

Strengthening the Halal Tourism Ecosystem in Indonesia: A Systematic Literature Review

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ABSTRACT

Halal tourism has emerged as a strategic sector in global economic development, particularly in countries with significant Muslim populations, such as Indonesia. This study aims to identify strategies for strengthening the halal tourism ecosystem in Indonesia, analyze key success factors and primary barriers, and formulate evidence-based recommendations. A systematic literature review (SLR) was employed, analyzing scholarly articles from reputable databases published within the last five years. The findings indicate that strengthening the halal tourism ecosystem requires multi-stakeholder synergy, robust regulatory frameworks, digital-based service innovations, and enhanced infrastructure and human resource development. Major barriers include limited halal facilities, low awareness among industry players, and insufficient promotion. Strategic recommendations encompass accelerating halal certification, providing business incentives, and fostering cross-sectoral collaboration. These findings are expected to serve as a reference for policymakers and industry stakeholders in enhancing the global competitiveness of Indonesia's halal tourism sector.

Keywords: *Ecosystem, Halal Tourism, Indonesia, Systematic Literature Review*

INTRODUCTION

Halal tourism has become a major driver of the global Islamic economy, with the market projected to reach USD 300 billion by 2030 (Adham et al., 2024). Indonesia, which has one of the world's largest Muslim populations, possesses significant potential to become a leading player in this sector due to its cultural diversity, natural attractions, and various prominent destinations such as Lombok, Aceh, and West Java (Jaelani, 2017; Octavia et al., 2024; Rachmiatie et al., 2024). Despite its strong position in the Global Islamic Economy Indicator, Indonesia continues to face several challenges, including inadequate halal infrastructure, limited literacy among tourism business actors, and intense global competition (Battour & Ismail, 2016). Government initiatives through the Ministry of Tourism and Creative Economy demonstrate a strong commitment to developing halal tourism

destinations; however, the effectiveness of strategies aimed at strengthening the halal tourism ecosystem still requires further evaluation (Sodawan & Hsu, 2022). A systematic literature review is therefore necessary to identify existing strategies, key success factors, and barriers in the development of the halal tourism ecosystem to reinforce Indonesia's position as a global leader in this sector (Battour & Ismail, 2016; Huda et al., 2022).

The development of the halal tourism ecosystem in Indonesia requires a holistic analysis to address the gap between potential and actual performance. (Aniqoh et al., 2022; Rachmiatie et al., 2024). Halal tourism encompasses Muslim-friendly facilities, including halal food, prayer facilities, and tourism experiences aligned with Islamic values. (Battour et al., 2011). Although destinations such as Yogyakarta and Lombok possess substantial potential, limited infrastructure and inadequate global promotion remain significant obstacles. (Jaelani, 2017). Compared with Indonesia, Malaysia has demonstrated stronger branding and halal certification systems. (Moshin et al., 2020). In addition, low business literacy, the absence of comprehensive regulations, and weak coordination among stakeholders further complicate ecosystem development. (Khalid et al., 2023; Vargas-Sánchez & Moral-Moral, 2019). Digital technology plays a crucial role in promoting halal destinations; however, its utilization in Indonesia remains limited. (Oktadiana et al., 2016). Furthermore, innovation in promotion, halal certification, and the involvement of local governments and communities have not yet been optimized to create an inclusive and sustainable ecosystem. (Huda et al., 2022; Marlina et al., 2025; Rachmiatie et al., 2023).

Innovation, human resource development, and digital technology integration, as emphasized in destination competitiveness theory and the halal tourism ecosystem approach, require deeper examination to overcome current limitations. (Hidayat, 2023; Octavia et al., 2024). Previous studies have largely focused on operational aspects, such as the provision of halal facilities, without comprehensively examining broader ecosystem dimensions, including policy frameworks and digital marketing strategies. (Battour & Ismail, 2016; Yousaf & Xiucheng, 2018). Research conducted in Indonesia has also tended to focus on specific destinations such as Lombok, without formulating an integrated national strategy. (Jaelani, 2017; Kurniawan et al., 2025). Moshin et al. (2020) Comparing Indonesia and Malaysia highlighted Indonesia's weaknesses in branding and halal certification. In addition, integrated investment in human resource development and infrastructure remains relatively limited. (Gonzalez et al., 2020; Xue et al., 2022). Therefore, a systematic literature review is essential to identify effective strategies, success factors, and barriers while formulating evidence-based recommendations. Such an approach requires synergy among government institutions, business actors, local communities, and religious institutions to strengthen the sustainable competitiveness of Indonesia's halal tourism sector. (Aniqoh et al., 2022; Yoshinta et al., 2024).

