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## Halal Tourism in Indonesia: Challenges of Fairness in Policy Implementation

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### Abstract

Indonesia, with the world's largest Muslim population, holds strong potential for developing halal tourism. However, inconsistent regulation across regions creates inequalities that limit fair and sustainable growth in this sector. This study aims to address a gap in the literature by analyzing how uneven regulation impacts destination competitiveness and the distribution of economic benefits. Using a qualitative, descriptive approach, this research examines regulatory implementation through case studies in diverse regions, highlighting local factors causing disparity, such as institutional capacity, government support, and public awareness. Findings reveal that the absence of a cohesive national policy on halal tourism results in regulatory imbalances, with local differences in capacity and support affecting outcomes. This study underscores the need for a more inclusive national policy to ensure fair economic distribution and promote sustainable halal tourism throughout Indonesia. By offering a fresh equity-based perspective on the implementation of halal tourism regulations, this research provides a valuable contribution to existing literature on the subject.

**Keywords:** Halal; Tourism; Regulation.

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### Introduction

Halal tourism has developed into one of the strategic sectors in the global tourism industry, involving various economic, social and cultural aspects).<sup>1</sup> In Indonesia, as a country with the largest Muslim population in the world, the potential for halal tourism is enormous. However, this development cannot be separated from the challenges of regulations that still need to be adjusted and implemented evenly throughout Indonesia.<sup>2</sup> The imbalance in the implementation of these regulations can lead to injustice in the development of halal destinations, where some regions are more advanced than others, thus hindering the full potential of this industry.<sup>3</sup> This study aims to explore how halal tourism regulations in Indonesia can be implemented in a fair and equitable manner, in order to promote inclusive and sustainable growth in the sector.

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<sup>1</sup> Dewi Wuryandani and others, *Pariwisata Halal Potensi Dan Prospek* (Jakarta: Yayasan Pustaka Obor Indonesia, 2020).

<sup>2</sup> Muhammad Fadhlan and Eka Subakti, 'Perkembangan Industri Wisata Halal Di Indonesia Dan Dunia', *Indonesian Journal of Halal*, 5.1 (2022), pp. 76–80 <<https://doi.org/10.14710/halal.v5i1.14385>>.

<sup>3</sup> Ibnu Elmi AS Pelu, Rahmad Kurniawan, and Wahyu Akbar, *Pariwisata Syariah: Pengembangan Wisata Halal Dalam Mendorong Pertumbuhan Ekonomi Daerah*, ed. by Ahmad Dakhoir (Yogyakarta: K-Media, 2020).

The main problem in developing halal tourism in Indonesia lies in the uneven implementation of regulations in all regions.<sup>4</sup> Although Indonesia has various policies that support halal tourism, the implementation of these regulations is often constrained by differences in regional capacity and readiness to adopt halal standards. Some regions that have better infrastructure and high public awareness of the halal concept are able to implement regulations effectively, while other regions are left behind due to lack of government support and lack of public knowledge about the importance of halal standards in the tourism industry.<sup>5</sup> This imbalance not only impact the competitiveness of tourism destinations but also the unequal distribution of economic benefits among these regions.

There have been many studies related to halal tourism in Indonesia, but there is a significant gap in studies regarding the implementation of regulations that are evenly distributed across regions.<sup>6</sup> Many studies focus on the promotion and economic potential of halal tourism, but in-depth studies that explore the uneven implementation of regulations in various regions are still limited. Existing research tends to focus on areas that have developed as halal destinations, while areas that are lagging behind in terms of infrastructure and public awareness receive less attention. This gap is important to fill given the impact of regulatory inequality on destination competitiveness and equitable economic distribution for local communities. Filling this gap will provide a more holistic understanding of how regulations can be implemented more effectively and equitably to support the development of halal tourism across Indonesia.

