

The Contribution of the Halal Tourism Sector to East Java's Economic Growth

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Article history: Received July 1, 2023 | Revised December 18, 2023 | Accepted February 7, 2024 | Available online on April 1, 2024

To cite this article [Turabian of style 8th edition]: Ratnasari, Ririn Tri, Ririn, Muhammad Nizar Nizar, and Indrianawati Usman. "The Contribution of The Halal Tourism Sector to East Java's Economic Growth". *IQTISHODUNA: Jurnal Ekonomi Islam* 13, no. 1 (April 1, 2024): 101-116. Accessed April 1, 2024.

ABSTRACT

This study aims to analyze the impact of halal tourism on the economy of East Java, Indonesia. This study uses a qualitative approach. The findings show that the halal tourism industry has a positive effect on the culinary, hospitality, and transportation sectors, as well as creating new jobs. East Java's diverse tourist destinations, government support, and public awareness of the importance of sharia tourism have contributed to the growth of the halal tourism industry. However, challenges such as infrastructure and facilities, the quality of halal tourism services need to be overcome. The research implications suggest that the government and tourism industry players must intensify their efforts to meet the demands of Muslim tourists by increasing the quality and quantity of facilities such as halal hotels and restaurants, providing information and services that are easily accessible to tourists, and increasing training and certification of tourism industry players. The study concluded that the progress of halal tourism in East Java could have a wider positive impact. The originality of the research lies in the local context of East Java, which can yield different results. Additionally, East Java has the second-best economic growth in Indonesia.

Keywords: halal tourism, economic contribution, east java

INTRODUCTION

Indonesia comprises of a group of islands with a total land area of 1.916.862,20 million km². It has 16,056 islands stretching from Sabang to Merauke, and a population of 278,752,361 people, the majority of whom practice Islam.¹ Tourism plays a crucial role in supporting economic growth, increasing the Gross Domestic Product, and contributing significantly to the country's foreign exchange earnings. The halal tourism trend has been rapidly growing in

¹Awafi Ridho Subarkah, Junita Budi Rachman, and Akim, "Destination Branding Indonesia Sebagai Destinasi Wisata Halal," *Jurnal Kepariwisataan: Destinasi, Hospitalitas dan Perjalanan* 4, no. 2 (2020).

recent decades.² According to the Mastercard-CrescentRating's Global Muslim Travel Index (GMTI) report for 2021, Malaysia and Indonesia have secured the second position as the most sought-after halal travel destinations with scores of 74 and 70, respectively.

Malaysia still holds the top position with a score of 74. A total of 130 destinations have been evaluated. As per the results of the GMTI 2022 study, the nine most desirable countries for halal travel are Malaysia, Indonesia, Saudi Arabia, Turkey, United Arab Emirates, Qatar, Iran, Jordan, Bahrain, and Singapore. Indonesia is known for its ten renowned halal tourist spots, such as West Nusa Tenggara, Aceh, West Sumatra, Riau and Riau Islands, Jakarta, West Java, Central Java, Yogyakarta Special Region, East Java, and South Sulawesi. The following chart illustrates the number of tourists who have visited Indonesia.³

Table 1. The number of international tourists traveling to Indonesia in 2023

Month	Abroad (thousand visits)	Archipelago (million visits)
January	735,95	78,69
February	701,93	65,81
March	869,24	66,09
April	865,81	71,63
May	953,71	77,58
June	1062,79	73,77
July	1121,19	73,69
August	1132,64	58,68
September	1070,25	60,15
October	978,5	62,7
November	917,41	60,33

Source: BPS⁴

Figure 1 shows how the tourism industry in Indonesia has advanced after the Covid-19 outbreak, which is increasingly rising, with February 2023 reaching 701.93 thousand visits. The tourists come from five different countries, with the "Top 5" tourists coming from Australia, Singapore, Malaysia, India, and France. This is evident from the statistical data obtained from observations by the Indonesian Central Bureau of Statistics, indicating a significant increase. Thus, there is a significant opportunity for Indonesia to boost its halal tourism industry and make a valuable contribution to the country's economic development.

