



Best Practice of Halal Tourism Development In Various Countries: A Literature Review

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Abstract

Over the past few years, halal tourism has experienced rapid development worldwide. Halal tourism is present as a unique tourism concept and promotes Islamic law. Halal tourism also provides an accelerator for economic growth in a country. In addition, the projected presence of Muslim tourists will reach 140 million in 2023 and 160 million in 2024. Many countries with Muslim-majority populations are competing to develop halal tourism. However, until now, Indonesia, Malaysia, and Turkey have become the most competitive countries in developing world halal tourism according to the "halal tourist destination countries" event organized by the Global Muslim Travel Index (GMTI). In this event, Indonesia, Malaysia, and Turkey from 2019, 2021, and 2022 have always been the top 4 ranking countries. The purpose of this study is to analyze the development of halal tourism in Indonesia, Malaysia, and Turkey. This study's data sources came from journal articles, books, institutional publications, and websites. The results show that the development of halal tourism in Malaysia is still ahead of Indonesia and Turkey. This research uses a qualitative approach through a literature review on halal tourism in Indonesia and how it is practised in various countries. The main recommendation in this research is that the Indonesian government must focus on improving visitor visit aspects, sustainability, connectivity, and unique experiences in developing halal tourism. In addition, Indonesia, Malaysia, and Turkey need to maintain and improve the quality of halal tourism to become the best practice for developing halal tourism in various countries.

INTRODUCTION

Over the past few years, halal tourism has experienced rapid development worldwide. Halal tourism seems to be a new trend in the tourism sector. This fact is inseparable from the potential for halal tourism to become a major source of revenue for a country, especially countries with a Muslim majority. According to the data, the estimated spending by Muslim tourists in 2025 will touch US\$110 billion and in 2028 it will reach US\$225 billion (McConnor, 2022; Wicaksono, 2022). Apart from the economic potential offered by halal tourism in the world. This rapid development is partly due to the rapid growth of the Muslim population worldwide. This is also recognized by practitioners and researchers (Battour & Ismail, 2015).

Referring to the data, the number of international Muslim tourists based on the 2022 Global Muslim Travel Index (GMTI) research results from Mastercard and CrescentRating is estimated to reach 160 million in 2019 or before the COVID-19 pandemic. Then, in 2023 the number of Muslim tourists is expected to reach 140 million (Itsaini, 140 Million World Muslim Tourists Predicted to Travel in 2023, 2022). The figure below provides an overview of the development of the number of Muslim tourists in the world.

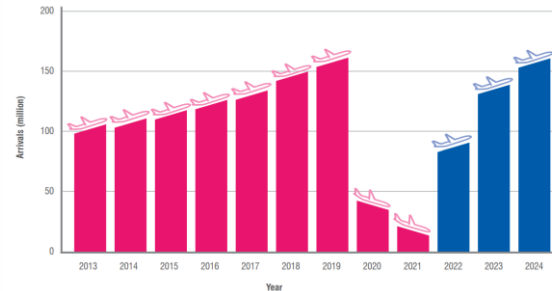


Figure 1. The Number of Muslim Tourists in the World.
Source: Mastercard & CrescentRating (2022)

From Figure 1 above, it can be seen that the number of Muslim tourists has increased significantly from 2013 – 2019. However, in 2020 and 2021 the number of Muslim tourists has decreased significantly due to the extraordinary COVID-19 incident which began at the end of 2019 and the conflict which has a major impact on social/travel restrictions internationally so it has an impact on the international tourism sector. These two factors make Muslim tourists cancel their trips or look for alternatives to other countries. Having experienced a decline for two years, the number of Muslim tourists will increase again in 2022. Data shows that in 2024 the number of Muslim tourists is projected to return to 160 million (Itsaini, 2022; Mastercard & CrescentRating, 2022; McConnor, 2022; Ulung, 2021; Wicaksono, 2022).

From the previous explanation, it can be understood that the development of the number of Muslim tourists in the world is very rapid. In fact, before the COVID-19 pandemic and conflicts in several countries, the number of Muslim tourists was projected to reach 230 million in 2026, but now it will be reached in 2028 (Itsaini, 2022). However, the rapid development of the number of Muslim tourists illustrates that halal tourism is becoming a new trend in the tourism sector.