The purpose of this study is to evaluate the implementation of halal tourism regulations in different regions of Indonesia and identify the factors that lead to uneven implementation of such regulations at the local level. This research seeks to provide a deeper understanding of the barriers faced by local governments and stakeholders in adopting halal standards consistently across Indonesia. In addition, this research aims to formulate policy recommendations that can improve equity in the distribution of economic benefits from halal tourism, by ensuring that all regions have equal opportunities to develop as halal tourism destinations. Thus, this research will not only contribute to the academic literature but also to more effective and inclusive policy practices in the tourism

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<sup>4</sup> Adrian Adi Hamzana, 'Pelaksanaan Standarisasi Pelayanan Pariwisata Halal Dalam Pengembangan Pariwisata Di Nusa Tenggara Barat', *Pena Justisia: Media Komunikasi Dan Kajian Hukum*, 17.2 (2017), pp. 1-16 <<https://doi.org/10.31941/pj.v17i2.545>>.

<sup>5</sup> Tetty Yuliaty, 'Model Wisata Halal Sustainable Di Indonesia' (Universitas Islam Negeri Sumatera Utara, 2020).

<sup>6</sup> Faizul Abrori, *Pariwisata Halal Dan Peningkatan Kesejahteraan* (Malang: Literasi Nusantara, 2020).

sector.

This research occupies a unique and different position compared to previous studies that focus more on the economic or promotional aspects of halal tourism in Indonesia. Most previous studies tend to examine the economic potential and marketing strategies of halal tourism in several leading destinations, without giving enough attention to analyzing the implementation of regulations that are evenly distributed throughout Indonesia. This research offers a new perspective by focusing on fairness in the implementation of regulations that cover all regions, including areas that are still lagging behind in terms of infrastructure and halal tourism awareness. Thus, this research not only enriches academic discussions related to halal tourism, but also provides an empirical basis for the development of more inclusive and equitable policies, which have previously received less attention in the literature.

There are 3 previous research results that have been published related to this paper (novelty), namely the results of research conducted by S Samsuduha - Al-Tafaqquh entitled “Halal Tourism as an Implementation of the Concept of Sharia Economics”, then research conducted by S Nirwandar entitled Halal Lifestyle in Indonesia and research conducted by S Mustion, PD Sausan, M Febriza entitled “Development of West Sumatra Tourism Industry Based on Local Wisdom Through Sirancak Application”, the novelty of my research entitled “Halal Tourism In Indonesia: Challenges of Fairness in Policy Implementation” can be seen in several aspects. This research offers a unique approach that focuses on analyzing the challenges of fairness in the implementation of halal tourism policies in Indonesia. While other studies tend to highlight the development of halal tourism or its impact on the Islamic economy, this study specifically questions whether existing policies are implemented fairly and how they impact different groups of society. This focus is novel as it highlights the ethical and legal aspects of halal tourism policy implementation, which are often overlooked in other studies. Against the background of Indonesia, which is multicultural and has various beliefs, this research examines gaps in the implementation of halal tourism policies in diverse regions. The research “Development of West Sumatra Tourism Industry Based on Local Wisdom Through Sirancak Application” highlights local aspects but is limited to development based on the cultural wisdom of certain regions. Meanwhile, this research offers national coverage, thus more deeply examining the difficulties in balancing halal policies that must be applied in the context of regions that have different views on halal tourism. This research extends the analysis to how various stakeholders - government, businesses, tourists, and local communities - receive and feel the impact of halal tourism policies. This is different from the studies “Halal Lifestyle in Indonesia” and “Halal Tourism as an

Implementation of the Islamic Economic Concept,” which focus more on the lifestyle or benefits of the Islamic economy in general, rather than on the direct impact of policies on specific affected groups. The novelty of this research also lies in exploring the gap between halal tourism policy and field practice. While other studies are more likely to describe the potential and opportunities of halal tourism without discussing the difficulties in implementation, this study examines the difference between the ideal concept desired by the policy and the reality on the ground, especially in the aspect of justice. Another novelty is the analysis from a more in-depth legal and administrative perspective of the halal tourism policy. While other studies, such as “Halal Tourism as an Implementation of the Islamic Economic Concept,” focus more on the economic aspects of sharia or lifestyle, this study adds elements of policy and legal analysis that make it more focused on the regulatory aspects. This novelty shows that this research not only offers a critical perspective on halal tourism policy, but also presents solutions to create a more equitable and adaptive approach to the conditions of Indonesia's diverse society.

