

HALAL TOURISM ECOSYSTEM IN INDONESIA

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Abstract

Tourism is a sector with great potential to be developed in various countries. Indonesia has the opportunity to develop halal tourism because 86.7% of the population is Muslim. In the last two years, Indonesia's ranking in the Global Muslim Travel Index (GMTI) has increased rapidly. In 2023, Indonesia won the title of Top Muslim Friendly Destination of the Year at the GMTI event in Singapore. This research will discuss the Halal Tourism Ecosystem in Indonesia, focusing on the formulation of the halal tourism ecosystem in Indonesia, the halal value chain of the halal tourism industry, the potential for developing halal tourism in Indonesia. This research uses a qualitative approach with descriptive methods. Data were obtained through a review of various literatures, and analyzed using a content analysis approach on themes relevant to the halal tourism ecosystem in Indonesia. The findings of this study: first, Indonesia's halal tourism ecosystem is formed from the culinary, lodging, service, and Islamic finance sectors with government support. A large market and sharia facilities encourage Indonesia to become the best halal tourism destination GMTI 2023. Second, the halal tourism value chain includes destinations, transportation, accommodation, culinary, and travel and tour services. Third, halal tourism in Indonesia is very potential because the majority of the population is Muslim and strong government support. Indonesia is also recognized worldwide as the best halal tourist destination according to GMTI 2023.

Keywords : Ecosystem, Halal Tourism, Indonesia

Abstrak

Pariwisata adalah sektor dengan potensi besar untuk dikembangkan di berbagai negara. Indonesia berpeluang mengembangkan pariwisata halal karena 86,7% penduduknya beragama Islam. Dua tahun terakhir, peringkat Indonesia di Global Muslim Travel Index (GMTI) meningkat pesat. Tahun 2023, Indonesia meraih gelar Top Muslim Friendly Destination of The Year di ajang GMTI di Singapura. Penelitian ini akan membahas tentang Ekosistem Pariwisata Halal Di Indonesia, dengan fokus pada rumusan ekosistem pariwisata halal di Indonesia, rantai nilai halal industri pariwisata halal, potensi pengembangan pariwisata halal di Indonesia. Penelitian ini memakai pendekatan kualitatif dengan metode deskriptif. Data diperoleh melalui kajian berbagai literatur, serta dianalisis menggunakan pendekatan analisis isi pada tema yang relevan dengan ekosistem pariwisata halal di Indonesia. Temuan hasil penelitian ini: pertama, Ekosistem pariwisata halal Indonesia terbentuk dari sektor kuliner, penginapan, jasa, dan keuangan syariah dengan dukungan pemerintah. Pasar yang besar dan fasilitas syariah mendorong Indonesia jadi destinasi wisata halal terbaik GMTI 2023. Kedua, rantai nilai pariwisata halal mencakup destinasi, transportasi, akomodasi, kuliner, serta layanan travel dan tur. Ketiga, Pariwisata halal di Indonesia sangat potensial karena mayoritas penduduknya Muslim dan dukungan pemerintah yang kuat. Indonesia pun diakui dunia sebagai destinasi wisata halal terbaik versi GMTI 2023.

Kata kunci: Ekosistem, Pariwisata Halal, Indonesia

INTRODUCTION

Tourism is one of the industrial sectors that has great potential to be developed in every country (El-Gohary, 2016) . Indonesia has great potential in developing halal tourism with a Muslim population of 86.7% of the total population in Indonesia. This is in accordance with the report of *The Royal Islamic Strategic Studies Center* (RISSC) entitled *The Muslim 500* 2023 edition showing the number of Muslim population in Indonesia reaching 237.55 million people, which is the largest number in *the Association of Southeast Asian Nations (ASEAN)* countries and globally (Annur, nd) .

Indonesia is one of the most progressive countries in developing halal tourism (Surwandono et al., 2020) . In the last two years, Indonesia has experienced a significant increase in ranking in the GMTI (*Global Muslim Travel Index*) ranking index. Indonesia has succeeded in winning the title of *Top Muslim Friendly Destination of The Year 2023* in the GMTI (*Global Muslim Travel Index*) in Singapore (Indonesia, nd) . This is an increase from 2022 which was ranked 2nd in the GMTI (*Global Muslim Travel Index*) (Puspaningtyas, nd) .

