

Research Article

Measuring the Economic Impact of Halal Tourism in Strengthening Sustainable and Environmentally Friendly Destinations

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Abstract: Halal tourism has emerged as a significant niche within the global tourism industry, offering a unique opportunity to integrate religious values with sustainable tourism practices. This study explores the economic, cultural, and environmental impacts of halal tourism, focusing on its role in fostering local economic growth, preserving cultural heritage, and promoting environmental sustainability. The research highlights key findings that show halal tourism not only drives economic growth by creating income opportunities and supporting small and medium enterprises (SMEs) but also ensures that tourism activities align with eco-friendly practices. The study emphasizes that halal tourism has the potential to integrate local wisdom and community engagement, which strengthens cultural preservation and promotes social cohesion within tourism destinations. Furthermore, halal tourism initiatives frequently incorporate sustainable tourism practices, such as responsible resource use and the conservation of natural ecosystems, thereby contributing to the broader goals of sustainable tourism development. The study compares halal tourism with traditional mass tourism, noting that halal tourism offers a more inclusive, culturally sensitive, and environmentally responsible model. It also examines the challenges faced by halal tourism, including the lack of standardized halal certification and infrastructure deficiencies, which hinder its growth in some regions. Despite these challenges, the research identifies opportunities for innovation, particularly in the use of technology to enhance certification systems and improve environmental sustainability. The paper concludes with policy recommendations for integrating halal tourism into sustainable tourism strategies, suggesting the need for coordinated frameworks that promote both halal compliance and environmental stewardship. Finally, future research should focus on the impacts of halal tourism in diverse geographic and cultural contexts, exploring its potential for fostering sustainable tourism practices worldwide.

Keywords: Cultural Preservation; Economic Impact; Environmental Sustainability; Halal Tourism; Sustainable Tourism

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1. Introduction

Halal tourism, a niche sector within the global tourism industry, specifically caters to Muslim travelers by ensuring all services and facilities adhere to Islamic Shariah principles. This includes providing halal food, prayer facilities, and ensuring that activities are aligned with Islamic teachings (Rasul, 2019). Halal tourism has seen significant global growth, with both Muslim-majority and non-Muslim countries investing in infrastructure to meet the needs of Muslim tourists (Yustica & Widiandari, 2022; Biancone et al., 2019). Beyond addressing religious needs, halal tourism also promotes ethical and sustainable tourism practices, making

it a valuable option for destinations focused on both economic growth and environmental sustainability (Samori, Md Salleh, & Khalid, 2016).

The growing demand for travel experiences that respect Islamic values reflects the increasing Muslim population worldwide. Halal tourism has emerged as a robust market, contributing significantly to the economic development of participating countries (Danarta et al., 2024). Moreover, halal tourism aligns with broader global trends in sustainable and ethical tourism, making it an attractive option for destinations that wish to diversify their tourism offerings while appealing to a wider, more inclusive audience (Biancone et al., 2019; Danarta et al., 2024).

Halal tourism represents a unique blend of economic growth and environmental sustainability. The sector emphasizes ethical consumption and environmental stewardship, aligning with both blue and green economy principles (Hendrik, Kusumawardani, & Permanasari, 2024). Halal tourism practices often incorporate eco-friendly accommodations and activities that minimize harm to the environment, thus supporting the sustainable development of tourism destinations (Ahmad, Hermintoyo, & Maghfiroh, 2021). This approach helps reduce the negative impact of tourism on natural resources while enhancing the visitor experience.

Halal tourism also integrates with the United Nations Sustainable Development Goals (SDGs), demonstrating its potential to contribute to both economic and environmental objectives. By promoting responsible tourism practices in alignment with Islamic ethical standards, halal tourism offers a pathway to achieving sustainable development (Yustica & Widiandari, 2022). This approach ensures that tourism remains inclusive and respectful of cultural and religious values, fostering a deeper understanding and respect for local communities and their traditions (Danarta et al., 2024).

Despite its potential, halal tourism faces several challenges, including the lack of standardized halal certification, infrastructural deficiencies, and cultural resistance, particularly in non-Muslim-majority regions (Ahmad et al., 2021). However, these challenges present opportunities for innovation and collaboration among stakeholders. The adoption of digital tools and technologies can enhance transparency, improve service delivery, and increase operational efficiency in the halal tourism sector (Hendrik et al., 2024). Furthermore, engaging local communities can help address cultural concerns and promote broader acceptance of halal tourism practices, particularly in areas where resistance is strongest (Samori et al., 2016).

