

Justisia Ekonomika

Jurnal Magister Hukum Ekonomi Syariah
Vol 9, No 1 tahun 2025 hal 1283-1302

EISSN: 2614-865X PISSN: 2598-5043 Website: <http://journal.um-surabaya.ac.id/index.php/JE/index>

HALAL TOURISM DEVELOPMENT STRATEGY AS A SUSTAINABLE ECONOMY DRIVER BASED ON MAQASHID SYARIAH

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Submitted: July 1, 2024, Accepted: May 14, 2025, Published: June 20, 2025

Abstract

In the era of globalization and rapid growth of the tourism industry, a halal tourism development strategy has become an urgent need to encourage a sustainable economy based on the principles of Maqashid Sharia. This research aims to analyze halal tourism development strategies as a driving element for sustainable economic growth based on the concept of Maqashid Sharia. The research method used is a qualitative approach. The results of this research confirm that halal tourism has the potential to positively impact the economy sustainably. This approach involves key components such as halal food, accommodation that is friendly to Muslim needs, and interactions with religious norms. This creates an environment that is in line with Maqashid Sharia, which involves the protection of religion (Hifz al-Din), soul (Hifz al-Nafs), intellect (Hifz al-Aql), descendants (Hifz al-Nasl), property (Hifz al-Mal), and environment (Hifz al-Bi'ah). In the context of the halal tourism development strategy, three important factors were identified: the development of infrastructure that supports halal principles, the promotion of appropriate destinations, and the implementation of the principles of crowdfunding within the Sharia framework.

Keywords: *Halal Tourism, Sustainable Economy, Maqashid Syariah*

A. INTRODUCTION

Tourism development has become one of the key components in global economic growth, especially in the context of promoting a sustainable economy.¹ This phenomenon

It cannot be separated from the paradigm shift in people's consumption patterns, where more and more individuals are considering aspects of religiosity in their tourism activities.² One

¹ Kramat Hussain et al., "Interpretive Structural Modeling of Barriers to Sustainable Tourism Development: A Developing Economy Perspective," *Sustainability (Switzerland)* 16, no. 13 (July 1, 2024), <https://doi.org/10.3390/su16135442>.

² Ting Jiang et al., "Engendering Prosociality through Tourist-to-Tourist Interaction in Religious Tourism: An Existential Transformative Perspective," *Journal of Sustainable Tourism* 32, no. 12 (December 1, 2024): 2442–58, <https://doi.org/10.1080/09669582.2023.2277126>.

The form of expression of religiosity is manifested in halal tourism, which is closely related to the principles of Maqashid Sharia.³ This global phenomenon has attracted the attention of researchers and practitioners in various parts of the world, considering the economic potential it contains, as well as the challenges to overcome various problems that arise.

Halal tourism has received the world's attention as part of the development of tourism based on Islamic and Sharia values.⁴ The 2023 Global Muslim Travel Index (GMTI) report places Indonesia in first place as the best halal tourism destination in the world, beating 140 other countries. This achievement increased from the previous year, which was in 2nd position, and Malaysia occupied the top position. The GMTI report released in Singapore on June 1, 2023, is the 8th edition organized by Mastercard Crescent Ratings. Through an assessment conducted based on four main categories, namely Access, Communication, Environment, and Services (ACES), Indonesia and Malaysia received a score of 73, followed by Saudi Arabia 72, UAE 71, and Turkey 70.

The global phenomenon of halal tourism is becoming increasingly significant due to the growth of the Muslim population around the world and the shift in consumer preferences towards a more holistic and religious value-based travel experience.⁵ Muslim tourists are not

only looking for destinations that meet their basic needs, such as halal accommodation and shah-compliant food, but also seeking an in-depth experience in understanding the culture and history that aligns with their beliefs.⁶ In this context, halal tourism emerges as a concept that accommodates these aspirations and makes a positive contribution to the local economy.⁷ Although the potential is great, the development of halal tourism also brings several challenges that need to be overcome.

Maqashid Sharia, which refers to the purpose of Islamic law, which includes the protection of religion,⁸ soul,⁹ intellect,¹⁰

852-68,
<https://doi.org/10.1080/10941665.2024.2350413>.

³ Dina Hariani et al., "Promoting Halal Tourism in Sharia-Compliant Destination: Insights on Aceh Competitiveness and Tourist Perceived Value and Behavior," *Tourism and Hospitality Research*, 2024, <https://doi.org/10.1177/14673584241283902>.

⁴ Mohammad Ashraf Ferdous Chowdhury, Mohammad Abdullah, and Zunaidah Sulong, "Examining the Impact of Halal Tourism Industry Sustainability on Stock Returns," *Tourism Economics*, July 20, 2024, 13548166241265820, <https://doi.org/10.1177/13548166241265820>.

⁵ Zunaidah Sulong et al., "Constructing Sustainable Halal Tourism Composite Performance Index for the Global Halal Tourism Industry," *Asia Pacific Journal of Tourism Research* 29, no. 7 (July 2, 2024):

⁶ Swafia Abubakar Mohamed, Moses Miricho, and Mueni Alice Nzioka, "Adoption of Halal Tourism Concept in Star Rated Hotels in Mombasa County, Kenya: The Role of Perceived Benefits," *Journal of Hospitality and Tourism Management* 5, no. 2 (November 19, 2022): 21-27, <https://doi.org/10.53819/81018102t5132>.

⁷ Amr Al-Ansi, Hossein Olya, and Heesup Han, "Two Decades of Research on Halal Hospitality and Tourism: A Review and Research Agenda," *International Journal of Contemporary Hospitality Management* 35, no. 6 (January 1, 2023): 2017-55, <https://doi.org/10.1108/IJCHM-12-2021-1515>.

⁸ Nur Aziz Muslim, Asman Taeali, and Frisna Septian Renaldi, "Reinterpreting Iddah for Career Women: Najmuddin Tufi's Maqashid Sharia Approach," *Ulul Albab: Jurnal Studi Dan Penelitian Hukum Islam* 8, no. 1 (October 31, 2024): 65, <https://doi.org/10.30659/jua.v8i1.38887>.

⁹ Akhmad Syafi, "APPLICATION OF ISLAMIC BUSINESS ETHICS IN THE FINTECH INDUSTRY: AN ANALYSIS OF THE FOUNDATION OF SHARIA MAQASHID," *AJEMB (American Journal of Economic and Management Business)* 2, no. 12 (December 2023): 39-45, <https://doi.org/https://doi.org/10.58631/ajemb.v2i12.68>.