²Desy Tri Anggarini, "Upaya Pemulihan Industri Pariwisata Dalam Situasi Pandemi Covid-19," *Jurnal Pariwisata* 8, no. 1 (2021).

³Muhammad Ghafur Wibowo, "Indeks Pariwisata Halal (Implementasi Fatwa DSN MUI Tentang Pedoman Penyelenggaraan Pariwisata Berdasarkan Prinsip Syariah Di Kota Bukittinggi)," *Jurnal Ekonomi Syariah Indonesia* 10, no. 2 (2020).

⁴Badan Pusat Statistik, "Statistika Indonesia 2023," *Statistik Indonesia* 2020 1101001 (2020), 790.

According to Ririn, there has been an increasing interest in halal tourism.⁵ As stated by Satriana, this growth aligns with the increasing number of Muslim travelers on an annual basis. Satriana estimates this the number of Muslim tourists will increase by 30 percent in 2023, and their expenditure will rise up to USD 400 billion.⁶ Several nations, regardless of being Muslim-dominated or not, have commenced offering amenities, commodities, and tourism-related infrastructure to satisfy the requirements of halal tourism, recognizing its enormous potential. However, many business actors and stakeholders in the tourism sector are still facing challenges in understanding (products, facilities, and infrastructure) related to halal tourism.⁷

The term "halal tourism" can be categorized as tourism that provides services and facilities for Muslim travelers, but can also be enjoyed by non-Muslim travelers. Halal tourism must meet at least three basic needs for Muslim travelers: adequate facilities and services for worship, accommodations that meet the requirements for Muslim travelers (such as Shariah-compliant hotels), food and drinks that are guaranteed halal through certification from authorized bodies, as well as tourist destinations that align with Islamic principles such as nature tourism, cultural tourism, or man-made tourism that is equipped with facilities or infrastructure for worship such as a mosque or prayer room.⁸

The tourism industry is recognized as a significant contributor to employment opportunities and economic progress in many nations, emphasizing its crucial role in the worldwide economy. Therefore, tourism can be regarded as a vital origin for Gross Domestic Product (GDP).⁹ In increasing number for Muslim tourists represents Both a chance and a hurdle for the expansion of the tourism industry. Derived from the aforementioned aspects, in this article has chosen the title "The role of the Halal Tourism Industry in enhancing Indonesia's economic progress".

East Java, as a region rich in halal tourism destinations, has the potential for development and to become a preferred destination for both local and international tourists. However, in reality, the development of the halal tourism sector in East Java is still far from expectations and has not fully tapped into its true potential. This is evident in the data released by IMTI in 2023, which places East Java in the 8th position. Despite having adequate facilities and the beauty of

⁵Ririn Tri Ratnasari et al., "Customer Satisfaction between Perceptions of Environment Destination Brand and Behavioural Intention," *International Journal of Innovation, Creativity and Change* 10, no. 12 (2020): 472–487.

⁶Eka Dewi Satriana and Hayuun Durrotul Faridah, "Halal Tourism: Development, Chance and Challenge," *Journal of Halal Product and Research* 1, no. 2 (2018).

⁷Ririn Tri Ratnasari et al., "Emotional Experience on Behavioral Intention for Halal Tourism," *Journal of Islamic Marketing* (2020).

⁸Eka Dewi Satriana and Hayuun Durrotul Faridah, "Halal Tourism: Development, Chance and Challenge," *Journal of Halal Product and Research* 1, no. 2 (2018).

⁹Ririn Tri Ratnasari, "Halal Tourism Based on Value Creation," *al-Uqud : Journal of Islamic Economics* 4, no. 2 (2020).

its tourism, the comparison with West Nusa Tenggara and Aceh, occupying the 1st and 2nd positions respectively, is disproportionate.¹⁰

Table 2. Indonesia Muslim Travel Index 2023 ACES Rankings

Province	Access	Access Rank
Nusa Tenggara Barat	67	1
Aceh	63	2
Sumatera Barat	62	3
DKI Jakarta	60	4
Jawa Tengah	59	5
Jawa Barat	56	6
DI Yogyakarta	53	7
Jawa Timur	52	8
Sulawesi Selatan	51	9

Sources: Indonesia Muslim Travel Index¹¹

This research is important to conduct because Indonesia's economy has continued to experience shocks following the Covid-19 pandemic, as stated in the research by Peristiwo and Anita.¹² One of the things that must be improved to increase Indonesia's income is tourism.¹³ The diverse natural and cultural wealth is Indonesia's competitive advantage compared to other countries. According to Musyafah, when Indonesia's GDP increases, so does Indonesia's prosperity. This study aims to examine the growth and administration of halal tourism by creating halal criteria, and also to evaluate its influence on Indonesia's economic advancement.