Halal tourism, a niche within the global tourism industry, has experienced remarkable growth as it caters to the religious and ethical needs of Muslim travelers. By providing services and facilities that adhere to Islamic principles, such as halal food, prayer facilities, and culturally appropriate activities, halal tourism has gained widespread appeal. This growth presents a unique opportunity to integrate sustainability into tourism practices, especially in environmentally-friendly destinations. The objective of this article is to evaluate the sustainability outcomes of halal tourism initiatives, focusing on their economic, social, and environmental impacts. By examining these areas, this article aims to highlight how halal tourism can contribute to more sustainable tourism models that align with both environmental conservation and economic development.

Halal tourism has emerged as a significant driver of economic growth within the global tourism industry. Its potential to attract Muslim tourists provides a robust market that contributes to financial inclusion and the development of small and medium enterprises (SMEs) (Wazin, Maskuroh, Peristiwo, & Suganda, 2024). As halal tourism continues to grow, it boosts local economies and government revenues by creating job opportunities, stimulating infrastructure development, and enhancing tourism-related businesses (Maftukhatusolikhah, Handayani, Pratomo, Iqbal, & Litriani, 2024). However, despite these promising economic benefits, the development of halal tourism faces several challenges, including regulatory inconsistencies, infrastructural deficiencies, and limited community engagement (Maftukhatusolikhah et al., 2024; Wazin et al., 2024). Overcoming these challenges requires a

comprehensive framework that incorporates standardization, community involvement, and technological innovation to maximize the economic potential of halal tourism.

In addition to its economic impact, halal tourism initiatives often emphasize environmental sustainability. Many halal tourism projects align with the principles of the green and blue economies, which advocate for reducing environmental impacts and promoting the sustainable use of natural resources (Wazin et al., 2024). For instance, the development of eco-friendly accommodations and tourism activities helps minimize the ecological footprint of tourism, ensuring that tourism growth does not come at the expense of environmental health. A successful example of this is the transformation of former mining lands into sustainable halal tourism attractions, such as in Perlang Village, Indonesia. This initiative not only benefits the local community but also promotes the long-term preservation of the environment (Maftukhatusolikhah et al., 2024).

The social and cultural dimensions of halal tourism are equally significant in ensuring the sustainability of the sector. Effective community engagement and cultural sensitivity are crucial for balancing economic development with the preservation of local traditions and values. In regions like Lake Toba, Indonesia, where halal tourism initiatives are being developed, engaging local communities and respecting their cultural heritage ensures that tourism practices are not only economically beneficial but also culturally inclusive (Maftukhatusolikhah et al., 2024). Halal tourism's alignment with Islamic principles helps foster greater acceptance and integration of tourism activities with local cultures, making it a more sustainable and culturally harmonious form of tourism (Wazin et al., 2024).

2. Literature Review

Halal Tourism and Its Economic Impact

Halal tourism, a rapidly growing segment of the tourism industry, caters specifically to Muslim travelers by providing services and facilities that adhere to Islamic Shariah principles. This niche sector has been found to significantly boost local economies by attracting both domestic and international visitors, leading to increased job opportunities and income for local communities (Rufaidah, As'atirsyadi, Saregar, & Umam, 2018). In regions such as West Nusa Tenggara and Lake Toba, the introduction of halal tourism has fostered the growth of small and medium enterprises (SMEs), contributing to the economic development of these areas (Martini, Maryanti, Netrawati, & Sukmana, 2020). Additionally, halal tourism has had social impacts, such as cultural exchange and an increase in the Muslim population, especially in countries like South Korea (Susanti, 2021).

Despite these economic benefits, halal tourism faces several challenges, including regulatory inconsistencies, infrastructural limitations, and the need for standardized halal certification (Rufaidah et al., 2018). These challenges hinder the full potential of halal tourism, but addressing them through effective community engagement, cultural sensitivity, and infrastructure development can help maximize its economic impact (Talukder, Khan, & Kumar, 2024). Furthermore, tourist satisfaction plays a critical role in the economic success of halal tourism. Factors such as brand image, facilities, services, and accessibility to Islamic cultural needs significantly influence tourist satisfaction and, in turn, contribute to the economic growth of the sector (Absah, Yuliaty, & Anuar, 2024).