¹⁰ Tanza Dona Pertiwi and Sri Herianingrum, "Menggali Konsep Maqashid Syariah: Perspektif Pemikiran Tokoh Islam," *Jurnal Ilmiah Ekonomi Islam* 10, no. 1 (March 16, 2024): 807, <https://doi.org/10.29040/jiei.v10i1.12386>.

descendants,¹¹ Property,¹² and the environment,¹³ plays a central role in the context of halal tourism development. This concept provides a principled basis rich in implications to ensure that halal tourism not only focuses on economic growth but also fulfills these fundamental goals. In the context of halal tourism, complex challenges arise in various dimensions. The balance between social justice, economic sustainability, and environmental protection is an issue that needs to be taken seriously. How to realize tourism development that not only stimulates the economy, but also upholds the principles of social justice, and answers the needs of the environment in the long term is an important question. In addition, the mismatch between the expectations of Muslim tourists and the reality of the services offered is an important concern. Sometimes, halal tourism is considered limited to a marketing strategy that only highlights aspects of halal food and prayer facilities. This can reduce the importance of other important aspects, such as cultural and religious education, as well as the urgency of an environmentally friendly environment. Understand how reconciling the realistic expectations of Muslim tourists with great offers in halal tourism is an issue that cannot be ignored. On the other hand, overcoming communication and promotion barriers related to halal tourism is also a challenge. Facilities and services related to halal tourism are often available, but the information is difficult to access or inaccurate. This condition can hinder the growth potential of this segment. Therefore, an effective strategy is needed to ensure that

information related to halal tourism facilities and services is easy to find for Muslim tourists so that they can plan their trips optimally. Within this framework, research on halal tourism development strategies as a driver of a sustainable economy based on Maqashid Syariah has very important relevance.

In this study, there are several previous studies, such as Azali et al. (2023) revealed that the halal tourism industry in Malaysia has made a significant contribution to the country's economy.¹⁴ The growth of this industry can be seen through increasing income from Muslim tourists, opening new job opportunities, and developing tourism infrastructure.¹⁵ These findings underscore the importance of developing halal tourism in supporting sustainable economies in Maqashid Sharia-oriented countries.

Research by Tabrani (2018) highlights the importance of applying Maqashid Sharia principles in sustainable tourism development strategies.¹⁶ An emphasis on ethical values, social justice, and environmental protection can ensure that the growth of the tourism industry not only generates economic benefits but also respects the Sharia principles that underlie the lives of Muslim communities.

Research conducted by Putranto et al. (2024) observed the economic impact of halal tourism development in Bandung.¹⁷ The

¹¹ Auda Isman et al., "Penelitian Hukum Empiris Berbasis Teori Maqashid Syariah Jasser Auda," *AL-AFKAR: Journal for Islamic Studies* 6, no. 4 (August 9, 2023): 14–29, <https://doi.org/10.31943/afkarjournal.v6i4.730>.

¹² Qaidul Muttaqin and Umrotul Khasanah, "Analisis Kepatuhan Prinsip Syariah Dalam Layanan E-Money Perspektif Maqashid Syariah," *Jurnal Ilmiah Ekonomi Islam* 9, no. 2 (July 2, 2023): 1806, <https://doi.org/10.29040/jiei.v9i2.8972>.

¹³ Mutiara Solihat et al., "Maqashid Sharia-Based Pesantren Development Index," 2023, <https://doi.org/10.58968/msr.v2i1.331>.

¹⁴ Mohamed Azali et al., "Why Not Travel to Malaysia? Variations in Inbound Tourists' Perceptions toward Halal-Friendly Destination Attributes," *Journal of Hospitality and Tourism Research* 47, no. 1 (January 1, 2023): 177–206, <https://doi.org/10.1177/1096348020987634>.

¹⁵ Lidia Sergeevna Budovich, "The Impact of Religious Tourism on the Economy and Tourism Industry," *HTS Teologiese Studies / Theological Studies* 79, no. 1 (2023), <https://doi.org/10.4102/HTS.V79I1.8607>.

¹⁶ Mukti Tabrani, "Maqâshid Revitalization in Global Era: Istidlâl Study from Text to Context," *AL-IHKAM: Jurnal Hukum & Pranata Sosial* 13, no. 2 (December 31, 2018): 310, <https://doi.org/10.19105/al-ihkam.v13i2.1814>.

¹⁷ Diyan Putranto et al., "Unlocking the Potential of Halal Tourism in Bandung City: A Qualitative Analysis of Public Diplomacy and Economic

results of this study show that Bandung has succeeded in utilizing the potential of halal tourism to encourage regional economic growth. The presence of facilities and services that suit the needs of Muslim tourists has increased income and investment in the area.

A study by Pongsakornrungsilp et al. (2024) compares the impact of Muslim-friendly tourism with conventional tourism in the context of sustainability.¹⁸ The results of this study show that Muslim-friendly tourism can have a positive impact on economic and social aspects. In addition to the economic contribution, this approach can also reduce the negative impact on the local environment and culture. From the literature that has been praised, the importance of applying Sharia principles in the tourism industry becomes clear as a strong foundation to achieve sustainable goals in the economy and society.

In this study, several research questions are the main focus. First, what is the correct definition of halal tourism, and what are the distinctive characteristics of this type of tourism? Second, what are the principles of Maqashid Sharia, which include aspects such as Hifz al-Din, Hifz al-Nafs, Hifz al-Aql, Hifz al-Nasl, Hifz al-Mal, and Hifz al-Bi'ah in directing the development of halal tourism? Third, what is the real contribution of halal tourism in supporting sustainable economic growth, especially in the context of countries with significant Muslim populations? Fourth, what are effective strategies to develop the halal tourism sector, involving aspects such as infrastructure, promotion, and cross-sector collaboration? Fifth, how? Maqashid Sharia Application: How can halal tourism practices affect tourist experiences and perceptions, and how can this impact local and global

development? Finally, based on the research findings, what recommendations can be put forward to develop halal tourism sustainably?

The purpose of this study is to provide a deeper and more comprehensive understanding of the role of halal tourism in the context of sustainable economic growth and its impact on the tourist experience and local development. Through an in-depth analysis of the definition, principles of Maqashid Sharia, economic contributions, development strategies, and the implementation of halal tourism practices, this research aims to explore clearer insights into this phenomenon.

