



Economic Growth and Stability of the Halal Industry in the Context of Islamic Tourism in Southeast Asia

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Abstract. *This study examines the contribution of the halal industry to supporting economic growth and the stability of Islamic tourism in Southeast Asia. The background to this study stems from the increasing demand for sharia-compliant products and services by Muslim tourists, making halal tourism a strategic sector with significant potential in the global economy. The research used a library research approach with a qualitative approach through literature reviews, scientific articles, and relevant sources. Data analysis was conducted through the stages of data reduction, grouping, and verification using triangulation techniques. The results show that the halal industry in Islamic tourism contributes significantly to economic growth through increasing the number of Muslim tourists, diversifying halal products and services, and creating new business opportunities for MSMEs. Factors influencing the stability of the halal industry include regulation and certification, Muslim-friendly tourism infrastructure, digital technology support, public awareness, regional cooperation, investment, and socio-cultural harmonization. Halal tourism innovations, such as service digitalization, branding strategies, and strengthening the halal value chain, have proven effective in supporting sustainable economic development in the region. Halal tourism serves as a driving force for inclusive economic growth and a means of preserving local culture. With strengthened regulations, improved service quality, and international cooperation, Southeast Asia has the potential to become a global hub for halal tourism.*

Keywords: Economic Growth, Halal Industry Stability, Islamic Tourism, Southeast Asia

1. Introduction

The halal industry is generally more popular among Muslims who practice a halal lifestyle. For Muslims, the presence of halal-labeled products and services is crucial in their daily lives. The halal industry is one of the fastest-growing sectors in the global economy, with an annual growth rate of around 20 percent. In 2019, the global halal market value was estimated at USD 5.73 trillion and is projected to increase to USD 6.53 trillion by 2024. One of the key components of the halal industry that is growing rapidly is the tourism sector (Siregar and Ritonga, 2021).

Tourism is a means of entertainment, relaxation, and recreation, as well as an economic, cultural, and social activity in the life of a nation and society. Tourism, which is also closely linked to social values, contributes to human relations, cultures, and the convergence of societies and nations (Hasan, 2022). Tourism is a strategic sector that contributes significantly to economic growth in various countries. In Southeast Asia, this sector continues to grow rapidly in line with increasing global mobility, the growth of the middle class, and the cultural diversity and natural beauty that are its main attractions. However, in the last two decades, there has been an emergence of a tourism trend based on Islamic values or *Islamic tourism* (halal tourism) is increasingly prominent as a potential segment that drives regional economic acceleration.

Islamic tourism has emerged as one of the fastest-growing segments of global tourism, driven by the rise in Muslim travelers, the growing purchasing power of the Muslim middle class, and the growing attention of governments and industry players to Sharia-compliant products and services. Southeast Asia, home to a large Muslim population and a popular tourist destination, is strategically positioned to capitalize on this opportunity. The integration of halal products, including halal food, Muslim-friendly accommodations, prayer facilities, and tour packages that take religious norms into account, are key factors in attracting and retaining Muslim travelers.

The tourism industry plays a crucial role as a primary source of regional and national revenue, both through foreign exchange earnings and its contribution to reducing high unemployment rates, thus driving national economic growth (Amaliyah and Musa, 2022). Halal tourism is a form of culture-based tourism grounded in Islamic values and teachings, with the ultimate goal of fostering noble character as its primary foundation. As a relatively new concept, sharia tourism requires further development and a deeper understanding of the application of Islamic values to halal tourism activities (Mahardika, 2020).

Halal tourism encompasses various aspects, from accommodation and culinary delights to tourist destinations, all of which are aligned with Sharia principles. In recent years, the Indonesian government has strived to promote the development of halal tourism destinations through various policies and initiatives. This step is aimed at increasing Indonesia's competitiveness amidst the competitive global tourism market. These efforts include providing prayer facilities at tourist sites, developing Muslim-friendly destinations, and implementing halal certification for hotels and restaurants (Sugianto, Zuhra, and Alim, 2024).

Halal tourism is now a rapidly growing global trend, particularly in countries with large Muslim populations. Indonesia, as a Muslim-majority country, offers significant opportunities to optimize this sector. In addition to contributing to economic growth and improving public welfare, halal tourism also holds significant potential for supporting the preservation of local culture. In relation to local wisdom, it is important to examine how halal tourism can serve as a driving force in preserving and strengthening cultural heritage, while simultaneously driving economic development in various regions of Indonesia (Sukirman and Zulkarnaen, 2022).