Sustainable Tourism Practices Supporting Long-Term Goals

Sustainable tourism aims to balance economic development with environmental preservation, ensuring the long-term viability of tourist destinations. This approach minimizes negative environmental impacts while maximizing the benefits for local communities (Munjaj & Munjal, 2014). Sustainable tourism practices include responsible tourism development, community involvement, and environmental conservation, all of which contribute to both

economic growth and environmental sustainability (Iranita, Pratiwi, Kusasi, & Harun, 2024). The integration of blue economy principles in marine tourism has shown to attract more visitors, enhancing their experiences and fostering repeat visits, which in turn creates long-term economic benefits for local economies (Iranita et al., 2024).

Moreover, the use of technology, such as virtual reality, has proven instrumental in promoting sustainable tourism by offering virtual tours of vulnerable destinations. This technology allows for the rejuvenation of these areas while maintaining their sustainability, ensuring that future generations can benefit from them (Daline, Thomas, & Sankar, 2024). However, challenges such as resource depletion, environmental degradation, and socio-cultural erosion need to be addressed to ensure the long-term sustainability of tourism. Ongoing monitoring, stakeholder engagement, and strategic interventions are essential to balancing economic growth with environmental preservation (Munjal & Munjal, 2014).

Case Studies and Best Practices in Sustainable Tourism

Successful sustainable tourism initiatives often involve community empowerment, cultural preservation, and eco-friendly infrastructure. For example, the development of Perlang Village in Indonesia, which transformed former mining lands into sustainable halal tourism attractions, highlights how community-driven initiatives can contribute to both economic and environmental sustainability (Maftukhatusolikhah, Handayani, Pratomo, Iqbal, & Litriani, 2024). This case, among others, provides actionable insights for stakeholders to replicate and adapt these best practices to their unique contexts, ensuring that sustainable tourism continues to thrive globally (Talukder et al., 2024).

Environmental Impact in Halal Tourism

Halal tourism, an emerging sector within the global tourism industry, increasingly integrates environmental sustainability with Islamic principles. This convergence of religious values and eco-friendly practices is essential for promoting sustainable tourism in halal destinations. Studies have underscored the importance of aligning Islamic teachings with sustainable tourism practices, ensuring that tourism activities not only cater to the needs of Muslim travelers but also support environmental preservation (Herath, 2018). This approach promotes eco-friendly tourism destinations that respect both religious and environmental values, contributing to long-term sustainability in tourism development.

Perceived Environmental Value

Research in West Sumatra has demonstrated that the perceived environmental value of halal tourism destinations significantly impacts tourist satisfaction. Sustainable tourism development acts as a mediator in this relationship, emphasizing the importance of proper environmental management in enhancing the overall tourist experience (Zulvianti, Aimon, & Abror, 2022). Tourists are increasingly aware of the environmental impact of their travel choices, and destinations that prioritize sustainability through eco-friendly practices tend to attract higher satisfaction levels. This highlights the need for halal tourism destinations to focus on environmental preservation while maintaining Islamic cultural and religious standards.

Local Community Engagement

The development of halal ecotourism villages in Indonesia has illustrated the positive impacts of integrating local wisdom and community involvement in halal tourism. These villages not only cater to Muslim travelers by providing Muslim-friendly facilities but also foster community income, cultural preservation, and public awareness about environmental issues (Sonjaya, Salim, & Rozikin, 2024). By engaging local communities in the planning and development process, halal tourism can contribute to both the socio-economic and environmental well-being of the destination, thus supporting the long-term sustainability of tourism practices.

Challenges in Halal Tourism

Despite its potential, halal tourism faces several challenges that hinder its growth and sustainability. One of the primary issues is the lack of standardized halal certification, which creates confusion and inconsistency among stakeholders, including tourism operators and travelers (Amalia, Nova, Koh, & Suhartanto, 2024). Standardization is crucial for ensuring that halal tourism practices meet the expectations of Muslim tourists and align with religious guidelines. Furthermore, emerging halal tourism destinations often face infrastructural deficiencies, such as inadequate facilities and limited accessibility, which restrict their growth and sustainability (Herath, 2017). These challenges must be addressed to enable the successful development of halal tourism.

In addition, cultural resistance in non-Muslim majority regions poses a barrier to the adoption of halal tourism practices. Local populations may be hesitant to embrace halal tourism due to cultural differences, which can impede the success of tourism initiatives (Herath, 2018). Moreover, environmental degradation remains a pressing issue, particularly in island regions like Malaysia, where water pollution, overfishing, and coral bleaching in marine parks pose significant threats to sustainable tourism (Amalia et al., 2024).