Conceptually, halal tourism is considered a model or additional service package in the form of fulfilling the experiences and desires of Muslim tourists. There are at least three service packages needed by Muslim tourists; (1) need to have such as halal food service, salaah (prayer) facilities, water-friendly washrooms, and no Islamophobia; (2) good to have such as Ramadan fasting) services and facilities, local Muslim experiences, and social impact activities; and (3) nice to have such as no non-halal activities and recreational spaces with privacy (Mastercard & CrescentRating, 2022).

According to the Global Muslim Travel Index, one of the current prestigious events in the concept of halal tourism is the country as the best destination. In this event, Indonesia, Malaysia and Turkey from 2019, 2021 and 2022 have always been in the top 4 countries. The purpose of this

research is to analyze the development of halal tourism in Indonesia, Malaysia and Turkey. Therefore, the three countries were selected in this study as pilot countries in developing halal tourism in the world. Based on the previous explanation, this study aims to analyze the development of halal tourism in Indonesia, Malaysia and Turkey.

DATA AND METHOD

This research was conducted using a qualitative approach by presenting an analysis of the development of halal tourism in Indonesia, Malaysia and Turkey. This research is included in descriptive research to describe existing phenomena and outline the social environment and the relationships studied (Neuman, 2014). The benefits of research are purely for academic purposes that use abstract concepts in scientific development (Neuman, 2014). This research uses secondary data from many related literary works, such as articles, books, regulations, and other sources.

RESULT AND DISCUSSION

Halal tourism is currently an important sector in the global market. Based on the 2020/2021 Global Islamic Economy Indicator (GIEI) Report, the potential for halal tourism as part of halal products is estimated to reach 3 trillion USD in 2023 (Kominfo, 2021). In the GMTI version of the best halal destinations event starting in 2019, 2021 and 2022. Indonesia, Malaysia and Turkey have always been countries that consistently occupy the top 4. The GMTI results are summarized in the image below.

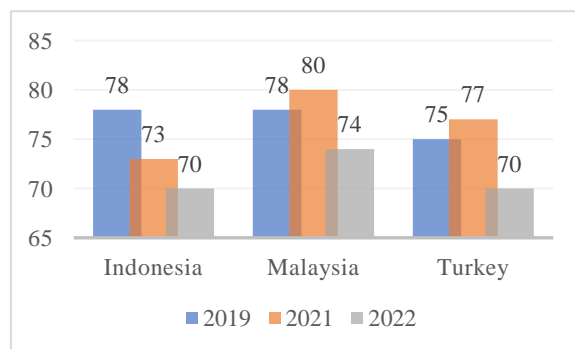


Figure 2. Scores for Indonesia, Malaysia and Turkey at GMTI 2019, 2021 and 2022

Sources: Processed from various sources

Based on the figure above, you can see the scores obtained by Indonesia, Malaysia and Turkey in the GMTI event from 2019, 2021 and 2022. Indonesia in 2019 won first place as a halal tourist destination according to the 2019 GMTI version beating Malaysia in the ranking second, and Turkey is ranked third (Kominfo, 2019). However, in GMTI 2021, Indonesia is ranked fourth after Malaysia, Turkey and Saudi Arabia. Then, in GMTI 2022, Indonesia and Turkey are ranked second after Malaysia (Itsaini, 2022). This is proof of dominance and the basis that the three countries deserve to be pilot countries in the practice of halal tourism for other countries.

Apart from the acquisition of the three countries being the best halal destination countries according to the GMTI version. These three countries are also very synonymous with the concept of halal tourism due to several reasons, one of which is that the majority of the population is Muslim (See Figure 2).

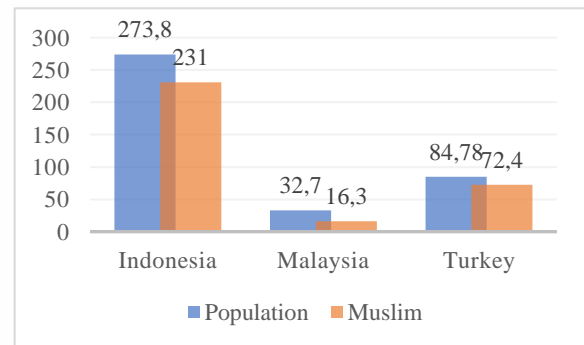


Figure 3. Comparison of the Total Muslim Population in Indonesia, Malaysia, and Turkey (2021)

Source: Processed from various sources (In Million)

Figure 3 depicts Indonesia with the largest Muslim population compared to Turkey and Malaysia in 2021. For Indonesia, the Muslim population is 86.7 percent or 231 million people out of 273.8 million people. Then, for Turkey itself, the Muslim population reaches 89 percent or 74.4 million of the 84.78 million population. Finally, Malaysia, with a Muslim population of 61.3 percent or 16.3 million of the 32.7 million population.