Halal tourism encompasses more than just the provision of prayer facilities, halal food, and Muslim-friendly accommodations; it also encompasses the assurance of ethical values, comfort, and safety in accordance with Islamic law. This makes it an inclusive industry, as its benefits benefit not only Muslim travelers but also non-Muslim travelers seeking quality services with hygienic and ethical standards.

Economic growth is a crucial indicator for assessing a country's success. Achievements in this area are often used as a basis for evaluating the performance of the government and related institutions. One positive sign of economic growth can be seen in the development of the tourism sector. Thus, tourism plays a crucial role in contributing to the country's foreign exchange earnings and is a natural driver of national economic growth (Aini, 2024).

Economically, the development of the halal industry not only impacts the tourism sector but also the local supply chain: food and beverage production, retail trade, transportation, hospitality, and other supporting services. Well-managed growth in Islamic tourism can increase foreign exchange earnings, create jobs, and stimulate infrastructure investment, contributing significantly to developing countries in the region.

However, this economic potential is directly proportional to the need for stability in the halal industry: adequate standards, certification, service quality, and cross-sector coordination.

Despite the significant opportunities, several unique challenges threaten the stability and growth of the halal industry in the context of Islamic tourism in Southeast Asia. First, there is a lack of comprehensive harmonization of halal standards across countries, and differences in certification procedures and consumer trust can hinder the mobility of halal products and services. Second, the infrastructure supporting Islamic tourism, including truly halal food services throughout the supply chain, and standardized accommodations, remains unevenly distributed across many destinations. Third, human resource capacity issues, both in terms of knowledge of halal services and tourism service skills, limit the quality of the tourist experience. Fourth, tourism is seasonal and vulnerable to external shocks (e.g., pandemics, economic crises, political conditions), necessitating mechanisms to enhance industry resilience.

The government plays a crucial role in creating a conducive ecosystem through regulations, promotions, infrastructure investment, and incentives for halal businesses. However, inconsistent policies, complex certification bureaucracies, or a lack of synergy between institutions can undermine investor and business confidence. Furthermore, the need for sensitive and adaptive marketing to communicate halal attributes without excluding non-Muslim markets requires a well-thought-out brand strategy and positioning.

In Southeast Asia, countries such as Malaysia, Indonesia, Brunei Darussalam, and Thailand are beginning to prioritize the halal industry, particularly halal tourism, as a key component of their economic development strategies. Malaysia is known as a pioneer in developing a halal tourism ecosystem, supported by strong regulations and certification. Indonesia, as the world's largest Muslim population, is also striving to integrate potential tourist destinations with halal standards. Brunei Darussalam emphasizes exclusive tourism based on Islamic values, while Thailand is actively diversifying its tourism offerings to attract Muslim tourists.

Despite its significant potential, several challenges remain in maintaining the stability of the halal industry in the tourism sector. These include differences in halal certification standards between countries, limited Muslim-friendly infrastructure in some destinations, and increasing global competition. Furthermore, tourism's dependence on external factors such as the global economic crisis, the pandemic, and international political dynamics also influence the sustainability of the growth of this sector.

2. Methods

The type of research used in this study is library research with a qualitative approach. Field research itself is research conducted directly in the location or natural context where the phenomenon occurs (Sugiyono, 2017). Meanwhile, a qualitative approach is used to gain an in-depth understanding of the phenomenon being studied, with an emphasis on the meaning, experience, and interpretation of the research subjects (Moleong, 2019). The data collection technique used is a literature review technique, which examines literature, articles, journals, and various other relevant library materials.

This study conducted data analysis through three steps: data reduction, data grouping, and data verification. Data reduction was carried out by sorting, filtering, and simplifying information to ensure it remained relevant to the research focus. Next, the data was grouped based on the research topic, namely: Economic growth and stability of

the halal industry in the context of Islamic tourism in Southeast Asia. The final stage, namely data verification, is carried out using triangulation techniques, namely comparing information from various sources to ensure data consistency and accuracy (Neuman, 2014).

3. Results and Discussion

3.1 *The Contribution of the Halal Industry to Islamic Tourism and Economic Growth in Southeast Asia*

Halal tourism is a form of tourism based on Islamic sharia principles. With the growing number of Muslim tourists worldwide, this sector has significant potential for growth. In addition to highlighting natural and cultural beauty, halal tourism ensures that every aspect of travel aligns with Islamic teachings (Irawati, Bulutoding, and Siradjuddin, 2024). As a driver of a sustainable global economy, tourism contributes significantly to global economic growth. This phenomenon is also related to changing consumption patterns, where religious factors are increasingly being considered in travel activities, one example of which is halal tourism (Mustaqim 2023).

