



## Measuring Halal City Index in Indonesia

*Diaz Ayu Rengganis\**

*UIN Maulana Malik Ibrahim Malang, Indonesia*

*\*Corresponding Author: ayudiarengganis8@gmail.com*

### **Abstract:**

*This study aims to measure the Halal City Index across Indonesian provinces using four key dimensions from the Global Muslim Travel Index (GMTI): Access, Communication, Environment, and Services (ACES). The research uses a qualitative approach through document analysis and expert judgment from Islamic economics lecturers. Secondary data from literature and documentation were analyzed using the Multi-Stage Weighted Index (MSWI) method. Results indicate that West Nusa Tenggara ranks highest in the Halal City Index, followed by Aceh and East Java – supported by strong infrastructure, halal services, and effective tourism promotion. In contrast, regions like Papua Mountains and South Papua score lowest due to limited facilities and infrastructure. These findings highlight the importance of enhancing infrastructure, services, and promotion to strengthen Muslim-friendly tourism development in Indonesia.*

**Keywords:** Halal City Index, Halal Tourism, Muslim-Friendly Tourism

**JEL Classification Code:** Z32, L83, O18

### **1. Introduction**

The concept of halal tourism is gaining attention in Indonesia, integrating Islamic principles into the tourism sector to support the regional economy (Adinugraha et al., 2018). This approach is in line with the lifestyle and consumption patterns of the growing Muslim population, prioritizing the need for halal products and services (Sulistiwati et al., 2024). Halal tourism offers significant market opportunities, with Muslim consumers worldwide spending an estimated \$220 billion in 2020 and an estimated \$300 billion by 2026 (Izza et al., 2021).

Indonesia has great potential to develop a globally competitive halal industry, covering various sectors such as food, finance, fashion, and tourism (Izzuddin & Adinugraha, 2022). However, despite having the largest Muslim population, Indonesia has yet to maximize its potential to become the world's halal economic centre (Hidayat et al., 2024). This may be due to a lack of infrastructure support, inadequate regulations, and minimal innovation in halal products and services (Machmud & Widuhung, 2024).

The large market share of the Muslim population has influenced global business towards the halal industry. With this expanding market, many countries are interested in the development of the halal industry. This halal industry includes halal food products, Islamic financial inclusion, fashion, cosmetics, information media, and halal tourism or Muslim-friendly tourism (Siradjuddin et al., 2024). Not only countries with a Muslim majority are starting to focus on



developing the halal industry but also countries with a Muslim minority population.

Indonesia, as the country with the second largest Muslim population, has great potential in developing the halal industry, especially in the tourism sector. In 2019, Indonesia was recognized globally as the best halal tourism destination through the Global Muslim Travel Index (GMTI), with Lombok as the best halal destination at the national level. This achievement reflects Indonesia's commitment to making halal tourism an important part of the country's economy (Ferdiansyah, 2020). Although recognized as the best halal tourism, this achievement is not followed by even development across all tourist destinations, including Lombok, which despite gaining national recognition, is still unable to compete globally (Sulong et al., 2024).

Empirical research related to the standardization of criteria and challenges of implementing halal cities is still limited, tends to focus on small objects, and does not cover the entire territory of Indonesia. Therefore, research on the development of a comprehensive halal city index with a multidimensional approach, covering aspects of access, communication, environment, and service based on GMTI standards, is important to provide data-based policy recommendations to support the development of halal cities effectively.

This study aims to measure the readiness of provinces in Indonesia in providing Muslim-friendly facilities, increasing the competitiveness of the halal economy, and guiding the development of halal tourism destinations with the halal city index. As a country with the largest Muslim population, Indonesia has great potential, but there is no standard that measures regional readiness. This index is expected to help the government and industry players focus on appropriate development to attract Muslim tourists.

