it can attract Muslim tourists from within and outside the country. The lack of halal tourism products is one of the obstacles to the development of halal tourism in Indonesia. Several problems with halal tourism products in Indonesia, among others, according to the quote from the Minister of Tourism, Sandiaga Uno, "

"that various kinds of problems are good. Lack of product variety: Halal tourism products are still limited and not varied, so they do not meet the needs of Muslim tourists who want to travel. Lack of quality standards: Halal tourism products in Indonesia do not meet reasonable quality standards, so they do not meet the expectations of Muslim tourists. Lack of promotion and marketing: Halal tourism products are not widely known and are not promoted and marketed effectively, so they are less attractive to Muslim tourists.

To overcome the problem of a lack of halal tourism products, the government and other stakeholders need to work together to expand and strengthen halal tourism products in Indonesia. This includes increasing product variety, quality standards, and effective promotion and marketing. Thus, it can improve the quality of halal tourism products in Indonesia and attract Muslim tourists.

Halal product certification is important in improving quality and ensuring that the products sold meet halal requirements. Indonesian halal product certification and foreign halal product certification have several differences, including:

Certification standards: Halal product certification standards in Indonesia and abroad are different, thus affecting the quality and validity of the certification.

Certification process: The process for certifying halal products in Indonesia and abroad is also different, thus affecting the ease and efficiency of obtaining certification.

Acceptability of certification: Indonesia's halal product certification has different acceptability than foreign halal product certification, thus affecting trade in halal products.

To address differences in Indonesian and foreign halal product certification, the government and other stakeholders need to work together to improve halal product certification standards in Indonesia and strengthen the acceptability of Indonesian halal product certification. This will help improve the quality of halal products and strengthen Indonesia's position in the trade of halal products.

Promotion is an essential factor in increasing halal tourism's popularity and attractiveness. Here are some ways to promote halal tourism:

- a) Using digital media: Promotion of halal tourism can be done through digital media, such as halal travel websites, social media, and travel booking applications.
- b) Collaborating with travel agents and tour operators: Cooperation with travel agents and tour operators can help promote halal tourism and facilitate tourist access.
- c) Conduct travel roadshows and exhibitions: Roadshows and tourism exhibitions can introduce halal tourism and increase tourist awareness.
- d) Using influencers and brand ambassadors: These can help promote halal tourism and increase tourist interest.
- e) Strengthening certification and accreditation: Strengthening halal tourism certification and accreditation can help increase the credibility and attractiveness of halal tourism.

By doing the right promotions, halal tourism can increase its attractiveness and popularity, making it a better choice for tourists looking for a travel experience that conforms to Islamic principles.

Here are some opportunities that can be developed for halal tourism in Indonesia imitating abroad:

- a. Development of halal tourism products: Indonesia can develop halal tourism products that are unique and have their charms, such as halal culinary tourism, religious tourism, nature tourism, and others.
- b. Infrastructure improvement: Strengthening halal tourism infrastructure, such as hotels and accommodations that comply with Islamic law, will increase comfort and safety for tourists.
- c. Cooperation with foreign halal tourism industry players: Collaboration with foreign halal tourism industry players can help improve the quality and attractiveness of halal tourism in Indonesia.
- d. Improved certification and accreditation: Strengthening halal tourism certification and accreditation can help increase the credibility and attractiveness of halal tourism.
- e. Proper promotion and marketing: Suitable advertising and marketing can help increase the interest and population of halal tourists.

By taking advantage of these opportunities, halal tourism in Indonesia can become an attractive destination for halal tourists and fulfil their need for a travel experience that complies with Islamic principles. The following are several Muslim countries that influence the development of halal tourism in Indonesia:

1. Saudi Arabia: This country has extraordinary financial and technological resources to help develop halal tourism in Indonesia.
2. United Arab Emirates: This country has experience and expertise in halal tourism development, so it can help build and promote halal tourism in Indonesia.
3. Malaysia: This country has experience and expertise in developing halal tourism and has advanced infrastructure and halal tourism products.
4. Turkey: This country has experience and expertise in developing halal tourism and has attractive and varied products.
5. Iran: This country has experience and expertise in developing religious tourism, so it can help build and promote halal tourism in Indonesia.