Another factor that makes these three countries the best in halal tourism is full involvement in the halal industry. Specifically, Indonesia and Malaysia are countries that are among the highest exporters of the halal economy in the world (Hafil, 2023). Then, for Turkey itself in November 2022 it will be the largest halal product exhibition in the world at the OIC Halal Expo event in the city of Istanbul (Cindyara, 2022).

Indonesia

Information about halal tourism first entered Indonesia in 2015. Since then, the Ministry of Tourism (Kemenpar) has formed a Halal Tourism Acceleration Team with three main destinations: Aceh, West Sumatra and West Nusa Tenggara (Maris, 2019). For Indonesia, halal tourism is the main driver of the halal industry as well as an accelerator of economic growth in Indonesia. This is inseparable from the many international Muslim tourists coming to Indonesia. In 2018, there were around 140 million international Muslim tourists with a total online shopping of USD 35 billion (Bank Indonesia, 2019).

The development of halal tourism in Indonesia is based on three main potentials in Indonesia. First, the wealth and diversity of national tourism resources. Second, the attention and positive attitude of the community towards the development of halal tourism. Third, Indonesia's position as a destination country for halal tourism investment, considering that Indonesia is a Muslim-majority country (Kemenparekraf, 2022). These three potentials serve as the



basis for developing halal tourism services and Muslim-friendly tourism to encourage Indonesia to become a leader in developing Muslim-friendly tourism in the world (Kemenparekraf, 2022).

The paradigm of developing halal tourism in Indonesia believes that halal tourism does not try to alienate Muslim tourists from conventional tourism activities or exclude non-Muslim tourists from certain tourist destinations. However, the development of halal tourism aims to provide a great convenience for Muslim tourists to carry out their religious obligations while travelling. For non-Muslims themselves, halal tourism exists as a way to provide safe and comfortable travel services while at the same time introducing Islamic teachings as universal values (Bank Indonesia, 2019).

Halal tourism is a model or service package in fulfilling the experiences and desires of Muslim tourists. The Director of Special Interest Tourism of the Ministry of Tourism and Creative Economy gave examples such as hotels catering to Muslim tourists' needs or tourist travel routes that can make Muslim tourists feel safe and comfortable to worship while travelling.

One of Indonesia's obstacles in developing halal tourism is changing the profiling of tourists from the Middle East who prefer countries that are different from their environment. Apart from that, halal tourism in Indonesia still needs a lot of improvement in terms of safety and inbound economy to carry out special interest tourism such as halal tourism (Kemenparekraf, 2022). The latest development related to halal tourism in Indonesia is building a Halal Masterplan (Hafil, 2023).

There have been various efforts made by various parties in Indonesia. For example, the Indonesian parliament or what is known as the People's Representative Council of the Republic of Indonesia (DPR RI) has collaborated in the field of halal tourism with Uzbekistan (Paat, 2022). In addition, the Vice President of the Republic of Indonesia gave special instructions to the Ministry of Tourism and Creative Economy to develop halal tourism in Indonesia (Kemenparekraf, 2021). Based on that, the Minister of Tourism and Creative Economy is trying to make various innovation and collaboration efforts to increase halal tourism in Indonesia.

Malaysia

Malaysia can be said to be one of the first countries to realize the potential of halal tourism. Malaysia is rapidly improving facilities and services to attract Muslim tourists to suit their religious beliefs. Then, Malaysia's tourism policy also seeks to ensure a hassle-free travel experience for all Muslim tourists and offers an environment that is in line with lifestyle according to Islamic law. In fact, since 2014, almost all hotels, restaurants and major shopping centers in Malaysia are equipped with the facilities and conveniences needed by Muslim tourists (CrescentRating, 2014).

