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MODERN HALAL TOURISM TRANSFORMATION TOWARDS SUSTAINABILITY AND INNOVATION THROUGH THE IMPLEMENTATION OF HALAL LIFESTYLE

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ABSTRACT

Objective: This research aims to analyse the transformation of modern halal tourism towards sustainability and innovation. This requires the integration of Maqasid Shariah principles to ensure alignment with Islamic values while addressing supporting and inhibiting factors to achieve a balance between economic, social, and environmental goals.

Research Design & Methods: This research uses a qualitative approach with a literature review to analyse the drivers, barriers, and application of Maqasid Sharia in modern halal tourism based on data from literature, previous research, industry reports, and related policies.

Findings: This study shows that the transformation of halal tourism is driven by government policies, halal lifestyle awareness, and technological innovation, but hampered by a lack of education and infrastructure. Implementing Maqasid Shariah and innovations such as digitalisation of halal destinations support the sustainability and competitiveness of the sector.

Implications & Recommendations: This research recommends collaboration between government, industry, and local communities to overcome halal tourism challenges, increased investment for innovation and sustainable management, implementation of digital technology for efficiency, and training for businesses to understand halal tourism standards.

Contribution & Value Added: This research provides insights into the application of Maqasid Shariah principles in building sustainable and innovative halal tourism and offers strategic recommendations to improve this sector's competitiveness in the context of global sustainable development.

Keywords: modern halal tourism, lifestyle, sustainability transformation, maqasid shariah.

JEL codes: Z32, Z33, Q56.

Article type: research paper

INTRODUCTION

The transformation of modern tourism has undergone significant development with a focus on sustainability and innovation, especially through the application of the halal lifestyle, which is a growing phenomenon in Indonesia and the world. Halal tourism has become one of the fastest-growing segments, not only because of the increasing number of Muslim travellers, but also because of its added value beyond religious aspects. Halal tourism not only provides facilities and services in accordance with Islamic law, but also integrates sustainability principles that support the preservation of the local environment and culture. This makes it an inclusive and relevant tourism model in a global context that increasingly demands sustainability (Rojabi & Saufi, 2020).

The increasing population and purchasing power of Muslims worldwide have strengthened the halal lifestyle trend, which both Muslims and non-Muslims now accept as a universal concept that contains elements of benefit for all humans (Adinugraha & Sartika, 2019). The growing interest in halal tourism is triggered by the needs of Muslim travellers who want to ensure that the

destinations and services they enjoy meet halal principles, whether in terms of food, accommodation, or other tourist activities. This reflects a global trend where halal tourism is increasingly popular among Muslim travelers and non-Muslims, as it offers a safe and ethical experience (Prawira et al., 2023).

Implementing the halal lifestyle in the tourism sector is in line with the concept of sustainable tourism, where the main focus is on positive social and environmental impacts. Halal tourism seeks to meet the needs of Muslim travellers through services that accommodate worship and halal food, which non-Muslim destinations are also beginning to adopt. Research shows that halal tourism is not only a religious necessity, but also part of efforts to achieve Sustainable Development Goals (SDGs), especially concerning preserving local culture and improving the welfare of neighbouring communities (Khusairi et al., 2023). In recent decades, global tourism has undergone a significant transformation with increasing demands for sustainability. This trend encourages tourism players to consider ecological, social, and economic impacts. Halal tourism is emerging as a solution that integrates religious values with sustainability principles, making it more inclusive and globally competitive (Soleha, 2023).

Halal tourism is now recognised as a highly potential and growing sector in various Muslim and non-Muslim countries. In Indonesia, halal tourism has long developed in the form of pilgrimages made by people with religious motivations, but is now experiencing a metamorphosis that requires modern changes ranging from attractions, hotels, to marketing (Jaelani, 2017). The implementation of halal tourism in various regions in Indonesia, such as West Nusa Tenggara, shows an impact dominated by benefits rather than harm. From the *maqāsid al-sharīa* perspective, halal tourism provides convenience for tourists with the availability of worship facilities in each destination, increased halal certification, and restrictions on alcoholic beverages (Rachman & Sangare, 2023).

In addition to religious aspects, halal tourism also encourages the use of technology in destination management, including sustainable energy innovations in tourist attractions. Implementing the Internet of Things (IoT) and other green technologies is important to manage resources more efficiently, thereby helping maintain ecological balance and ensure environmental sustainability around halal tourism destinations (Tiwarei & Rosak-szyrocka, 2022). The use of green technology and IoT in halal tourism supports sustainability and helps increase destinations' competitiveness in the global market. By combining religious values and innovative technologies, halal tourism destinations can become the best model for responsible tourism practices.

