
Designing an Inclusive and Sustainable Halal Tourism Industry Model

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Abstract: *The halal tourism industry is growing rapidly along with the increasing number of global Muslim travelers and awareness of sharia-based consumption. Indonesia as a country with the largest Muslim population has great potential in this sector, but still faces challenges such as low halal literacy, inadequate infrastructure, and weak collaboration between stakeholders. This research aims to develop a conceptual model for the development of the halal tourism industry through a literature study of Scopus indexed scientific articles for the period 2020-2025. The method used is a descriptive qualitative study with a thematic analysis approach to 10 selected articles. The results showed that an effective halal tourism development strategy includes four main pillars: policy and regulation, human resource development, technological innovation and digital marketing, and preservation of cultural and environmental values. In conclusion, the conceptual model offered can be used as a basis for the formulation of national and local policies and strategies in building inclusive and sustainable halal tourism destinations.*

Keywords: Halal Tourism, Conceptual Model, Development Strategy, Halal Industry, Inclusive Policy.

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1. Introduction

Halal tourism is a fast-growing segment of the global tourism industry, driven by the increasing number of Muslim travelers and awareness of sharia-compliant consumption. According to the Global Muslim Travel Index (GMTI) 2023 report, there are an estimated 280 million Muslim travelers globally by 2028, with a spending value of USD 225 billion (LPPOM, 2024). Indonesia, as a country with the largest Muslim population in the world, has great potential in developing the halal tourism sector. In 2023, Indonesia was ranked first as the best halal tourism destination by GMTI, outperforming 138 other global destinations (Yana, 2024).

However, the development of halal tourism in Indonesia still faces various challenges, such as the lack of understanding of industry players on the concept of halal tourism, inadequate infrastructure, and the lack of promotion and destination branding at the global level (Hariani & Hanafiah, 2024a). Study conducted by (Indratno et al., 2024; Rachmiatie et al., 2023) emphasized the importance of the government's active role in creating a conducive halal tourism ecosystem through regulations, fiscal incentives, and a supportive certification system (Yusup et al., 2025). In addition, the integration of local values and cultural wisdom in halal tourism products is also considered important in increasing destination attractiveness. Research conducted (Arissaputra et al., 2025; Lin & Hsu, 2025; Soleymani et al., 2025) revealed that local cultural values that are in line with Islamic principles are able to increase the authenticity of the tourism experience felt by Muslim tourists.

Another problem that hinders the development of this industry is the gap in literacy and human resource capacity. The importance of training and a tourism education curriculum that is able to integrate sharia values with industry professionalism (Aravik et al., 2025). In addition, cross-sector collaboration between the government, industry players, academics, and local communities is a crucial factor in creating a sustainable and socially acceptable halal tourism destination. Research conducted by Nurcahyo et al., (2024) emphasized the importance of multi-stakeholder partnerships in strengthening the foundation for sustainable development of this industry. Technological development is also an important supporting factor in the expansion of the Muslim traveler market. Study by (Berakon et al., 2023; Mukherjee et al., 2022) shows that digital innovations, such as mobile apps and halal-friendly booking platforms, play an important role in attracting Muslim travelers and facilitating access to services that suit their needs.

Although various studies have discussed important aspects of halal tourism development, until now there is no comprehensive and scientifically tested halal tourism industry model that can be used

as a national reference. To answer this gap, this study aims to review various recent scientific literature and develop a conceptual model of the development of the halal tourism industry that can be the basis for development strategies at the national and local levels. Through a literature study approach to Scopus-indexed scientific articles from 2020 to 2025, this research analyzes strategies, challenges, and opportunities in the development of halal tourism based on empirical findings that have been published.

The results of this study are expected to make an important contribution in formulating halal tourism industry policies and practices that are inclusive, measurable and sustainable. In addition, this study is also expected to make a theoretical contribution in enriching the academic literature on a comprehensive and integrated halal tourism industry model. From the practical side, the research results can be used as a reference in designing halal tourism development strategies in Indonesia, as well as a basis for formulating relevant government policies and programs. This research has high urgency in answering challenges and optimizing opportunities in the development of the halal tourism sector in Indonesia.