The Malaysian government has also made significant efforts to encourage various parties to intensify the "Visit Malaysia" campaign which began in 2014. This has had a

significant impact on the large number of international tourists, especially Muslim tourists, to visit Malaysia (Aziz, 2018). Apart from promotions, Malaysia is also able to offer a variety of products and services for Muslim tourists to experience including facilities, Halal food and drinks as well as Muslim-friendly accommodation (Aziz, 2018). Muslim tourists can easily reach all halal products and services with guaranteed uniqueness in Malaysia (Adnan & Abdul, 2021).

In addition, the Malaysian government is also a major player in Muslim Friendly Tourism (MFT), or Halal tourism, to offer the best products and services for Muslim and non-Muslim tourists in GMTI. The development of halal tourism has had a good impact on the development of the tourism sector in Malaysia, such as opening up jobs for local communities and encouraging improvements in people's living standards (Ismail, 2015).

Malaysia in 2017 exported to Indonesia with a value of 2,221.1 million ringgit. Then, in 2018 it decreased 13.1 percent to 1,929.7 million ringgit. In 2019, exports of halal products by Malaysia to Indonesia increased another 7.4 percent to 2,071.8 million ringgit. Unfortunately, in 2020 it dropped dramatically by 35.1 percent to 1,343.6 million ringgit. Then in 2021, it will increase again by 32 percent to 1,773.5 million ringgit (Hafil, 2023).

Quoted via luxuryholidaysasia.com, Malaysia is the best halal destination country in the world for several reasons. First, Malaysia is a country with a majority Muslim population. This is relevant to Figure 2 which provides an overview of the Muslim population in Malaysia. Second, tourism policies are profitable for Muslim tourists, starting from Malaysia's massive development of prayer facilities and halal food. This shows that Malaysia is committed to becoming a travel destination and a niche market for Muslim tourists. Third, there is an Arab season in Malaysia, namely Malaysia's move to preserve Muslim values and provide an opportunity for Middle Easterners to enjoy an atmosphere similar to that of their country. This makes Malaysia a highly sought-after family vacation destination among Arabs. Fourth, easy access to reach international areas, especially the Middle East. Fifth, Muslim-friendly tour guides, hotels, restaurants, and other activities. Sixth, Muslim-friendly accommodations include the Koran and prayer mats in guest rooms and halal-certified restaurants (Luxury Holiday Asia, 2022).

Malaysia has a Halal Industry Master Plan 2030, developed to become Malaysia's tool for holistically developing the halal industry. The theme of HIMP 2030 is "Prominent, Visible and Globalised Halal Malaysia" which describes Malaysia's goal of achieving socio-economic development through leading the global Halal industry. HIMP 2030 targets 4 main outcomes: a strong and diversified domestic halal industry; ease of doing business; competitive business participation and internationalization of the Malaysian Halal brand.

The HIMP 2030 document also explains that Malaysia sets global standards that are used as a reference for best practices in developing halal business concepts, standards and processes by maintaining the growth and participation



of local businesses in the global halal market. There are three main sectors that are the focus, namely pharmaceuticals, food and beverages, as well as cosmetics and personal care. The three halal sectors have developed into medical equipment, modest fashion and tourism.

HIMP 2030 was published for several reasons, such as; (a) Re-evaluate and improve existing plans; (b) Re-align with the aspirations of the Malaysian Government; (c) Address unsettled issues and challenges; and (d) To achieve a more substantial contribution to Malaysia's socioeconomy. The key enablers in the implementation of HIMP 2030 are as follows:

1. Halal Traceability Services; encourage Halal innovation through the technological advancement of IR 4.0, IoT, Blockchain, FinTech and Big Data to ensure Halal products go through an entirely verified supply chain
2. Talent Development / Upskilling Services; creating competent Halal Professionals and Halal experts to provide comprehensive support and the future development of the Halal ecosystem through the alignment of the halal framework
3. Standards, Accreditation and Certification Services; ensure global trust in Malaysia's accreditation and compatibility with Halal emerging markets
4. Islamic Finance; Accessibility to financial support for players in the Halal supply chain encouraging and supporting participation growth in the Halal industry through the innovation and promotion of a hybrid Islamic financing structure
5. Logistics Services; creating special logistics services, starting from the source of raw materials to reaching the consumer's location (i.e., farm to fork), to avoid cross-contamination thus ensuring the safety and quality of Halal-certified products

Turkey

Turkey is a country with a long history in the tourism sector. Turkey has also long been known as one of the top tourist destination countries in terms of tourist arrivals (Duman, 2012). In the Turkish tourism sector, halal tourism is important because it affects Turkey's gross domestic product from year to year. This is based on the increasing number of international tourists. In this context, Turkey is one of the largest receiving countries for both conventional tourism and halal tourism (Imtilak Real Estate, 2020).