Sustainability is also a main concern in the development of halal tourism in Indonesia. Many tourist destinations are starting to implement community-based tourism strategies that utilise Islamic principles to preserve the environment and local culture. In Lombok, for example, the 'zero waste' approach is applied in waste management in halal destinations to create a clean tourist environment and in accordance with Islamic teachings, which focuses on reducing organic and non-organic waste to support the preservation of local ecosystems while creating an environment that is in accordance with Islamic teachings, such as maintaining cleanliness as part of faith (Rojabi & Saufi, 2020).

The transformation towards sustainable and innovative halal tourism requires the collaboration of various stakeholders, including *pesantren*, which play an important role in identifying halal tourism destinations, raising public awareness, and providing education on Islamic business ethics (Qomaro, 2019). In addition, the development of innovation capabilities and sustainable innovation in the halal industry is also key to the success of halal entrepreneurs (Salaheldeen & Battour, 2023). In addition, the community-based approach is a key element in sustainable halal tourism management. Local communities in various halal tourism destinations in Indonesia are central in maintaining ecological balance, supporting the circular economy, and promoting local culture. For example, this community-based strategy has improved local communities' income and quality of life through job creation in the waste management sector and recycling-based creative industries (Khusairi et al., 2023). Combining Islamic principles, green technology, and local community empowerment gives Indonesia a unique competitive edge in the international tourism scene.

Digital marketing strategies provide a great opportunity to build a strong halal destination image and attract global market attention. This is a key factor in expanding the reach of halal tourism. Social media such as Instagram, TikTok, and YouTube are used to visually and creatively showcase halal tourism experiences, from reviews of halal facilities to the cultural and natural beauty of the destination. This approach allows Muslim travellers to find information about destinations that match their values and needs more easily while strengthening trust in the halal services offered (Padillah, 2020). With engaging and educational content, halal destinations can increase their attractiveness globally. The success of digital marketing for halal tourism also depends on close collaboration between the government, industry players, and local communities. A coordinated campaign can create a consistent and attractive destination image for the international market. By utilising the advantages of digital technology to the fullest, halal tourism has the potential to expand market share while supporting sustainable development in the destination.

Based on the above description, the research problem lies in a lack of understanding of how the transformation of modern halal tourism can integrate Islamic values with the principles of desire and innovation in a practical way in Indonesia. Many previous studies have focused on the growth trends of halal tourism, but these studies have been limited to the implementation of effective and sustainable models at the destination level. Therefore, the purpose of this study is to analyze the transformation of modern halal tourism toward tourism and innovation through the adoption of a halal lifestyle, with an emphasis on the integration of religious values, technology, and local empowerment as a strategy to increase the competitiveness of halal destinations in Indonesia.

The transformation of modern tourism toward sustainability and innovation through a halal lifestyle is a strategic step in creating inclusive, competitive, and sustainable tourism. By integrating religious values, modern technology, and halal tourism principles, it not only offers tourism experiences tailored to the needs of Muslim travelers but also supports environmental conservation, local economic empowerment, and cultural preservation. This approach is a response to global challenges such as climate change and the demand for responsible tourism. As one of the most dynamic industry segments, halal tourism has great potential to drive economic growth, strengthen destination competitiveness, and realize a future of tourism that is environmentally and socially friendly.

LITERATURE REVIEW

Halal Tourism

Halal tourism has become a rapidly growing market segment in the global tourism industry. This growth is driven by the increasing number of Muslim travellers, especially millennials (Iflah, 2020). Various Muslim-majority and non-Muslim countries have started to develop halal tourism to attract this market segment (Tahira, 2022). Halal tourism is not limited to providing halal food and places of worship, but also includes travel experiences that adhere to sharia principles in all aspects, including accommodation, entertainment, and other services. This makes halal tourism a highly inclusive sector, not only for Muslim travellers, but also for non-Muslim travellers interested in a healthier and more ethical lifestyle.

Halal tourism comes from the concept of 'halal', which in Arabic means 'allowed' or 'permitted'. In Islam, halal is not only related to food or drink, but also covers all aspects of a Muslim's life. This concept requires Muslims to use products that comply with religious teachings, including food, banking, finance, tourism, cosmetics, employment, and others. Halal tourism refers to applying Islamic principles to every aspect of travel-related activities. Sharia principles, which are a set of teachings accepted and practised by Muslims, form the basis for managing activities related to halal tourism (Wahidati & Sarinastiti, 2018).

Halal tourism is defined as a form of travel and tourism services tailored to Muslim travelers' needs based on Islamic law. According to Vargas & Moral (2019), halal tourism involves the provision of facilities such as halal food, places of worship, and accommodation services that are in accordance with Islamic religious values to ensure comfort and adherence to religious teachings for other approaches put forward by Muhamad et al., (2019), which explains halal tourism as an effort

to provide travel services that allow tourists to practice Islamic teachings, such as the availability of halal food, accommodation that does not provide alcohol, and worship facilities. [Boğan & Sarıışık \(2019\)](#) clarify the difference between halal tourism and Islamic tourism, with halal tourism emphasizing more on providing Muslim-friendly services, whereas Islamic tourism includes spiritual motivations in travel.