Furthermore, this topic is also in line with global trends in the tourism industry that increasingly emphasize the importance of sustainability, inclusiveness, and compatibility with cultural and religious values. Therefore, this research is not only important for the national context, but also has the potential to contribute on a global scale, including as a reference for other countries that want to develop the halal tourism industry. Thus, this research has the potential to have a broad and sustainable impact on the development of the halal tourism industry, both nationally and internationally.

This study offers novelty by developing an integrated and inclusive halal tourism industry model that synthesizes policy, human resource development, technological innovation, and cultural environmental preservation within a single conceptual framework. Unlike previous studies that focus on partial aspects such as marketing, consumer behavior, or certification systems, this research consolidates fragmented findings from recent Scopus-indexed literature into a holistic industry-level model. Furthermore, this study contributes by positioning halal tourism not merely as a niche religious market, but as an inclusive and sustainable development strategy that aligns Islamic values with global sustainability and inclusiveness agendas.

2. Materials and Methods

This research uses a systematic literature review approach to examine and formulate a conceptual model for developing the halal tourism industry. This approach was chosen to explore and analyze empirical findings from various recent scientific studies that are relevant and indexed in the Scopus database in the period 2020 to 2025. Literature study is an appropriate method in this context because it allows the integration of various perspectives, strategies, and challenges that have been documented in the realm of halal tourism.

Primary data in the form of scientific journal articles focusing on the theme of halal tourism were retrieved through a search using keywords such as “halal tourism”, “Muslim-friendly tourism”, “halal tourism development”, and “halal tourism industry model” on the Scopus platform. Inclusion criteria included articles published between 2020 and 2025, focusing on the development of the halal tourism industry, and having significant contributions to the understanding of halal tourism development concepts, strategies, and practices. After the selection process, content analysis of the selected articles was carried out to identify key themes, research gaps, and opportunities for developing industry models.

To ensure methodological rigor and relevance, this study applied a purposive selection process in determining the final number of articles included in the analysis. Although the initial Scopus search resulted in more than 80 articles related to halal tourism, only 10 articles were selected for in-depth analysis based on strict inclusion and exclusion criteria.

The inclusion criteria were as follows: (1) articles indexed in the Scopus database; (2) publications between 2020 and 2025 to capture recent developments in halal tourism; (3) studies that explicitly discuss halal tourism development, policy, sustainability, technology, or industry models; and (4) articles that provide empirical findings or conceptual frameworks relevant to industry-level analysis.

Meanwhile, exclusion criteria included articles that focused solely on consumer behavior without industry or policy implications, conference papers with limited methodological transparency, and studies with overlapping or repetitive thematic contributions.

The final selection of 10 articles was considered sufficient for a qualitative thematic synthesis, as the selected studies represented diverse geographical contexts, methodological approaches, and key dimensions of halal tourism development. This depth-oriented approach aligns with qualitative literature review principles, which prioritize analytical richness over sample size.

The analysis was conducted qualitatively using narrative synthesis techniques to combine various research results, categorize concepts, and build a complete and applicable conceptual framework. (Sugiyono, 2018). This approach is in line with the methods used in previous studies that developed conceptual models in the halal tourism sector (Yusup et al., 2025).

In addition, this research also adopts principles in the development of industry models that integrate social, cultural, economic, and technological aspects as part of a sustainable and inclusive halal tourism system. Thus, the model developed not only accommodates the marketing and service dimensions, but also local values and cultural wisdom as well as digital innovations that are important in expanding market reach (Berakon et al., 2023; Mukherjee et al., 2022).

This research aims to produce a conceptual model that can be a reference for the development strategy of the halal tourism industry at the national and local levels. The model is expected to assist policy makers, industry players, and academics in designing policies and programs that are effective and in accordance with the needs of the dynamic and growing Muslim tourist market.