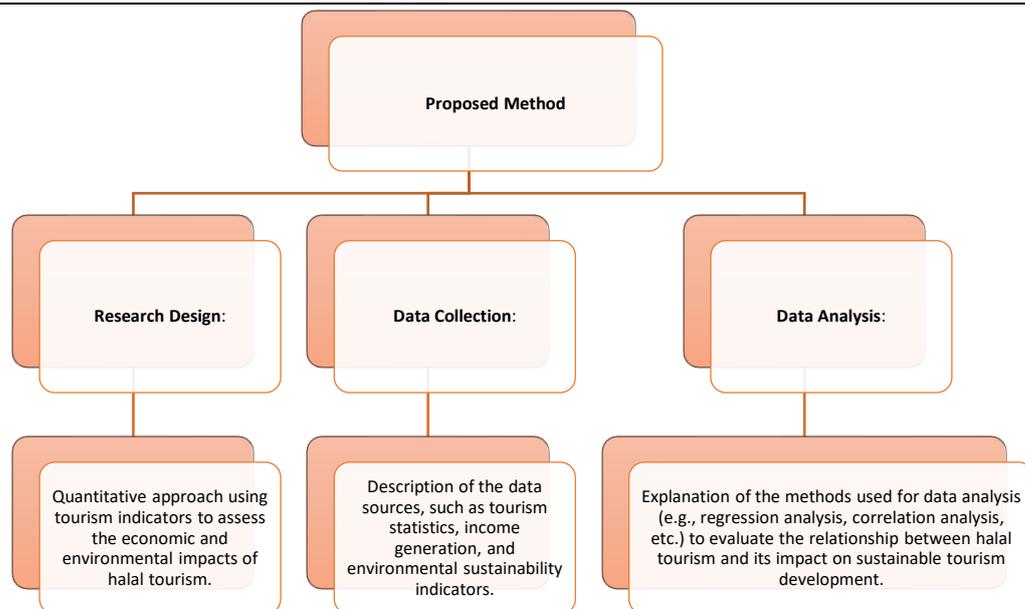
Opportunities in Halal Tourism

Halal tourism also presents significant opportunities for economic growth and innovation. The sector provides a robust market for Muslim tourists, contributing to the development of small and medium enterprises (SMEs) and boosting local economies (Sonjaya et al., 2024). Additionally, technological innovations such as blockchain technology, smart contracts, and green marine technologies can enhance the traceability and integrity of halal products, ensuring both halal compliance and environmental sustainability (Amalia et al., 2024). These innovations can help address some of the challenges faced by the halal tourism sector, such as certification issues and environmental concerns.

The development of sustainable tourism models based on local wisdom and community engagement offers another promising opportunity for halal tourism. By integrating blue and green economy principles, halal ecotourism villages can enhance the environmental and socio-economic benefits of halal tourism, creating a more inclusive and sustainable tourism model (Zulvianti et al., 2022). Policymakers can play a crucial role by developing coordinated frameworks that address infrastructure challenges, promote certification systems, and encourage sustainable practices in halal tourism (Herath, 2017).

3. Materials and Method

This study uses a quantitative approach to assess the economic and environmental impacts of halal tourism by analyzing indicators such as tourist arrivals, income generation, and environmental sustainability metrics. Data will be collected from tourism statistics, local community income reports, and sustainability indicators, focusing on aspects like waste management and water usage. Regression and correlation analyses will be employed to examine how halal tourism influences economic growth and aligns with sustainable practices, such as eco-friendly development and resource management, providing a comprehensive understanding of its effects on both local economies and the environment.



Figur 1. The structure of the Research Methodology flowchart.

Research Design

This study adopts a quantitative research approach to assess the economic and environmental impacts of halal tourism. By utilizing tourism indicators such as tourist arrivals, income generation, and environmental sustainability metrics, the research aims to evaluate both the economic growth driven by halal tourism and its environmental implications. Quantitative data provides a concrete basis for analyzing how halal tourism influences local economies and promotes environmentally-friendly practices, as well as its alignment with broader sustainability goals.

Data Collection

The data for this study will be sourced from multiple channels, including tourism statistics, income generation reports, and environmental sustainability indicators. Tourism statistics will provide insights into tourist arrivals, duration of stay, and expenditure patterns in halal tourism destinations. Income generation data will focus on the financial benefits that halal tourism brings to local communities, particularly small and medium enterprises (SMEs) involved in tourism-related activities. Environmental sustainability indicators will be gathered from local authorities and tourism agencies, which track metrics such as energy consumption, waste management, water usage, and biodiversity preservation in halal tourism destinations. These diverse data sources will ensure a comprehensive understanding of the impacts of halal tourism from both economic and environmental perspectives.