The Global Muslim Travel Index, an organisation that focuses on the development of halal tourism in the world, explains that halal tourism is travel conducted per Islamic principles, aiming to provide facilities and services suitable for Muslim visitors. Halal tourism must pay attention to several factors, such as the ability of local governments to provide places of worship, such as prayer rooms, the availability of halal food, adequate public facilities, such as toilets with running water, special services during Ramadan, as well as the absence of alcohol consumption and services that distinguish between men and women.

On the normative foundation of Islam, the Qur'anic foundation provides the main guidance in Islamic economics, especially in halal tourism. Several verses of the Qur'an encourage humans to travel, contemplate God's creation, and consume halal and good. Halal tourism activities also reflect the practice of hifz din (protecting religion) by complying with Islamic teachings on travel, such as the availability of worship facilities and halal food ([Ismanto et al., 2021](#)). As explained in the Q.S. Al-Baqarah verse 168:

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

Meaning:

O people, eat of the lawful (food) of the earth and do not follow the steps of the devil. Indeed, he is a real enemy to you.

Halal tourism has significant market potential, with the main basis coming from Q.S. Al-Mulk verse 15:

هُوَ الَّذِي جَعَلَ لَكُمُ الْأَرْضَ ذَلُولًا فَامْشُوا فِي مَنَاكِبِهَا وَكُلُوا مِنْ رِزْقِهِ وَإِلَيْهِ النُّشُورُ

Meaning:

He made the earth for you in a state of ease of use. So, explore all its corners and eat from its sustenance. Only to Him do you return after being resurrected.

Figure 1: Best Halal Tourism Destination



Source: Mastercard-CrescentRating Global Muslim Travel Index 2022

The Global Muslim Travel Index (GMTI) 2022 lists some of the best halal travel destinations in the world that have adapted to meet the needs of Muslim travellers. These destinations offer facilities and services that comply with sharia principles, such as halal food, places of worship, and Muslim-friendly activities. The following destinations were assessed based on four main categories: access, communication, environment, and services (ACES).

Based on the data above, from the 2022 Global Muslim Travel Index (GMTI), Malaysia is ranked as the world's best halal travel destination, followed by Indonesia, Saudi Arabia, and Turkey, which are not far away in the rankings. This shows the commitment of these countries to developing Muslim-friendly tourism infrastructure, including providing halal certification for hotels, restaurants, and other services. Many destinations offer easy access to worship facilities, such as mosques and prayer rooms, and attraction efforts that emphasise Islamic values, such as religious tours and cultural festivals. These countries are also introducing innovations in tourism, such as dedicated apps to help Muslim travellers find halal services and nearby places of worship, ensuring that Muslim travellers' experiences are more convenient and meet their expectations. Through these efforts, these destinations attract Muslim travellers from around the world and boost local economic growth through increased tourism.

Halal Tourism Sustainability

Sustainability in halal tourism is an approach that aims to ensure that the tourism sector can meet the needs of Muslim travellers without compromising the destination's social, economic, and environmental balance. Various studies have highlighted this important aspect of sustainability. [Dugonjić & Uršulin-Trstenjak \(2022\)](#) explain that halal tourism often has elements that align with sustainable tourism, such as meeting the unique needs of Muslim travellers, but requires further synergies to support broader sustainability.

Halal tourism sustainability is a community-based economic development strategy that provides economic benefits, improves environmental quality, and creates social harmony. It involves managing local potential by emphasising sharia principles, community involvement, and sustainability of natural resources ([Khusairi et al., 2023](#)). [Zulvianti et al., \(2022\)](#) explained that halal tourism sustainability includes environmental management, halal destination image, and halal-friendly destination performance. The goal is to create Muslim travellers' satisfaction while ensuring minimal environmental impact and maximum economic benefits.

The concept of sustainability in halal tourism is not limited only to economic and environmental aspects, but also includes a spiritual dimension. This is reflected in the emphasis on Islamic values and spiritually meaningful tourism experiences ([Rahmiati et al., 2019](#)). Halal tourism aims to provide services and facilities that comply with Islamic principles, such as halal food, places of worship, and sharia-compliant activities ([Adinugraha et al., 2019](#)). In addition, it also includes broader aspects such as preservation of local culture, community empowerment, and environmental protection ([Nusran et al., 2024](#)).

Halal tourism sustainability aims to balance economic benefits, environmental conservation, and social empowerment. For example, research by [Mutmainah et al., \(2020\)](#) shows that economic aspects, such as job creation and promotion of local halal products, are highly influential on the sustainability of halal tourism destinations. This research also emphasises the importance of transparency in policy and the involvement of local communities in tourism management to ensure equitable distribution of economic benefits. Halal tourism development requires the collaboration of various stakeholders, including government, industry, local communities, and tourists ([Santoso & Cahyani, 2022](#)), to achieve sustainability. In addition, careful planning is also needed in various aspects, including transportation that supports the mobility of tourists sustainably ([Peristiwo, 2021](#)).

