

Halal Trip Scheme: Implementation of Shariah Compliance in Indonesia

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Abstract

Purpose: This study aims to analyze the implementation of the halal travel scheme in Indonesia and evaluate its compliance with sharia economic law, particularly focusing on standards set by DSN-MUI Fatwa No. 108/2016.

Method: Using normative legal methods through a study of relevant legal regulations and literature, especially DSN-MUI Fatwa No. 108/2016. The study focuses on key sharia principles and assesses their application within the halal trip scheme, especially through innovations like the "Halal Tripnesian" platform.

Result: The findings demonstrate that Indonesia's halal trip scheme largely aligns with sharia compliance standards, effectively incorporating critical elements such as halal-certified food, prayer facilities, and sharia-compliant accommodations. Despite facing challenges, including diverse interpretations of sharia law, a lack of unified global halal certification, and varying levels of halal literacy among stakeholders, the overall implementation has shown strong adherence to sharia principles. Technological innovations, particularly through digital platforms, have enhanced the accessibility and convenience of halal travel, supporting the growth of the sector and positioning Indonesia as a leading destination for Muslim-friendly tourism.

Contribution: This study provides insights into the strengths and weaknesses of Indonesia's halal travel scheme, highlighting the importance of regulatory support, digital innovation, and stakeholder education in ensuring sharia compliance. The research suggests that continued efforts in harmonizing halal standards and improving halal literacy are essential for sustaining growth and competitiveness in the global halal tourism market.

Keywords: Halal Tourism, Sharia Compliance, Halal Travel Scheme, Digital Innovation, DSN-MUI Fatwa, Halal Literacy.

Introduction

In 2020, the number of Muslim tourists was recorded at 158 million people, and is estimated to reach 230 million people by 2026. In 2023, Indonesia successfully ranked first in the Global Muslim Travel Index (GMTI), reflecting the country's success in post-pandemic economic recovery. The government is optimistic that this achievement will accelerate efforts to attract 8.5 million tourists in the halal tourism sector or global Muslim-friendly tourism (Kamiliyah et al., 2024). Global halal tourism industry prospects are increased by the quick development of information and communication technologies, particularly since the world transitioned from the pandemic to the endemic phase. This gives Muslim travelers even more chances to visit other tourist spots. In addition, the rise of numerous mobile applications that facilitate the delivery of travel information is also crucial in meeting travellers' needs (Ilahi et al., 2023).



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Law No. 10 of 2009 concerning Tourism does not specifically discuss halal tourism. However, aspects of halal tourism are regulated more comprehensively in the DSN-MUI Fatwa Number 108/DSN-MUI/X/2016 concerning Guidelines for Organizing Tourism Based on Sharia. This fatwa, issued in 2016, provides guidance on organizing sharia tourism, covering various aspects such as lodging facilities, spas, saunas, massages, travel companies, and tourism destinations. Strong government rules backing this fatwa could lead to a sharp increase in the growth of halal tourism in Indonesia (Afifah & Zhulkarnain, 2023).

The concept of halal travel does not only include the provision of sharia-compliant facilities, such as places of worship and halal cuisine, but also includes tourism services and activities that are free from elements that conflict with Islamic teachings. With the increasing demand for halal tourism, the halal travel program has surfaced as a solution intended to more fully address the needs of Muslim travellers. From the perspective of sharia economic law, the halal travel scheme must meet strict sharia standards and principles, including fairness, transparency, and sustainability throughout the value chain involved in the tourism industry. Compliance with sharia law in the implementation of halal travel is an important element that not only ensures the comfort of Muslim tourists but also improves the reputation and competitiveness of tourist destinations in the global market. As information and communication technology advances, and the transition from pandemic to endemic, the challenges in ensuring sharia compliance in the halal travel scheme are increasingly complex, but also open up great opportunities for industry players.