### **Research Problems**

The development of halal tourism in Indonesia aims to establish the country as a leading global destination; however, inconsistent implementation of supporting regulations across various regions has created significant challenges. This disparity in regulatory application has led to notable differences in competitiveness among destinations. Regions with strong halal tourism frameworks, characterized by certified halal accommodations, diverse halal food options, and accessible religious facilities, experience positive impacts such as increased visitation from Muslim tourists, enhanced local business growth, and greater economic stability. In contrast, areas that lack comprehensive halal tourism policies encounter detrimental effects, including decreased tourist interest, lost economic opportunities, and a failure to attract necessary investments. This uneven landscape not only exacerbates regional disparities but also hampers Indonesia's ability to present a unified and attractive halal tourism sector. Thus, the central research problem arises: How does the inconsistent implementation of halal tourism regulations affect the competitiveness of Indonesia's diverse tourist destinations, and what are the resulting economic implications for regions both benefiting from and lacking these regulatory frameworks?

### **Research Methods**

This study uses a qualitative approach with the aim of exploring and understanding in depth the phenomenon of uneven implementation of halal tourism regulations in various regions of Indonesia. This approach was chosen because it allows

researchers to explore in detail the context, processes, and factors that influence the effectiveness of regulatory implementation at the local level. This study uses a descriptive research design with case study techniques to analyze the implementation of regulations in several purposively selected regions, based on variations in the level of implementation and development of halal tourism. This method is expected to provide comprehensive insights into the challenges and opportunities in implementing fair and equitable halal tourism regulations throughout Indonesia, and provide recommendations that can be implemented by policy makers and other stakeholders.

## Discussion

### 1. National Halal Tourism Policy in Indonesia

Halal tourism is a tourist visit activity with destinations and the tourism industry that prepares product facilities, services and tourism management that fulfill Shariah.<sup>7</sup> The term halal tourism grew first from non-Muslim majority countries because of the infact demand for Muslim tourists. The presence of halal tourism illustrates and lifts the spirit of building tourism, where once tourism was considered haram.<sup>8</sup> Halal tourism manager is every person and or entity that provides accommodation, food and beverages, travel agencies, SPA in halal destinations. The conventional tourism industry is required to provide: Qibla direction in hotel rooms, information on the nearest mosque, places of worship for Muslim tourists and employees, information on halal / non-halal products, separate ablution places for men and women, supporting facilities for praying, and separate urinal places for men and women and make it easy to wash.<sup>9</sup> Halal tourism should not be identified with Islamization or jilbasization. Halal tourism is in the context of service, there is an opportunity to serve tourists from anywhere, not only Muslim tourists, but also non-Muslim tourists, because it talks about halal service. Halal is essentially healthy, clean, polite, friendly, further strengthening sapta charm, strengthening CHSE, sincere and rahmatan lilalamin.<sup>10</sup>

The development of Islamic economics and halal lifestyle is starting to be looked at by many countries in the world as one of the important elements for the development of new sources of growth, in order to sustain a sustainable economy.

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<sup>7</sup> Abdul Kadir Jaelani, 'Pengembangan Destinasi Pariwisata Halal Pada Era Otonomi Luas Di Provinsi Nusa Tenggara Barat', *Jurnal Pariwisata*, 5.1 (2018) <<https://doi.org/10.31294/par.v5i1.3277>>.

<sup>8</sup> Mohamad Kamal, 'The Reality of Muslim-Friendly Tourism: From a NonMuslim Majority Countries Perspective' (University of Turin, 2020).

<sup>9</sup> Abdul Muthalib, 'Pemanfaatan Teknologi Digital Dalam Pariwisata Syariah Di DKI Jakarta Dengan Model Theory of Reasoned Action' (Universitas Islam Negeri Syarif Hidayatullah Jakarta, 2023).