3. Results and Discussion

3.1 Literature review Publis and Perish

Based on literature analysis of Scopus indexed articles for the period 2020-2025, several key findings were found that are important in developing the halal tourism industry model. These findings include strategic aspects, challenges, opportunities, and factors that support the sustainability of this sector. The following table summarizes the articles used as a reference for the literature study:

Table 1. Literature Review

No	Article	Years
1	Dashti et al., (2024). Enhancing halal food traceability: a model for rebuilding trust and integrity in Muslim countries. <i>Journal of Islamic Marketing</i> , 15(12), 3382-3408.	2024
2	Ramadhani, (2021). Dilema Regulasi Pariwisata Halal Di Indonesia. <i>Ar Rehla</i> , 1(1), 89-105.	2021
3	Arissaputra et al., (2025). Muslim tourists as role models for environmental responsibility: key factors in memorable nature-based tourism, place attachment, and environmental concern. <i>Journal of Islamic Marketing</i> .	2025
4	Aravik et al., (2025). Challenges and Opportunities in the Implementation of Sharia Management. <i>Al-Iqtishadiyah: Ekonomi Syariah dan Hukum Ekonomi Syariah</i> , 10(2), 144-158.	2025
5	Harini et al., (2025). Development of Halal Tourism Villages Based on Local Culture and Sustainability. <i>Tourism and Hospitality</i> , 6(2), 55.	2025
6	Soleymani et al., (2025). Enhancing Sustainable Rural Tourism Through Memorable Experiences: A Means-End Chain Analysis. <i>International Journal of Tourism Research</i> , 27(2), e2800.	2025
7	Lin & Hsu, (2025). Authentic experiences and support for sustainable development: Applications at two cultural tourism destinations in Taiwan. <i>Leisure Sciences</i> , 47(1), 91-112.	2025
8	Nurcahyo et al., (2024). Maqasid Syariah Management in Realizing Sustainable Development Goals: Perspective of the Halal Tourism Industry. <i>Journal of Digital Marketing and Halal Industry</i> , 6(2).	2024
9	Mukherjee et al., (2022). Technology strategy in boosting halal tourism activities. In <i>Technology Application in Aviation, Tourism and Hospitality: Recent Developments and Emerging Issues</i> (pp. 41-56). Singapore: Springer Nature Singapore.	2022
10	Berakon et al., (2023). An expansion of the technology acceptance model applied to the halal tourism sector. <i>Journal of Islamic Marketing</i> , 14(1), 289-316.	2023

The table 1 shows a summary of several Scopus indexed scientific articles that are referenced in this literature study. These articles focus on crucial aspects in the development of halal tourism, ranging from regulation, human resource capacity building, cultural values, cross-sector collaboration, to technological innovation. For example (Arissaputra et al., 2025; Dashti et al., 2024; Ramadhani, 2021) highlighted the importance of halal regulations and certification systems as a key foundation in building Muslim traveler trust. This is highly relevant to support the policy pillars in the proposed halal tourism development model. Research conducted (Aravik et al., 2025; Harini et al., 2025) underlines the need for HR capacity building through training and integration of halal tourism curriculum, which is an important basis for human resource development in the conceptual model of this research. Research conducted (Lin & Hsu, 2025; Soleymani et al., 2025) emphasizes the value of local culture as an important element in creating an authentic tourist experience and increasing tourist satisfaction, thus becoming a vital aspect in the development of culture-based halal tourism products. Research conducted by Nurcahyo et al. (2024) highlighted the role of cross-sector partnerships as key to halal tourism sustainability, supporting the collaboration pillar in the formulated model. Lastly, (Berakon et al., 2023; Mukherjee et al., 2022) provides insight into the role of digital technology in expanding the market and accessibility of halal tourism services, which is an important foundation in the pillars of technological innovation and digital marketing. Thus, this table and narrative show how various aspects from different scientific literatures can be integrated to build a comprehensive and applicable halal tourism industry development model.