B. RESEARCH METHODS

This study applies a qualitative approach to understanding the halal tourism development strategy as a driver of a sustainable economy, focusing on aspects that are in line with Maqashid Sharia. Data was collected through library research.¹⁹ Literature studies are used for secondary information related to halal tourism, economic contributions, and the Maqashid Syariah approach. The data analysis refers to the five principles of Maqashid Sharia: the preservation of religion, soul, mind, heredity, and property. The social and economic impact of halal tourism is evaluated by taking into account Islamic ethics. The main goal is to understand how halal tourism development strategies can achieve these goals comprehensively.

C. RESULT AND DISCUSSION

Definition of Halal Tourism

According to the survey literature, halal tourism is a concept that emerged as a response to the needs and preferences of Muslim tourists in facing the challenges and opportunities presented by an increasingly connected global world.²⁰ The definition of

Growth," *Jurnal Multidisiplin Madani* 4, no. 8 (August 29, 2024): 1179-86, <https://doi.org/10.55927/mudima.v4i8.10776>.

¹⁸ Siwarit Pongsakornrungsilp et al., "Integrating Sustainability and Cultural Sensitivity: Clustering Muslim Tourist Lifestyles in the Andaman Coastal Cluster, Thailand," *Sustainability (Switzerland)* 16, no. 21 (November 1, 2024), <https://doi.org/10.3390/su16219542>.

¹⁹ Sugiyono, *Metodologi Penelitian Kuantitatif Dan Kualitatif Dan R&D* (Bandung: ALFABETA, 2019).

²⁰ Farisha Nisha and Catherine Cheung, "Locating Muslimah in the Travel and Tourism Research," *Tourism Management Perspectives* 41 (2022):

halal tourism goes beyond the conventional understanding of tourism as a mere recreational activity, involving various elements related to Islamic religious norms.²¹ Halal tourism refers to efforts to create an environment that is by sharia principles, which includes aspects ranging from halal food and beverages to tourism experiences that respect Islamic moral and ethical values.²²

Halal food and beverages are one of the important pillars in the concept of halal tourism.²³ This requires the provision of food that is prepared and served according to Islamic law, avoiding prohibited substances and illegal methods in preparing food. The importance of halal food and beverages does not only come from the religious aspect but also from the belief that consuming food that is by religious norms will have a positive impact on a person's health and well-being.²⁴

In addition, Muslim-friendly accommodation is an important element in halal tourism. Including facilities that make it easier for Muslim tourists to carry out their worship, including comfortable prayer rooms and accessibility to facilities that support religious

practices. Accommodation by Sharia principles also includes the avoidance of forms of entertainment that are contrary to religious values, as well as the comfort and privacy required by Muslim tourists.²⁵

More than just physical services, a halal-compliant tourism experience also includes interactions that respect Islamic social norms and ethics.²⁶ This includes developing activities and attractions that promote togetherness and understanding between different cultures, encouraging dialogue and mutual respect. By understanding diversity and facilitating positive cultural exchanges, halal tourism acts as a bridge in building understanding and cooperation between Muslim and non-Muslim communities.

Thus, the definition of halal tourism is a comprehensive effort to create a travel experience that is by Islamic values, norms, and beliefs. It is a response to Muslim travelers' demand for a spiritually, socially, and culturally rich experience, while still considering convenience and practical needs. In the economic context, halal tourism is not only the tourism industry but also the local and global economy, providing growth opportunities, job creation, as well as cultural promotion and intercultural dialogue.

Principles of Maqashid Sharia

The principle of Maqashid Sharia, also known as the goal or wisdom of Sharia, refers

100940,
<https://doi.org/https://doi.org/10.1016/j.tmp.2022.100940>.

²¹ Salman Yousaf, "Understanding Halal Leisure: A Preliminary View," *Leisure Studies* 42, no. 2 (2023): 314–23,
<https://doi.org/10.1080/02614367.2022.2115110>.

²² Vanessa Gaffar et al., "Digital Halal Literacy and Halal Destination Attribute as the Antecedents of Revisit Intention," *International Journal of Tourism Cities* ahead-of-print, no. ahead-of-print (January 1, 2024),
<https://doi.org/10.1108/IJTC-12-2023-0259>.

²³ Maryam Taha Mannaa, "Halal Food in the Tourist Destination and Its Importance for Muslim Travellers," *Current Issues in Tourism* 23, no. 17 (September 1, 2020): 2195–2206,
<https://doi.org/10.1080/13683500.2019.1616678>.

²⁴ Ahmad Shalihin et al., "Halal Practice Adoption Behaviour in The Food Industry: A Focus Group Discussion," July 15, 2024,
<https://doi.org/https://doi.org/10.70082/esicultu re.vi.702>.

²⁵ Robert Charles G Capistrano Jasminah J. Malabi Charisse Jane H. Chavez and Safa D Manala-O, "Exploring Inclusivity in Travel and Leisure: Insights from Filipino Muslim Families," *Journal of Leisure Research* 0, no. 0 (2024): 1–21,
<https://doi.org/10.1080/00222216.2024.2424208>.

²⁶ Damien Bazin et al., "From Halal Tourism to the Sharia Economy: The Case of Lombok Honeymoon Halal Tourism," *Tourism and Hospitality Research*, May 31, 2024, 1–15,
<https://doi.org/10.1177/14673584241257085>.

to a conceptual framework in Islam that sets out the main objectives of the teachings and laws of the Islamic religion. These principles not only detail religious obligations but also focus on achieving prosperity and justice in human life, both in this world and in the hereafter. This goal guides individuals, communities, and governments in shaping policies and actions that are consistent with religious principles and the common good.

Hifz al-Din (Religious Maintenance)

The principle of *Hifz al-Din*, known as the Maintenance of Religion, is a philosophical foundation that conveys the urgency to protect, maintain, and promote the values and teachings contained in the religion of Islam.²⁷ This principle is a strong foundation for individuals and societies to holistically care for religious heritage, maintain the integrity of sacred teachings, and ensure that the social order departs from a deep moral foundation. An integral part of the *Hifz al-Din* principle is the recognition of the human right of individuals to practice religion without harmful or discriminatory interference. In this context, this principle provides a guarantee that each individual has the freedom to organize worship and practice his or her religious principles without pressure or hindrance from others. This freedom is not only a right but also the embodiment of the values of tolerance and respect for diversity of faiths. When the principle of *Hifz al-Din* is applied in the halal tourism sector, its meaning and impact are even more widespread. This requires the provision of adequate worship facilities and a supportive environment for Muslim tourists when they visit tourist destinations. By creating facilities such as mosques, ablution places, and prayer rooms

that are clean and comfortable, this principle allows Muslim tourists to carry out their worship with full reverence and calm, without feeling disturbed by logistical constraints.

