

## HALAL TOURISM: GLOBAL MARKET OPPORTUNITY IN INDUSTRIAL REVOLUTION 4.0

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*Article history:* received 07 August 2023; revised 16 August 2023; accepted 02 September 2023

*DOI:* <https://doi.org/10.33751/jhss.v7i3.7681>

**Abstract.** One of the emerging segments of the halal industry is halal tourism. The rapid development of information and communication technology adds to the opportunity for the global halal tourism market, especially after entering a new stage of the world's transition from pandemic to endemic. Which increasingly opens opportunities for Muslim tourists to visit tourist destinations. Furthermore, the presence of various mobile applications that support information needs for tourist trips also takes apart. This paper aims to analyze the development of global halal market information Global Market Opportunity in the World Halal Tourism area to face the Industrial Revolution 4.0. The presence of the Halal Trip Application is one of the alternatives for tourists to find the information needed before starting a trip. This study uses a literature study approach, case studies on the application of halal trips, and critical theory of technology to analyze the specifications for the use of application products in terms of content and features. The result is that the Halaltrip application helps Muslim tourists. There are other interests besides advancing halal tourism, namely the importance of promoting halal tour packages to 25 countries with 103 tourist attraction destinations. The suitability of the offer of halal tourism destinations with halal tourism criteria does also discussed.

**Keywords:** halal tourism; mobile application; critical theory of technology

### I. INTRODUCTION

Halal tourism opens up global market opportunities, especially by utilizing technology that continues to develop, reviewing the current state of halal tourism and its potential contribution to the recovery of world tourism. It is no exaggeration to say that the Muslim travel market will become one of the fastest-growing segments of the global tourism industry.(Vargas-Sánchez & Moral-Moral [1]). Various ways of applying information systems to the use of technology have become a challenge in the era of the industrial revolution. 4.0. Mobile devices have significantly impacted people's daily lives over the last two decades.(Ruanganich & Piriyasurawong [2]) These technological innovations will create a tremendous digital disruption in all fields.(Badry [3]) How not? Nowadays, almost everyone has a mobile device installed with various applications used for daily activities. Notifications that come and go demand attention from users even when traveling. This increase in the number of users has led to the rapid development of mobile applications, which has led to the development of various applications that users can choose.(Nakamura et al. [4])

Before Muslim tourists decide to travel internationally, there is a significant basis for the influence of their travel motivation.(Han et al. [5]) The different needs of tourists, in general, prepare Muslim tourists to seek knowledge about the chosen destination. The findings of previous researchers shape the decision process preferences and attitudes of Muslim tourists. One of the many applications that can help

Muslim tourists in planning their trip is Halal Trip. This platform offers various features such as halal food, prayer times, Etc.(Nahdliyah et al. [6]) The author chose this application because it integrates with many destination packages in countries from various parts of the world. In addition, the author believes that this application will better describe today's global market. Furthermore, Crescenting acquired Halal Trip in 2013. Crescenting is an institution that conducts research in the halal tourism industry that makes reports every year. However, it is difficult to maintain the status of a trusted contribution to development related to halal tourism because many critical influencing factors are difficult to control.(Rhama [7]) On the other hand, the research results presented by Crescenting help current researchers to be able to map and provide an initial picture of the research that researchers are doing.

When Muslim travelers do halal tourism, they need services that can make worship and finding halal food easier. Unfortunately, the lack of service that comes from the lack of understanding of the religious beliefs of Muslim tourists is still common.(Marlinda et al. [8]) Technology can be a solution to avoid difficulties for Muslim tourists in the destination country, one of which is a medium for getting more comprehensive information. The technology built by Halal trip in the form of a mobile application platform claims to be an application for an all-in-one, fully integrated Islamic lifestyle trip for Muslims. Such as looking for halal restaurants, maps to find mosques, prayer times reminders & Qibla Direction, In-flight Prayer Times Calculator, and prayer

collections during the trip.(Halal trip, n.d.) The collection of features assembled in one application becomes a form of utilizing technology by maximizing user service. Halal trip founder Karim Saad said they want to be a leading online resource for Muslims planning a holiday or religious trip. He also said that a halal trip is a free Islam-based web service that provides honestly researched information about Halal travel. In addition, there is a daily rating assessment based on a fair set of criteria. Halal tourism is an underrated market even though it can reach more than one billion people.(al Bawaba & London [9]) This opportunity further clarifies the direction of global market development in the travel destination industry for Muslims.