Benefits of this research for the tourism sector are that it can provide a means of generating foreign currency for the nation, increase income for people around tourist areas, create job opportunities, affect pricing and tariffs, influence the distribution of benefits or profits, have an impact on management and ownership, as well as impact tourism development in the region. The qualitative deductive approach utilized in this study seeks to elucidate how Indonesia's policies employ halal tourism as a tool to accomplish national objectives related to the economy and tourism visits, creating a favorable perception of the country as an advocate of halal tourism.

¹⁰ Faiz Auliya Rahman, "Analisis Perkembangan Wisata Halal Di Jawa Timur Sebagai Tempat Destinasi Muslim Global," *Journal of Islamic Tourism, Halal Food, Islamic Traveling, and Creative Economy* (2023).

¹¹ Kementerian Pariwisata dan Ekonomi Kreatif, "Potensi Pengembangan Wisata Halal Di Indonesia," *Kemenparekraf/Baparekraf RI*.

¹²Hadi Peristiwo, "Role Of Transportation Thein Supporting Sustainable Halal Tourism In Indonesia," *IQTISHODUNA: Jurnal Ekonomi Islam* 10, no. 2 (2021); Anita Musfiroh, Mugiyati Mugiyati, and Aldi Khusmufa Nur Iman, "Strategies to Improve Halal Tourism in Indonesia During The Pandemic Covid-19," *Jurnal Ilmiah Ekonomi Islam* 7, no. 2 (2021).

¹³Yhoga Bagus Adhikrisna, Wahyu Hidayat, and Zainal Arifin, "Analisis Pengaruh Pariwisata Terhadap Produk Domestik Regional Bruto Kabupaten / Kota Provinsi Jawa Timur 2011-2014," *Jurnal Ekonomi Pembangunan* 14, no. 1 (2016).

METHODS

This study utilizes a qualitative approach that is deductive in nature to explain Indonesia's policy in Developing halal tourism.¹⁴ The focal point of this analysis is the notion of halal tourism in Indonesia, along with the potential of global halal tourism market. The research location is halal tourism destinations sites in East Java, Indonesia, include: Surabaya Zoo, Muhammad Chang Ho Pandaan Mosque, Pintu Langai Pasuruan, Santen Island Banyuwangi, Jatim Park 2 and 3, and Goa Akbar in Tuban. The reason for choosing this research object was because of the diversity of destinations, city representation, halal facilities, as well as the importance of cultural aspects and diversity. Primary data sources used in this research interviews, observations, and direct surveys of halal tourists in halal tourism objects in East Java, Indonesia.¹⁵ Meanwhile, the secondary data is obtained from literature or documents related to The concept of halal tourism and its presence in the worldwide halal tourism industry, examples include journals, books, and reports from relevant institutions.¹⁶

Table 3. The data collection techniques are as follows:

Interview	To gather information about their experience in visiting the halal tourism object, their reasons for choosing the halal tourism object, as well as their opinions regarding Indonesia's halal tourism policy.
Observation	To search for information about the facilities and services provided, as well as how the tourism object meets the criteria for halal tourism.
Surveys	To search for information about the profile of halal tourists, their consumption behavior, as well as their preferences in choosing halal tourism objects.
Study of literature	Searching for the concept of halal tourism and its presence in the worldwide halal tourism industry, such as journals, books, and reports from relevant institutions.