A digital tool called "Halal Tripnesian" was created to make halal travel in Indonesia easier. This portal provides a number of features, including details about the closest mosque, hotels, places of worship, halal eateries, and halal goods. Halal Tripnesian serves as a practical solution in providing access to Muslim-friendly tourism, serving both domestic and international Muslim tourists. Through this platform, users can plan a pleasant trip and provide an overall halal experience, with an emphasis on a travel experience tailored to Muslim travellers' requirements (Afifah & Zhulkarnain, 2023).

This research attempts to examine how the halal trip scheme is implemented and to what extent it complies with sharia economic law. By examining various implementation models and obstacles faced in sharia compliance, it is anticipated that this study would shed more light on the opportunities and difficulties the halal tourism sector has in satisfying the demands of the expanding Muslim consumer.

Research Method

This research makes use of a normative legal method, which aims to analyze the implementation of the halal trip scheme and its compliance with sharia economic law. This method focuses on the study of legal regulations, documents, and literature relevant to the concept of halal tourism, especially connected to the application of sharia principles in the travel and tourism sector.

The study begins by reviewing the laws and regulations related to tourism in Indonesia, such as Law No. 10 of 2009 concerning Tourism, which although does not specifically discuss halal tourism, is a general basis for organizing tourism. Furthermore, the study will explore the DSN-MUI Fatwa Number 108/DSN-MUI/X/2016, which provides more comprehensive guidance on sharia-based tourism. This fatwa is the primary legal material in the analysis, given its role in regulating important aspects of sharia tourism, including facilities and services that must be provided in accordance with sharia principles.

Through document study, this research will also examine various supporting documents such as scientific journals, books, and articles that are relevant to halal tourism, especially in relation to global trends and technological innovations that increasingly influence halal travel schemes. Digital platform innovations such as "Halal Tripnesian" will also be analyzed to see how information technology can facilitate sharia compliance in organizing halal trips.

This normative legal approach requires a review of primary and secondary legal materials to identify how existing regulations are implemented, and to assess their

effectiveness in ensuring sharia compliance. The study will also identify the challenges faced by industry players in meeting sharia standards, both in terms of services and facilities provided. Thus, this study will provide a comprehensive overview of the halal trip's implementation scheme in Indonesia as well as its compliance with the principles of Islamic economic law, especially in facing technological developments and challenges in the post-pandemic era.

Result and Discussion

Result

1. Halal Trip Implementation And Scheme

Indonesia's natural wealth and cultural diversity are very valuable attractions. The beauty of various tourist destinations and the uniqueness of their culture are the attractions for tourists to visit. In addition, to improve accessibility, interaction, and personalization for Muslim visitors, Indonesia can create family-friendly trip destinations, offer amenities and services that cater to Muslim trip, and introduce the idea of halal trip.

In general, the sharia tourism principles, based on DSN-MUI Fatwa No. 180/DSN-MUI/X/2016, include several aspects: 1) orientation of welfare, where halal tourism is not only aimed at tourist satisfaction, but also considers the economic impact on visitors and local communities; 2) availability of worship facilities, because Muslim tourists need these facilities; 3) provision of halal food and beverages; 4) absence of prohibited practices (Ramadhani, 2021).

The requirement for halal goods in Indonesia continues to rise, triggered by the growth of the global Muslim population which reached 1.84 billion people in 2017 and is expected to increase to 27.5 percent of the world's total population by 2030, which will significantly increase demand for halal goods as well as services (T. S. Putri, 2023). In Law No. 10 of 2009 concerning tourism, DSN-MUI Fatwa No. 180/DSN-MUI/X/2016, and GMTI 2022, there are four assessments of important components of halal tourism, including.