Business and technology have influenced Halal tourism to form customers who want to experience the experience again. This relationship illustrates the influence of halal tourism and technology that the authors adopted from the CrescentRating Playbook, 23 Strategic Models for Muslim Travel Markets.

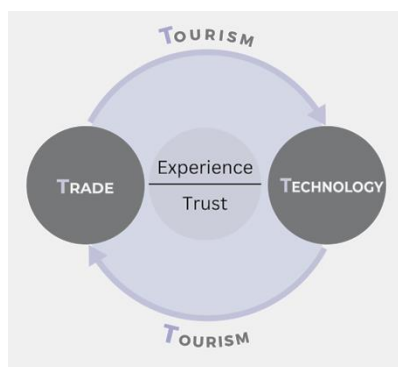


Figure 1. Connectivity Framework

Trade and technology are primarily external drivers, whereas the experience gained and confidence is internal drivers. Halal tourism is a crucial accelerator that enables and connects all other aspects. These five factors are the driving force of the world's halal tourism ecosystem. In forming the integration of these factors, halal tourism applications must provide halal tourism services that meet Muslim tourists' needs and focus on speed, convenience, and practicality in operating the application.(Berakon et al. [10]) However, before using the halal tourism mobile application, Travelers must know what application to use. Furthermore, when tourists start using and realize the benefits of halal travel, the application rating will be positive and increase trust in the application (Berakon et al. [10]) This connectivity is the basis for the initial hypothesis of this study, that Halal trips are the driving force of halal tourism marketing while providing benefits both in planning, during travel, and evaluation will positively impact Muslim tourists. However, by looking at the knowledge and trust in the application. We feel that nowadays, information is available and easily accessible at the fingertips, and almost everyone can carry a mobile device for activities anywhere in the world. In contrast, mobile technology expands the world in various fields, the extent to which this

technology serves the public interest, in this case Muslim tourists.

Looking at the values intentionally or unintentionally reinforced by the technology we use even changes us without realizing it. Understanding this critical theory of technology can help decipher it. This theory sees technology not only as a neutral object instead, and it understands technology through the contexts and conditions in which its design and power relations structure and govern its use. (Feenberg [11]) This theory tries to explain how political and moral values come along with technology and promotes the design of technology, which is democratized rather than centrally controlled, to promote equality and greater social justice for all people. Feenberg, chair of research at Simon Fraser University in British Columbia, Canada, has been writing critically about technology since the 1990s. Feenberg argues that there is value in design which is a central place for value. When we judge the quality and acceptability of technology, technology systems are never judged neutral because it is always a product of the context that makes it why it was created and how it is intended to be used. Values shape how developers design technology and design practices and reinforce those values.

In Feenberg's view, to promote values that care for everyone must use more than technical standards backed by rationality and utility to judge the design and use of technology. Therefore, on the implementation as a basis, the developers will begin to develop a design basis that they can assess. That includes visual design, time, interactivity, content (material), and access (Taufiqurrochman & Prasetyo [12]) Furthermore, one other aspect supporting the development of halal tourism is the route to the mosque on the map.(Afnarius et al. [13]). For data retrieval and collection, a company or government uses or originates from mobile devices to collect various personal data from a purely rational or utility-based perspective. This data helps understand various population features to predict future spirit behavior and activity patterns. However, how much of this personal data have they agreed to be collected? What do they do with it, who has access to it, and how can we ensure that this data will be used to serve us rather than exploit us? Although mobile devices have blurred the line between collecting data. The public interest with corporate or government oversight interests, the values underlying our concerns about data collection, such as the right to privacy and consent, are not always incorporated into the technology features we use.