<sup>10</sup> Ashar Alsabagh, 'Halal for Health: A Universal Choice Beyond Religious Boundaries', *Crescent Halal Food Certification*, 2024.

This high potential can be seen from the State of the global Islamic economy report (SGIER) 2022 data which shows that global Muslim spending in 2022 will grow to 99.11% for the Islamic economic sector (excluding the Islamic financial sector).<sup>11</sup> Then in 2025 it is estimated that Muslim spending will reach USD 2.8 trillion with a Compound annual growth rate (CAGR) in four years of 7.5%. In addition, the number of Muslim population in Indonesia was recorded at 211, million as of December 2022 (based on data from the Ministry of Home Affairs), or equivalent to 89.02% of the country's population of 277.75 million by the end of 2022. This is certainly a huge growth potential for the Islamic economy and halal industry. According to data from the Ministry of Home Affairs as of December 2022, Indonesia is the largest Muslim country in the world, where the number of Muslims in Indonesia is 241.7 million people or 89.02% of the population in Indonesia. Indonesian people are currently also in the middle class income category or middle income class, of course, it is one of the large niche markets in the country for the development of the national halal industry. Based on the Indonesia Halal Market Report (IHMR) 2021/2022, Indonesia has the opportunity to add USD 5.1 billion or IDR 2.99 trillion to the gross domestic product (GDP) from sectors included in the halal industry. The processing industry is important to be one of the main drivers in the national economy, because this sector focuses on the importance of value-added products so as to increase the contribution of GDP. The central statistics agency (BPS) noted that the processing or manufacturing sector contributed to the national GDP in 2022, which amounted to 17.88%. Based on data from the Ministry of Industry in 2022, the top two contributors to the manufacturing sector are the food and beverage industry at 6.23% and the chemical, pharmaceutical and traditional medicine industry at 1.74%.<sup>12</sup>

Based on the KNKS survey in the 2019 halal industry development national strategy study, halalness is very important for producers in producing products for the community. Therefore, the processing industry needs to pay attention to the process when procuring materials, designing products, producing, storing and distributing products. According to Law No. 33 of 2014 concerning halal product assurance, halal products are produced through the halal product process, which is a series of process activities to ensure the halalness of the product, including the provision of materials, processing, storage, packaging, distribution, sales and presentation of products. As an important part of the halal industry, the tourism

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<sup>11</sup> Imron Natsir, Irma Hany, and Ety Herawaty, 'Pembangunan Industri Halal Nasional Dengan Pendekatan SWOT Strategi', *Zhafir: Journal of Islamic Economics, Finance, and Banking*, 4.1 (2022), pp. 11–22.

<sup>12</sup> KNEKS, Ekonomi Syariah, and Kementrian PPN/Bapennas, 'MASTER PLAN Executive Summary', 2023.

sector in Indonesia in 2019 contributed 4.99% to the national economy. Even though during the covid 19 pandemic in 2020 the tourism sector was affected, tourism in Indonesia still contributed 2.2% to the national economy or IDR 346 trillion, and was able to absorb a total of 21.3 million workers or equal to 16.2% of the national labor contribution in 2020. In supporting the regulation of halal tourism in Indonesia, the government through the ministry of tourism and creative economy has planned a master plan for halal tourism in Indonesia. Meanwhile, another halal industry sector, namely the creative economy sector, recovered faster after the beginning of the pandemic experienced a slowdown of -2.4% in 2020, then grew by 2% in 2021. Based on data released by the Ministry of Tourism and Creative Economy (Kemenparekraf), the creative economy GDP contributed 7.0% to the national economy in 2021 or IDR 1.19 trillion. This sector is able to absorb a total of 21.9 million workers or equivalent to 16,% contribution to the national workforce in 2021. Considering the above, the development of the halal industry is one of the answers to the problem of finding new sustainable economic potential in the development of industrialization in Indonesia today.<sup>13</sup> Currently, the halal tourism and Muslim-friendly market in Indonesia has entered the global market phase.<sup>14</sup> Therefore, the development of halal tourism and Muslim-friendly tourism services is mandatory to encourage Indonesia to become a leader in the development of world Muslim friendly tourism. Based on data from the Global Muslim Travel Index (GMTI) 2023, Indonesia ranks first as the best halal tourism destination in the world, beating 10 other countries. This achievement increased from the previous year which was in 2nd place and Malaysia took the top spot. This assessment is based on four main categories namely Access, Communication, Environment and Services (ACES), Indonesia and Malaysia obtained a score of 73 followed by Saudi Arabia 72, UAE 71 and Turkey 70. According to the minister of tourism and creative economy Sandiaga Uni, Indonesia's achievement as the first rank exceeded the original expected target of ranking 1 in 2025. Indonesia's achievements in the development of halal tourism do not stop there, Indonesia also received the Stakeholder Awareness Campaign Of The Year award given to the National Committee and Sharia Economy and the Indonesian Halal Tourism Association (PPHI).<sup>15</sup>