Synergy among government institutions, business actors, local communities, and religious organizations, as required to strengthen the competitiveness of Indonesia's halal tourism sector, must be supported by well-directed and evidence-based strategies (Aniqoh et al., 2022; Yoshinta et al., 2024). Previous studies have demonstrated a narrow focus on operational aspects, such as halal facilities, without providing a comprehensive analysis of the broader ecosystem, including policy frameworks and digital marketing strategies (Battour & Ismail, 2016; Yousaf & Xiucheng, 2018). To address this gap, the present study conducts a systematic literature review to identify effective strategies, key success factors, and major barriers, as well as to formulate practical recommendations. The research questions focus on strategies for strengthening the halal tourism ecosystem, critical success factors, significant barriers, and literature-based implementation solutions (Huda et al., 2022; Marlina et al., 2025; Rachmiatie et al., 2023).

This study contributes by providing a comprehensive systematic literature review on strategies for strengthening Indonesia's halal tourism ecosystem. The study highlights the integration of theory, practice, and evidence-based policy approaches. Its novelty lies in the critical analysis of multi-stakeholder collaboration dynamics, the mapping of success factors and barriers, and the formulation of strategic recommendations relevant to strengthening Indonesia's position as a global leader in halal tourism.

LITERATURE REVIEW

The primary theoretical foundation of this study is the concept of the halal tourism ecosystem, which emphasizes the importance of synergy among various actors, including government institutions, business actors, local communities, and religious organizations, in developing competitive and sustainable tourism destinations. This concept originates from the destination competitiveness approach, which highlights the importance of multi-stakeholder collaboration, innovation, and the integration of Islamic values in tourism development. (Rachmiatie et al., 2024). The relevance of this framework has increased alongside growing global demand for halal tourism services, thereby encouraging the development of adaptive and inclusive ecosystem models. (Hidayat, 2023).

Previous studies have identified various strategies for strengthening Indonesia's halal tourism ecosystem, including digital-based smart tourism implementation, human resource development, and cross-sector collaboration. (Huda et al., 2022; Yoshinta et al., 2024). Other studies emphasize the important role of the government as a policy initiator, infrastructure developer, and facilitator of community participation in halal tourism development. (Casum & Bawono, 2023; Octavia et al., 2024; Suhendar & Sholihah, 2024). The involvement of stakeholders such as hotels, restaurants, and tourism destination managers is also considered a key factor in building a robust ecosystem. (Marlina et al., 2025).

Despite the growing body of literature discussing strategies and challenges in halal tourism development, significant research gaps remain regarding the integration of comprehensive ecosystem models and their practical implementation. Several studies have identified inadequate promotional innovation, limited regulatory support, and low business literacy as major barriers. (Agustina et al., 2024; Pasarela et al., 2022). In addition, the lack of synergy between central and regional governments and the limited collaboration with local communities remain underexplored issues. (Rachmiatie et al., 2024).

This study addresses these gaps by offering a systematic literature review that integrates recent findings regarding strategies, success factors, and barriers in strengthening Indonesia's halal tourism ecosystem. The contribution of this article lies in mapping multi-stakeholder collaboration models, critically analyzing policy dynamics, and formulating evidence-based recommendations relevant to the development of halal tourism in Indonesia. (Satriana & Faridah, 2018; Sonjaya et al., 2024).

Recent theoretical and methodological trends in halal tourism studies in Indonesia indicate a shift from descriptive analysis toward analytical approaches such as the Analytic Network Process (ANP), SWOT analysis, and content analysis to identify development priorities, solutions, and effective strategies (Handayani et al., 2024; Lestari et al., 2023). Smart tourism approaches integrating digital technology, human resource development, and local community engagement have also become major themes in recent literature (Hidayat, 2023; Ilmi & Ambariyanto, 2024).