## 2. Literature Review

Etymologically, the term of tourism comes from the language Sanskrit, where "pari" means many or circling and "wisata" means travel. Based on this meaning, tourism can be interpreted as travel activities that are carried out repeatedly or around from one place to another (Wardaningsih, 2020). The term "halal" comes from the Arabic word *halla*, which means "free" or "unbound." More broadly, this word comes from *halla*, *yahillu*, and *hillan*, which mean to free, break, dissolve, or allow. In the context of Islamic law, halal can be understood as something that is permitted in Islamic law, so that it does not result in punishment for someone who uses it (Rahmi, 2021). Therefore, halal tourism can be interpreted as a tourism object or activity based on Islamic teachings to meet the needs of tourists, namely the friendliness of tourist destinations for Muslims. Halal tourism has several words such as sharia tourism, Islamic tourism, halal friendly tourism destination, halal lifestyle, halal travel, & friendly travel destination. According to Alim et al. (2015), sharia tourism can be interpreted as



tourism that prioritizes Islamic values in all activities carried out. This does not only include the purpose of the visit, will still carry out religious activities such as pilgrimage to places of worship, but also travel etiquette and supporting facilities that are in accordance with Islamic principles (such as halal food, places of worship, and services that do not conflict with sharia).

Halal tourism is a term to refer to a tourism concept that is in accordance with Islamic law which can also be called halal tourism or Islamic tourism. Halal tourism refers to tourism that is carried out in accordance with Islamic law with the aim of providing a Muslim-friendly environment as a reference when traveling (Carboni et al., 2017). Another definition states that halal tourism is a tourism activity that meets applicable halal standards or sharia law (Battour et al., 2017).

Research conducted by Wibowo (2020) focuses on the implementation of the Halal Tourism Index (IPH) in Bukittinggi City. This study uses a quantitative descriptive approach with the Multi-Stage Weighted Index (MSWI) method. The results show that the halal tourism index in the city has met good criteria, although it has not yet been determined by special regulations. Several aspects that need to be improved include halal product certification and collaboration with Islamic financial institutions. Furthermore, Sulong et al. (2024) compiled the research to trigger the development of the halal tourism industry globally. With a quantitative approach and the development of an index based on four dimensions and 24 indicators, this study shows that global halal tourism is still in its infancy. The majority of Muslim countries are lagging behind in the highest rankings, so this index is expected to be a reference for policy makers in formulating sustainable development strategies.

Sustainable tourism is the main theory in this study. Sustainable tourism was first proposed by Bramwell in 1993. According to Bramwell, sustainable tourism is the development of the environment that has a positive impact on the surrounding area that can be felt now and in the future. According to Tamrin et al. (2021), the concept of sustainable tourism originally came from the idea of sustainable development which was introduced by the World Commission on Environment and Development (WCED) in 1987 which later changed its name to The World Tourism Organization (UNWTO) adopted this concept and explained that sustainable tourism is a form of tourism that emphasizes environmental preservation, respect for culture and social aspects, and has a positive impact on the welfare of local communities.