The main benefit of sustainable halal tourism is that it increases the satisfaction of Muslim tourists while positively impacting the local community. [Zulvianti et al., \(2022\)](#) showed that a good halal destination image can increase tourist satisfaction, which encourages loyalty to a

particular destination. Another positive impact is on local communities, especially economically and socially. Through involvement in halal tourism activities, the community can benefit from job creation, micro and small business opportunities, and preservation of local culture. In addition, sustainability benefits are also seen in environmental preservation. Practices such as good waste management, use of renewable energy, and preservation of natural resources support the long-term attractiveness of destinations and reflect Islamic values in maintaining the integrity of God's creation (Rojabi & Saufi, 2020). This positions halal tourism as a model that prioritizes traveler comfort and environmental sustainability.

Concept of Modern Halal Tourism Policy and Regulation

Halal tourism is a rapidly growing sector, especially in Muslim-majority countries. The concept aims to provide tourism services and products that comply with Islamic law, including food, accommodation, and activities free from haram elements. The concept of halal tourism policy and regulation is a major focus in developing this sector, especially in countries with significant Muslim populations. The policy aims to create a tourism ecosystem aligned with Islamic values, such as providing halal services in food, accommodation, and tourist activities. One approach is the application of Islamic economic principles in regulation, which includes the prohibition of usury, maysir (gambling), and gharar (uncertainty). This principle is the basis for the development of halal tourism destinations that not only increase revenue but also strengthen the religious values of local communities (Soleha, 2023).

Several studies have shown that sharia-based regulations, such as those implemented in North Sumatra, have great potential to improve community welfare through the development of creative economy-based halal tourism. This regulation allows small and medium industry players to contribute more in providing quality halal services, thus attracting more domestic and international Muslim tourists. In Lombok, the concept of halal tourism even integrates aspects of ecotourism and social responsibility, where a portion of business profits are allocated to social activities, creating a balance between environmental sustainability and economic benefits (Syihabudin et al., 2022).

Currently there is a change in nomenclature from sharia tourism to halal tourism, with principles derived from the Qur'an and Sunnah. Halal tourism criteria include 9 principles such as the benefit of the people, enlightenment, refreshment, avoiding polytheism, and protecting the environment (Hakim et al., 2017). However, the current regulations are still limited and have not fully accommodated the development of the creative economy in halal tourism (Amiruddin, 2022). Some regions such as West Sumatra and West Nusa Tenggara have started implementing halal tourism policies, but there is no strong legal umbrella at the national level. Currently, the existing legal basis is in the form of DSN-MUI Fatwa Number 108/DSN-MUI/X/2016 concerning Guidelines for the Implementation of Tourism Based on Sharia Principles (Santoso & Cahyani, 2020).

To develop effective halal tourism regulations, maqashid sharia must be considered a basic foundation, namely protecting religion, soul, mind, offspring, and property (Nurjannah et al., 2023). In addition, the use of digital innovation is also important to enhance the Muslim traveller experience (Azam et al., 2024). With a comprehensive approach, halal tourism regulation is expected to provide greater economic and social benefits.

Lifestyle Halal

Halal lifestyle has become a global trend, especially in Indonesia which has a majority Muslim population. Spending on halal products in Indonesia reached USD 218.8 billion in 2017, showing the huge business potential in this sector (Jailani & Adinugraha, 2022). The hijrah trend in society, especially in Indonesia, has driven awareness of halal products, not only in food and beverages, but also in services and lifestyle sectors (Adriani & Ma' ruf, 2020).

Halal lifestyle is based on the principles of halal and tayyib, which includes food and beverage consumption, clothing choices, travel, finance, and other activities per Islamic teachings. This concept aims to create a healthy, ethical and sustainable life in accordance with Islamic values (Susilo et al., 2022). According to Menne et al., (2022), halal lifestyle is part of the halal

ecosystem that covers almost all aspects of Muslim life, from food, health products, to services. This lifestyle is also important in building social awareness of Islamic values in a modern context.

Halal lifestyle is a new trend covering various aspects of Muslims' daily lives, focusing on practices and choices that align with Islamic principles (Salsabila & Ihsan, 2023; Sholekhah & Guntoro, 2023). This lifestyle includes food consumption and covers areas such as fashion, cosmetics, tourism, banking, and entrepreneurship (Bella et al., 2023; Jailani & Adinugraha, 2022). Comparatively, the halal lifestyle is not only applicable to Muslims, but has also been accepted by non-Muslims, as it emphasises ethical practices and sustainability. This universal appeal has fuelled the growth of the halal industry in various sectors, contributing to economic growth in countries such as Indonesia.