In the data collection process, the articles were obtained using keywords such as “halal tourism,” “Muslim-friendly tourism”, “halal industry development”, and “sustainable halal tourism” in the Scopus database. Next, the articles were screened based on the abstracts and keywords to ensure suitability to the research focus. Selected articles were then analyzed in depth to identify concepts, models, and challenges and opportunities in the development of the halal tourism industry.

3.2 Discussion

3.2.1 Halal Tourism Industry Development Strategy

The development of the halal tourism industry requires a multidimensional approach that includes aspects of regulation, marketing, digital technology, and synergistic engagement with local communities. Halal tourism is not just about providing Muslim-friendly facilities, but also reflects the integration of Islamic values in the overall travel experience. This is becoming increasingly important given the significant growth of the global Muslim traveler market and their demand for Shariah-compliant services (Battour & Ismail, 2016). Regulation is the main foundation in building tourist trust. Credible and transparent halal certification, which applies not only to food and beverages but also to accommodation, transportation, and tourist attractions, is a key indicator in assessing the feasibility of halal destinations. As explained by Santoso et al. (2020), In areas such as Lombok, halal tourism regulations and policies still face dilemmas in implementation, mainly due to the absence of harmonized perceptions among stakeholders and local communities. Therefore, the government's role in establishing and overseeing uniform halal standards is crucial.

On the other hand, marketing strategies must be able to communicate Islamic values creatively and adaptively, especially to the younger generation of Muslims who seek a balance between modern lifestyle and spirituality. Research by Syam et al. (2023) shows that strong halal destination branding should emphasize local cultural values and use religious narratives that do not alienate, but rather invite and strengthen emotional connections with Muslim travelers. With this approach, halal destinations will be more easily accepted and competitive at the global level. In addition, the integration of digital technology is a must in responding to the needs of Muslim travelers who are increasingly educated and digitally literate. Innovations such as halal-only booking apps, digital maps of places of worship and halal restaurants, and user reviews based on shariah-friendly experiences are important tools. Research conducted by Battour et al. (2022) emphasized that the use of technology in halal tourism marketing provides new opportunities for entrepreneurs to reach a wider market, while increasing the convenience of halal travel.

Equally important is the involvement of local communities in the development of halal destinations. Study by Silfiya et al. (2023) in Pantai Biru, Bangkalan, shows that a community-based approach can create economic value while strengthening local cultural identity. Community involvement in the provision of sharia-based services, halal entrepreneurship training, as well as preservation of local culture, can improve the economic and social sustainability of halal tourism

itself. Thus, the development of the halal tourism industry must be implemented comprehensively through synergy between sectors and stakeholders, in order to create destinations that are not only Muslim-friendly, but also economically, socially and culturally sustainable.

3.2.2 Challenges in Halal Tourism Development

The development of halal tourism in Indonesia faces fundamental challenges that affect the competitiveness and sustainability of the industry. One of the main obstacles is the low literacy and capacity of human resources in understanding and applying halal principles in the context of tourism as a whole. As expressed by Untari (2024), There are still many travelers who do not fully understand halal service standards, which impacts the quality of the Muslim traveler experience. The lack of specialized training and certification for tourism actors exacerbates this situation, as the services provided are often inconsistent with Muslim travelers' expectations. In addition, inadequate supporting infrastructure is also a major obstacle. Many destinations are not equipped with proper worship facilities or clear and reliable halal food availability. According to Silfiya et al. (2023), The lack of facilities such as prayer rooms, Sharia-compliant toilets, as well as Qibla direction signs in lodgings, is an obstacle that is often complained about by domestic and foreign Muslim tourists. The absence of these facilities shows that halal tourism has not been prioritized in the development of tourism infrastructure as a whole.