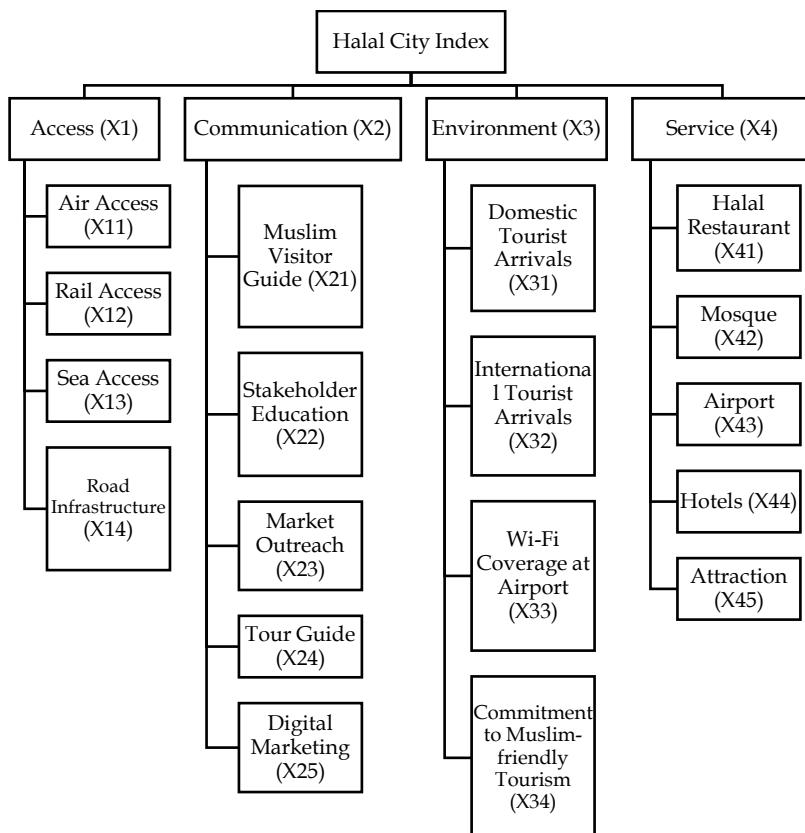
### 3. Research Methods

This study uses qualitative methods to compile components. halal city index formation that refers to GMTI guidelines. Data collected through expert judgment obtained from experts to explore in-depth understanding and assessment of the halal city index. This research uses a case study approach with



a focus on halal city index in all provinces in Indonesia. Case studies are strategy research to investigate something carefully by collecting data complete information using various data collection procedures (Creswell, 2018). This approach aims to analyze in depth the indicators used in measuring the halal city index and how its application in various regions. Case studies are conducted by examining data from 38 provinces in Indonesia, covering regional policies, halal infrastructure, as well as other supporting factors.

In data analysis, this study uses the MSWI method to measure the halal index value in each province. MSWI allows for more comprehensive measurements by considering the weight of each indicator based on the four main dimensions of the GMTI, namely Access, Communication, Environment, and Services (ACES). Each dimension has indicators that have been determined and measured based on the availability of secondary data and input from experts. This approach aims to produce a halal city index mapping that can be used as a basis for policy making in the development of halal tourism in Indonesia. The research framework is formulated in the chart below which shows the dimensions and variables of the research.



**Figure 1:** Framework for Thinking Dimensions and Research Variables

Based on the measurement results of the halal city index, a further analysis stage was carried out with a quantitative approach through testing the halal city



index compiling indicators. The process of measuring and assessing the value or weight of each component. The weighting of indicators carried out through expert judgment can be seen in the table showing the assessment of the weight of the halal city indicator using weighting on four main dimensions: Access, Communication, Environment, and Services.

**Table 1:** Weight Score of Index Halal City Component

Dimension	Weight Dimension	Variable	Weight Variable	Indicator	Weight Indicator
Access (X1)	0.10	Air Access (X11)	0.30	Number of International Flight Routes (X111)	0.30
				Number of Domestic Flight Routes (X112)	0.50
				Number of Airlines (X113)	0.20
		Rail Access (X12)	0.20	Availability of Train Routes (X121)	1.00
		Sea Access (X13)	0.15	Availability of Sea Travel Routes (X131)	1.00
Communication (X2)	0.20	Road Infrastructure (X14)	0.25	Availability of Road Infrastructure (X141)	1.00
		Muslim Visitor Guide (X21)	0.15	Availability of Guides for Muslim Tourists (X211)	1.00
		Stakeholder Education (X22)	0.10	Organization of Workshops or Training and Seminars on Muslim-Friendly Tourism for Stakeholders (X221)	1.00
		Market Outreach (X23)	0.30	Muslim-Friendly Tourism Events (X231)	0.40
				Brochures/Other Marketing Media (X232)	0.60
		Tour Guide (X24)	0.15	Language Skills of Tour Guides (Indonesian & Arabic) (X241)	1.00
		Digital Marketing (X25)	0.30	Presence of Digital Marketing (X251)	1.00