In tourism, the concept of halal tourism integrates Islamic values into travel services, such as providing halal food, places of worship, and management free from elements contrary to Islamic law (Soleha, 2023). The concept of halal lifestyle in sustainable tourism is an approach that combines Islamic principles with environmentally friendly and inclusive tourism management. For example, halal tourism management in Indonesia shows great potential to improve the local economy while involving the community in preserving the environment through the concept of responsible tourism and ecotourism, as applied in Lombok with a sociopreneur model oriented towards the welfare of local communities (Syihabudin et al., 2022). In addition, sustainable halal tourism contributes to economic development while adhering to the principles of justice and sustainability with supply chain management-based management in halal tourism can increase the attractiveness of Muslim tourists while maintaining ecological balance through efficient resource management (Sonjaya et al., 2020).

METHODS

This research uses a qualitative method with a literature review approach to analyze the transformation of modern tourism toward sustainability and innovation through the implementation of a halal lifestyle. Qualitative methods were chosen because they provide an in-depth understanding of the phenomenon under study through descriptive and interpretive analysis of various relevant literature sources. With this approach, the research seeks to comprehensively examine the relationship between Islamic values, sustainability principles, and innovation in the context of halal tourism.

The literature used in this study was selected based on several specific criteria to ensure data validity and relevance. First, the selected literature was published between 2015 and 2023, reflecting the latest developments in halal tourism, sustainability, and innovation. Second, the types of documents reviewed included reputable journal articles, conference proceedings, academic books, and published research reports. Third, all literature was obtained from leading academic databases such as Scopus, Google Scholar, and ScienceDirect, ensuring adequate academic quality and relevance to the research topic. The initial search resulted in approximately 80 publications relevant to the research theme. However, after a selection process based on the aforementioned criteria, only 45 primary literatures were selected for in-depth analysis. The selected literature was directly related to halal tourism issues, particularly those highlighting aspects of sustainability, innovation, and the implementation of a halal lifestyle in modern tourism practices. This number was deemed sufficient to provide a comprehensive and in-depth overview of the phenomenon under study.

The analysis process was conducted using content analysis techniques. The steps involved systematically reading and reviewing the literature, then conducting thematic coding to identify key themes emerging from the data, such as halal tourism trends, implementation challenges, innovation opportunities, and its contribution to sustainability. The coding results were then grouped into broader thematic categories, which were then synthesized to develop a conceptual framework. This framework was used to illustrate the relationship between sustainability principles, innovation, and the implementation of a halal lifestyle in modern tourism. Through this approach, the research is expected to present a relevant conceptual framework and provide both theoretical and practical contributions. Theoretically, this research can enrich the literature related to the integration of Islamic values in sustainable and innovative tourism. Practically, the research

results are expected to serve as a reference for stakeholders in developing competitive, inclusive halal tourism strategies that are able to address global challenges in the modern era..

RESULT

Modern Halal Tourism Development Innovation through Halal Lifestyle Implementation

Innovation in the development of modern halal tourism is essential to meeting the growing needs of Muslim travellers and maintaining the competitiveness of tourism destinations in the global market. Muslim travellers are increasingly looking for travel experiences that are not only Shariah-compliant but also meet expectations for convenience, technology, and quality. Innovation helps identify new trends and create products and services relevant to these needs, such as the provision of technology-based applications to help travellers easily find halal facilities.

Shariah-based halal tourism is often in line with sustainability principles, both in terms of social, cultural and environmental. Innovation in environmentally friendly tourism management, sustainable use of resources, and development of facilities that support better social life can positively impact the sustainability of the tourism industry as a whole. Innovation in the halal tourism sector will help a destination differentiate itself from other destinations. By offering innovative Shariah-compliant products, services and experiences, destinations can attract more Muslim travellers and strengthen their position in an increasingly competitive global market.

Modern halal tourism integrates sharia values with sustainability principles to create a welcoming travel experience for Muslim and non-Muslim travellers. The implementation of halal lifestyle in tourism is not only about compliance with religious rules, but also about innovation and preservation of the environment, culture, and local economy. Here are various innovation programmes that can be implemented to develop modern halal tourism. These programmes are designed to improve competitiveness, sustainability, and inclusion in the halal tourism sector through technological approaches, community empowerment, and strengthening global cooperation.

Table 1 Halal Tourism Innovation Program

Aspects	Innovation Programme	Objectives	Implementation
Technology Kusumaningtyas et al., (2022)	Digitalisation of Halal Destinations	Utilisation of Virtual Reality (VR) and Augmented Reality (AR) in attracting tourists	Developing technology-based applications for halal destination simulation
Marketing Strategy Soleha, (2023)	‘Discover Halal Lifestyle’ Campaign	Increasing halal tourism awareness through Islamic lifestyle promotion	Digital campaign on social media, collaboration with influencers, and launch of halal information platform
Digital Communication Padillah, (2020)	Platform “Explore Halal”	Provide integrated information related to halal destinations and facilities	Digital portal contains destination map, halal culinary guide, event schedule, and Muslim traveller reviews.
Sustainability Wijaya et al., (2022)	Local Community Empowerment Programme	Increase community involvement in destination management	Training on destination management, environmental management, and local product marketing
Service Quality Soleha, (2023)	CHSE Standard Certification and Training for Halal Destinations	Ensure cleanliness, safety, and comfort in tourist destinations	Provide CHSE (Clean, Health, Safety, Environment) certification and organise regular training for tourism industry players.
Halal Culinary	International Halal Culinary Festival	Promoting halal food diversity to attract local and international travellers	Organise an annual festival with halal culinary stalls from various regions and countries