In developing halal tourism, there are three potentials as well as strengths for Indonesia that can be developed. According to Alexander, the first potential comes from the wealth and diversity of national tourism resources. Second, the attention

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<sup>13</sup> KNEKS, Syariah, and PPN/Bapennas.

<sup>14</sup> Yana, 'Peluang Dan Tantangan Wisata Ramah Muslim Di Indonesia', *LPPOM MUI*, 2024.

<sup>15</sup> Taufiq Hidayat, 'Analisis Potensi Wisata Halal Dan Peranannya Dalam Meningkatkan Perekonomian Daerah Wisata (Studi Kasus Wisata Tol Kayangan Desa Pranten Kecamatan Bawang)' (Universitas Islam Neger K.H. Abdurrahman Wahid Pekalongan, 2024).

and positive attitude of the community towards the development of halal tourism. Third, Indonesia's position as a halal tourism investment destination considering that Indonesia is a Muslim-majority country.<sup>16</sup> This potential is further supported by the government's plan to advance the existence of halal tourism in Indonesia by making a master plan for the halal industry 2023-2029, the direction and purpose of MPIHI is to harmonize the mandate of the National Medium-Term Development Plan (RPJMN) and the National Long-Term Development Plan (RPJPN). In addition, MPIHI is also in line with and is a deepening of the halal industry development strategy in the 2019-2024 Indonesian Sharia Economic and Financial Master Plan (MEKSI), which aims to encourage increased added value, employment, investment in the real sector, and industrialization. From time to time, the development of the halal industry in Indonesia will be aligned with the Ministry of Institutions' programs related to the development of the halal industry, which are contained in the National Priorities (PN), Priority Programs (PP) and Priority Activities (KP).

The central government plays a central role in formulating halal tourism policies that apply throughout Indonesia. The halal tourism policy at the central level is very important because it provides a structured framework for developing a tourism industry that is friendly and in accordance with sharia principles, making it attractive to both domestic and international Muslim tourists. This halal tourism policy at the central level not only serves as a guideline for certification and standardization of halal tourism facilities in Indonesia, but also as a strategic instrument to increase the competitiveness of halal tourism destinations throughout Indonesia.<sup>17</sup> Halal tourism is very potential, so it needs to be developed and promoted optimally, so that it can be utilized for the welfare of the community. But unfortunately, its existence is not supported by strong regulations in the form of laws that have binding legal force. Halal tourism can exist because the DSN MUI Fatwa No.108 DSN- MUI / X / 2016 concerning the Implementation of Tourism Based on Sharia Principles, becomes a positive regulation, legislated into a law that specifically regulates halal tourism. Halal tourism is not regulated by a single article in Law No. 10 of 2009 concerning Tourism, nor in Law No. 33 of 2014 and its implementing regulations, namely PP No. 31 of 2019 comprehensively regulating halal tourism is found in the DSN-MUI fatwa, but does not have binding legal force.<sup>18</sup>

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<sup>16</sup> Wuryandani and others.

<sup>17</sup> Rahardi Mahardika, 'Strategi Pemasaran Wisata Halal', *Mutawasith: Jurnal Hukum Islam*, 3,1 (2020), pp. 65-86 <<https://doi.org/10.47971/mjhi.v3i1.187>>.