Dimension	Weight Dimension	Variable	Weight Variable	Indicator	Weight Indicator
Environment (X3)	0.30	Domestic Tourist Arrivals (X31)	0.25	Number of Domestic Tourists (X311)	1.00
		International Tourist Arrivals (X32)	0.25	Number of Foreign Tourists (X321)	1.00
		Wi-Fi Coverage at Airports (X33)	0.25	Availability of Internet Access/Wi-Fi (X331)	1.00
		Commitment to Muslim-friendly Tourism (X34)	0.25	Commitment in implementing and developing Muslim-Friendly Tourism (X341)	1.00
Services (X4)	0.40	Halal Restaurant (X41)	0.25	Availability of Halal Restaurants (X411)	1.00
		Mosque (X42)	0.25	Availability of Places Worship (X421)	1.00
		Airport (X43)	0.15	Airport Availability (X431)	1.00
		Hotels (X44)	0.25	Availability of Sharia Hotels and/or Hotels that do not serve Alcohol/Availability of Dry Hotels (X441)	0.30
				Availability of Hotels with Restaurants/Kitchens (X442)	0.40
				Availability of Halal Certified Hotels (X443)	0.30
	0.10	Attraction (X45)	0.10	Availability of Islamic Heritage Sites / Islam-Related Attractions & Cultural & Local Attractions (X451)	1.00

Note: Data processed by author

Hilmiyah et al. (2018) stated that the MSWI estimation is carried out through five systematic steps to produce more comprehensive and objective measurements. The measurement steps are as follows, each indicator has



assessment criteria that use a Likert scale, consisting of five assessment criteria. This scale starts from number 1 which indicates the lowest value to number 5 which indicates the highest value. The higher the number given, the province is considered to have met the Muslim-friendly criteria, while the lower the value, the village is considered not to have met the Muslim-friendly criteria. After the actual figures are obtained based on facts, findings, and data that are in accordance with the Likert scale criteria, the calculation of the indicators is carried out using a predetermined method.

$$\text{Indicator } x = (\text{Score } x - \text{Score min}) / (\text{Score max} - \text{Score min})$$

Where,

Indicator x	: value of indicator x
Score x	: score given to the indicator
Minimum score	: 1 (lowest value)
Maximum score	: 5 (highest value)

After the value for each indicator is calculated, the value is then multiplied by the weight assigned to each indicator to obtain the variable index.

$$X11 = X111 + X112 + X113$$

Where,

X11	: Air Access Variable
X111	: Number of International Flight Routes
X112	: Number of Domestic Flight Routes
X113	: Number of Airlines

Next, the indicator indices are grouped according to their variables and multiplied by the weight of each variable to obtain the dimension index.

$$X2 = X21 + X22 + X23 + X24 + X25$$

Where,

X2	: Communication Dimension Index
X21	: Muslim Visitor Guide
X22	: Stakeholder Education
X23	: Market Outreach
X24	: Tour Guide
X25	: Digital Marketing

The index of each of these variables is then multiplied by the weight of each dimension to obtain the dimension index. The final result is a composite index, known as the halal city index. The calculation formula is as follows.



$$HCI = (X1 + X2 + X3 + X4)$$

Where,

HCI : Halal City Index  
X1 : Access Dimension  
X2 : Communication Dimension  
X3 : Environment Dimension  
X4 : Service Dimension

The halal city index value is in the range between 0 and 1. The halal city index results are then grouped into 5 categories or score ranges as explained below:

**Table 2:** Score Range Halal City Index

Score Range	Description	Interpretation
0.00 – 0.20	Not Good	The province is not very friendly to Muslim tourists, with very limited halal facilities and services.
0.21 – 0.40	Not Good	The province provides minimal halal services, and Muslim tourists need to make more effort to find certain services.
0.41 – 0.60	Fair Good	The province has some halal facilities, but there are still limitations in some aspects.
0.61 – 0.80	Good	The province is quite friendly to Muslims, with most halal tourism needs being met.
0.81 – 1.00	Very Good	The province is very friendly to Muslim tourists, with complete halal infrastructure and services.