Processing a person's data depends on whether there is a view that this kind of language processing is just a technology. Then in other cases, the meaning is produced by several processes: form or formatting rather than content, another alternative if one considers the enabling process itself as all that has been agreed. The meaning is in the message; in this case, the duality of form and content does not apply. Decisions must be made regarding these presumed alternatives.(Dinda L. Goriée et al. [14]). Feenberg also proposes two models of technological design, the technocratic control model, and the democratic communication model. In this case, the author argues that the Halal trip application

carries a technocratic control design because of the application's design in the isolation of the Muslim community. This model has the absolute power to preserve and continue the hierarchy contained in power relations. Meanwhile, the democratic communication model uses democracy and prairies in promoting the design and use of technology by decentralizing hierarchies through social and environmental reforms. Technology is complex and connected to many things. Repetitive technologies are only sometimes used in a way suitable for manufacturing. Not everyone or target designers share the same technocratic or democratic interests. So how we design and use technology is unpredictable and changes because both depend on the context. His research conveyed (Feizollah et al. [15])d the development of halal tourism using existing technology on social media platforms, namely Twitter. The data collected is significant because it tells us what consumers expect as halal tourists. Therefore, industries that are involved in the halal tourism industry must think about this when promoting their halal tourism products, especially if they want to use technology as a way of obtaining information sources.

## II. RESEARCH METHODS

This research will use qualitative methods, focusing on collecting existing data on the HalalTrip application. This application provides two download options from the App Store and Play Store, as seen in the display on the halaltrip.com website in figure 2. The author chooses to use an application downloaded from the App Store.

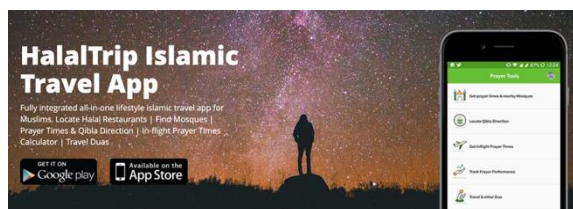


Figure 2. Display on halaltrip.com

There will be many ways to define application features to achieve research objectives. Feature data is information mined from application descriptions because researchers do not have access to application source code. Researchers define *features* as properties captured by a set of words in the application description and shared by selected applications.(Harman et al. [16]) The author will obtain it as supporting data to answer how we can find halal travel applications. The author will explain how users find the Halal Trip application using eight keywords in this discussion. Various terms refer to the halal tourism market segment by academics, business people, and practitioners. These terms are Halal tourism, Islamic tourism, Halal travel, Halal Trip, Muslim-friendly tourism, Shari'ah tourism, and Halal transportation.(El-Gohary [17])

The author will use these terms to become keywords in searching for Halal Trip applications in the App Store and

is described in table 1 to see how far Halal trip applications can be found. After collecting the data, the writer got it from the 'Plan your next trip' feature as a data source to view the tour packages offered and declared as halal tourist destinations. Finally, the author reviews the data based on two main research questions on literacy review using sources of theory and criticism of technology.

RQ1: How can the halal trip application be used to develop world halal tourism?

RQ2: How do halal trip mobile applications that support halal travel users find?

RQ3: Do the tourism options offered in the halal trip application meet the criteria for halal tourism?

Mobile applications have become part of everyday human life, and these various application devices significantly impact human life. (Ruangvanich & Piriyasurawong [2]) How we get the applications we need can be seen from everyday habits such as getting information from advertisements that appear, currently viral applications, or looking for application needs from a search engine. In this case, using the search engine provided by Google is the focus of technology. Because it represents search technology, it is well-known among Internet users and is dominant in the online search market.(Xiang & Gretzel [18]) The author simulates a search by combining the words 'application' and 'halal tourism' plus the conjunction 'for.' the writer finds the top five articles that match the research theme, suggesting several application choices as shown in table 1.

Table 1 Suggestion Application List

Source	Title	Recommended Application
sofyanhotel.com	Row of Application that Facilitate Travelers on Vacation	- Indonesia Muslim Friendly -Halal Travel Muslim Tourism -Halal Local
kompasiana.com	3 Application Make It Easier for Muslim Travelers	- Halal Gourmet Japan - Halal Trip -Halal Navi
Phinemo.com	5 Halal Travel Guide Sites	-Muzbnb -Tripfez.com -Halaltrip.com -#HHWT- -HaveHalalWillTravel -Halal Minds
Sindonews.com	Want to Travel Abroad? Don't Forget to Download These 7 Halal Application	-Halal Trip -Muslim Pro -Scan Halal -Halal Navi -Halal Spot -Halal gems -Tripadvisor
Tribunnews.com	3 Application on Smartphones for Muslim Travelers	-Muslim Pro -Halal Trip -Muslim Mate

The analysis of the literature study in this study tries to answer the question of how the halal trip application can be used to develop world halal tourism. That is in line with Halal tourism, which has recently received significantly increased attention from academics, practitioners, and critical theory of

technology (Ainin et al. [19]) Even though it is developing rapidly, mobile application users will eventually ask how user data is used. Is there any interest other than providing information? Therefore, the study of this discussion will look at the theory of technology criticism.