Tabel 1. Halal Tourism Assessment Components

Based On Law And Fatwa	Based On GMTI 2022
Attractions	Accessibility
Accessibility	Communication
Amenities	Environment
Acceleration (Institutions)	Service

Source: Research Result GMTI 2022

1) Halal Trip Implementation

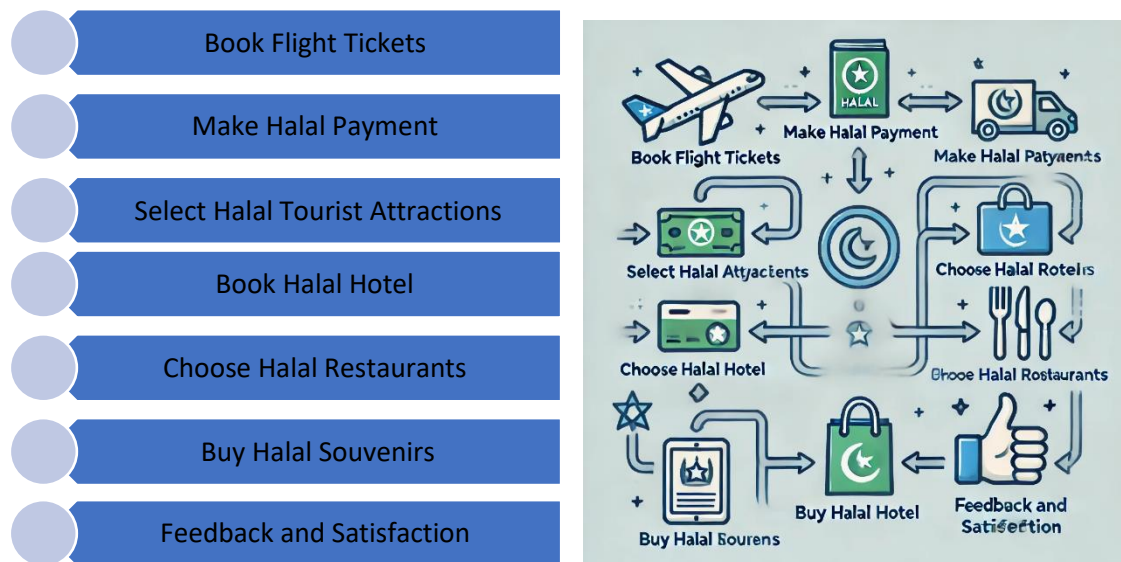
The growth of halal travel in Lombok, NTB which can be seen from the Crescentrating ACES (Access, Communications, Environment and Service) has met the standards set by the world halal tourism association. The access aspect in general has been well met where international flights, airports, and facilities have met the criteria for tourist areas, there are connecting routes for tourist destinations from the east, center and west and there is a port connected to the island of Bali. Then, the second aspect is communication where promotions have been carried out to various halal tourism destination countries both directly and using social media. The third aspect is the environment which has been reflected in the policies made, namely zero waste which is coordinated directly by the provincial government by involving related institutions and agencies such as the environmental agency, tourism agency, research institutions and other stakeholders. Finally, the service aspect is very good. This can be seen from the aspects of transportation, accommodation, and communication that have been available at all tourist destination points. For Muslim tourists, there are also places of worship. For food and drinks, there are halal-certified restaurants, as well as hotels. Although, until now there has been no tourist destination specifically for Muslim tourists (Pipit Mulyah, Dyah Aminatun, Sukma Septian Nasution, Tommy Hastomo, Setiana Sri Wahyuni Sitepu, 2020).

Although halal tourism in Lombok, East Nusa Tenggara is currently still experiencing a decline compared to 2019. This is due to the Covid-19 pandemic that lasted from 2020 to 2022.

However, in Lombok halal tourism is still a bargaining power for Muslim tourists. Halal tourism in Lombok cannot be separated from the backing of multiple parties, both from the central and regional governments, religious leaders, the community and traditional leaders in the Lombok area. The role of stakeholders is very much felt in encouraging halal tourism so that it has an impact on improving community welfare (Pipit Mulyah, Dyah Aminatun, Sukma Septian Nasution, Tommy Hastomo, Setiana Sri Wahyuni Sitepu, 2020).