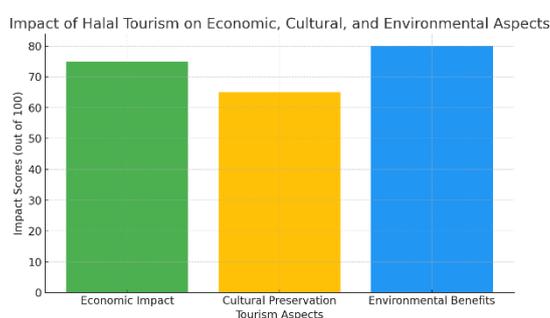
Data Analysis

Data analysis will be conducted using regression analysis and correlation analysis to evaluate the relationships between halal tourism and its economic and environmental outcomes. Regression analysis will be used to examine how changes in halal tourism indicators, such as tourist arrivals and income generation, correlate with economic growth in the region. Correlation analysis will be employed to assess the relationship between environmental sustainability practices and halal tourism development. By analyzing the correlation between environmental indicators (e.g., water usage, waste management) and tourism activities, the study will explore how well halal tourism aligns with sustainable tourism practices. The combination of these analytical methods will provide a robust evaluation of

the impacts of halal tourism on both economic development and environmental sustainability.

4. Results and Discussion

Halal tourism significantly contributes to local economic growth by attracting Muslim tourists, boosting small and medium enterprises (SMEs), and fostering infrastructure development. It also plays a key role in cultural preservation by integrating local traditions and offering Muslim-friendly facilities. Environmentally, halal tourism supports sustainable practices by aligning with green and blue economy principles, promoting eco-friendly destination management and preserving natural resources. Despite challenges like infrastructure gaps and certification inconsistencies, halal tourism presents opportunities for economic growth, cultural integration, and environmental sustainability, with policymakers needing to create frameworks that address these issues while ensuring long-term benefits for both the economy and the environment.



Figur 2. Impact of Halal Tourism on Economic, Cultural, and Environmental Aspects.

Table 1. Halal Tourism Impact.

Region	Economic Growth (%)	Community Engagement (%)	Environmental Impact (%)
West Nusa Tenggara	15	80	70
Lake Toba	10	75	65
Benan Island Village	12	85	80

Economic Impact

The findings of this study reveal a significant increase in income and local economic benefits attributed to halal tourism. Halal tourism has been shown to contribute to local economies by attracting both domestic and international Muslim tourists, leading to an increase in tourism-related businesses, particularly small and medium enterprises (SMEs). In regions such as West Nusa Tenggara and Lake Toba, the introduction of halal tourism has facilitated the growth of SMEs, providing new economic opportunities for local communities. This economic growth is also reflected in the development of infrastructure, such as hotels, restaurants, and transportation services that meet the specific needs of Muslim travelers, further boosting local economies. Halal tourism has proven to be a robust market for tourism, creating sustainable income streams and contributing to the overall economic development of the regions involved.

Cultural Preservation

Halal tourism also plays a crucial role in the preservation of local cultural heritage. In many halal tourism destinations, the integration of local cultural practices with tourism services has led to a greater appreciation of local traditions, crafts, and practices by Muslim tourists. For instance, in Indonesia, halal ecotourism villages emphasize local wisdom,

blending traditional cultural practices with tourism activities, thereby ensuring cultural preservation while offering Muslim-friendly facilities. This approach promotes the sustainability of local cultures, as the community remains actively involved in the tourism process, ensuring that cultural integrity is maintained while benefiting from tourism-related revenue. Furthermore, halal tourism encourages the conservation of religious and cultural sites, which are integral to Muslim travelers' experiences, leading to a sustainable model that respects both cultural and environmental values.

Environmental Benefits

In terms of environmental sustainability, halal tourism practices have been shown to promote eco-friendly destination management. Halal tourism initiatives often align with the principles of the green and blue economies, focusing on responsible resource use and environmental conservation. In destinations like Benan Island Village in Indonesia, halal tourism has been integrated with sustainable marine tourism practices, such as the protection of coral reefs and the promotion of sustainable fishing practices. This integration helps mitigate environmental degradation while fostering long-term ecological sustainability. Halal tourism's emphasis on sustainability is particularly important in preserving natural resources and maintaining biodiversity in destinations that rely on eco-tourism. The combination of religious principles and environmental stewardship makes halal tourism a model for sustainable tourism development that benefits both local communities and the environment.