Kusumaningtyas
et al., (2022)

Local Economy	Program "Halalpreneurs Empowerment"	Supporting MSMEs in providing halal products that are globally competitive	Workshop on halal product development, partnership with tourist destinations, and funding for MSME innovation
Infrastructure	Construction of Muslim Friendly Zones	Providing prayer facilities, halal designated areas, and Muslim-friendly accommodation in tourist destinations	Development of prayer areas, ablution facilities, and sharia-compliant accommodation arrangements
Education	Halal Educational Tourism	Providing an understanding of halal principles to travellers	A programme of tours to halal production facilities, halal food cooking training, and introduction to local Islamic culture in the destination.
Global operation	Co- International Halal Tourism Alliance	Strengthening cross-border halal tourism networks	Organise international conferences, exchange of best practices, and joint promotion at global tourism fairs

The implementation of halal lifestyle in modern halal tourism is a path to sustainability by supporting technological innovation, community empowerment, environmental preservation, and strengthening the local economy. With continuous innovation, halal tourism can continue to grow as a major, friendly segment to all travellers, without losing its Islamic identity.

Supporting and Hindering Factors for Halal Tourism Sustainability Transformation

Modern halal tourism not only focuses on providing Shariah-compliant facilities, but also seeks to integrate sustainability principles involving social, economic and environmental aspects. This sustainability transformation aims to create an inclusive, innovative and welcoming tourism ecosystem for Muslim and non-Muslim travellers. This combines modern technology, effective marketing strategies, and community-based approaches to create authentic and sustainable tourism experiences.

The transformation of halal tourism sustainability is influenced by various supporting factors that strengthen competitiveness and sustainability, as well as inhibiting factors that hinder the maximum potential of this industry, including:

1. Supporting Factors

Several significant supporting factors influence the transformation of modern halal tourism sustainability:

a. Government Policy and Infrastructure Support

Government policy support is one of the main factors in supporting the sustainable transformation of modern halal tourism. In Indonesia, government support for halal tourism has been demonstrated through various strategic policies, including regulations, halal certification, and promotion of Muslim-friendly destinations. Through the Ministry of Tourism and Creative Economy, the Indonesian government has designated several regions such as Aceh, Lombok, and Banyuwangi as flagship destinations for halal tourism. This policy is strengthened by collaboration with the Indonesian Ulema Council (MUI) in providing halal certification covering food, accommodation, and other tourism services. In Aceh, a Halal Tourism Qanun was implemented to ensure tourist destinations adhere to Islamic values while increasing their competitiveness in the global market (Aksamawanti & Ridwan, 2022).

The Indonesian government actively encourages the development of halal tourism through various strategies, including international promotion, development of Muslim-friendly facilities, and sustainable approaches that support the local economy. Digitalisation, such as halal tourism apps, reinforces this support, enhancing the convenience of Muslim travellers. With collaboration between the government, industry players, and local communities, Indonesia is further establishing

its position as one of the world's leading halal tourism destinations. (Mutmainah et al., 2020; Setiyawan & Adwiyah, 2020).

b. Destination Diversity and Local Culture

Cultural heritage is one of the key elements, where destinations with rich Islamic history and culture can attract Muslim travellers. By preserving and promoting this heritage, these destinations not only offer unique experiences but can also create sustainable income for local communities involved in their management. Developing these cultural heritages offers unique experiences for Muslim travellers and provides sustainable economic impacts for local communities, especially through community-based tourism models that empower MSMEs and create new jobs (Khusairi, 2023). Thus, preserving and promoting local cultural diversity becomes a key strategy in developing sustainable halal tourism.

The diversity of local destinations and cultures, including Islamic cultural heritage, is important in supporting halal tourism in Indonesia. Traditions such as pesantren in Madura and Islamic festivals in Pekalongan have great potential to attract tourists interested in Islamic culture and education. However, the development of halal tourism is constrained by the lack of understanding of halal tourism destinations among local communities and the limited promotion and management of these destinations. Therefore, more efforts are needed to package and promote halal tourism products to maximise this potential (Hasan et al., 2022; Ismanto & Rofiq, 2022).

c. Awareness and Demand for Halal Lifestyle

The awareness and demand for a halal lifestyle are key factors in supporting modern halal tourism. The concept of a halal lifestyle, which encompasses Shariah-compliant products and services, is increasingly in demand by people in both Muslim and non-Muslim majority countries. This increased awareness is fuelled by the growth of a middle-class Muslim population with high purchasing power, which drives the demand for halal tourism (Nasution et al., 2020).