Note: Data processed by author

The closer the value is to 1, the halal city index indicates that the city has a high level of readiness and does not require additional assistance priorities. Conversely, the closer the value is to 0, the index indicates that the city requires greater attention to the development of halal facilities and services.

#### 4. Finding and Discussion

This study aims to identify relevant indicators in measuring the halal city index and measure the halal city index value of each province in Indonesia. In the process of formulating relevant components, the study was conducted through a comprehensive literature review to identify the main elements that can be measured and analyzed. Researchers took references and literature from various sources related to index measurement and issues directly or indirectly



related to halal city. Expert judgment with experts who produced assessment weights was used as the basis for analysis, providing an overview of the importance of the halal city index to assess the readiness of cities in implementing Muslim-friendly cities.

There are differences in the components that indicate that there are variations in indicators. This difference is what then becomes the argument for the basic foundation of the components that form the halal city index. In essence, the components that make up the index are formed by considering sharia principles and indicators that are in accordance with the purpose of measuring the index.

The index components obtained are generally formed by the ACES dimensions launched by GMTI. The ACES dimensions in the GMTI are a framework used to measure the attractiveness of tourist destinations for Muslim tourists based on four main aspects: Access, Communication, Environment, and Services. These four dimensions are important indicators in assessing a city's readiness to meet the specific needs of Muslim tourists.

The ACES dimensions launched by GMTI complement each other to provide a comprehensive assessment of how friendly and attractive a destination is for Muslim tourists, while supporting the concept of sustainable tourism. The following table shows the results of the index calculation which presents the ranking of provinces based on performance in various dimensions of halal tourism destination development, namely Access, Communication, Environment, and Services.

**Table 3:** Weight Score of Halal City Index Component

Ranking	Access Dimension		Ranking	Communication Dimension	
	Province	Index		Province	Index
1	DKI Jakarta	0.725	1	DKI Jakarta	0.123
2	Banten	0.675	2	West Java	0.122
3	East Java	0.662	3	Central Java	0.122
4	West Java	0.660	4	Bali	0.122
5	DI Yogyakarta	0.625	5	Nanggroe Aceh D.	0.117
Ranking	Environment Dimension		Ranking	Service Dimension	
	Province	Index		Province	Index
1	West Nusa Tenggara	0.281	1	Nanggroe Aceh D.	0.400
2	West Sumatera	0.262	2	East Java	0.400
3	DKI Jakarta	0.262	3	West Papua	0.390
4	Central Java	0.262	4	Bangka Belitung	0.385
5	Nanggroe Aceh D.	0.243	5	South Sumatera	0.375

Note: Data processed by authors

This table shows the top five provinces in Indonesia for each of the dimensions: access, communication, environment, and services. In the access dimension, DKI Jakarta is ranked first with an index of 0.725, followed by Banten,



East Java, West Java, and DI Yogyakarta, indicating that these 68 provinces have adequate infrastructure and easy access to services and facilities. In the communication dimension, DKI Jakarta again recorded the highest score (0.123), followed by West Java and Central Java, reflecting better communication capabilities in areas of Java Island. In the environment dimension, West Nusa Tenggara received the highest score (0.281), indicating good environmental quality, followed by West Sumatra and DKI Jakarta. Nanggroe Aceh Darussalam and East Java received the same score as the provinces with the highest service index (0.400), indicating high quality of public services, with West Papua, Bangka Belitung, and South Sumatra ranked next. These indices provide an encouraging picture of the performance of leading provinces in various important aspects.