The analysis of data in this research is divided into three stages: data reduction, data categorization, and data verification. To reduce the data, the relevant data is selected and simplified according to the research topic. Then, the reduced data is categorized based on the research topic, which is the role of the Halal Industry. The final stage involves data verification through triangulation, a method of analysis in which data from one source is compared to data from another source to draw conclusions, with the interpretation of the data left to the researcher's discretion.¹⁷

Stages in the implementation in this study are 1) Determination of research topics and formulation of research problems, 2) Primary and secondary

¹⁴Mudjia Raharjo, "Metode Pengumpulan Data Penelitian Kualitatif," *Animal Genetics* 39, no. 5 (2008), 561

¹⁵Djam'an Satori and Aan Komariah, "Metodologi Penelitian Kualitatif" (Bandung: Alfabeta, 2009) 22.

¹⁶Wahyudin Darmalaksana, "Metode Penelitian Kualitatif Studi Pustaka Dan Studi Lapangan," (Pre-print Digital Library UIN Sunan Gunung Djati Bandung, 2020).

¹⁷W. Lawrence Neuman, *Social Research Methods: Qualitative and Quantitative Approaches*. Pearson Education Seventh Edition, British Library Cataloguing in Publication Data, 2014.

data collection, 3) Data analysis, 4) Explanation of the results of the analysis and discussion, and 5) Drawing conclusions and suggestions.¹⁸

RESULT AND DISCUSSION

Tourism is currently a promising industry in Indonesia and globally.¹⁹ According to Arifin "The increasing number of tourist destinations and investment in the tourism sector has turned this sector into a significant contributor to foreign exchange earnings, employment opportunities, business expansion and infrastructure improvements".²⁰ Moreover, "the tourism industry is one of the largest and fastest growing sectors compared to other industries. According to a Travel and Tourism Council report, the tourism sector has a constructive impact on the world economy."

In interviews with key sources, it was emphasized that tourism in Indonesia, especially in East Java, plays an important role in driving economic growth. Interviewees highlighted the positive impacts of tourism, including job creation and improvements to local infrastructure.²¹ They also discussed East Java's diverse offerings, which attract many tourists and contribute to the region's economic vitality. Information from this interview is in line with global trends, which emphasize the importance of tourism, especially halal tourism, in contributing to economic growth not only in East Java but on a global scale.

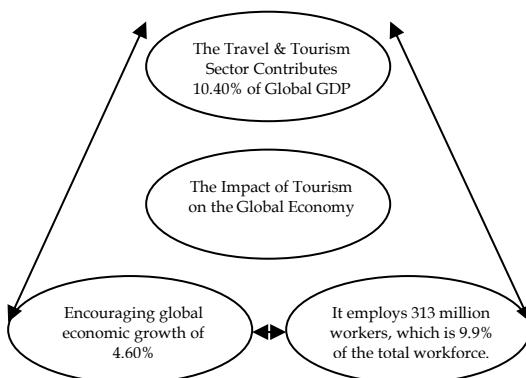


Figure 1. The Influence of Tourism on the Worldwide Economy

This research is supported by Gunawan, that Indonesia has a strategy to boost the quantity of local and international visitors via the "10 Outstanding Halal Tourism Destinations in Indonesia 2023" program. The ten halal tourism destinations in Indonesia are Lombok (NTB), Riau-Riau Archipelago, Nangroe Aceh Darussalam, West Sumatra, DKI Jakarta, West Java, Central Java,

¹⁸Ghozali, *Metodologi Penelitian Kuantitatif Dan Kualitatif, Accountability*, vol. 6, 2018.

¹⁹Arif Pujiono, Ro'fah Setyawati, and I Idris, *Strategi Pengembangan Ukm Halal Di Jawa Tengah Dalam Menghadapi Persaingan Global*, *Indonesia Journal of Halal* 1, no. 1 (2018): 1.

²⁰ Arifin, *Interview* (Surabaya, 2023).

²¹Asri Noer Rahmi, *Perkembangan Pariwisata Halal Dan Pengaruhnya Terhadap Pertumbuhan Ekonomi Indonesia*, *ISLAMICONOMIC: Jurnal Ekonomi Islam* 11, no. 1 (2020).