Hifz al-Nafs (Soul Nurturing)

A profound principle known as *Hifz al-Nafs*, or Soul Preservation, affirms the invaluable value of safety and well-being.²⁸ This principle inspires a strong moral responsibility to care for and protect the lives of individuals, valuing life as a gift to humanity. In this context, the principle of *Hifz al-Nafs* has a profound ethical dimension, which guides our daily actions. This principle includes the strict prohibition against actions that may endanger the life or health of oneself or others. Maintaining physical and mental integrity is an obligation that respects the presence of human beings in this world. This prohibition includes not only real actions that can be dangerous, but also mental attitudes and behaviors that ignore the value of safety for oneself or others. *Hifz al-Nafs*, in essence, is an invitation to live responsibly towards oneself and society. It encourages us to take actions that support healthy and safe living, both in everyday actions and in more extreme situations. This principle underlines the importance of avoiding self-endangering behaviors, such as consuming toxic substances, dangerous actions in dangerous situations, and other actions that can endanger life.

Hifz al-Aql (Nurturance of Reason)

The basic principle known as *Hifz al-Aql*, or Maintenance of Reason, describes the essence of maintaining the intelligence and

²⁷ Eko Nursanty and Astari Wulandari, "UNVEILING THE AUTHENTICITY OF ISLAMIC VALUES: THE EVOLUTION AND TRANSFORMATION OF TRADITIONAL VILLAGES," *Journal of Islamic Architecture* 7, no. 4 (December 1, 2023): 595–612, <https://doi.org/10.18860/jia.v7i4.21258>.

²⁸ Annisaa Tusakdia, Lukman Nul Hakim, and Eko Zulfikar, "The Relevance Of Hifdzun Nafs With The Law of Qishash: An Analysis Of Ibnu 'Ashur's Interpretation In Tafsir al-Tahrir Wa al-Tanwir," *Journal of Quranic and Hadith Studies*, vol. 2, 2024.

integrity of the human mind.²⁹ This principle encourages us to respect and care for the thinking abilities given to humans and to understand the importance of maintaining mental health as an integral part of a productive and harmonious life. The principle of *Hifz al-Aql* brings man to the world a deeper understanding of the power of the human mind. It is not only about maintaining the physical state of the brain, but also involves maintaining the quality of intelligent and productive thinking. This principle teaches us to avoid behaviors or actions that have the potential to damage the mind, such as the use of psychoactive substances that can damage cognition, as well as actions that disrupt mental balance. Mental health protection is also included in this principle. Mental health is an important component of overall human well-being. The principle of *Hifz al-Aql* encourages a person to avoid excessive stress, unnecessary anxiety, and negative attitudes that can damage the mind. By taking steps to take care of our mental health, such as developing stress management skills, practicing relaxation, and seeking support when needed, we can ensure that our minds remain healthy and functioning optimally. More than just taking care of oneself, the principle of *Hifz al-Aql* also involves the protection of the minds of others. This includes the responsibility not to worsen the mental state of others or harm their minds. Respect and empathy for the mental state of others are an important part of this principle. In an increasingly complex society, the principles of *Hifz al-Aql* invite us to consider the impact of the information we consume, the environment around us, and the social interactions we

experience. This invites us to be critical thinkers, develop deep insights, and avoid behaviors that can damage the quality of thinking and mental health.

Hifz al-Nasl (Progeny Preservation)

The basic principles of *Hifz al-Nasl*, or Preservation of Offspring, emphasize the importance of preserving the continuity of human offspring and securing future humans as a species. These principles include family values, responsibility for a healthy marriage, and concern for the welfare of children. In this context, the principle of *Hifz al-Nasl* encourages us to build a strong foundation for future generations and maintain harmony in family and social relationships. These principles include the norms and values that make up a strong and balanced family structure. This involves protecting the rights and responsibilities of each family member, as well as respecting the special role played by each individual in the family. The *Hifz al-Nasl* principle also emphasizes the importance of children's education and development, providing a safe and loving environment for them to grow and develop optimally.³⁰

Hifz al-Mal (Property Maintenance)

The principle of *Hifz al-Mal*, or Property Care, teaches the importance of safeguarding property and possessions fairly and ethically. These principles encourage us to treat property responsibly, avoid actions such as fraud or abuse, and apply fair trade principles. Understanding the property owned in trust gives us a framework for thinking that guides us in the use and management of the property. This principle also invites us to use our possessions for productive and useful purposes, both in personal aspects and in

²⁹ Nor Azlina Wahab et al., "Konsep Hifz Al-'aql Dalam Aktiviti Pelancongan: Satu Kajian Awal: Concept of Hifz al-'aql in Tourism Activities: An Overview," *Journal of Muwafaqat* 2, no. 2 (December 31, 2019): 73–92, <https://muwafaqat.kuis.edu.my/index.php/journal/article/view/32>.

³⁰ Jufri Aldhi Wijaya and Ita Rahmania Kusumawati, "The Relevance of the Standard of Maintenance in the Classical Book of Turats Syafi'iyah and the Local Wisdom of the Javanese People to Family Harmony," *Jurnal Indonesia Sosial Teknologi* 5, no. 9 (2024), <http://jist.publikasiindonesia.id/>.

contributing to society and humanity.³¹

Hifz al-Bi'ah (Protecting the environment)

The principle of *Hifz al-Bi'ah*, or Protecting the Environment, underlines the importance of safeguarding and protecting the natural environment and all forms of life in it.³² This principle encourages awareness of our responsibility for ecosystem sustainability and the need to avoid environmental damage. The principle of *Hifz al-Bi'ah* invites a person to take action to maintain the balance of nature and prevent environmental damage. This involves wise management of natural resources, efforts to reduce our ecological footprint, and support for broader environmental protection efforts. This principle also encourages us to appreciate and respect all living things as an integral part of our existence on the planet.

The principles of Maqashid Syariah provide an ethical and moral basis for designing halal tourism development strategies. By understanding and applying these principles, tourist destinations can create travel experiences that are not only guided by the teachings of Islam but also have a positive impact on the social and economic well-being of the community and the environment.