### III. RESULTS AND DISCUSSION

Knowledge of what users use types of applications affects the use of mobile applications to direct tourists to travel. For example, in halal tourism, there are four supporting aspects: hotels, restaurants, travel services, and spas. (Rasyid [20]) Therefore, the presence of an application that can provide information related to these four aspects will make it easier for Muslim tourists in tourist destinations. The author simulates a tourist looking for supporting applications using keywords in table 2, assuming the user has no information about previous halal travel applications. Table 2 shows how many applications were found and identified which halal travel applications were in order when the search engine displayed search results in the app store.

Table 2. Result in App Store

Keywords	Number of application Found	Halal trip order to
Halal tourism	3	Not found
Islamic tourism	1	Not found
Islamic travel	72	Not found
Halal travel	172	1
Halal Trip	158	1
Muslim-friendly tourism	No Result	-
Shari'ah tourism	No Result	-
Halal transportation	2	Not found

This paper elaborates on the features and content of halal tourism contained in halal trips as one of the mobile application technologies developed in an integrated platform, Halal trips (Nahdliyah et al. [6]) There are three main feature specifications described in table 3. On the main page, all features work well without the application stopping and closing suddenly, which is called a force close. However, The Author was curious to find the profile on the slide menu. When selecting the menu to change the language, the "Language" option was displayed, and the application displayed a close force state. The list of options on the profile menu can be seen in Figures 3.

The critical theory of technology suggests using multiple rational aspects with a perspective on the case that can assist in pursuing and organizing research. Rationality has strict technical and intrinsic normative aspects (Grimes & Feenberg [21]) In Halal trip as an integrated application as a platform for providing halal tourism features, there are various packages of travel plans to various countries—Twenty-five countries with 103 tourist destinations. The data obtained are presented in table 4.

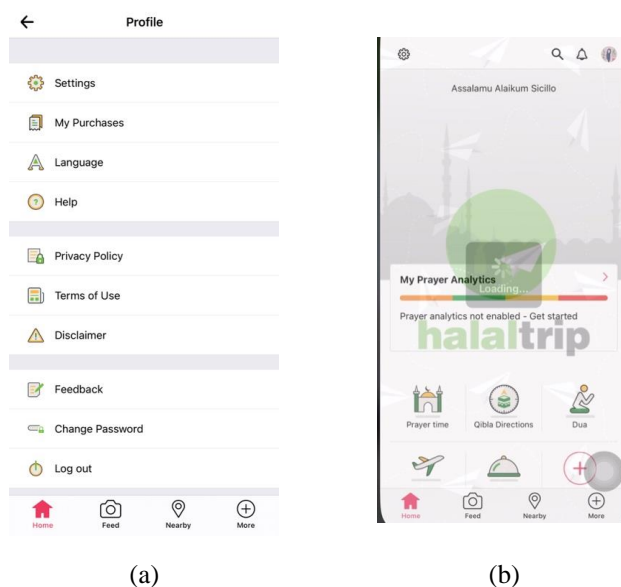


Figure 3. (a) Menu Profile Picture, (b). Display after force close

Tabel 3. Feature Specification

Menu	Sub Menu
Prayer Tools	-Prayer Times
	-Qibla Direction
	-Prayer in Flight
	-Analysis of Worship
	-Doa
Goal Finding	-Travel Etiquette
	- Travel Article
	-Videos
	-Free Guide
	-Halal Restaurant
Offer	-Attraction
	-Attractiveness
	- Travel Packages

The strategy for halal facilities offered is mainly related to halal hotels, halal tourism, and the availability of halal food (Huda et al. [22]) then the ease of finding a mosque or a place to pray. From the explanation of the offers in each destination, the authors get variables and then take one tourist destination from each destination country. From previous studies presenting factors that can be assessed from halal tourism(Battour & Ismail [23]; Boğan & Sarıuşık [24]; Mohsin et al. [25]), from these results, the author summarizes the seventh aspect in table 4. Information on package choices and tourist destinations on Halal trips also includes information on these supporting aspects. There is a disclaimer in the halal trip application (Table 4). This disclaimer explains the status of all information submitted. This section can be found on the Profile menu, then the Disclaimer option.