Non-Muslim destinations such as Japan, South Korea, and Thailand are beginning to respond to the demand for halal tourism by providing Muslim-friendly facilities, such as halal food, places of worship, and easily accessible halal information (Jia & Chaozhi, 2021; Pranita & Kesa, 2020). Awareness of halal lifestyle is now seen as a form of religious observance and an effort to protect consumers, improve product quality, and innovate in halal tourism services. With the increasing global demand and awareness of halal lifestyle, the tourism sector has a great opportunity to grow more inclusive and sustainable by considering the needs of Muslim travellers in various parts of the world.

d. Smart Technology Innovation and Digitalisation

Smart technology innovation and digitalisation have become key factors in supporting the development of modern halal tourism. The application of technologies such as big data, Internet of Things (IoT), and artificial intelligence (AI) has transformed the halal tourism experience by providing more personalised, efficient, and real data-driven services. Research shows that digitalisation through smart platforms can accelerate information exchange, improve operational efficiency, and ensure the sustainability of halal tourism destinations (Erdem & Şeker, 2022).

The application of smart technology in halal tourism, such as using big data to analyse visitation patterns and manage crowds, improves the traveller experience and resource management efficiency. Integrating blockchain technology also increases transparency in transactions, ensuring the authenticity of halal certification and the security of traveller data (Jia et al., 2022; Liang, 2022). In Indonesia, digitisation is supporting the development of smart destinations that provide real-time halal information through apps and digital platforms, which has proven essential during the COVID-19 pandemic, with solutions such as virtual tours and IoT-based health monitoring systems to keep the public healthy (Jaelani et al., 2021). With the continuous development of smart technology, modern halal tourism can leverage these innovations to deliver more inclusive and adaptive services, thus attracting more Muslim travellers and supporting the sustainability of tourist destinations globally.

2. Hindering Factors

a. Lack of Education and Understanding of Industry Players

Many industry players are yet to fully understand halal standards and the importance of sharia principles in creating travel experiences that meet the needs of Muslim travellers. Research shows that this lack of education often leads to inconsistent service delivery and even makes it difficult to implement halal standards in the hospitality and tourism sector (Pamukcu & Sariisik, 2021). In addition, ignorance of the basic concepts of halal tourism can create confusion among industry players in meeting the needs of Muslim travellers. Lack of training and guidance from halal authorities is also a major challenge hindering the development of halal tourism services that meet market expectations (Rasul, 2019).

Moving forward, increased halal education and certification programmes and collaboration with religious and academic institutions are needed to build better understanding among industry players. This initiative will improve service quality and increase the competitiveness of halal tourism destinations in the global market.

b. Lack of Adequate Infrastructure

Poor infrastructure such as damaged roads, limited transport access, and lack of halal facilities such as places of worship and halal-certified restaurants often reduce the attractiveness of tourist destinations for Muslim travellers. Research in Indonesia shows that infrastructure issues are a priority that must be resolved to develop halal tourism, including improving roads to halal tourist sites and providing clear directions to these destinations (Huda et al., 2022). In addition, regions with halal tourism potential such as Aceh also face challenges related to limited public infrastructure, such as transport and accommodation that meets the needs of Muslim travellers. Inaccessible geography and lack of government and private sector attention also exacerbate the situation (Umuri et al., 2022).

Limited transport infrastructure and connectivity are the main obstacles that must be overcome to attract more Muslim travellers and compete with other countries in this industry. To compete in this industry, the government and private sector need to work together to improve transport facilities to halal tourist sites, improve roads and public transport modes, and provide inclusive support services. Investment in technological infrastructure, such as halal tourism apps and digital maps that provide real-time information on halal facilities, can also increase the attractiveness of tourist destinations for Muslim travellers.

c. Ineffective Publications and Promotions

Many halal tourism destinations are yet to utilise optimal marketing strategies to increase their appeal in the global market. Research shows that despite the huge potential for halal tourism, inadequate digital or social media promotion often leads to low awareness of these destinations among Muslim travellers (Damarsiwi et al., 2020). The underutilisation of e-commerce and social media to promote halal facilities, halal food, and Muslim-friendly services reduces the competitiveness of halal tourism destinations. In some regions, neither the government nor tourism industry players have effectively used digital promotion to attract local and international Muslim travellers. Research in Jordan shows that despite the huge potential in halal tourism, lack of strategic promotion limits travellers' awareness. Therefore, a more focused marketing strategy that suits the needs of Muslim travellers is needed to improve the competitiveness of halal tourism (Kunaifi & Syam, 2021; Harahsheh et al., 2019).