Collaboration with these countries can help strengthen and expand the development of halal tourism in Indonesia. This cooperation can be in the form of investment, technology, certification, promotion, and others. Growth of the tourism industry: The tourism industry in Indonesia is proliferating, so it must be developed and managed correctly to provide added value to the economy and society.

Innovation and technology: The need to use technology and innovation to strengthen and expand halal tourism products to meet the needs of tourists and expand the market.

Halal certification: Accurate and widely accepted accreditation is needed to ensure quality and standard halal tourism products.

Cooperation with Muslim countries: The need for collaboration with Muslim countries to strengthen and expand the development of halal tourism to expand the market and strengthen Indonesia's position as a halal tourist destination.

Diversification of tourism products: The need for diversification of halal tourism products to meet the needs of tourists and expand the market.

By considering the aspects of capitalism, the development of halal tourism can be adequately achieved and provide added value to the economy and society.

One of the sectors that can be updated is developing trust tourism. Songo Wali Songo is one of nine great Islamic scholars who spread Islam in Java in the 15th century. The Wali Songo graves are holy places for Muslims and are often visited by tourists for pilgrimage and worship.

Thus, visiting Wali Songo's graves is closely related to halal tourism because it offers a spiritual and religious experience for tourists looking for destinations that align with Islamic values. Pilgrimage to Wali Songo's graves also offers to learn

about the history and culture of Islam in Java, which is part of the national cultural heritage that must be preserved.

By paying attention to these factors, visiting Wali Songo's tomb has excellent potential to be developed as a halal tourism product that is attractive to tourists from within and outside the country. The concept of halal tourism, which focuses on spiritual and religious experiences, and pays attention to aspects of security, comfort and safety of tourists, is very suitable to be applied to the pilgrimage to the Wali Songo grave.

The Indonesian government is working to develop halal tourism as a sector with the potential for economic and social development. Some of the policies implemented in efforts to develop halal tourism in Indonesia include:

I am organising the Indonesia Halal Lifestyle Festival (IHLF) to promote halal tourism and Indonesian halal products. Halal certification application for tourism products and services, such as food, beverages, accommodation and transportation. I am increasing cooperation with other countries in halal tourism, such as opening new flight routes, holding joint promotional programs, and holding collaborative workshops and seminars.

We provide support and incentives for halal tourism business actors, such as capital assistance, reducing the tax burden, and outreach and training. We are organising education and training programs for halal tourism business actors, such as skills training and improving the service quality. These policies aim to increase the competitiveness of Indonesia's halal tourism and strengthen Indonesia's position as one of the leading halal tourism destinations in the world.

Indonesia has an excellent opportunity to take advantage of the increasing number of Muslim tourist visits. Some of the options that can be utilised include:

Economic improvement: Visits by Muslim tourists will have a positive impact on the Indonesian economy, such as increasing income from the tourism sector, increasing investment, and increasing employment.

Improving the quality of tourism services: Indonesia can take advantage of Muslim tourist visits to enhance the quality of tourism services, such as providing halal food and drinks, providing accommodation that conforms to halal standards, and improving tourism infrastructure.

Increasing Indonesia's reputation as a halal tourism destination: Increasing visits by Muslim tourists will help improve Indonesia's reputation as a safe, comfortable and reliable destination.

Increasing regional and international cooperation: Indonesia can use Muslim tourist visits to increase collaboration with other countries in halal tourism, such as opening new flight routes, holding joint promotional programs, and holding collaborative workshops and seminars.

Increasing awareness of Indonesian culture and tourism: Visits by Muslim tourists will help raise awareness of Indonesian culture and tourism, such as getting to know Indonesian culture and tourist destinations, and strengthen Indonesia's positive image as a country with cultural diversity and attractive tourist destinations.

## Conclusion

The conclusion of halal tourism in Indonesia is that Indonesia has great potential to take advantage of the increasing number of Muslim tourist visits. Indonesia has opportunities to improve its economy, quality of tourism services, reputation as a halal tourism destination, regional and international cooperation, and awareness of Indonesian culture and tourism. However, to take advantage of this opportunity, Indonesia must overcome several problems, such as the quality of tourism infrastructure, the availability of accommodation that complies with halal standards, and the quality of tourism services.

By paying attention to the opportunities and problems, Indonesia can make the right strategies and policies to increase halal tourism and take advantage of Muslim tourist visits. This will positively impact the Indonesian economy and strengthen Indonesia's reputation as a safe, comfortable and reliable halal tourism destination.

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