Unlike conventional tourism, halal tourism offers not only recreational destinations but also religious objectives, such as pilgrimages to the tombs of religious scholars or prophets. In Indonesia, sharia tourism standards have been established by the National Sharia Council of the Indonesian Ulema Council (MUI) in conjunction with the Ministry of Tourism and Creative Economy. These standards encompass community well-being, spiritual tranquility and guidance, avoiding superstitious practices, and avoiding prohibited activities such as adultery, pornography, alcohol, drugs, and gambling. Strong moral principles also underpin its development (Aulia, Tsabithah, and Supriyono, 2023).

Currently, tourism is playing an increasingly important role in the global economy due to its impact on employment, income, standard of living, and other production sectors in tourist destinations (Winengan, 2020). In addition to becoming an increasingly important part of the global economy, tourism is also considered a direct source of income for countries, making it crucial for economic growth. Halal tourism has enormous potential to meet the demands of the global market, which is shifting towards a sharia-compliant economy. This is supported by several studies demonstrating the relationship between religion and tourism (Basyariah, 2021). Halal tourism combines various important concepts to provide comfort and satisfaction to Muslim tourists. Some of the key components of halal tourism include:

- a. Halal accommodation, such as hotels with prayer facilities, halal food, and services that comply with Islamic ethics.
- b. Halal culinary, namely the provision of food and drinks that are halal certified and free from alcohol and haram products.
- c. Religious tourism, such as visits to mosques, tombs of saints, Islamic historical sites, as well as the Hajj and Umrah pilgrimages.
- d. Halal recreation, in the form of tourism activities that do not conflict with sharia, for example nature tourism, gender-segregated water sports, and Islamic cultural festivals.

This concept demonstrates that religious factors are a crucial factor in tourism decision-making, while also reflecting a shift in society's consumption paradigm toward a greater emphasis on moral and spiritual values. Thus, halal tourism not only

supports inclusive and sustainable economic development but also enriches the diversity of global tourist destinations.

Many countries have adopted this concept, not only Muslim-majority nations but also others such as Japan, Australia, Thailand, and New Zealand. This aligns with global trends, where halal tourism is increasingly popular as part of a Sharia-compliant lifestyle and economy. The rapid growth of international travel, particularly in the Asia-Pacific region, has also strengthened halal tourism's position in the global economy (Fadhlan and Subakti, 2020).

Tourism is one of the largest industries with significant potential to drive national economic growth. Its role in the economy is undeniable, as it serves as a vital pillar of economic development.

The success of tourism development can be measured by the amount of state revenue generated from the sector. Furthermore, the tourism industry has a powerful multiplier effect in sustainably increasing tourist visits. A surge in tourist numbers will attract investors because it offers significant profit opportunities (Zebua, 2016). The primary objective of assessing the tourism sector is to determine the industry's ability to survive and maintain its sustainability. The evaluation goes beyond economic contributions to environmental, social, cultural, and knowledge aspects (Sutono, 2023).

Tourism is seen as highly urgent for national economic development because it can create jobs, increase business income, and encourage regional development through government policies (Hasyim and Priyono, 2023). Furthermore, this sector serves as a source of foreign exchange that can stimulate economic growth, reduce unemployment, attract investment, and contribute to increased national productivity.

The halal industry in the Islamic tourism sector plays a significant role in driving economic growth in Southeast Asia. This is evident in the increasing number of Muslim tourists, investment in halal infrastructure, and the government's role in supporting the halal ecosystem.

a. Increasing Number of Muslim Tourists

The growth of the global Muslim middle class, particularly in the Middle East, South Asia, and within ASEAN, has increased demand for halal tourism destinations. Countries such as Malaysia, Indonesia, and Brunei Darussalam have become pioneers in providing halal-compliant facilities, from accommodations and culinary delights to transportation services. This increase in visits directly contributes to foreign exchange earnings, job creation, and increased incomes.

b. Diversification of Halal Tourism Products and Services

The halal industry extends beyond food and beverages to include hotels, sharia-compliant spas, halal travel agencies, and family-friendly tourism. This diversification adds value to the tourism chain and expands business opportunities for MSMEs. In Southeast Asia, the integration of the halal industry with Islamic tourism has driven the growth of the service sector, contributing significantly to GDP.