Conceptual synthesis from previous studies confirms that strengthening Indonesia's halal tourism ecosystem requires the integration of destination competitiveness theory, halal

tourism ecosystem models, and collaborative cross-sector approaches. These foundations provide the methodological basis for systematically examining strategies, success factors, and barriers while formulating practical and evidence-based recommendations to support globally competitive halal tourism development. (Marlina et al., 2025; Rachmatie et al., 2024; Sonjaya et al., 2024; Yoshinta et al., 2024).

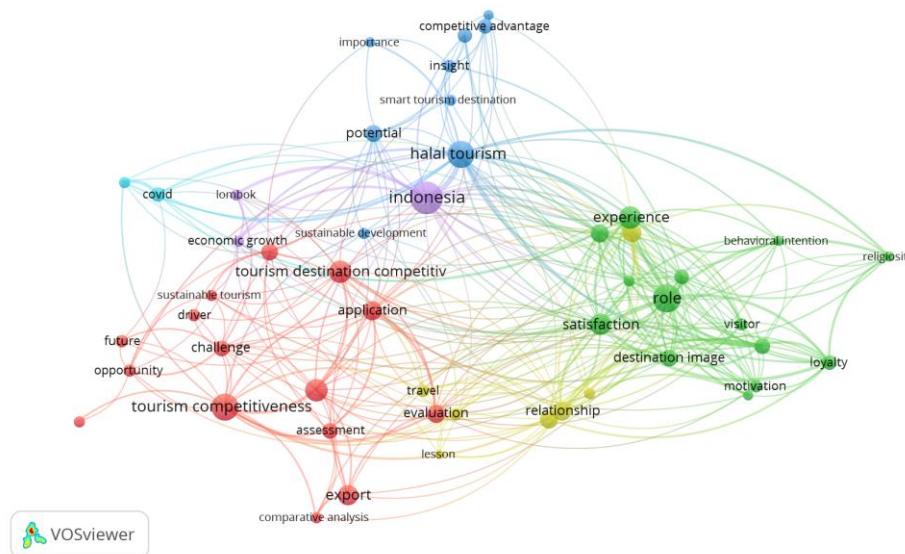
RESEARCH METHOD

This study employed a systematic literature review (SLR) approach to identify, evaluate, and synthesize scientific findings related to strategies for strengthening the halal tourism ecosystem in Indonesia. The SLR approach was selected because it enables a comprehensive mapping of theoretical developments, practical implementation, challenges, and opportunities in halal tourism development through a systematic and structured process (Streimikiene et al., 2021).

The study utilized secondary data derived from relevant scientific literature, particularly scholarly articles indexed in Scopus, Web of Science, and SINTA 1–2 journals published within the last five years. The reviewed literature included empirical studies, conceptual papers, and systematic reviews discussing strategies, success factors, barriers, and ecosystem development models in halal tourism both in Indonesia and globally.

Data collection was conducted through a systematic literature search protocol using keywords such as “halal tourism ecosystem,” “halal tourism strategy,” “destination competitiveness,” and “Indonesia” across databases including Scopus, Web of Science, and Google Scholar. Relevant articles were initially identified based on titles, abstracts, and keywords, followed by a full-text screening process to ensure topic relevance. (Soh et al., 2023).

Figure 1. Visualization of Halal Tourism Research Using VOSviewer



The inclusion criteria consisted of: (1) articles published within the last five years; (2) articles discussing strategies, success factors, barriers, or ecosystem development models in halal tourism; (3) open-access articles; and (4) studies relevant to the Indonesian context or globally adaptable contexts. The exclusion criteria included: (1) articles not available

through open access; (2) studies irrelevant to the research focus; and (3) articles that did not meet methodological or scientific quality standards. (Alam et al., 2024).

The unit of analysis in this study consisted of scholarly journal articles that fulfilled the inclusion criteria, with a focus on strategies, success factors, barriers, and ecosystem development models in halal tourism. No human participants or primary field data were involved; therefore, the analysis was entirely document-based.