The Role of Halal Tourism in a Sustainable Economy

The economic contribution of the halal tourism industry is becoming increasingly

important in the context of a sustainable economy. Halal tourism has grown as a significant segment in the global tourism industry, generating positive economic impacts at various levels. By offering services that are by Sharia principles, including halal food, Muslim-friendly accommodation, and worship facilities, halal tourism can attract the flow of Muslim tourists from various parts of the world.³³

The contribution of the halal tourism economy can be seen through the increase in tourist visits and the expenditure it brings. Muslim tourists who are increasingly aware of the need for a travel experience that aligns with their religious beliefs tend to spend more money on tourism services that meet halal standards. This covers the cost of accommodation, food, transportation, and various tourist activities. This economic contribution not only involves sectors directly related to tourism but also has an impact on various local businesses that support the needs of tourists, such as souvenir shops, local transportation services, and tour guide services.

Halal tourism also has the potential to create new jobs and increase people's income in tourist destinations. In the face of high unemployment rates and economic challenges, the halal tourism industry can provide solutions by creating jobs in various related sectors. Accommodation facilities, restaurants, and tourist services that meet halal standards require additional labor, ranging from chefs and waiters to cleaning staff. This will have a positive impact on reducing the unemployment rate and improving the

³¹ Siti Asishah Hassan, Rusnadewi Abdul Rashid, and Zeti Zuryani Mohd Zakuan, "THE PRESERVATION OF PROPERTY IN MAQASID AL-SYARIAH: WITH SPECIAL REFERENCE TO THE APPOINTMENT AND DUTIES OF WASI IN ESTATE ADMINISTRATION," *International Journal of Law, Government and Communication* 7, no. 29 (September 9, 2022): 318–28, <https://doi.org/10.35631/ijlgc.729022>.

³² Asmawati Muhamad, Abdul Halim Syihab, and Abdul Halim Ibrahim, "Preserving Human–Nature's Interaction for Sustainability: Quran and Sunnah Perspective," *Science and Engineering Ethics* 26, no. 2 (April 1, 2020): 1053–66, <https://doi.org/10.1007/s11948-020-00192-7>.

³³ Setiawan et al., "TOWARDS SDG SUSTAINABLE HALAL TOURISM DEVELOPMENT: INTEGRATION OF SUSTAINABILITY AND RELIGIOUS MORALITY," *Journal of Lifestyle and SDG'S Review* 5, no. 2 (November 1, 2024), <https://doi.org/10.47172/2965-730X.SDGsReview.v5.n02.pe02893>.

economic welfare of the local community.

Income generated from the halal tourism sector also tends to circulate in the local community. This leads to a multiplier effect, where the money spent by tourists will have an impact on various other sectors of the economy, such as local trade, transportation, agriculture, and handicrafts. Thus, the increase in revenue from the halal tourism industry has a wide and positive impact on overall economic growth.

The economic impact of halal tourism also extends to related economic sectors. The demand for halal food and beverages, for example, has encouraged the development of the halal food industry, which includes the production, distribution, and marketing of halal products. This has an impact on the growth of micro, small, and medium enterprises (MSMEs) involved in the halal food supply chain. In addition, the demand for clothing and other products that are by Sharia principles encourages the development of the fashion and beauty sector by Islamic teachings.

This positive impact also includes the development of infrastructure and public facilities. The need for worship facilities, prayer places, and bathrooms according to Islamic principles encourages investment in the construction and maintenance of these facilities. This can have a positive impact on the construction and hospitality sectors, as well as contribute to the overall improvement of the tourist destination's environment.

Thus, halal tourism has an important role in creating a sustainable economy. Its contribution to increasing income, creating jobs, and encouraging the development of related economic sectors has had a wide positive impact on the community and the surrounding environment. By applying the principles of sustainable economic principles and paying attention to Maqashid Syariah values, halal tourism has the potential to be a source of sustainable and inclusive economic growth.

Halal Tourism Development Strategy

According to the author, some strategies can be used in developing halal tourism, namely, first developing halal facilities and facilities. The development of halal infrastructure and facilities is an important component in designing tourism destinations that are responsive to the needs of Muslim tourists. Infrastructure that complies with halal tourism principles covers various aspects, from accommodation to worship facilities, all of which are designed with these principles in mind. Maqashid Syariah and the expectations and needs of Muslim tourists. The process of developing a robust halal infrastructure plays a central role in shaping a travel experience that is in line with Islamic religious values.

The importance of developing halal infrastructure and facilities can be seen from the perspective of meeting the needs and comfort of Muslim tourists. Muslim-friendly accommodations, for example, include providing bathrooms that comply with Islamic hygiene standards, as well as easily accessible prayer facilities. This creates an environment that allows Muslim tourists to practice their religion without hindrance, providing a more meaningful and convenient travel experience. This argument is supported by the principle of *Hifz al-Din* in Maqashid Sharia, which emphasizes the importance of maintaining religion.

In addition, halal food and beverage facilities have a central role in the development of halal infrastructure. This involves meeting the nutritional needs of Muslim tourists with food that complies with halal and *thoyyiban* (good and halal) standards. Understanding nutritional needs and Islamic Sharia in choosing food and preparing food is part of the principle of *Hifz al-Nafs* in Maqashid Sharia, which prioritizes mental care. Therefore, the development of restaurants and catering services that meet halal requirements not only provides

commercial benefits but also supports the physical and spiritual well-being of tourists.

Not only that, but developing adequate worship facilities is also a priority in developing halal infrastructure. Providing adequate mosques, prayer rooms, and prayer facilities is essential to enable Muslim tourists to carry out their worship solemnly and without hindrance. This contributes to the maintenance of the spiritual aspect of the traveler, which is part of the principles of *Hifz al-Aql* in Maqashid Sharia.

In addition to direct benefits for Muslim tourists, the development of halal infrastructure and facilities also has a significant economic impact. This includes job creation in various sectors, from construction to services. This has also led to the growth of related sectors, such as the halal food industry, Muslim fashion, and businesses that support halal tourism. This argument is in line with the principle of *Hifz al-Mal* in Maqashid Sharia, which emphasizes the importance of fair property maintenance. The development of halal infrastructure and facilities also triggers investment in improving the quality and standards of tourist destinations. The existence of facilities that meet halal standards can improve the image of the destination as a Muslim-friendly tourism destination. This helps attract more Muslim tourists and expand the visitor base, which ultimately has a positive impact on local income and economic growth. This idea supports the principle of *Hifz al-Nasl* in Maqashid Sharia, which focuses on the preservation of offspring.