2) Halal Trip Scheme

Figure 1. Halal Trip Scheme



Source: Research result

The origin of halal travel lies in the word “halal”. The word halal means “permitted” or “allowed” in Arabic. In Islam, the concept of halal does not only refer to food and drink, but also includes all aspects of the lives of Muslims. This concept requires Muslims to only consume products that are permissible according to their religious teachings, including food, drink, banking, finance, tourism, cosmetics, work, and others. On the other hand, Chandra (2014) argues that the concept of halal, which means “acceptable” in Arabic, applies not only to food, but also to everything from banking to cosmetics, vaccines, and in this case, tourism. It is indicated that the products are included. This means offering travel packages and destinations that are specifically tailored to the considerations and needs of Muslim travelers (Iflah & Putri, 2019).

Any tourist object or activity that can be employed or utilized by Muslims in the travel and tourism sector in accordance with Islamic teachings. According to this understanding, the basis for offering travel services and goods to customers—the majority of whom are Muslim tourists—is Islamic law, including those from non-Islamic countries, and the purpose does not have to be a religious trip. but travel in general can be motivating. A good tourist destination that can be chosen based on a sharia perspective is halal tourism. Because in this tourism environment efforts are made to avoid pollution that is forbidden. Halal tourism itself is growing due to the growth of the high-income middle class, especially in Middle Eastern countries. Accommodation support, including the availability of sharia hotels, is a concern for the halal tourism industry (Irwansyah, n.d.).

Sharia-compliant hotels adhere to specific standards to ensure that their services align with Islamic principles and cater to the needs of Muslim guests. One of the primary aspects is the availability of halal-certified food and beverages, ensuring that all items served comply with Islamic dietary laws. The hotel also provides dedicated prayer facilities, complete with the Quran, prayer mats, and clear indicators for the Qibla direction, facilitating guests in

performing their daily prayers. To respect religious guidelines, room orientations are considered carefully; mattresses and toilets are positioned to avoid facing the Qibla direction. Additionally, the hotel refrains from offering entertainment options that conflict with Islamic values, maintaining an environment conducive to modesty and respect. The staff at Sharia-compliant hotels are predominantly Muslim and follow an Islamic dress code, which reflects the hotel's commitment to upholding Islamic standards. Separate facilities for men and women are provided, such as separate salons and swimming pools, ensuring privacy and adherence to modesty guidelines. Furthermore, the hotel enforces policies for unmarried couples, requiring them to occupy separate rooms in accordance with Islamic teachings. Lastly, the consumption of alcohol and all forms of gambling are strictly prohibited on the hotel premises, creating a wholesome environment free from activities that are considered haram (forbidden) in Islam. These comprehensive measures ensure that the hotel experience remains respectful of Islamic values and provides a comfortable and compliant environment for Muslim travelers (Muflihatul Bariroh, 2020).

Several standards have been set to provide comfort for Muslim tourists so that they can travel without violating religious rules. Hotel cleanliness includes bathrooms and washing areas, as well as the availability of halal facilities. It is undeniable that the competition for halal travel continues to increase. Every nation, Muslim and non-Muslim, are competing to attract Muslim travelers by offering the best services that provide comfort. This is because Muslim tourists, particularly those tourists from the Middle East, are known as a group of tourists who dare to spend a lot of money for the pleasure of traveling. The tourism industry is a field that has great potential to be developed and if managed properly can improve the economy of a country (Irwansyah, n.d.).