This study adopted the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) framework to transparently report the SLR process through a flowchart illustrating the stages of identification, screening, eligibility assessment, and article inclusion. (Moher et al., 2009). PRISMA enhances methodological transparency and replicability by documenting the number of screened articles and reasons for exclusion. This framework ensures that the findings are derived from valid and relevant sources.

RESULT AND DISCUSSION

Strategies for Strengthening the Halal Tourism Ecosystem in Indonesia

Strengthening Indonesia's halal tourism ecosystem requires integrated strategies involving destination development, service quality enhancement, and multi-stakeholder collaboration (Kurniawan et al., 2025). The government plays a role as both regulator and facilitator by ensuring supportive regulations and providing fiscal incentives for business actors (Hendrik et al., 2024). Meanwhile, tourism business actors are encouraged to improve service quality, expand halal certification, and adopt digital technologies in their business operations (Abdullah & Azam, 2020).

The development of halal tourism destinations based on local wisdom has become one of the primary strategies, in which Islamic cultural values and traditions are integrated into tourism packages, culinary experiences, and cultural attractions (Kadri, 2022; Kasdi et al., 2021). Digital innovations, such as halal tourism applications, online reservation systems, and social media promotion, have been shown to enhance the visibility and accessibility of halal destinations (Wisker et al., 2020). In addition, strengthening halal literacy among business actors through training programs, workshops, and technical assistance is essential to ensure consistent service standards (Fischer, 2019). Halal destination branding has also become a major concern, as Indonesia needs to establish a positive image through participation in international exhibitions, cooperation with Organization of Islamic Cooperation (OIC) member countries, and the strengthening of global promotional network (Mohamed Nasir, 2022). The development of supporting infrastructure, such as mosques, halal-certified restaurants, and Muslim-friendly accommodations, is considered a fundamental prerequisite for creating safe and comfortable tourism experiences (Afnarius et al., 2020).

The implementation of smart tourism, which integrates information and communication technology into halal destination management, has also emerged as a global trend adopted in Indonesia (Torabi et al., 2022). Strengthening the halal tourism ecosystem additionally requires regulatory harmonization between central and regional governments to prevent policy overlap that may hinder innovation (Wahyudi et al., 2020).

Furthermore, the development of human resources in halal tourism is a critical success factor, requiring continuous training and intensified professional certification programs (Yuli & Wojtyla, 2020). Collaboration with higher education institutions and

research organizations is also necessary to generate competitive innovations in halal products and services (Ahmad et al., 2011).

Strengthening the halal tourism ecosystem must also consider environmental, social, and economic sustainability, ensuring that destination development is not solely oriented toward short-term economic gains but also toward community welfare and environmental preservation (Aini et al., 2022). Community-based halal tourism has become an effective approach for empowering local communities and increasing local participation (Morant-Martínez et al., 2019). In addition, strengthening cooperation networks with global tourism industry stakeholders represents an important strategy for expanding market reach and enhancing the competitiveness of Indonesia's halal tourism destinations (Streimikiene et al., 2021).

Success Factors in Halal Tourism Development

The success of halal tourism development in Indonesia is strongly influenced by several key factors, including government commitment, infrastructure quality, human resource readiness, service innovation, and multi-stakeholder synergy (Rachmiatie et al., 2024). Government commitment is reflected in affirmative policies, supportive regulations, and budget allocations for the development of halal tourism destinations (Yoshinta et al., 2024). Infrastructure quality, such as the availability of prayer facilities, halal-certified restaurants, and Muslim-friendly transportation, significantly determines tourist satisfaction (Kasdi et al., 2021).

Human resource readiness, both in terms of knowledge and skills in delivering halal services, is also highly crucial (Yoshinta et al., 2024). Service innovation, including the digitalization of halal tourism information, mobile applications, and online reservation systems, enhances the competitiveness of Indonesian destinations in the global market (Khan et al., 2022). Synergy among central and regional governments, business actors, and local communities further strengthens an inclusive and sustainable halal tourism ecosystem (Kurniawan et al., 2025).