The Ministry of Culture and Tourism of Turkey through Gazette (21 June 2005, no. 25852) also encourages hotels to carry the concept of halal tourism. An example is not selling alcoholic drinks in bars. Then, the existence of discotheques and nightclubs was changed to a prayer rooms. In addition, swimming pool and beach facilities are also separated for women and men, dress code, prohibits taking pictures in swimming facilities (Duman, 2012)

The rapid development of Turkish halal tourism occurred in 2002, marked by an increase in the number of hotels and resorts by the sea that carried the concept of halal from 5 to 39. According to some literature, this development was also caused by the economic and political progress of

conservative Muslims in Turkey (Atkay, 2005). The practice of halal tourism in Turkey is the result of efforts to create an Islamic way of life as an alternative to Western life.

One of the important developments in the context of halal tourism in Turkey is that halal tourism has been recognized as a course in undergraduate and postgraduate programs with the aim of creating human resources for halal hotel companies. In addition, it is possible to show that the number of articles, projects, papers and postgraduate thesis studies on halal and Islamic tourism has increased (Bogan, 2020).

In a study conducted by Boyraz, Mutluç and Dikmen (2017) also explained that halal tourism in Turkey is an important part in the tourism context. Apart from that, halal tourism in Turkey is going well because Turkey has the ability to manage the number of international tourists, has a strong infrastructure, and is experienced in the tourism sector. Apart from that, another factor is Turkey's success in managing cooperation with other Islamic countries. As a result, halal tourism development in Turkey has impacted Turkish society in voicing Islamic issues and attracting other Muslim tourists outside Turkey (Aydin, 2017).

There are halal certificate authorities in Turkey, namely GIMDES (general specification of the halal hotel and accommodation service) and ADL Consulting Company (halal hotel certificate). The scope of work of the two authorities includes checking special attributes regarding rooms, food & beverages, common/public areas, business management and employees (Vargas-Sanchez & Moral-Moral, 2019). However, the two authorities still do not have many roles because not many hotel businesses have applied for and been granted halal hotel certificates by these institutions (Akbaba & Çavuşoğlu, 2017). This is because there is not much need for standardization and certification for businesses operating within the scope of halal tourism in Turkey (Boğan, Batman, & Sarıışık, 2016)

There are several factors that make hotel certification and standardization difficult to practice because it will provide many challenges for the hotel, such as requiring that the direction of the bed and toilet must be in accordance with the Qibla. This is because the design and planning of the hotel building were not originally built according to Islamic concepts. Moreover, other supporting facilities such as floors, gyms, and spas must be separated for women and men. So this will provide more effort from the hotel to switch to the Islamic concept (Rosenberg & Choufany, 2009).

CONCLUSIONS AND RECOMMENDATIONS

Based on the previous explanation in the results and discussion section, it shows that Indonesia still does not have a Master Plan that can be used as a guideline and strategic plan for developing halal tourism. In addition, Indonesia still has problems creating connectivity and attracting tourists from the Middle East, a country with a majority Muslim population. Malaysia itself already has a Master Plan which is used as the basis for the development



of the halal industry, including halal tourism. Malaysia can also provide a unique experience and products and services at a low price. Apart from that, Malaysia has succeeded in establishing halal tourism connectivity with various other countries. This makes Malaysia able to excel in halal tourism compared to other countries. Turkey has a long history and is superior in the tourism sector. However, Turkey still has problems implementing halal tourism certification and standardization because it challenges various parties.

The main recommendation in this research is that the Indonesian government should focus on improving aspects of visitor visits, sustainability, connectivity and unique experiences in developing halal tourism. In addition, Indonesia, Malaysia and Turkey need to maintain and improve the quality of halal tourism so that it becomes a best practice for developing halal tourism in various countries.

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