Indonesia as a country with religious, ethnic, racial and cultural diversity has a legacy of traditions and history that are inseparable from the religious aspect as one of the potentials for developing halal tourism in Indonesia. Halal tourism has so far been more identical to religious tourism, namely traveling with the motivation and purpose of taking a spiritual journey by visiting historical places and religious sites such as performing the Hajj and Umrah pilgrimages and pilgrimages to the tombs of the saints (Jaelani, 2017) . However, over time and the development of tourism concepts and models, halal tourism is now starting to develop more widely, not only interpreted as religious tourism but also starting to be packaged as needs such as education, medicine, history, culture or even sports that offer a number of Islamic features and symbols (Surwandono et al., 2020) .

Several regions in Indonesia have very varied Islamic treasures and their own uniqueness. For example, Aceh as a province that has a special application of sharia or Islamic law has a number of historical building sites and unique Islamic culture. Riau also has the potential to manage halal tourism, considering the long history of the Islamic sultanate in Riau. Likewise, a number of regions in Java, which have a strong history of the Islamic sultanate, including Jakarta, West Java, Yogyakarta, Central Java, and East Java. Even a number of provinces in Nusa Tenggara, such as Lombok in West Nusa Tenggara, have become provinces that offer massive halal tourism, so that a number of tourists from abroad visit Lombok for the reason of offering halal tourism (Surwandono et al., 2020) .

Indonesia is a country that has many attractive tourist destinations for both local and foreign tourists. With so many interesting tourist attractions to visit, tourism can be an alternative to improve the Indonesian economy (Nugroho et al., 2019) . Optimizing the potential of halal tourism in Indonesia needs to be done so that the economy of the community around the tourist attractions can increase

(Fahham, 2017) . Tourist destinations have concepts and corridors that are based on *halal tourism* according to sharia which are not only intended for Muslims but for all humanity (Masrohatin & Astuti, 2023) .

Several previous studies on halal tourism conducted by (Lusi Cahaya Purnama et al., 2024) , (Pamungkas, 2025) , (Putri et al., 2025) and (Effendi et al., 2021) show that the halal tourism experience is not limited to physical services, but also includes interactions that respect Islamic social and ethical norms. This includes developing activities that promote understanding and coexistence between different cultures. Halal tourism builds cooperation and understanding between Muslim and non-Muslim communities through understanding and communicating positive cultural diversity. Based on the background above, this study will discuss the Halal Tourism Ecosystem in Indonesia, with a focus on the formulation of the ecosystem tourist halal in indonesia, chain mark halal industry tourist halal, potential development tourist halal in Indonesia .

RESEARCH METHODS

This study uses a qualitative approach with a descriptive style. Information will be collected through a review of various literature related to halal tourism in Indonesia. Qualitative research is a research method used to examine phenomena in a natural context, with a focus on in-depth and descriptive data collection and analysis (Creswell, 2015) . Data is carried out by content analysis by identifying key themes related to the concept and implementation, as well as challenges and opportunities in the development of halal tourism. Literature study is theoretical research or literature review, also known as a literature survey. This study is a series of activities related to information collection techniques from written sources, which include reading, recording, and organizing materials for research (Bado, 2021) . Literature studies use books, articles, and materials from other scientific works as sources of data and information (Jones, 2022) .

RESULTS AND DISCUSSION

Ecosystem Tourist Halal In Indonesia

An ecosystem is an orderly unity, where each element in the environment influences each other and establishes a reciprocal relationship or complex interaction between living things and their environment (Hakim & Sugianto, 2024) . The creation of a halal industry requires an ecosystem, which is not only manifested in raw materials and production, but also includes financing under regulatory authority, therefore, Islamic finance plays an important role in the formation of a halal ecosystem. One of the chains of the creation of a halal ecosystem is from the tourism sector. Which includes the culinary sector, accommodation, service and money circulation which will be systematically interrelated (Musyarofah, 2024) .

Halal or Muslim-friendly tourism is one type of tourism that has begun to be developed by many countries (Sugianto et al., 2024) . The development of Muslim-friendly tourism has three basic reasons for the development of halal tourism, namely the large number of the world's Muslim population, the large

number of Muslim tourists in the world and the large amount of spending by the world's Muslim population in the travel and food sectors (Putri et al., 2025) . From the three reasons, it can be concluded that the Muslim world is a potential market for the Muslim-friendly tourism industry. By Because That, a number of country in world strive to develop the tourism industry that friendly to tourists Muslims (Fahham, 2017) .

Based on the Global Muslim Travel Index (GMTI 2018) report, the market share of Muslim tourists is growing rapidly, even predicted to increase by USD 220 billion in 2020 and is estimated to increase by USD 80 billion to USD 300 billion in 2026. In 2017, there were 131 million Muslim tourists globally, increasing from 2016 which was only 121 million and is predicted to increase in number in 2020, which is around 156 million tourists. The number This represents 10 percent of the total segmentation of the halal travel sector as a whole (Saepudin, 2022).