From the dimensions of the components of the halal city index, the final stage is to measure the halal city index in all provinces, involving twenty-three indicators representing the ACES dimensions. Based on calculations using the MSWI method in stages and levels, the following measurement results are obtained:

**Table 4:** Halal City Index Ranking in Indonesia

Ranking	Province	Index	Ranking	Province	Index
1	West Nusa Tenggara	0.818	20	South Kalimantan	0.526
2	Nanggroe Aceh D.	0.816	21	North Sulawesi	0.524
3	East Java	0.799	22	West Papua	0.514
4	DKI Jakarta	0.798	23	Jambi	0.486
5	West Sumatera	0.791	24	North Kalimantan	0.480
6	West Java	0.787	25	West Kalimantan	0.479
7	Central Java	0.752	26	East Kalimantan	0.476
8	South Sulawesi	0.716	27	Central Kalimantan	0.472
9	South Sumatera	0.711	28	North Maluku	0.370
10	DI Yogyakarta	0.698	29	Maluku	0.362
11	Riau	0.697	30	Central Sulawesi	0.344
12	Banten	0.687	31	Bengkulu	0.333
13	North Sumatera	0.649	32	Gorontalo	0.320
14	Bangka Belitung	0.632	33	West Sulawesi	0.320
15	Bali	0.623	34	Papua	0.280
16	Riau Island	0.620	35	Southwest Papua	0.280
17	Lampung	0.608	36	Central Papua	0.211
18	East Nusa Tenggara	0.597	37	South Papua	0.142
19	Southeast Sulawesi	0.586	38	Papua Mountains	0.117

Note: Data processed by authors

The results of the study show the halal city index for 38 provinces in Indonesia, with West Nusa Tenggara ranked first with the highest score (0.818), showing good performance as The Halal Tourism Destination which focuses on



developing Muslim-friendly tourism with available halal facilities such as hotels, restaurants, and places of worship that are halal certified. Nanggroe Aceh Darussalam is in second place with an index value of 0.816 as a province that formally implements Islamic law to develop a halal city. The provinces of East Java and DKI Jakarta also show high index values indicating several large cities that meet the standards of friendliness for Muslim tourists. Provinces on the island of Java mostly dominate the top 10 rankings, such as East Java, DKI Jakarta, West Java, Central Java, and DI Yogyakarta, reflecting better infrastructure and high attention to halal services. Outside Java, West Sumatra, South Sumatra, and Sulawesi as areas with a majority Muslim population also occupy high positions.

West Nusa Tenggara (NTB), which ranked first in GMTI in 2023, continues to show a strong position as a Muslim friendly destination in Indonesia. Its reputation supported by Lombok's natural beauty and various halal-friendly facilities is still the main attraction. Halal tourism in Lombok, West Nusa Tenggara, is growing rapidly along with the increasing interest of Muslim tourists looking for sharia-compliant services. International recognition, such as awards at the World Halal Tourism Awards and the top ranking in IMTI 2023, demonstrates this success. Halal tourism is not only a trend, but also a great opportunity for the Indonesian economy through job creation and local economic growth (Putri et al., 2024).

On the other hand, provinces from the Papua region are ranked lowest, with the lowest index recorded by Papua Mount (0.117). This shows that halal services in these areas are still underdeveloped compared to other regions. In addition, provinces in eastern Indonesia such as Maluku and Gorontalo also have relatively low scores below 0.40. Significant differences in this index may reflect geographical challenges, accessibility of halal services, and differences in focus of local governments regarding the development of this sector.

When measured using the score range in table 3, there are 2 provinces that fall into the "Very Good" category with a score above 0.81, namely West Nusa Tenggara and Aceh Provinces. Meanwhile, 15 provinces are included in the "Good" category in the range of 0.61-0.80, these provinces are quite friendly to Muslim tourists, with most halal tourism needs being met although there are still certain aspects that need to be improved. A total of 10 provinces are in the "Quite Good" category in the score range of 0.41-0.60, indicating that halal services are starting to become available but are still limited in some aspects, so Muslim tourists need to make more effort to find them. Furthermore, there are 9 provinces that fall into the "Less Good" category below a score of 0.40, where halal services are very minimal and still difficult to access. South Papua and Papua Mountains are two provinces that fall into the "Not Good" category with an index value below 0.20, which indicates that in general these provinces have not received full attention to the development of halal tourism.