The lack of synergy between stakeholders, especially between the government, businesses and local communities, has also slowed down the pace of the sector's development. Research conducted by Santoso et al. (2020) stated that, without the collective involvement of all parties, halal tourism policies will be hampered by social resistance and miscommunication at the implementation level. For example, in the context of Lombok, the existence of halal policies is often not understood by local communities as an economic opportunity, but instead is considered a burden or a form of exclusivity. The negative stigma towards halal tourism is also a challenge. Some people and industry players view the halal concept as too exclusive or even discriminatory. Research conducted by Delaltfaa (2023) in his article mentioned that, some tourism industry players still consider halal tourism as a market restriction, even though it offers universal added value such as cleanliness, comfort, and service ethics. This stigma often arises from a lack of understanding of the inclusive value in the concept of halal tourism. By addressing these challenges strategically and collaboratively, halal tourism development in Indonesia has a great opportunity to grow as a leading sector that is not only Muslim-friendly, but also sustainable and inclusive for all travelers.

3.2.3 Opportunities and Innovation

Digital innovation opens up great opportunities in expanding the halal tourism market. The use of information and communication technology, such as mobile applications, online booking platforms, and social media, allows for easy access to information and improved services that comply with sharia principles. According to (Gaffar et al., 2024; Hakim, 2021; Hariani & Hanafiah, 2024; Hendrik et al., 2024), The development of digital applications that contain information on destinations, lodging, food, and halal facilities can make it easier for tourists to plan their trips. Involving local communities as part of the travel experience adds value and authenticity to the destination. Positive interactions with locals can enrich intercultural connections and increase traveler satisfaction. As stated by (Alfarizi et al., 2025; Hakim et al., 2023; Sari et al., 2025) implementation of smart tourism concepts that involve local communities can strengthen the attractiveness of halal destinations.

Global trends show that Muslim travelers are increasingly looking for destinations that not only meet the technical halal aspects, but also emphasize rich cultural experiences and educational value. According to research by Basendwah et al. (2024), Muslim travelers tend to avoid activities that go against Islamic values and prefer spiritual, cultural, and sustainability-based experiences. By utilizing digital technology and engaging local communities, halal tourism destinations can create authentic and memorable experiences for Muslim travelers. This not only increases traveler satisfaction and loyalty, but also contributes to local economic growth and cultural preservation.

3.2.4 Model of Halal Tourism Industry Development

The development of an inclusive and sustainable halal tourism industry requires a collaborative approach involving various stakeholders. The Pentahelix model, which includes academia, business, community, government and media, has been identified as an effective framework in developing halal tourism. According to Fithriyah, (2022), This model encourages synergy between the five actors to

increase the potential of halal tourism in Riau Province. This model consists of four main pillars: (1) Supportive policies and regulations through which the government acts as the main regulator in creating a conducive environment for the development of halal tourism. Riau Governor Regulation No. 18 of 2019 concerning Halal Tourism is a concrete example of the government's efforts to support this sector; (2) Human resource capacity building through training and education, where improving the quality of human resources is very important in providing services in accordance with sharia principles. Research conducted by Tasya, (2024) emphasized the importance of training for tourism industry players to understand and implement halal standards in their services; (3) Technological innovation and digital marketing such as, mobile applications and online booking platforms, can improve accessibility and convenience for Muslim tourists. According to Andriani & Sucipto, (2025; Aysan & Syarif, (2025; Qizam et al., (2025), digitization of halal tourism services can expand market reach and improve operational efficiency; and (4) Preservation of cultural and environmental values as a unique identity of the destination, by integrating local cultural values and environmental preservation in the development of halal tourism destinations can create an authentic experience for tourists. Research conducted by Al Mustaqim, (2023) highlights the importance of maintaining local wisdom and the environment in attracting Muslim tourists. The model also emphasizes the importance of continuous monitoring and evaluation for adaptation to changing trends and market needs. Regular evaluation enables strategy and policy adjustments to remain relevant and effective in the face of halal tourism industry dynamics.