Regulations on halal business have been implemented in many countries, especially in Indonesia. Indonesia as Wrong One country with the largest Muslim majority in the world, must create regulations for halal business or sharia business as the state's role in guaranteeing its people, the majority of whom are Muslim. Indonesia actually already has have a positive legal basis for products in sharia business, namely Constitution Number 33 Year 2014 About Guarantee Product Halal (JPH). In addition to the JPH Law, sharia business activities are also supported by Law Number 21 of 2008 in terms of financing (Asri & Ilyas, 2022) .

The Indonesian government has realized the potential of halal tourism, and has implemented a number of policies and programs to create competitive halal tourism, including providing halal food and drinks, prayer facilities, and other services that meet the needs of Muslim tourists. Based on the *Global Muslim Travel Index* (2023) report, Indonesia ranks first as a Muslim-friendly tourist destination in Organization of Islamic Cooperation (OIC) countries. GMTI also reported that there are seven factors that have caused the rapid growth of the global halal tourism sector, namely: (GMTI, 2023)

- a. Growth population Muslim
- b. Growth class income intermediate (*middle income*)
- c. Population generation Muslim millennials
- d. Increased access to information travel
- e. Increasing provider service travel Which accommodate worship needs Muslim (*Muslim-friendly*)
- f. Travel Ramadan
- g. Business travel

The Indonesian government as part of strengthening the halal tourism sector has begun to increase the existence of sharia hotels and halal restaurants. Through the Regulation of the Minister of Tourism and Creative Economy, Indonesia has created guidelines for organizing sharia hotels. Sharia here means is principle principle law Islam as Which set up fatwa and or has been approved by the Indonesian Ulema Council (MUI). In 2018, there were 37 sharia hotels that had

been halal certified and 150 hotels were moving towards sharia operations. There were 2,916 restaurants and 303 of them had been halal certified, and 1,800 were preparing for certification (Saepudin, 2022) .

Chain Mark Halal Industry Tourist Halal

Indonesia is one of the countries with the largest Muslim population in the world. *Global Report Islamic Economy The 2023 report* published by Thomson Reuters stated that Indonesia is ranked 3rd in the halal industry (State of the Global Islamic Economy Report, 2023) . The halal tourism industry value chain includes: tourism destinations, airlines & transportation hubs, hotels & accommodations, restaurants & cafes, and travel. & tour. Where in each value chain is divided into main industries and supporting industries which can be seen in the following table.

The strategy to strengthen each of the halal tourism industry value chains requires measurable implementation within a 5 year period (2019-2024) as stated. stated in the "Indonesian Sharia Economic Masterplan 2019-2024", with the following specific strategies: (Maulana & Zulfahmi, 2022)

1. Family tourism with integration of nature, culture and shopping centers integrated, consisting of: integration of tour packages and strengthening of halal tourism human resources. Strengthening halal tourism human resources includes the preparation of tourism curriculum, certification of halal tourism actors, halal tourism training for local residents. places, and benchmarking of halal tourism actors abroad .
2. International quality tourism at affordable prices, the activities consist of: preparing international standard halal tourism infrastructure, compiling quality standards through the development of *Muslim friendly* , cooperation between institutions, companies, and stakeholders to increase competitiveness. Strengthening branding tourist halal in media social, making halal tourism industry promotion and e-commerce application platform , and exhibition program sustainable halal tourism.
3. Development of tourism institutions, with the following programs: formulation and ratification of the Halal Tourism Law, establishment of district and provincial level award programs for the halal tourism category in Indonesia.

Potential Development Tourist Halal In Indonesia

Halal tourism is an activity, experience, activity, and hobby carried out while traveling in accordance with the framework of Islam. Halal tourism is not limited to religious tourism, but includes all tourism activities that do not conflict with Islamic values (Rahtomo, 2018) . The development of Muslim-friendly tourism has three basic reasons for the development of halal tourism, namely the large number of the world's Muslim population, the large number of Muslim tourists in the world and the large amount of spending by the world's Muslim population in the travel and food sectors. The three reasons above, it can be concluded that the Muslim world is a potential market for the Muslim-friendly tourism industry. Therefore, a number of

countries in the world are trying to develop a tourism industry that is friendly to Muslim tourists (Lusi Cahaya Purnama et al., 2024)

Halal tourism is a new trend in the tourism industry that is growing rapidly not only in countries with a Muslim majority population but globally. According to the *Mastercard CrescentRating Global Travel Market Index* (GMTI) 2023 Report, the global halal tourism market is predicted to continue to grow rapidly. By 2028, it is estimated that there will be 280 million Muslim tourists globally with a spending value of 225 billion US dollars. Indonesia managed to rank first in GMTI 2023 as the best halal tourism destination in the world, outperforming other countries such as Malaysia, Turkey, and Saudi Arabia (GMTI, 2023) .