2. Challenges In Sharia Adherence In The Halal Travel Sector

Halal travel is a type of tourism that is oriented towards fulfilling the needs of Muslim tourists (Bin Lahuri et al., 2023). One of the difficulties in growing halal travel is firstly the complicated advertising aspect, because the needs of Muslim and non-Muslim travelers differ. Travelers who are not Muslims may choose not to visit destinations that offer sharia facilities if they feel that these attributes do not match their preferences. This poses a major challenge for halal tourism, namely how to meet the needs of non-Muslim tourists without violating the halal principles that are upheld. Although halal tourism can be a constraint in the tourism industry, this concept also opens up business opportunities by encouraging inventiveness and adaptability in service tourists from different backgrounds. The second challenge is from the demographic aspect, where the large Muslim population consists of various schools of thought. In a regional context, demographics are a determining factor because they affect community mobility and market preferences. The diversity of schools of thought has an impact on how Muslim communities respond to halal products, thus affecting consumption patterns that affect aggregate demand. Although they share the same beliefs, they have differences in culture, preferences, and local and regional characteristics, reflecting racial, social, and economic diversity throughout the world. Third, the difficulties in developing the halal sector can also be seen from two aspects of activity, namely the production aspect from upstream to downstream, and the regulatory aspect. At the upstream level, halal industry producers often lack understanding of the various elements in providing halal products, including financing, raw materials, production, marketing, and supply chain management. The production division is usually not from sharia experts, so understanding of the halal product processing process is still limited, which leads to a lack of innovation at the producer level. As a result, the development of the halal industry still tends to be oriented towards fulfilling religious principles and has not fully led to sustainable business innovation, including optimal utilization of spatial potential (Muis, 2020).

The fourth Establishing globally accepted halal standards and accreditation is a difficulty, particularly in the food sector. The absence of international halal standards causes uncertainty in the market, both for producers and consumers. Until now, there has been no global plan to accredit each nation's Halal Certification Bodies, including Indonesia, so exporters often

require several different certifications for market access. This challenge is faced by various countries and reflects the gap in capacity and capability between halal certification bodies, this affects how Indonesia's halal business develops. The fifth challenge is the low halal literacy among the community. Strengthening the halal ecosystem requires a literacy process to increase the number and quality of halal producers and consumers. Halal literacy includes the understanding of the community, regulators, investors, and industry players in recognizing, consuming, managing, and analyzing halal products. This concept includes the ability to read, understand, and develop skills related to the halal business, it is anticipated to increase in tandem with the halal industry to encourage consumption of halal products in the community (Yuliawati et al., 2022).

3. Halal Innovation Tripnesia As A Model For Strengthening Halal Trips

Halal Tripnesia is an online platform that supports Muslim-friendly tourism in Indonesia. This platform aims to facilitate access to halal tourism for Muslim tourists, both domestic and international, by offering travel experiences that combine personal touches and meet halal principles. Halal Tripnesia supports the development of the halal tourism sector which contributes significantly to reaching the Sustainable Development Goals (SDGs) by 2045.

As part of the ninth indicator in the SDGs, namely "Industry, Innovation and Infrastructure," halal tourism contributes to building solid and sustainable infrastructure, promoting innovation, and encouraging sustainable industrialization. Thus, this sector can create jobs, increase investment in the industrial and real sectors, and strengthen sustainable economic growth in Indonesia (Afifah & Zhulkarnain, 2023).

Discussion

The discussion in This research shows that the application of the halal travel scheme in Indonesia has experienced significant development, especially with the support of regulations and technological innovations such as the "Halal Tripnesia" platform. Lombok, as one example of a halal tourism destination, has met the ACES (Access, Communication, Environment, and Services) standards set by the international halal tourism association (Mubarok, 2021). This shows a strong effort from the government and local stakeholders to increase the attractiveness of halal tourism. This challenge reflects the need to increase halal literacy in the community, so that industry players and consumers can better understand and take advantage of opportunities in this sector.

Digital platform innovations such as "Halal Tripnesia" offer practical solutions to overcome some of these challenges, by providing easy access to information related to destinations, restaurants, and accommodations that comply with sharia principles. This platform also supports the achievement of sustainable development goals (SDGs) by encouraging innovation, infrastructure development, and sustainable economic growth in Indonesia (Afifah & Zhulkarnain, 2023).

However, challenges remain in the application of sharia principles in the tourism sector. First, the marketing aspect still faces difficulties in attracting non-Muslim tourists without sacrificing halal principles. Second, the diversity of schools of thought within the Muslim population influences preferences and consumption patterns, creating complexity in meeting uniform halal standards. Third, manufacturers' lack of understanding of the halal production process has limited innovation in the industry. Furthermore, the absence of international halal standards has created uncertainty in the market and hampered the export of halal products (Pranandari et al., 2023).