3.2.5 Policy and Practical Implications

The results of this study indicate the need for the government to strengthen policies and provide incentives that encourage innovation and human resource development in the halal tourism sector. This includes the integration of halal tourism curriculum in vocational and university education. According to research conducted by, Nahdiyati & Yusdalifa, (2025), The integration of Islamic education in the development of halal tourism includes sharia-based curriculum, human resource training, and halal certification based on Islamic values. The findings show that Islamic education can strengthen the management of halal tourism destinations through understanding tourism fiqh, service ethics, and halal management. Industry players are encouraged to aggressively adopt digital technology and prioritize local values in tourism product development to create authentic and value-added experiences (Dotsenko et al., 2024).

The adoption of today's digital technologies improves travel efficiency and experience, and the government continues to encourage it (Xia et al., 2024). However, only 40 percent of tourism businesses in Indonesia have adopted these digital solutions. (Patadaily, 2024). Cross-sector partnerships between government, industry, academia, and community need to be enhanced to ensure sustainability, competitiveness, and wider market penetration. The Pentahelix model, which includes academia, business, community, government and media, has been identified as an effective framework in developing halal tourism (Pratiwi et al., 2024; Rahayu & Abbas, 2024). This model encourages synergy between the five actors to increase the potential of halal tourism in Riau Province. Overall, the results of this study enrich the literature with a comprehensive model that can be used as a guide in designing policies and practices for developing the halal tourism industry. This model is not only theoretical but also applicable, able to answer various challenges while taking advantage of opportunities in the growing global Muslim tourist market.

4. Conclusion

The novelty of this research lies in its integrative conceptual contribution to the halal tourism literature. By systematically synthesizing recent high-quality Scopus-indexed studies, this research formulates a comprehensive halal tourism industry development model that bridges regulatory, human capital, technological, and socio-cultural dimensions. This model extends existing halal tourism frameworks by explicitly incorporating inclusiveness and sustainability as core principles, rather than supplementary outcomes. As such, the study fills an academic gap by offering a structured reference model that can be operationalized by policymakers and industry stakeholders, particularly in emerging halal tourism destinations.

Based on the results of a literature review of Scopus indexed scientific articles for the period 2020-2025, this study concludes that the development of the halal tourism industry requires a holistic and integrated approach. The main findings of this study show that the halal tourism development strategy does not only depend on the provision of halal facilities, but should also include supportive

government regulations, a reliable certification system, education and training of human resources, digital technology innovation, and preservation of local cultural values. Challenges identified include low halal literacy among industry players, lack of supporting infrastructure, weak global promotion, and lack of cross-sector collaboration. However, opportunities that can be utilized include the increasing trend in the number of global Muslim tourists, the development of digital technology, and the compatibility between Islamic values and local culture in many destinations.

The main contribution of this research is the preparation of a conceptual model of halal tourism industry development that emphasizes four main pillars: policy and regulation, human resource development and education, technological innovation and digital marketing, as well as cultural and environmental preservation. This model is applicable and can be the basis for formulating national and local strategies in the context of inclusive and sustainable development of the halal tourism sector. Theoretically, this research enriches the academic literature in the field of halal tourism by synthesizing various approaches and the results of recent empirical studies.

The implications of this research include the importance of synergy between policy makers, industry players, academics, and local communities in creating competitive and socially acceptable halal tourism destinations. The government needs to formulate policies that support the development of halal tourism, including the provision of incentives, strengthening the halal certification system, and integrating the Islamic tourism education curriculum. Meanwhile, industry players are required to be more adaptive to technological changes and global market trends by developing digital-based services that are Muslim-friendly.

For future research, it is recommended that a field-based empirical study be conducted to test and validate the conceptual model that has been developed in the specific context of a particular region or destination. Further research can also explore the dynamics of Muslim tourists' perceptions of various halal destination attributes, as well as examine the most effective communication and promotion strategies in the digital era. Thus, this research is expected to be an initial step towards the development of a more directed, systematic and sustainable halal tourism industry.

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