Yogyakarta, East Java (Greater Malang), and South Sulawesi (Makassar and nearby regions).²²

The idea of Halal Tourism targets not just Muslim travelers, but also non-Muslims. This is due to the fact that Halal tourism is merely a Muslim-friendly subcategory within the broader realm of religious tourism values.²³ Following are the quick wins of halal tourism campaign created by the Department of Tourism: first, to develop integrated halal tourism packages in each region's flagship tourism areas, where each region must have possessing unique strengths in drawing visitors, encompassing elements of natural beauty and cultural richness. Cultural traits and societal customs are crucial factors to take into account when enticing visitors. To enhance tourism branding capable of reaching a wide audience, it's essential to create halal tourism packages that combine natural attractions, cultural experiences, and shopping centers, all underpinned by strong infrastructure within the premier halal travel destination regions. The Ministry of Tourism has created outstanding halal tourism products that can be suitably marketed to reach the desired quantity of local and international visitors.

Second, Advancing halal tourism branding via social media and showcases requires introducing flagship halal tourism offerings to the worldwide audience. Amidst the ongoing Industry 4.0 transformation, social media serves as a powerful and efficient tool for enhancing the branding of halal tourism. Hence, it is essential to establish dedicated teams at both national and regional levels to advance halal tourism via social media, in order to attain a competitive level of recognition compared to other travel destinations.

The third strategy is to create and pass laws regarding halal tourism. It will receive more attention and support from the central government once it has been mandated. Currently, there is no legislation regulating halal tourism in Indonesia, although some regions have already implemented their own regional regulations. As a short-term solution, local governments can draft and approve regional regulations regarding halal tourism together with local representatives, then the local leaders will be responsible for formulating the implementation plan to improve the competitiveness of regional tourism.

East Java is a province in Indonesia that boasts a wide range of cultural diversity and interesting historical and natural tourist attractions.²⁴ The tourism industry is a crucial sector in the region, which contributes significantly to the economic growth of the area.²⁵ Located on the national tourism route, East Java is a strategic area for national tourism development. Over the years, there has

²² Ratnasari et al., "Customer Satisfaction between Perceptions of Environment Destination Brand and Behavioural Intention."

²³Akhmad Saufi et al., "Pariwisata Halal : Perlukah Rekonseptualisasi?," *JMM Unram - Master Of Management Journal* 9, no. 3 (2020): 305-314.

²⁴Fauzatul Laily Nisa, Pengembangan Wisata Halal Di Jawa Timur Dengan Konsep Smart Tourism, *Journal of Islamic Tourism, Halal Food, Islamic Traveling, and Creative Economy* 2, no. 1 (2022): 13-26.

²⁵Taufik Nugroho and Aam Slamet Rusydiana, Mengembangkan Agroindustri Jawa Timur: Pendekatan Metode Analytic Network Proces, *Jurnal Ilmu Ekonomi Terapan* 3, no. 1 (2018).

been an increasing number of domestic tourists visiting East Java, this has greatly influenced the tourism industry, which serves as a key contributor to the regional economy.²⁶

Since being identified as one of the 13 provinces for developing halal tourism destinations by the Ministry of Tourism in 2015, East Java has been at the forefront of advancing the halal tourism concept.²⁷ This is due to various factors, including the majority of the population practicing Islam, the rich Muslim culture, the presence of religious tourism objects, and the availability of necessary services for tourists. East Java has potential in developing halal tourism and offers a range of attractions, including cultural and natural sites, Halal-compliant lodging and dining establishments, in addition to Islamic finance organizations and medical facilities.

Prospects and Obstacles of Halal Tourism

Cultural diversity, natural resources, and population in East Java make it an ideal location for developing halal tourism. According to the 2022 population census, the population of East Java is 41.1 million people, with Islam being the predominant religion, making up 97% of the total population.²⁸ This data confirms that the province is an excellent candidate for the implementation of halal tourism.

1. *Central and local government policy support*

The development of halal tourism in Indonesia has received support from both the central and local government policies. Thirteen provinces have been recognized by the Ministry of Tourism as primary halal tourism destinations, among which is East Java province.²⁹ This decision is part of the government's goal to make Indonesia a global tourism hub. East Java province fully supports this program and has been developing halal tourism in several cities and districts. At the start of 2017, the Malang Department of Culture and Tourism commenced its endeavors to cultivate halal tourism.³⁰

Apart from Malang, the government of Pasuruan Regency is also exploring the development of halal tourism due to the presence of diverse tourist attractions, such as mountains, waterfalls, public baths, lakes, family attractions, religious and historical sites, as well as culinary delights.³¹

²⁶Putri Lannidya Parameswari, Ida Astuti, and Winda Widya Ariestya, Implementasi Metode Ahp Pada Sistem Pendukung Keputusan Pariwisata Jawa Timur, *Jurnal Teknoinfo* 16, no. 1 (2022): 40.