Table 4. The data obtained Halal Trip

All Information Provided	Information About Halal Food
All information provided is in good faith and for general information purposes only. HalalTrip does not make any warranties about the completeness, reliability, and accuracy of this information. Any action you take based upon the information is strictly at your own risk and HalalTrip will not be liable for any losses and damages in connection with the use of that information.	As much as possible, HalalTrip through it's sister brand CrescentRating tries to verify the information provided by users sharing dishes and restaurants. However, please ensure you check with the restaurant staff to verify the accuracy and authenticity of the claims before you consume.

*Mobile app technology social construction*

In Feenberg's notion of the social construction of technology, he says that the context of technical design must be defined through technological societal relations, even though the technological designer may have privileges as an actor who controls the design process. For example, the authors found that the filter feature in the travel package to search for halal tourist destinations needed improvement when it was about to be used, as seen in Figure 4. It is because the application stops and immediately exits (force close), so application users who already have plans will go to a specific location country is becoming challenging to find. The lack of user trials before releasing the app is suspected of causing the unpreparedness of the information system integrated into the mobile app. In this case, it requires feedback from the community to keep the user in the app.

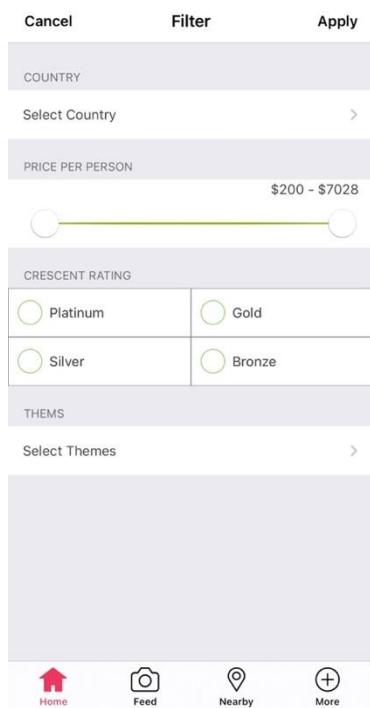


Figure 4. filters feature

Since the new relationship between society and technology would generate new designs, uses, and values on mobile technologies designed to promote things, Feenberg was formulated as a technocratic or democratic model. Therefore, it cannot be ignored. Also related to WIFI and sim card that locks the phone to the provider is very important for access to the network. Some mobile operating applications may offer offline functionality. However, most remain commercially unlicensed even when cloud-based software allows for data sharing to only be accessible over a broadband network set up within it. For example, offline access can still be done on several features in the Halal trip application, such as travel prayer collections, codes of ethics, and articles without displaying pictures. In comparison, other features require an internet network to be accessed. The implementation of social constructivist procedures makes certain technologies worthwhile. Limits ideological avenues for justification by showing if social factors intervene in the decision or success of specific designs.(Grimes & Feenberg [20]) Although early computing seemed to degrade information technology infrastructure, it did allow mobile technologies to be more affordable and more accessible to use than ever before.

Ongoing ownership issues, labor exploitation, and with environmental concerns mean that the mobile app network industry bar will be seen to strengthen the technocratic model. Even basically, halal tourism has ideological and diverse meanings. Furthermore, it became a symbolic slogan to build a more political image promoting tourism as a source of foreign exchange.(Slamet et al. [26]). The use of mobile technology can design and promote values that are important to the accessibility and affordability of information. However, the privacy and values of informed consent in technology design have become a hidden part of the mobile-based understanding that shapes our engagement with the world and people's understanding of themselves. Feenberg's concept of technology critical theory and related concepts ensure that we have a mobile technology design that will reinforce the values of halal tourism that Muslim or non-Muslim want for today and tomorrow.

**IV. CONCLUSION**

Based on the results and discussion in this study, the descriptive statistical analysis shows that for the ARL, KI, and AT variables, the data produced does not vary because the comparison between the mean values is greater than the standard deviation value. While the GD variable, the resulting data varies. KI, GD, and AT variables simultaneously influence ARL. Partially, the KI variable has a significant negative effect on ARL. Meanwhile, the variables GD and AT do not affect ARL. The author suggests further research to add new variables and develop research samples so that they can reach the entire company. As well as for companies, it is hoped that it can become information that the KI factor can affect ARL, especially in companies in the primary consumer goods sector.

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