The implementation of a halal trip scheme aims to provide tourism experiences that fully align with sharia principles, ensuring that Muslim travelers can enjoy their trips without compromising their religious obligations. Halal travel encompasses not only the provision of halal food and prayer facilities but also adheres to comprehensive sharia compliance across all aspects of the travel experience, including lodging, transportation, and tourism activities (A. Y. Putri, 2024). This discussion will explore the extent of sharia compliance in halal trip schemes,

its implications, and the challenges faced in its implementation based on the analysis from the provided article.

1. Sharia Compliance and Legal Framework

Sharia compliance in the context of halal tourism is based on guidelines provided by regulatory bodies like the DSN-MUI Fatwa No. 108/2016. This fatwa outlines essential requirements for organizing sharia-compliant tourism, including the prohibition of haram (forbidden) elements and the obligation to provide facilities that cater to the religious needs of Muslim tourists. The fatwa emphasizes aspects such as the provision of halal-certified food, the availability of prayer facilities, and the exclusion of inappropriate entertainment. These guidelines have become the basis for the legal framework governing halal tourism in Indonesia, providing clarity on what constitutes a sharia-compliant trip (Syahputra, 2023).

2. Sharia Compliance in Halal Tourism Components

Sharia compliance in halal tourism extends beyond providing basic amenities; it involves various elements that ensure the entire travel experience adheres to Islamic principles. One of the most critical components is the availability of halal food and beverages. Hotels, restaurants, and tourist sites that aim to attract Muslim travelers must obtain halal certification, which guarantees that all dishes served comply with Islamic dietary laws. This is essential because halal food is a fundamental part of daily life for Muslims, and non-compliance can deter Muslim tourists from visiting a destination. Additionally, the provision of prayer facilities is an integral part of halal tourism. Hotels, airports, and tourist attractions are expected to offer prayer rooms equipped with the Quran, prayer mats, and Qibla direction indicators, allowing Muslim travelers to perform their prayers conveniently. Furthermore, sharia-compliant accommodations avoid practices that conflict with Islamic teachings, such as serving alcohol and offering inappropriate entertainment. Hotels adhering to these standards often provide separate swimming pools for men and women and enforce policies requiring separate rooms for unmarried couples, ensuring an environment that respects Islamic values (Syahputra, 2023).

3. Technological Innovations in Supporting Sharia Compliance

Digital innovations have played a significant role in enhancing sharia compliance in the halal travel industry. Platforms like "Halal Tripnesian" have emerged as key tools in facilitating access to halal travel options. These platforms provide information about halal-certified hotels, restaurants, and tourist attractions, making it easier for Muslim travelers to plan trips that adhere to sharia principles. By integrating technology, halal tourism can offer personalized experiences while ensuring compliance with religious requirements, thus increasing the overall satisfaction of Muslim tourists (Afifah & Zhulkarnain, 2023).

4. Challenges in Ensuring Sharia Compliance

Despite the growth of halal tourism, several challenges remain in achieving comprehensive sharia compliance. One of the primary challenges lies in marketing, as the needs of Muslim and non-Muslim tourists differ significantly. A focus on sharia compliance may appeal to Muslim travelers, but it can also deter non-Muslim tourists who prefer conventional travel experiences. This issue necessitates a flexible and inclusive marketing strategy that caters to both segments without compromising sharia principles. Moreover, the diverse interpretations of sharia law among Muslim communities globally create inconsistencies in implementing halal standards. Differences in cultural practices and religious observance across various regions make the application of halal principles complex. Additionally, there is often a gap in halal literacy among producers and service providers, particularly in understanding the halal production process, which hinders innovation within the industry. This problem is exacerbated by the absence of globally recognized halal standards, creating uncertainty for consumers and limiting the global expansion of halal tourism services (Firdausi, 2020).