²⁷Ali Fathoni et al., "Analisis Kebijakan Manajemen Transportasi Pemerintah Pada Pertumbuhan Ekonomi Pariwisata Jawa Timur," *Journal Pendidikan Ilmu Pengetahuan Sosial* 14, no. 1 (2022): 181–188.

²⁸BPS, *Perkembangan Industri Pariwisata Indonesia 2020-2022*, 2022.

²⁹Nasrullah Nurdin, "Bisnis Wisata Halal," *Dialog* 42, no. 1 (2020): 107–110.

³⁰Robi Setiawan, "10 Destinasi Yang Jadikan RI Juara Wisata Halal," *Detik Travel*, 2019.

³¹Otto Andri Priyono, "Halal Tourism Opportunities And Challenges In East Java," *Ullumuna: Jurnal Studi Keislaman* 4, no. 2 (2018): 118–133.

The Madura Surabaya Regional Development Agency is also planning to develop halal tourism on the island of Madura. According to BPWS, "*the focus of halal tourism development on the island of Madura is on Islamic tourism. This corresponds with the social and religious makeup of the Madura populace, where 90% of the inhabitants on the island of Madura practice Islam*". The possibility of expanding halal tourism on Madura Island is apparent in the assimilation of the local culture influenced by Islamic teachings and the presence of religious tourism sites, such as mosques and the sultan's palace on the island.³²

2. *There is a halal certification body to support halal tourism facilities*

Certification of halal tourism enterprises is overseen by the Indonesian Ministry of Tourism Regulation, specifically, Regulation Number 1 of 2016 pertaining to the Implementation of Tourism Business Certification.³³ Halal Tourism Business Certification is carried out by the National Sharia Council (DSN-MUI), which issues Sharia compliance certification for business entities, including hotel certification. Every hotel that intends to offer Sharia-based services must obtain a Sharia compliance certification from DSN-MUI.

Apart from the Indonesian Council of Ulama, non-governmental organizations that support the progress of halal tourism is also evident in East Java, such as the Halalan Thoyyiban Indonesia Foundation located in Batu City. The foundation aims to promote smart consumers and responsible producers based on halal and thoyyib principles. The activities of the Halalan Thoyyiban Indonesia Foundation include integrated research on halal and thoyyib, community service, and recommendations to stakeholders. Furthermore, The existence of halal study centers in universities, including the Halal Center at Airlangga University, is contributing to the advancement of halal tourism in East Java.

3. *The East Java Province offers a variety of tourist destinations*

This tourist attraction in East Java is much liked and frequently visited because this province is spread over 29 districts and 9 urban areas. Every tourist destination in East Java offers unique and interesting attractions that showcase East Javanese culture. The tourism offer in East Java Province is quite diverse, ranging from natural tourism, culture, shopping, sports, to artificial attractions. Moreover, the infrastructure supporting tourist mobility in East Java is quite complete, covering various modes of transportation such as land, sea and air. All districts and cities in East Java are connected via road and rail transportation infrastructure, while other modes of transportation such as air and sea are available for tourists.³⁴

In interviews with key sources, it was revealed that "*tourist attractions in East Java are well received, attracting visitors due to the rich culture the province has to offer and its diverse attractions*". The resource person emphasized the accessibility

³²"Pulau Madura Bakal Punya Wisata Berbasis Syariah," accessed April 19, 2023, <https://finance.detik.com>.

³³Lutfi Rosyad Alfikri and Ahmad Fauzi, "Politikasi Sertifikat Halal," *Jurnal Ilmu Sosial dan Ilmu Politik Malikussaleh (JSPM)* 3, no. 2 (2022): 242.