<sup>18</sup> Moh. Bahrudin, 'Halal Tourism Governance Based on the Fatwa of the National Sharia Council on Tourism Improvement', *Journal of Environmental Management and Tourism*, 13,7 (2022), pp. 2058-68 <[https://doi.org/10.14505/jemt.v13.7\(63\).25](https://doi.org/10.14505/jemt.v13.7(63).25)>.



The establishment of halal tourism law is the ideal of the Muslim community in Indonesia as a consequence of their faith. When saying the creed, every activity carried out must be in accordance with the commands of Allah SWT, including in tourism activities. "DSN-MUI Fatwa Number 108/DSN-MUI/X/2016 itself was born at the insistence of the Muslim community, especially halal tourism activists.<sup>19</sup> Making halal tourism laws is very important, although currently it is regulated through regulations of the Minister of Tourism and Creative Economy. The current regulations do not have strong enough legal force and comprehensive coverage to regulate all aspects of halal tourism. Without a stronger legal foundation in the form of a law, there is a risk of legal uncertainty, inconsistent policy implementation, and lack of protection for industry players and tourists. Therefore, the enactment of a special law governing halal tourism is crucial to ensure the development of this sector runs according to the expected principles and provides legal certainty for all parties involved.<sup>20</sup>

## 2. Implementation of Equitable National Policy in Local Government

Justice according to Aristotle is a balance in the form of numerical and proportional equality.<sup>21</sup> Numerical equality means that every human being is equalized in one unit. For example, everyone has the same position before the law. Proportional equality, on the other hand, gives everyone what they are entitled to according to their respective abilities and achievements. Justice is a basic principle that refers to fair, balanced and impartial treatment in the distribution of rights, obligations and resources in society. The concept emphasizes the importance of treating each individual with respect and granting equal rights without discrimination. Justice also encompasses efforts to correct inequalities and ensure that all parties receive balanced treatment in accordance with their contributions and needs. In legal and social contexts, justice plays an important role in creating harmony and stability by ensuring that everyone's rights are respected and protected.<sup>22</sup>

The concept of fairness according to Hans Kelsen's theory of justice offers important guidance regarding normative equality, procedural fairness, and consistency of application of the law. Kelsen underscores that the law must be

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<sup>19</sup> Bahrudin.

<sup>20</sup> Lukman Santoso and Yutisa Tri Cahyani, 'Pengaturan Wisata Halal Untuk Pembangunan Daerah: Transformasi Industri Halal Di Era Disrupsi', *Supremasi Hukum: Jurnal Kajian Ilmu Hukum*, 9.1 (2020), pp. 51-75 <<https://doi.org/10.14421/sh.v9i1.2130>>.

<sup>21</sup> Febrian Duta Pratama, Rafly Pebriansya, and Mohammad Alvi Pratama, 'Konsep Keadilan Dalam Pemikiran Aristoteles', *Praxis: Jurnal Filsafat Terapan*, 1.2 (2024), pp. 1-25.

<sup>22</sup> Sujian Suretno, 'Pelaksanaan Musyarakah Di Bank Syariah Mandiri (Kajian Prinsip Keadilan Dan Kepatuhan Syariah)' (Jakarta: Fakultas Pasca Sarjana Universitas Islam Negeri Syarif Hidayatullah Jakarta, 2018).

applied fairly to all members of society, which in the context of local tourism means regulations must be designed without disproportionately favoring one group, be it large tourism operators or small local businesses. In addition, procedural justice according to Kelsen requires that the process of creating and enforcing tourism regulations should be transparent and inclusive, giving a voice to all stakeholders, including local communities and businesses. Fairness is also achieved through consistent application of the law, ensuring that regulations are uniformly enforced across different regions to prevent inequality and ensure that the benefits of tourism are spread evenly. Therefore, the implementation of fair regulations in the local tourism sector should include inclusive policy-making, balanced distribution of benefits, consistent enforcement, and adaptability to local conditions, while adhering to the principles of justice and equality.<sup>23</sup>