Policy Implications

The findings of this study have important implications for policymakers in the tourism sector. To fully capitalize on the potential of halal tourism, policymakers should consider developing and implementing coordinated frameworks that address the challenges faced by halal tourism destinations, such as infrastructure deficiencies and the lack of standardized halal certification. Additionally, there is a need for policies that integrate halal tourism into broader sustainable tourism strategies, ensuring that both economic growth and environmental preservation are prioritized. Governments can play a key role in facilitating the development of halal tourism by promoting certification systems that guarantee halal compliance and support sustainability efforts. Furthermore, policy initiatives that encourage community engagement and the incorporation of local wisdom in tourism development can help ensure the long-term success of halal tourism while preserving cultural heritage and promoting environmental sustainability.

5. Comparison

Halal tourism presents a distinct model compared to traditional mass tourism, particularly in terms of economic impact, inclusivity, and environmental sustainability. While mass tourism often focuses on attracting large volumes of tourists regardless of their specific needs or preferences, halal tourism caters to a specific market segment-Muslim travelers-by offering services and facilities that align with Islamic principles. Economically, halal tourism has been shown to contribute significantly to local economies through the growth of small and medium enterprises (SMEs), as well as the development of infrastructure tailored to Muslim tourists. In contrast, mass tourism tends to create economic benefits that are more widely distributed but can be more short-term and less sustainable, especially in regions that face infrastructural challenges or over-tourism.

In terms of inclusivity, halal tourism is designed to be more culturally sensitive, integrating Islamic values such as halal food, prayer facilities, and Islamic-friendly activities into the travel experience. This inclusivity ensures that Muslim tourists feel respected and welcomed, which is not always a priority in mass tourism destinations, where the focus is more on general services and amenities. Furthermore, halal tourism's emphasis on community

involvement and cultural preservation adds a layer of social responsibility that mass tourism often lacks, as it tends to prioritize profit over the well-being of local communities.

Halal tourism is often considered a more environmentally-conscious and inclusive form of tourism compared to conventional tourism models. This is primarily due to its alignment with sustainable tourism practices that prioritize environmental conservation, responsible resource use, and the integration of local wisdom in tourism development. Halal tourism destinations often integrate eco-friendly practices, such as sustainable waste management, energy conservation, and the preservation of natural habitats. This contrasts with many mass tourism destinations, which sometimes prioritize rapid growth and profit over environmental considerations, leading to issues such as resource depletion and environmental degradation.

In terms of inclusivity, halal tourism not only caters to the religious and cultural needs of Muslim travelers but also fosters a broader sense of cultural respect and sensitivity. By incorporating local traditions, cultural practices, and community engagement, halal tourism ensures that tourism development benefits local populations, promotes cultural preservation, and contributes to the long-term socio-economic well-being of communities. Mass tourism, on the other hand, often focuses on attracting the largest possible number of visitors without prioritizing the cultural or social needs of local communities, which can sometimes lead to the erosion of cultural heritage and social discord.

6. Conclusion

This study has highlighted the significant economic impact and environmental benefits of halal tourism. The findings demonstrate that halal tourism contributes positively to local economies by generating income and creating job opportunities, particularly through the development of small and medium enterprises (SMEs). Furthermore, halal tourism practices emphasize environmental sustainability, with many destinations incorporating eco-friendly initiatives such as responsible resource management and the preservation of natural ecosystems. Additionally, halal tourism supports cultural preservation by aligning with local traditions and integrating community engagement into tourism development.

Halal tourism presents a valuable opportunity for the tourism industry to adopt more inclusive, sustainable, and culturally sensitive practices. The integration of halal tourism into broader sustainable tourism strategies can enhance the appeal of destinations to Muslim travelers while promoting environmental stewardship and cultural preservation. For policymakers and tourism stakeholders, it is crucial to develop frameworks that address infrastructure challenges, ensure standardized halal certification, and encourage community involvement. By embracing halal tourism as part of sustainable tourism models, destinations can diversify their tourism offerings and create long-term socio-economic and environmental benefits.

Future research should explore the impact of halal tourism on various destinations, particularly in diverse geographic and cultural contexts. Studies could examine how halal tourism practices affect the social fabric of different communities, the long-term environmental sustainability of halal destinations, and the economic growth in regions that integrate halal tourism with other sustainable practices. Furthermore, further exploration of how technology can be used to enhance halal tourism, such as through digital tools for certification and eco-friendly innovations, would provide valuable insights into the evolving role of halal tourism in the global tourism market.

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