Implications from the development of the tourism industry which is able to increase tourist visits, government income, can also provide benefit for the community local as livelihood. This causes competence high between regions And objective travel for interesting traveler. In Indonesia Alone, tourist is the most tourism sector fast develop And has become economic sector the biggest because of his contribution to the country's second largest foreign exchange after the palm oil industry. This country offers many diverse halal tourism destinations that span many islands. One of the islands that has great potential in the development of halal tourism is Lombok. In 2015, Bloombook was recognized as the world's best halal tourism destination at *the World Halal Travel Awards* held in Abu Dhabi. In 2019, Lombok received 76 points in the quality of telecommunications sector services from GMTI, up from 59 points in 2018. Indonesia is taking important steps in the development of halal tourism.

The more population size man which makes tourist as part from life necessities, and the increasing development of technology that makes things easier traveler accept information regarding tourism, this will certainly have an impact on increasing the number of tourists, both domestic and international, which Of course will have an impact to industry tourism. With apply tourism concept intelligent then the industry or field the will get competitive value or power competition more in the eyes tourists (Buhalis & Amaranggana, 2014).

The Indonesian government is committed to developing halal tourism as an economic driver main. Government has set target to attract 20 million Muslim tourists to Indonesia by 2025. The way to achieve this target, the government is investing in infrastructure, training, and marketing. With the right support from the government and the private sector, Indonesia can become a destination halal tourism. The Indonesian government has recognized the potential of halal tourism, and has implemented a number of policies and programs to promote it. Here are some factors that contribute to the potential of halal tourism in Indonesia, including; population Muslim Which big, have diverse place tourism , culture Which friendly And friendly, and supportive government .

Indonesia's prospects in developing halal tourism have been recognized worldwide. This is not without reason, considering that Indonesia has won many awards in the realm of world halal tourism destinations. According to the *Mastercard*

CrescentRating Global Travel Market Index (GMTI) 2023 Report, the global halal tourism market is predicted to continue to grow rapidly. In 2028, it is estimated that there will be 280 million Muslim tourists globally with a spending value of 225 billion US dollars. Indonesia managed to rank first in GMTI 2023 as the best halal tourism destination in the world, outperforming other countries such as Malaysia, Turkey, and Saudi Arabia (GMTI, 2023) .

This golden ink is what makes many parties optimistic that Indonesia has great potential in developing halal tourism. According to the Minister of Tourism and Creative Economy/Head of the Tourism and Creative Economy Agency (MENPAREKRAF) Sandiaga Uno, Indonesia's achievements in halal tourism make him very optimistic about the success of developing the halal tourism concept in Indonesia. Indonesia in developing halal tourism is supported by the majority of Indonesia's population being Muslim (Baparekraf, 2023) . Indonesia's Muslim population will later become skilled halal tourism drivers in developing destinations. So, with this large capital, Muslim tourists from various countries do not need to worry about finding halal tourism when on vacation in Indonesia.

Indonesia has halal tourism destinations spread across various islands. One of the islands with the most potential for halal tourism development is Lombok Island. In 2015, Lombok was named *The World Best Halal Tourism Destination* at the *World Halal Travel Awards* in Abu Dhabi. Several specific areas that have halal tourism potential in Indonesia, including tourism religion, tourism beach, tourism nature, and cultural tourism .

CONCLUSION

Indonesia as a country with a diversity of religions, tribes, races and cultures has a legacy of traditions and history that are inseparable from the religious aspect to become one of the potentials for developing halal tourism in Indonesia. Halal tourism is an activity, experience, activity, and hobby that is carried out while traveling in accordance with the framework of Islam. Halal tourism is not limited to religious tourism, but includes all tourism activities that do not conflict with Islamic values. The Indonesian government has realized the potential of halal tourism, and has implemented a number of policies and programs to promote this sector. The halal tourism ecosystem in Indonesia consists of several different stakeholders, these stakeholders work together to create a holistic and integrated halal tourism experience for visitors. This includes providing halal food and beverages, prayer facilities, and other services that meet the needs of Muslim tourists. The conclusions of this study include; The halal tourism ecosystem in Indonesia is formed from the interconnectedness of sectors such as culinary, accommodation, service, and sharia finance, and is supported by regulations and the active role of the government.

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