In the context of a sustainable economy, the development of halal infrastructure and facilities must also pay attention to environmental and social aspects. The use of environmentally friendly technology and sustainable practices in the construction and operation of halal tourism facilities is a step relevant to the principles of Maqashid Syariah, which encourages the preservation of nature and the environment. Therefore, the development of halal infrastructure and facilities has far-

reaching implications, covering religious, economic, and environmental aspects. This is an important step in building tourist destinations that are by the principles of Maqashid Sharia as well as the needs and expectations of Muslim tourists. Through wise and holistic implementation, the development of halal infrastructure and facilities can bring significant economic benefits and positive contributions to the community and the surrounding environment.

Second, the promotion of halal tourist destinations. The promotion of halal tourist destinations is an important step in attracting the attention and interest of Muslim tourists from all over the world. To build an image of a Muslim-friendly destination, this promotion involves strategies that focus on religious values, comfort, and cultural diversity. By leveraging social media, digital platforms, and special campaigns, halal tourism destinations can reach audiences in a wider region, strengthen their appeal, and positively impact the local economy and community development.

Creating a successful promotional campaign involves a holistic approach. In addition to promoting halal services, tourist destinations must also reflect their cultural heritage and natural beauty. This creates a deeper impression on Muslim tourists, who are looking for a culturally and spiritually rich experience. Involving local communities in promotion is also important, as positive interactions with locals can enhance the tourist experience and enrich intercultural relationships.

Furthermore, the promotion of halal tourist destinations needs to utilize technology and digital platforms. In today's digital age, social media and websites are becoming essential tools for promoting destinations. Engaging visual content, including photos and videos that show halal amenities and unique experiences in a destination, can influence

potential travelers to choose the destination. Through smart and creative marketing campaigns, halal tourist destinations can be achieved globally at a lower cost compared to traditional promotion methods.

In the context of the local economy, the promotion of halal tourist destinations provides significant economic benefits. The attraction of Muslim tourists who come with special needs creates opportunities for local industries, ranging from accommodation, food, and beverages, to transportation and handicrafts. This economic impact is not only felt by large business actors but also by MSMEs involved in the tourism supply chain. Thus, the promotion of halal tourist destinations has the potential to move the wheels of the local economy and improve people's living standards. Therefore, the promotion of halal tourist destinations has a central role in increasing the attractiveness and popularity of destinations among Muslim tourists. With the right promotion strategy, destinations can highlight facilities and services that meet halal standards, while promoting unique cultural and natural aspects. Through an approach that focuses on religious values, cultural diversity, and digital technology, these promotions have the potential to reach a global audience, create a positive economic impact, and enrich the experience of Muslim tourists and local communities.

Third, namely, Sharia crowdfunding as an instrument for halal tourism development. The increasing trend of interest in halal tourism in Indonesia not only reflects local attractions but also becomes a global spotlight, with tourists visiting from various parts of the world. However, behind this positive development, some challenges need to be overcome, including in terms of financing the development of innovative and attractive halal tourism products. In the realm of Sharia funding, there is an attention-grabbing crowdfunding mechanism, where individual investors and small companies can participate in supporting projects or

businesses on a small to medium scale. Therefore, the concept of Sharia securities crowdfunding has emerged as a potential solution to answer financing challenges and develop sustainable halal tourism.

The importance of the Sharia securities crowdfunding approach in developing halal tourism is based on several substantial arguments. First, this system has the potential to provide a source of funds that are by Sharia principles. In the halal tourism business environment, the availability of funds by Islamic teachings is very important. Sharia securities crowdfunding connects halal tourism companies with investors who have the same vision and goal, which is to encourage the growth of this sector while still upholding Sharia principles.

Then, related to regulations that support the optimization of the crowdfunding system, which is currently regulated by DSN-MUI fatwa number 140. This guide can refer to DSN MUI fatwa numbers 135 and 137 in its implementation. The government's initiative to provide a clear and supportive legal framework is key in facilitating the development of halal tourism through crowdfunding. With a strong regulatory foundation, industry players can plan and implement halal tourism projects with confidence.

The author is of the view that Sharia securities crowdfunding has the potential to strengthen the Sharia financial sector as a whole. The use of crowdfunding mechanisms that are in line with Sharia principles will help expand the Islamic finance ecosystem, in line with Indonesia's goal to become a global Islamic financial center. By creating investment opportunities by Islamic teachings, this concept will also have a positive impact on the overall development of the Islamic economy.

To realize this potential, the government has an important role in providing support

through regulatory arrangements that support and provide space for crowdfunding development in the halal tourism sector. Not only will it help improve the quality of halal tourist destinations in Indonesia, but it will also strengthen the overall halal industry ecosystem. Therefore, Sharia securities crowdfunding has the opportunity to be the main driver in the development of sustainable and Sharia-oriented halal tourism.

Implementation of Maqashid Syariah in Halal Tourism

Halal tourism is a tourism concept based on the principles of Maqashid Sharia, which is the main goal of Islamic Sharia. This concept integrates the principles of religion, ethics, and sustainability in the tourism industry. The implementation of Maqashid Sharia in halal tourism includes the maintenance of religion (*Hifz al-Din*), the maintenance of the soul (*Hifzh al-Nafs*), the maintenance of reason (*Hifzh al-Aql*), the maintenance of offspring (*Hifzh al-Nasl*), and the maintenance of property (*Hifzh al-Mal*).

- **Maintenance of Religion (*Hifz al-Din*)**

Religious Maintenance or *Hifz al-Din* is an important principle that is a milestone in the development of halal tourism. The concept of halal tourism aims to ensure that all facilities and services provided to tourists are in line with the principles of Islamic teachings. This principle encourages the creation of meaningful and immersive travel experiences for Muslim tourists, where they can worship and practice religious values at every stage of the journey. One of the main aspects of halal tourism is the provision of facilities and environments that support religious practices. For example, a halal hotel must offer facilities such as prayer rooms or prayer rooms that allow guests to carry out their worship comfortably and solemnly. This creates an environment where Muslim travelers

can maintain their relationship with their God without any distractions or obstacles.

In addition to maintaining the values of Islamic teachings, halal tourism also sets strict standards related to food and beverages served to guests. Providing halal food, which is by religious regulations, is an integral part of a religiously respected and valid tourism experience. By ensuring that the food consumed is to the principles of Islam, Muslim tourists can feel safe and calm during their trip. In addition, halal tourism also plays an active role in protecting Muslim tourists from content or situations that are contrary to religious teachings. This includes avoiding environments that contain material that is inconsistent with ethics or religious values, thus ensuring that tourist trips remain within the corridor of values upheld by Islam.