³⁴Priyono, "Halal Tourism Opportunities And Challenges In East Java."

of this tourist attraction, thanks to the complete transportation infrastructure, making it easier for tourists to explore various districts and cities.³⁵ Based on data from the Archipelago Tourism Profile Survey conducted from 2012 to 2016, East Java Province has the highest number of domestic tourists among the 34 provinces in Indonesia. Based on BPS data, every year, tens of millions of domestic tourists visit East Java. The average length of stay for domestic tourists in all hotels in East Java Province is 1 to 2 days. The interviewee further acknowledged "*the influx of domestic tourists in large numbers, thus contributing to the dynamic world of tourism in East Java*".

4. The shortcomings of halal tourism in the East Java Province

The promotion of halal tourism in East Java is facing challenges in its development. Proanto highlighted the "*minimal promotional efforts by industry players, causing halal tourism in Indonesia to stagnate compared to other Muslim countries.*"³⁶ The local tourism service industry has a limited role in impeding the progress of halal tourism in East Java. Additionally, ismail research also indicates a scarcity of travel agents offering incoming trips with halal travel packages in Indonesia, with more focus on outgoing packages such as Umrah and Hajj.³⁷ According to Aulia, in East Java, the majority of tourism businesses only offer tour packages without considering halal considerations, such as the selection of non-sharia-certified hotel accommodations for Muslim tourists.³⁸

Supporting methods, such as sharia hotels, are crucial in the development of halal tourism in East Java. Nationally, there are 37 sharia hotels certified by the MUI out of 9,812 hotels in Indonesia. The low number of certified sharia-specific hotels in East Java is due to the high investment costs required to meet the various aspects and facilities requirements set by the Ministry of Tourism and MUI.³⁹

The existence of halal tourism experts within the workforce is another key aspect of hospitality that holds importance in facilitating the growth of halal tourism in East Java. Currently, neither public nor private universities in East Java that offer tourism or related programs have a concentration on halal tourism. For example, the tourism business program (S1) curriculum at Brawijaya University does not offer a specific course on halal tourism. The same principle is applicable to the "*tourism vocational*" curriculum in the Airlangga University Faculty of Vocational Studies.

³⁵Yusuf Risanto and Ida Yulianti, "City Branding Strategy on the Evaluation of Tourism Destination Problems in Rural Area (Evidence from Pasuruan City, Indonesia)," *Journal of Indonesian Tourism and Development Studies* 4, no. 1 (2016): 5-12.

³⁶Priyono, "Halal Tourism Opportunities And Challenges In East Java."

³⁷ Iwani Affini Ismail et al., "Challenges Faced by Halal Warehouse during the Implementation of Islamic Shariah Compliance: Malaysian Perspective," *Journal of Maritime Research* (2023).

³⁸ Nur Aulia Noviyani and Ririn Tri Ratnasari, "PENGARUH HALAL DESTINATION ATTRIBUTES DI SUMATERA BARAT TERHADAP WISATAWAN MUSLIM," *Jurnal Ekonomi Syariah Teori dan Terapan* 8, no. 4 (2021): 401.

³⁹"Hotel Syariah Terkendala Investasi | Republika Online," accessed April 19, 2023, <https://www.republika.co.id/>

Impact of Halal Tourism on East Java's Economy

In East Java halal tourism has been growing rapidly in recent years, indicating great potential to boost the province's economic growth. Halal tourism industry has had a positive effect on related sectors due to the rise in the number of visits by Muslim travelers, such as culinary, hospitality, and transportation, as well as creating new jobs. The diversity of travel destinations is among the several factors facilitating the growth of halal tourism in East Java, government support, and public awareness of the importance of sharia tourism. However, challenges such as the lack of adequate infrastructure and facilities, as well as the need to improve the quality of halal tourism services, need to be overcome. The implementation of the right development strategy, including promotion, infrastructure development, training, certification, and collaboration between stakeholders, The aim is to maximize the economic benefits of the halal tourism industry in East Java.