The increasing number of halal tourists and the halal tourism sector's contribution to GDP demonstrate strong economic growth. In recent years, there has been a significant increase in the number of tourists choosing Indonesia as their halal destination. This not only creates new economic opportunities but also helps stimulate national economic growth. The halal tourism sector's contribution

to GDP reflects its success in creating added value for the economy (Hasibuan et al. 2024).

c. Government Support and Regulation

Governments in Southeast Asia are increasingly recognizing the economic potential of halal tourism. For example, Malaysia has *Master Plan Halal Industry*, Indonesia develops *Muslim Friendly City Index*. Meanwhile, Thailand, despite being predominantly non-Muslim, has begun investing in halal facilities to attract Muslim tourists. Standardized halal regulations and certification have boosted tourist confidence and strengthened Southeast Asia's position as a global halal destination.

d. Global Competitiveness and Branding

Southeast Asia is one of the main destinations in the report *Global Muslim Travel Index (GMTI)*. Malaysia and Indonesia consistently rank at the top, demonstrating the contribution of halal tourism branding to enhancing regional competitiveness. This branding strengthens destination appeal, increases foreign investment, and expands markets.

e. Macro and Micro Economic Impacts

At a macro level, the halal industry's contribution to Islamic tourism is reflected in the growth of the service sector's GDP, increased foreign exchange earnings, and job market expansion. At a micro level, local communities in tourist destinations directly benefit through halal-based small and medium enterprises, such as culinary, fashion, and sharia-compliant homestays. This strengthens economic inclusion and improves community well-being.

f. Challenges and Opportunities

Despite its significant potential, challenges include the lack of uniform halal certification standards across countries, a lack of integrated promotion, and infrastructure gaps in some destinations. However, with regional cooperation through ASEAN and growing global tourist awareness of the halal lifestyle, the potential for this industry to develop is significant and can strengthen sustainable economic growth in Southeast Asia.

The halal tourism industry in Southeast Asia makes a significant contribution to economic growth by increasing tourism spending, creating jobs, developing MSMEs, and attracting investment. Its economic potential is substantial, but maximizing these benefits requires harmonization of standards, increased service capacity, and investment in halal-specific infrastructure. With the right policies and coordination, halal tourism can be a significant driver of regional economic recovery and growth.

3.2 Factors Affecting the Stability of the Halal Industry in Supporting Islamic Tourism in Southeast Asia

The stability of the halal industry is a key element in the development of Islamic tourism in Southeast Asia. This industry is not limited to food and beverage products, but also encompasses accommodation, transportation, finance, and recreation services that comply with Sharia principles. For the halal industry to support the sustainable growth of Islamic tourism, several factors influence its stability. These factors can be explained as follows:

a. Government Regulations and Policies

The government plays a central role in establishing standards, certification, and oversight of the halal industry. Clear and uniform regulations will increase Muslim tourists' confidence in the products and services offered. In Southeast Asia,

countries like Malaysia and Indonesia already have official halal certification bodies (e.g., JAKIM in Malaysia and BPJPH-MUI in Indonesia), strengthening their positions as global halal tourism destinations.

b. Halal Standardization and Certification

Consistency in the application of halal standards is a key determinant of industry credibility. Internationally recognized halal certification makes it easier for Muslim travelers to choose products or services with confidence. Differences in standards between countries can pose challenges, so regional cooperation, such as through ASEAN, can promote harmonization of halal standards.

c. Halal Tourism Infrastructure

The availability of Muslim-friendly facilities, such as hotels with prayer facilities, halal-certified restaurants, suitable transportation, and tourist destinations free from non-halal activities, significantly impacts tourist comfort. Good infrastructure will strengthen the appeal of Southeast Asia as a prime halal tourism destination.

d. Digital Technology and Innovation Support

Digitalization facilitates the promotion and access to information about halal destinations. Halal restaurant locator apps, Sharia-compliant accommodation reservation platforms, and Sharia-compliant payment systems promote transparency and boost tourist confidence. Technology also facilitates more efficient and transparent halal certification.

e. Public Awareness and Literacy

The stability of the halal industry depends not only on service providers but also on the level of awareness of local communities regarding halal principles. Communities that understand the importance of the halal industry will more readily accept regulations and contribute to maintaining a positive image of Islamic tourism destinations.

f. Regional and Global Cooperation

Southeast Asia is a predominantly Muslim region, but also one with diverse cultures and regulations. Collaboration between countries in developing the halal industry, whether in trade, certification, or tourism promotion, will strengthen stability and competitiveness at the global level.

g. Economic and Investment Factors

The growth of the halal industry requires investment support from both the government and the private sector. Regional economic stability will influence the sustainability of the halal industry, for example in the provision of halal facilities, product innovation, and tourism destination development.

h. Social and Cultural Challenges

The ethnic, cultural, and religious diversity of Southeast Asia can present unique challenges. Harmonizing the needs of Muslim tourists with local non-Muslim wisdom is essential to avoid social conflict and ensure halal tourism remains inclusive.