- **Soul Nurturing (*Hifzh al-Nafs*)**

Soul Maintenance, or *Hifzh al-Nafs*, is a profound principle in the context of halal tourism. This principle pays special attention to the safety and well-being of tourists, recognizing the invaluable value of human life and well-being. The application of the *Hifzh al-Nafs* principle of halal tourism has important consequences related to safety and security aspects. In the context of halal tourism, the principles of *Hifzh al-Nafs* call for defining and implementing strict safety standards.

The main goal is to protect tourists from all kinds of dangers, both physical and moral. In this view, safety is not only the responsibility of individuals but also the responsibility of industry and society in creating a safe and secure environment. This principle guides a holistic approach in designing and managing halal tourist destinations. This includes the need to design infrastructure and facilities with the physical safety of tourists in mind. In this regard, the

adoption of advanced technologies for crime monitoring and prevention and the provision of effective security services are inseparable aspects. In addition, moral and psychological aspects are also given serious attention by avoiding content or situations that can damage the emotional well-being of tourists.

When the safety and well-being of tourists are prioritized, the halal tourism industry can build a positive image and strong trust among tourists. Guaranteed safety and an environment free from potentially life-threatening risks create a positive and unforgettable experience for Muslim travelers. This not only results in customer satisfaction but also strengthens the reputation of the destination and halal tourism services as a whole. By applying the principles of *Hifzh al-Nafs*, the halal tourism industry can achieve its higher goal, which is to provide a travel experience that is in harmony with the principles of Islam.

- **Maintenance of Reason (Hifzh al-Aql)**

Maintenance of Reason (Hifzh al-Aql) is one of the principles that plays a central role in the context of the halal tourism industry. This principle underscores the importance of promoting the intellectual and spiritual development of tourists, as well as avoiding content that degrades human dignity or is incompatible with common sense. The application of this principle allows halal tourism to be more than just a physical experience, but also an opportunity to stimulate intellectual and spiritual growth.

To achieve the goal of preserving intellect, the halal tourism industry can provide various educational activities that provide deeper insight into Islamic history, culture, and values. By facilitating visits to historical sites, museums, or educational centers, tourists can have the opportunity to learn more about Islamic heritage and its contribution to global civilization. These activities encourage intellectual growth and

enrich Muslim tourists' knowledge of their cultural roots.

In addition, the principle of *Hifzh al-Aql* also invites you to avoid content or activities that can degrade human dignity or violate common sense. This includes avoiding immoral or damaging content, as well as actions that are inconsistent with ethical principles and policies. In this regard, halal tourism emphasizes the importance of providing a dignified and positive experience for tourists, where they can feel respected and inspired. In addition, by providing educational and cultural activities, halal tourism not only provides an opportunity for tourists to expand their knowledge of Islam but also to deepen spiritual values. An introduction to religious teachings, rituals, and practices allows tourists to reflect and deepen their relationship with God. This creates an environment that supports spiritual growth and strengthens the maintenance of the mind at every stage of the journey.

- **Preservation of Ancestry (Hifzh al-Nasl)**

Halal tourism, as an important part of the global economy, has a profound social and cultural responsibility towards the preservation of heredity and family values in Islamic societies. The draft *Hifzh al-Nasl*, or the preservation of offspring, not only covers purely biological aspects but also involves the continuation of moral and ethical values in an environment that supports strong families and communities. To achieve comprehensive parenting, halal tourism must play a proactive role in ensuring that every aspect of the environment and activities provided to tourists is not only by religious norms, but also in line with family and moral norms upheld in Islam.

This means completely avoiding any form of content or activities that are contrary to Islamic family values, and instead, providing experiences that promote those

values. It is important to emphasize that progeny care not only focuses on the negatives to be avoided but also includes positive efforts in establishing healthy and beneficial interactions between family members. Halal tourism has a strategic role in encouraging activities that strengthen relationships between family members, either through educational programs, recreational activities that deepen religious values, or special facilities that accommodate the needs of families on their trips.

By affirming a commitment to family and moral values, halal tourism is an agent of positive change in society. By supporting the maintenance of offspring, halal tourism contributes to the formation of a morally, ethically, and spiritually strong generation, which in turn will strengthen the foundations of a stronger society. By providing an environment that supports family values and activities that are in line with Islamic principles, halal tourism not only provides economic opportunities but also serves as a platform to advance deeper religious understanding and practice. By encouraging positive interactions between family members, halal tourism helps build a sustainable foundation for a strong family culture within Muslim communities.

- **Property Maintenance (Hifzh al-Mal)**

The concept of Property Maintenance (Hifzh al-Mal) has a central role in maintaining a balance between resource utilization and justice in various aspects of life, including in the halal tourism industry. Halal tourism, as an important part of the global economy, is not only expected to provide economic benefits but must also be responsible for sustainable and fair property management, in line with the teachings of Islam. Property management in the halal tourism industry involves several basic principles.

First of all, it is important to avoid exploitation that is detrimental to natural

resources and the economy. This includes efforts not to exceed the capacity of natural regeneration and ensure that the use of resources does not result in irreparable damage. Taking care of property in the context of halal tourism means respecting God's creation and carrying out the duty of ownership with full responsibility. A fair and sustainable economic approach is the basis that cannot be ignored in managing the halal tourism business. The principle of economic justice teaches the importance of ensuring that the benefits of the halal tourism industry can be felt by all parties involved, including local communities, workers, and other stakeholders. It involves business practices that respect workers' rights, prevent exploitation, and make a meaningful contribution to the development of the local economy.

In addition, maintaining properties in halal tourism also involves sustainable environmental conservation. This principle is realized through proactive measures to reduce the environmental impact of tourism activities, such as the use of renewable energy, prudent waste management, and the preservation of natural habitats. This effort reflects a responsibility to nature and future generations, in line with the principle of property preservation in Islam.

- **Environmental Maintenance (Hifzh Al-Bi'ah)**

Environmental maintenance (Hifzh Al-Bi'ah) is a prominent concept in Islam and has profound implications in the halal tourism industry. The implementation of this principle is not only a social responsibility, but also a reflection of religious values that teach the importance of preserving nature, the beauty of God's creation, and acting as a caliph (watchdog) on earth. In the context of the halal tourism industry, the implementation of *Hifzh al-Bi'ah* involves a series of concrete efforts to minimize negative impacts on the

environment.