Positive tourist perceptions regarding safety, comfort, and the authenticity of tourism experiences also constitute important factors in halal tourism development (Huda et al., 2022). Moreover, strengthening international promotional networks and participating in global halal tourism forums expand opportunities for investment and strategic cooperation (Husni Pasarela et al., 2022). The development of tourism products based on local wisdom and the preservation of Islamic culture also provide distinctive attractions for both domestic and international tourists (Yusup et al., 2022). The implementation of transparent and accountable halal certification systems is another key factor in building tourist trust (Al Hasan, 2017). Strengthening halal literacy among business actors and the broader community also contributes to improving service quality and tourist satisfaction (Kasdi, 2014).

Barriers to Strengthening the Halal Tourism Ecosystem

Major barriers to strengthening the halal tourism ecosystem in Indonesia include limited halal infrastructure, low literacy among business actors, inadequate promotion and public education, and limited cross-sector collaboration. The limited availability of prayer facilities, halal-certified restaurants, and accommodations that comply with Islamic standards remains a major challenge in many tourism destinations (Kadri, 2022). Tourism business actors often lack a comprehensive understanding of halal concepts and service standards, resulting in suboptimal implementation in practice.

Insufficient promotion and public education regarding halal tourism have contributed to low public awareness and limited participation in supporting this ecosystem.

Other barriers include weak collaboration among government institutions, business actors, and local communities, as well as inadequate regulations and incentives supporting halal tourism development (Wahyudi et al., 2020). Global competition from other countries that are also actively developing halal tourism requires Indonesia to continuously innovate and improve service quality. Furthermore, the lack of optimal synergy between central and regional governments, along with limited collaboration with local communities, remains an issue that has not been sufficiently explored in previous studies.

Solutions and Recommendations for Strengthening the Halal Tourism Ecosystem

The proposed solutions include strengthening regulatory frameworks and affirmative policies, improving human resource capacity, and expanding halal infrastructure across tourism destination (Lesmana et al., 2022). The government should accelerate halal certification processes, provide incentives for business actors, and expand access to financing for the development of halal facilities. Improving literacy and training among tourism business actors can be achieved through continuous training programs, workshops, and technical assistance.

Strengthening promotion and public education is also essential to increase awareness and participation in supporting halal tourism development (Hidayat Hidayat, 2023). Cross-sector collaboration among government institutions, business actors, local communities, and halal certification bodies must be reinforced to establish an inclusive and sustainable ecosystem (Wu et al., 2023). The utilization of digital technology and service innovation can accelerate the transformation of Indonesia's halal tourism ecosystem (Torabi et al., 2022). Strengthening international networks and participating in global halal tourism forums will further expand opportunities for investment and strategic cooperation (Budovich, 2023). The implementation of fiscal incentives, simplified licensing procedures, and financial support for halal tourism businesses can accelerate ecosystem growth (Sumaryadi et al., 2020). The government should also encourage research and development (R&D) in halal tourism to generate innovative products and services aligned with market demands (Sa'adah et al., 2019).

CONCLUSION

The findings of this study confirm that strengthening Indonesia's halal tourism ecosystem requires integrated strategies involving multi-stakeholder synergy, regulatory reinforcement, digital service innovation, and the development of infrastructure and human resources. The major success factors include government commitment, infrastructure quality, human resource readiness, and service innovation. The primary barriers include limited halal facilities, low literacy among business actors, and insufficient promotional efforts. The recommended strategic solutions include accelerating halal certification, providing business incentives, strengthening cross-sector collaboration, and maximizing the utilization of digital technology.

This study is limited by its focus on literature published within the last five years and its reliance on open-access sources, which may introduce publication bias. Furthermore, the absence of primary field data restricts the depth of empirical analysis. Future studies are encouraged to conduct field-based research using mixed-method approaches to evaluate the effectiveness of the identified strategies and to expand the analysis toward tourist behavior

and the quantitative economic impacts of halal tourism development. Comparative studies involving countries that have successfully developed halal tourism sectors are also recommended.

n dan dampak ekonomi secara kuantitatif. Penelitian juga dapat memperdalam analisis perbandingan dengan negara-negara lain yang telah sukses mengembangkan pariwisata halal.

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