5. Economic and Social Impact of Sharia Compliance in Halal Trip

The adherence to sharia principles in halal trip has significant economic and social implications. Sharia-compliant tourism destinations can attract a large segment of the global Muslim population, contributing to increased tourist arrivals and boosting the local economy. Furthermore, by catering to the specific needs of Muslim tourists, destinations can differentiate themselves in the competitive global market, enhancing their appeal and reputation. Socially, the emphasis on sharia compliance fosters inclusivity and respect for religious diversity, promoting a more welcoming environment for Muslim trip (S et al., 2024).

6. Future Prospects and Recommendations

The future of halal tourism looks promising, especially with the growing interest from Muslim travelers worldwide. However, to strengthen sharia compliance in halal travel schemes, concrete steps are needed to enhance service quality and harmonize regulations. One of the efforts that can be undertaken is the harmonization of halal standards at the international level. The establishment of a unified halal certification system would facilitate smoother operations for industry players and boost consumer confidence in halal products and services. Furthermore, improving halal literacy through targeted education and training programs for stakeholders in the tourism industry is crucial for ensuring the consistent and high-quality implementation of sharia principles. The use of digital technology can also provide an effective solution, particularly through platforms like "Halal Tripnesian," which offer comprehensive information and integrated services tailored to the needs of Muslim tourists. With a combination of strong regulatory support, technological innovation, and cross-sector collaboration, halal tourism has the potential to continue growing and serve as a driving force for sustainable economic development in various countries (Rahma, 2024).

Conclusion

The implementation of the halal trip scheme in Indonesia has shown promising alignment with sharia compliance standards, providing a solid foundation for the growth of the halal tourism sector. Guided by DSN-MUI Fatwa No. 108/2016, which outlines the principles of sharia-based tourism, the scheme incorporates a variety of services and facilities that adhere to Islamic teachings. Key aspects such as the availability of halal-certified food and beverages, dedicated prayer facilities, and sharia-compliant accommodations reflect a strong commitment to meeting the needs of Muslim travelers. By ensuring these fundamental elements are in place, Indonesia has positioned itself as a prominent destination for halal tourism, appealing to the growing global Muslim travel market.

In practice, the implementation of the halal trip scheme involves a holistic approach that extends beyond basic compliance, integrating Islamic principles throughout the entire travel experience. Hotels, restaurants, and tourist attractions are designed to provide a safe, comfortable, and respectful environment for Muslim visitors, free from activities and services that conflict with Islamic values, such as the prohibition of alcohol and gambling. The use of digital platforms like "Halal Tripnesian" has further enhanced the accessibility of halal travel options, allowing tourists to easily find sharia-compliant hotels, halal-certified eateries, and appropriate prayer facilities. This integration of technology not only simplifies travel planning but also elevates the overall experience, ensuring that Muslim travelers can uphold their religious obligations without inconvenience.

However, the implementation is not without challenges. The diverse interpretations of sharia law among Muslim communities can create discrepancies in what is considered halal, leading to inconsistencies in service delivery. Additionally, the absence of a globally recognized halal certification standard complicates the process for international travelers and service providers, often requiring multiple certifications to meet various market demands. Halal

literacy among industry players also remains a concern, as a lack of understanding about sharia compliance requirements can affect the quality and consistency of services offered.

Despite these challenges, the overall trajectory of the halal trip scheme in Indonesia is positive, with strong support from government regulations, industry stakeholders, and the broader Muslim community. The emphasis on sharia compliance has not only enhanced the reputation of Indonesian tourism but has also contributed to local economic growth by attracting a larger share of the global Muslim travel market. The successful implementation of sharia-compliant services has demonstrated that it is possible to balance religious principles with the demands of the modern tourism industry.

In conclusion, the halal trip scheme in Indonesia effectively meets the criteria for sharia compliance, providing a comprehensive and satisfying experience for Muslim travelers. The country's efforts in integrating sharia principles into tourism services have set a benchmark for other nations aiming to develop their halal tourism sectors. However, to maintain and further enhance this compliance, continued focus on regulatory harmonization, education, and technological innovation is crucial. By addressing these areas, Indonesia can strengthen its position as a leader in the halal tourism industry, offering a model of best practices that aligns with the expectations of the global Muslim community.

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