One of the main aspects is the sustainable use of energy. This includes the use of renewable energy sources such as solar and wind, as well as energy efficiency in infrastructure and tourism facilities. By adopting environmentally friendly technologies, the halal tourism industry can play a role in reducing its carbon footprint and dependence on fossil energy sources. In addition, good waste management is also an important component in the implementation of *Hifzh al-Bi'ah*. Sustainable waste management practices, such as recycling and safe waste processing, can reduce environmental pollution and minimize negative impacts on natural ecosystems. This reflects the social and moral responsibility of the halal tourism industry towards the environment in which they operate.

The principle of *Hifzh al-Bi'ah* also encourages an appreciation of the beauty of nature. The halal tourism industry can serve as a vehicle for tourists to experience the beauty of God's creation, so that awareness and respect for the environment increase. By integrating an educational approach that teaches about the beauty and importance of nature, halal tourism can inspire an attitude of caring for the environment, both among tourists and local communities. In Islamic teachings, protecting nature and the environment is a moral obligation that must be obeyed by every individual. By implementing environmentally friendly practices in the halal tourism industry, it not only carries out religious teachings but also provides a real example of how businesses can contribute to environmental conservation and nature conservation. With the right awareness and actions, halal tourism can be an agent of positive change in preserving the beauty of the earth that Allah created and bequeathed to future generations.

By applying the principles of Maqashid Syariah in halal tourism, this industry can provide broader and sustainable benefits for

society, the environment, and Islamic values. In this regard, a deep understanding of Maqashid Syariah and its implementation in tourism practices is essential to create an ethical and positive tourism industry.

Recommendations for Sustainable Halal Tourism Development. Strengthening education and understanding of halal tourism is an important step in responding to the increasing global market demands related to the needs of Muslim tourists.³⁴ By increasing the understanding of halal tourism principles among industry players, local communities, and tourists themselves, there will be a deeper awareness of the importance of providing services that cater to the religious needs and beliefs of Muslim tourists. This education will also open up opportunities for innovation in developing tourism products and services that are more creative and by halal principles. For example, training in providing delicious and safe halal food for consumption will ensure that the destination has a strong culinary appeal for Muslim tourists.³⁵

Clear regulations and policies are a strong foundation for building a sustainable halal tourism industry.³⁶ With regulations governing the certification of halal products and services, industry players will feel encouraged to meet the standards set by the

³⁴ Jayant Isaac, "EXPLORING THE IMPACT OF HALAL TOURISM STANDARDS ON INTERNATIONAL TRAVEL CHOICES: A COMPARATIVE STUDY OF KEY DESTINATIONS," *INTERNATIONAL JOURNAL OF HALAL ECOSYSTEM AND MANAGEMENT PRACTICES (IJHEMP)* 2, no. 2 (September 30, 2024), <https://doi.org/10.35631/IJHEMP.22002>.

³⁵ Lalu Adi Permadi et al., "Halal Destination Attributes and Its Relationship with Destination Image Based on Local Wisdom and Revisit Intention," *World Journal of Advanced Research and Reviews* 24, no. 2 (November 30, 2024): 1646–59, <https://doi.org/10.30574/wjarr.2024.24.2.3437>.

³⁶ Girish Prayag, "Halal Tourism: Looking into the Future through the Past," *Tourism Recreation Research* 45, no. 4 (2020): 557–59, <https://doi.org/10.1080/02508281.2020.1762044>.

government. This will encourage investment in infrastructure development and human resource training through halal tourism principles. Strong regulations will also provide a sense of security and certainty to Muslim tourists that the destination has met the standards of their beliefs and beliefs, thereby increasing the attractiveness of the destination.

The government has an important role in supporting infrastructure development that supports halal tourism.³⁷ Infrastructure such as Sharia-based hotels, adequate ablution facilities, and mosques is an important factor in attracting Muslim tourists. The government's investment in this infrastructure will open up opportunities for the local tourism industry to develop and provide better services. In addition, a strong and targeted promotional campaign will provide greater visibility to halal tourist destinations in the global market. By highlighting the unique aspects of the destination, the promotion will help attract the attention of Muslim tourists who are looking for a high-value tourism experience that complies with halal principles.

International cooperation is a strategic step in expanding the impact of halal tourism.³⁸ Countries can share experiences, knowledge, and best practices in developing tourism destinations that are friendly to Muslim tourists. This collaboration can also create synergies in cross-border promotion and marketing, which will help halal tourism destinations become better known globally. Tourist exchanges between countries will also increase the flow of

visits, providing economic benefits for all parties involved. Thus, international cooperation will support the sustainable growth of the halal tourism industry.

Thus, the combination of strengthening education, strong regulations, infrastructure support, and international cooperation will be a strong foundation for the sustainable development of halal tourism. These measures will not only meet the needs of Muslim tourists but will also have a positive impact on economic growth, cultural preservation, and relations between nations.

D. CONCLUSION

This research concludes that halal tourism, which integrates the principles of the Islamic religion into the travel experience, can positively and sustainably impact the economy. This concept involves elements of halal food, Muslim-friendly accommodation, and interactions according to religious norms, which creates a suitable environment. Maqashid Sharia involves the maintenance of religion, soul, mind, lineage, property, and the environment. Development of halal infrastructure, destination promotion, and implementation of crowdfunding Islam are identified as important strategies in developing halal tourism. Halal tourism not only contains a recreational dimension but also has deep spiritual, social, and cultural values. The research implications show that halal tourism not only has an impact on the tourism industry but also the global and local economy, including economic growth, job creation, and intercultural dialogue.

³⁷ Asad Moshin, Ana Brochado, and Helena Rodrigues, "Halal Tourism Is Traveling Fast: Community Perceptions and Implications," *Journal of Destination Marketing and Management* 18 (December 1, 2020), <https://doi.org/10.1016/j.jdmm.2020.100503>.

³⁸ Wahjoe Pangestoeti et al., "Halal Tourism and Industry in Blue Economy (Analysis on Kepulauan Riau Challenges Towards the Cross Border Strategic Location with Neighbouring Countries Singapore and Malaysia - Case Study Pulau Penyengat)," in *BIO Web of Conferences*, vol. 134 (EDP Sciences, 2024), <https://doi.org/10.1051/bioconf/202413403006>.

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