On the other hand, the implementation of the central government policy through the regulation of the Minister of Tourism and Creative Economy regarding halal tourism has not fully benefited all destination areas in Indonesia.<sup>24</sup> Although the regulation is designed to strengthen standards and guidelines for the development of halal tourism, the reality on the ground shows that there are still few regions that have adopted regional regulations (Perda) related to halal tourism. This indicates a gap in policy implementation, despite the huge potential of halal tourism to drive Indonesia's economic progress. This limitation in policy deployment can hinder the development of the halal tourism sector in various regions, resulting in an imbalance in the utilization of existing economic opportunities. To maximize this potential, more intensive efforts are needed to support and encourage local governments to be more proactive in formulating and implementing regulations that support halal tourism, as well as ensuring that the economic benefits of this sector can be felt equally throughout the archipelago. The national policy on halal tourism in Indonesia has been regulated through a regulation of the Minister of Tourism and Creative Economy, which aims to provide guidelines and standards for the overall development of the sector. While this policy is designed to facilitate the growth of halal tourism by ensuring that services and facilities meet halal criteria, implementation at the local level often faces various challenges. These include mismatches between national regulations and local conditions, lack of understanding or resources at the local level, and differences in the interpretation and application of halal standards. This can lead

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<sup>23</sup> Purwanto, 'Perwujudan Keadilan Dan Keadilan Sosial Dalam Negara Hukum Indonesia: Perjuangan Yang Tidak Mudah Dioperasionalkan', *Jurnal Hukum Media Bhakti*, 1.1 (2017) <<https://doi.org/10.32501/jhmb.vii.2>>.

<sup>24</sup> Nur Aini Fitriya Ardiani Aniqoh and Shaheed Tayob, 'Harnessing the Potential of Halal Tourism: Strategies for Sustainable Economic Development in Central Java, Indonesia', *Economica: Jurnal Ekonomi Islam*, 13.1 (2022), pp. 121–37 <<https://doi.org/10.21580/economica.2022.13.1.13575>>.

to inequality in the quality of halal tourism services and create disparities between more developed and less developed regions. To address these issues, a more integrated approach and greater support is needed to ensure that national regulations can be implemented effectively across regions, as well as ensuring that all regions can meet halal standards consistently. Local policies in the development of halal tourism in Indonesia are a key factor in ensuring that the economic and social potential of this sector can be maximized optimally in accordance with local characteristics and needs.

Currently in Indonesia there are already several regions that have regional regulations (Perda) that regulate halal tourism. Some of them are:

- a. West Nusa Tenggara (NTB): NTB is the first region in Indonesia to have a local regulation on halal tourism, namely Local Regulation Number 2 Year 2016. This regulation regulates various aspects of halal tourism, ranging from the provision of services and facilities in accordance with sharia principles to operational standards that must be adhered to by the tourism industry in the region;
- b. West Sumatra: This province also has a local regulation on the implementation of halal tourism, namely Local Regulation Number 1 of 2020. This regulation emphasizes the development of tourism in accordance with local and religious values, with the aim of supporting economic growth through structured and planned halal tourism;
- c. Aceh: As a region with the implementation of Islamic Sharia, Aceh implicitly integrates halal tourism principles in its various local regulations, although there is no specific local regulation that regulates halal tourism separately; and
- d. Bandung: Being a district that also has a regional regulation on halal tourism, namely regional regulation No. 6 of 2020.

These regulations show the seriousness of some regions in developing halal tourism as part of an economic and tourism development strategy that is in accordance with local religious values. This shows that not all regions have implemented halal tourism based on Regional Regulations.