Based on the data obtained, there are significant variations in halal city index in various provinces in Indonesia. West Nusa Tenggara Province occupies the top position with a value of 0.818, indicating that this province included in the very good category in the criteria of a Muslim-friendly city. Policy implemented by the NTB regional government together with the community that has tourism awareness has proven effective with the increasing number of visits tourists every year. Muslim tourists from the Middle East do not only come to enjoy tourist destinations, but also interested in investing in development of Lombok tourism. This confirms Lombok as a friendly destination for various tourists, especially Muslim tourists from The Middle East is the main target for halal tourism promotion (Fahmi et al., 2023).

Provinces with high scores tend to have policies that support the development of the halal economy, such as incentives for halal business actors and training programs to improve community skills in halal industry. However, this can be a challenge faced by Indonesia in the problem of infrastructure inequality and limited access to information related to halal products. Many small towns and remote areas still lack facilities and services that support a halal lifestyle, which hinders the growth of sharia economy in the region (Pasarela et al., 2022).

Provinces with the lowest halal city index, such as Papua Mountains, South Papua, Central Papua, and Southwest Papua, still face various challenges in developing the halal ecosystem. Infrastructure limitations and supply of halal products leads to access to halal food and services becomes difficult. In addition, the lack of socialization and the dominance of local culture making communication and dissemination of information related to the halal concept less optimal. The predominantly non-Muslim environment also contributes to low demand for halal products, so that services such as halal restaurants, mosques, and Islamic banks are still very limited.

The results of the study show significant differences in the halal city index between several provinces, which are influenced by factors such as infrastructure, local government policies, and public awareness of halal principles. Overall, the results of the analysis of the halal city index data in Indonesia show significant disparities between provinces. Although several provinces have succeeded in implementing halal principles well, there are still many challenges to be faced.

This study shows that the measurement of the halal city index has important urgency as an evaluation tool and policy basis for the development of inclusive halal tourism. The results of the study highlight the gap between provinces with high indexes such as West Nusa Tenggara and underdeveloped areas such as Papua Mountains, which require more attention in strengthening halal services and infrastructure. With strategic collaboration between the government and the private sector, this index can be a guide in realizing sustainable and competitive Muslim-friendly tourist destinations.



## 5. Conclusions

This study aims to measure and analyze the halal city index across all provinces of Indonesia by identifying relevant indicators and measuring the halal index value in each province. The focus of the research refers to four dimensions of the GMTI, namely Access, Communication, Environment, and Services. The analysis was carried out using the MSWI method to provide in-depth understanding of dimensions of the halal index.

The results show that West Nusa Tenggara is a province with the highest halal index, followed by Aceh and East Java. These provinces have infrastructure, halal services, and tourism promotion that supports the principles halal optimally. On the other hand, areas such as Papua Mountains and South Papua shows the lowest index due to limited infrastructure and halal services. Variations in index values reflect the different readiness of each province in supporting halal tourism.

This study has significant implications in supporting development of halal tourism strategies in Indonesia, including increasing quality of service, infrastructure, and promotion of Muslim-friendly tourist destinations. This finding can be a reference for local governments to improve comprehensive development of halal tourism. However, this research also has limitations, including reliance on qualitative methods. May require additional validation with quantitative approaches, as well the scope of the indicator can be expanded to include more variables complex.

Through these findings, the government is advised to improve Muslim-friendly infrastructure and public facilities and strengthen the promotion of halal tourism through digital campaigns and international events. Supporting policies such as incentives for business actors are also needed to encourage the development of the sharia tourism sector. For stakeholders, this study can be a reference in compiling halal service standards and improving the quality of facilities such as halal restaurants, sharia accommodation, and places of worship. Further researchers are advised to develop research with a multidimensional approach, examine socio-economic and environmental impacts, and compare between regions or countries and explore the role of technology in the halal tourism experience.

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