The stability of the halal industry in supporting Islamic tourism in Southeast Asia is determined by a combination of internal factors such as regulation, certification, infrastructure, and public awareness, as well as external factors such as technological support, investment, and regional cooperation. The more integrated these factors are, the greater Southeast Asia's potential to become a global hub for halal tourism.

3.3 Halal Tourism Innovation for Sustainable Economic Development

Joseph A. Schumpeter, a leading figure in innovation theory, stated that entrepreneurs have a natural drive to build their own industries. They enjoy the creative process while simultaneously acquiring the skills and experience needed to produce diverse works and competencies. In the current context, sustainable economic growth opens up opportunities for entrepreneurs in the halal tourism sector to find new approaches to achieving long-term success.

Several countries, particularly in Southeast Asia, such as Singapore, are beginning to tap into the potential of halal tourism. As a developed nation with advantages in the economy, investment, foreign exchange, and infrastructure, Singapore has incorporated halal tourism as a strategy to attract Muslim tourists. The implementation of halal tourism is supported by two main factors: the increasing number of Muslim tourists, which drives the sector's growth, and the implementation of sharia economic principles, which underpin the need for halal businesses such as restaurants, sharia-compliant hotels, Muslim-friendly transportation, and other related sectors. Furthermore, the halal industry in Singapore is growing rapidly, creating numerous business opportunities. Singapore's success is further reinforced by an effective national branding strategy globally, particularly thanks to its economic strength and technological advancements.

Thailand has also taken strategic steps to address the high demand from Muslim tourists. In 2015, Muslim tourists contributed up to 4.9 trillion Thai Baht, or 10% of the total value of its tourism industry. In response, the Thai government has designed a long-term policy for halal tourism, while bridging the development gap between the northern and southern regions. The southern region, which is predominantly Muslim, often faces poverty issues. To this end, the government has implemented three main policies: first, establishing Islamic banks such as the Government Savings Bank, the Agricultural and Cooperative Bank, and the Sharia Bank of Thailand; second, channeling funds for the development of the halal industry, including tourism, with the aim of creating jobs for the Muslim community and teaching Arabic to tourists from the Middle East; and third, launching a zakat program to support the local Muslim community. In addition, innovations such as the *Muslim-Friendly* was also introduced to make it easier for Muslim tourists to find halal restaurants, for example Yana Restaurant at MBK Centre, Bangkok, which is halal certified and serves a variety of typical Thai dishes.

For Indonesia, enhancing the competitiveness of halal tourism requires the implementation of a digital strategy. This includes developing a digital economy platform to support MSMEs, strengthening the halal supply chain, and increasing halal production capacity to ensure global competitiveness. *Indonesian Sharia Economic Masterplan 2019–2024* According to the National Development Planning Agency (Bappenas), there are four main targets: the establishment of a sharia market and financing system, the construction of incubator facilities to support the growth of startups that strengthen the halal value chain at the national and international levels, and the development of an integrated information system to monitor the footprint of halal products.

4. Conclusions

The halal industry within Islamic tourism in Southeast Asia has proven to contribute significantly to regional economic growth. First, through increasing the number of Muslim

tourists, diversifying halal products, and supporting government regulations, halal tourism drives job creation, increases foreign exchange earnings, and strengthens local MSMEs. This demonstrates that halal tourism is not only religious but also plays a role as a driver of inclusive and sustainable economic development.

The stability of the halal industry is greatly influenced by clear regulations, standardized halal certification, the availability of Muslim-friendly tourism infrastructure, digital technology support, and public awareness. Regional and global cooperation is also a crucial factor in strengthening Southeast Asia's halal tourism competitiveness as a global hub for halal destinations.

Innovation in halal tourism is key to sustainable economic development. The development of digital technology, branding strategies, Islamic financial inclusion, and the integration of community empowerment programs demonstrate that halal tourism can address global challenges while opening up new economic opportunities. Countries such as Singapore, Thailand, and Indonesia exemplify how innovative policies can strengthen the position of halal tourism in the international market.

Thus, the halal industry in Islamic tourism plays a strategic role as an economic driver, an instrument for sustainable development, and a means of strengthening the cultural and spiritual identity of Southeast Asian communities. To maximize its potential, harmonization of halal standards, increased service capacity, utilization of digital technology, and cross-border coordination are needed to make halal tourism more competitive globally.

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