Equitable regulations ideally stem from laws, as they provide a strong legal framework and apply across Indonesia. Thus, its utilization and application can be felt by the entire community without exception. However, in reality, only a few regions have chosen to create specific regional regulations (perda), which may be due to different local needs or conditions. One of the regions that created its own regional regulations to regulate halal tourism in its region is West Nusa Tenggara

Province. Halal tourism as part of the West Nusa Tenggara (NTB) tourism plan is a strategic step designed to increase the attractiveness of this destination by utilizing the potential of culture, nature, and local wisdom in harmony with Islamic principles. The implementation of halal tourism is in line with the principles of benefit, kinship, sustainability, and democracy, as stipulated in Law No. 10/2009 on Tourism. Through this approach, NTB not only seeks to attract Muslim tourists from within and outside the country but also promotes the diversity and uniqueness of local culture that characterizes the region. The development of halal tourism in NTB covers various aspects, ranging from the tourism industry, destinations, marketing, to institutions, all of which are designed based on tourism development master plans that are regulated at the national, provincial and district/city levels. It aims to create an inclusive and sustainable tourism environment, which can provide economic, social, and cultural benefits for local communities.

Tourism development is carried out based on a tourism development master plan consisting of a national tourism development master plan, a provincial tourism development master plan, and a regency/city tourism development master plan. The national tourism development master plan is regulated by Government Regulation. Meanwhile, the provincial tourism development master plan is regulated by a provincial Regional Regulation and tourism development is regulated by a Regional Regulation. That means, a region in developing its tourism can be done through a master plan for tourism development and regulated in its respective regional regulations. Based on this, this halal tourism discourse is part of the master plan for tourism development of West Nusa Tenggara ("NTB") which is realized through its regional regulation, namely West Nusa Tenggara Provincial Regulation Number 2 of 2016 concerning Halal Tourism ("NTB Provincial Regulation 2/2016").

This step indeed reflects the decentralization policy that gives autonomy to local governments to manage their regions by considering the needs and characteristics of local communities. While this policy allows regions to be more responsive to local potential, on the other hand, it can also create gaps in the implementation of equitable regulations across Indonesia. Each region has the freedom to formulate specific regulations, which may differ in intensity and scope of application, so the potential for non-uniformity in national regulations is a challenge that needs to be anticipated holistically.

Decentralization, which gives autonomy to local governments to manage their regions by considering the needs and characteristics of local communities, does allow regions to be more responsive to local potential. However, this policy

also has the potential to create gaps in the application of equitable regulations throughout Indonesia. When each region has the freedom to formulate specific regulations, the intensity and scope of their application can vary greatly, which in turn can lead to non-uniformity in national regulations. This difference becomes a significant challenge, especially in efforts to maintain unity and fairness in the development of strategic sectors such as halal tourism.

Therefore, to ensure uniformity and fairness in the application of halal tourism policies throughout Indonesia, a comprehensive national policy is needed, in the form of laws that specifically regulate halal tourism in Indonesia. With clear national regulations, it can be ensured that each region follows uniform standards, so that fairness in the application of policies can be guaranteed and the potential of halal tourism in Indonesia can be developed optimally and successfully.

## Conclusion

To realize equitable halal tourism, synergy between comprehensive regulations from national to local levels, active participation of stakeholders, and awareness of inclusiveness are needed. Consistent application of halal standards in all regions will ensure that every local tourist destination benefits equally from the development of this sector, without leaving any area behind. Fair and transparent regulations will increase traveler confidence in service quality and encourage economic equity throughout Indonesia. With clear regulations, standards for halal services, products and facilities can be applied consistently, to ensure every local tourist destination has a fair chance to contribute to the development of this industry. This will prevent inequality between developed and underdeveloped regions, so that all parts of Indonesia can collectively tap into the huge potential of halal tourism.

## Suggestion

The government must immediately take concrete steps by establishing regulations at the level of laws specifically regulating halal tourism, in order to create a legal framework that is fair to all parties. Halal tourism has great potential as an inclusive economic driver, providing benefits not only to the Muslim community, but also to all levels of society through job creation, increased investment, and infrastructure development. To achieve this goal, an active role is needed from all parties, including the government, industry players, and the community, in realizing fair and equitable regulations throughout the region. With a clear law, each region can follow uniform standards, so that the potential of halal tourism can be optimally developed and provide broad and sustainable benefits to the national economy.

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