To foster the growth of halal tourism in East Java, the government and players in the tourism industry must intensify their efforts in meeting the demands of Muslim travelers. These efforts include improving the quality and quantity of facilities, such as halal hotels and restaurants, as well as providing easily accessible information and services for Muslim tourists. Additionally, training and certification for tourism industry players, such as tour guides, hotel and restaurant owners, also need to be improved to enhance the quality of the services provided.⁴⁰

In the long run, the growth of halal tourism in East Java can yield more extensive positive effects, such as improving the welfare of the community, increasing regional income, and improving relations between various communities in East Java. Hence, promoting the progress of halal tourism in East Java necessitates sustainable and effective policies, in addition to unwavering support from the government and society. *"This way, the halal tourism sector can provide maximum benefits for the economic growth of East Java".⁴¹*

Being one of Indonesia's most expansive provinces, East Java, has a great potential to develop its halal tourism sector. The diversity of tourist destinations, government support, and public awareness of the importance of sharia tourism are certain factors that support the growth of the halal tourism in the province. The rise in Muslim travelers has led to a beneficial impact on related industries such as hospitality, culinary, and transportation, while also generating employment opportunities in the halal tourism sector. However, challenges such as the lack of adequate infrastructure and facilities, as well as the need to improve the quality of halal tourism services, need to be overcome through the implementation of the right development strategy. This includes promotion,

⁴⁰Andi Triyawan and Riska Carollina, "Analysis of Halal Tourism Development Strategy in East Java Province," *Journal of Islamic Economics and Philanthropy* 02, no. 01 (2019): 234–250

⁴¹Mohammad Hatta Fahamsyah and Menur Kusumaningtyas, "Halal Tourism Development Model in East Java, Indonesia," *ICoGEMT* (2021): 280–287

infrastructure development, training, certification, and collaboration between stakeholders. The progress of halal tourism in East Java can have broader positive impacts, such as improving the welfare of the community, increasing regional income, and improving relations between various communities in East Java. Therefore, The progress of halal tourism in East Java needs to be supported by adequate and sustainable policies, as well as strong support from the government and society to maximize its contribution to the economic growth of the province.

CONCLUSION

The development of halal tourism in East Java has great potential to contribute to the economic growth of the province. Halal tourism has become a global trend, and its growth is anticipated to continue, creating new job opportunities and contributing to the overall economy. The Indonesian government has recognized the importance of halal tourism and implemented policies to support its development. East Java has been at the forefront of advancing the halal tourism concept, and there are several factors that support its growth, such as the diversity of tourist destinations, government support, and public awareness of the importance of sharia tourism. However, there are still challenges that need to be addressed, such as the lack of adequate infrastructure and facilities and the need to improve the quality of halal tourism services. The implementation of the right development strategy, including promotion, infrastructure development, training, certification, and collaboration between stakeholders, can maximize the economic benefits of the halal tourism industry in East Java. The progress of halal tourism in East Java needs to be supported by sustainable and effective policies and strong support from the government and society to realize its full potential for the economic growth of the province.

Nevertheless, there are still challenges that need to be addressed. Limitations in infrastructure and adequate facilities are among the obstacles, along with the need for an improvement in the quality of halal tourism services. Therefore, serious efforts are required to overcome these limitations, including investments in the development of Sharia-friendly tourism infrastructure. Recommendations to support the development of halal tourism in East Java involve several aspects. Firstly, intensive promotion is needed both at the national and international levels to increase awareness and attractiveness of halal tourism in the region. Secondly, the development of tourism infrastructure, especially those related to Sharia-compliant facilities, needs to be accelerated to provide a comfortable and halal-friendly experience for tourists.

The limitations of the current research include a lack of in-depth data on the preferences and needs of halal tourists in East Java. Therefore, further research can be conducted to gain a deeper understanding of the behavior and expectations of halal tourists, as well as the potential destinations that can be further developed.

Author's Contribution

Ririn Tri Ratnasari: Contribute to formulating research ideas, collecting data, processing data, and interpreting data.

Indrianawati Usman: Contributing to writing systematics, research methods.

Muhammad Nizar: Contributing to analyzing interpretation results, the language proofread.

Acknowledgements

The author is grateful to those who helped in the completion of this article, especially during the data collection process and article review.

Declaration of Competing Interest

The author declares that there is no conflict of interest.

Ethical Approval

Ethical approval No patient-identifying parts in this paper were used or known to the authors. Therefore, no ethical approval was requested.

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