Increased promotional effectiveness can be achieved through inclusive digital marketing strategies, utilising social media to share interactive content, and organising promotional campaigns involving Muslim influencers. In this way, halal destinations can increase their visibility in the global market and attract more travellers.

d. Budget and Investment Limitations

Limited budget and investment is one of the main obstacles in the development of modern halal tourism. Many halal tourism destinations face challenges in providing adequate facilities, such as halal-certified accommodation, halal restaurants, and other supporting infrastructure, due to the lack of funds available for development. Research shows that limited budgets often lead to slow implementation of the halal tourism concept in various destinations, including countries with great

potential to attract Muslim travellers (Yudha et al., 2023).

Limited investment hinders the promotion and development of globally competitive halal tourism facilities. Some countries, such as Indonesia, are trying to overcome this challenge with alternative strategies such as community-based crowdfunding to fund halal tourism projects. In addition, the lack of synergy between the government and the private sector exacerbates the problem of underfunding. The utilisation of Islamic finance, such as Islamic bonds or sukuk, can be a solution to fund halal infrastructure projects, while ensuring compliance with sharia principles (Oktavian & Maika, 2020). Solutal tourism can be developed sustainably by overcoming budget limitations through financing innovation, cross-sector collaboration, and support from Islamic financial institutions.

DISCUSSION

Maqasid Shariah in Modern Halal Tourism through Halal Lifestyle

The Maqasid Shariah principles in modern halal tourism focus on efforts to achieve the main objectives of sharia, namely the protection of religion, soul, mind, offspring, and property, all of which can be realised through the development of halal lifestyles. In the context of halal tourism, these principles can be translated as an effort to provide tourism experiences that are not only in accordance with religious teachings, but also support social and economic welfare.

Halal lifestyle in tourism promotes healthy and quality choices, such as Muslim-friendly accommodation, halal-compliant cuisine, and activities that respect Islamic moral and ethical values. Thus, modern halal tourism not only focuses on the economic sector, but also aims to strengthen Muslim societies' underlying spiritual and social values, offering experiences that can enrich lives, enhance religious understanding, and maintain a balance between the advancement of the tourism industry and social harmony.

Maqasid al-Syariah plays an important role in shaping the halal tourism industry and the modern halal lifestyle. The principles of Maqasid al-Syariah are applied to ensure that halal tourism and lifestyle practices align with Islamic teachings and bring benefits while rejecting evil (Maksum, 2024). The contextualisation of Maqasid al-Syariah in halal tourism aims to preserve and protect religion (hifdz al-din), intellect (hifdz al-aql), soul (hifdz al-nafs), offspring (hifdz al-nasl), and property (hifdz al-mal) (Fikri et al., 2023). These five principles are the main guide in ensuring that all aspects of halal tourism meet sharia standards and provide social and spiritual benefits.

Implementing Maqasid Sharia principles in modern halal tourism through halal lifestyle is increasingly prominent in various aspects of Muslim life and tourism development.

Table 2 Implementation of Maqasid Sharia in Modern Halal Tourism

Maqasid Syariah Principles	Implementation of Modern Halal Tourism
Hifdz Ad-Din (Protecting Religion)	Provide worship facilities, such as musala and prayer schedules, and offer religious tours to Islamic historical sites.
Hifdz Al-'Aql (Protecting the Intellect)	Education through tourism programmes based on Islamic values and Islamic culture.
Hifdz An-Nafs (Protecting the Soul)	Alcohol prohibition, safety assurance in tourist destinations, and cleanliness of public facilities.
Hifdz An-Nasl (Protecting Descendants)	Family-friendly facilities include separate swimming pools for men and women and an anti-harassment policy.
Hifdz Al-Mal (Protecting Assets)	Price transparency, promotion of local halal products, and a sharia-compliant transaction system (without usury).

In a modern perspective, implementing halal lifestyle also provides opportunities for innovation, such as integrating technology to support halal-friendly experiences, attracting Muslim travelers and providing global appeal as an ethical and inclusive form of sustainable tourism. Thus, the Maqasid Shariah principle enriches halal tourism's spiritual value and supports sustainable economic and cultural development. Through innovation, technology integration, and

comprehensive application of Maqasid Shariah values, modern halal tourism can significantly contribute to global development, both from the economic, cultural, and environmental aspects.

CONCLUSION

The transformation of modern halal tourism through halal lifestyle is a strategic step to create sustainable and innovative tourism. Halal tourism has become one of the fastest growing segments, not only because of the increasing number of Muslim travellers, but also because of the added value beyond religious aspects. Moreover, the implementation of halal lifestyle in the tourism sector aligns with the concept of sustainable tourism, where the main focus is on positive social and environmental impacts. The role of digital marketing strategies in building the image of halal destinations can attract attention to the global market. The success of halal tourism sustainability also depends on close collaboration between the government, industry players, and local communities.

This approach not only meets the needs of Muslim travellers for experiences that conform to Islamic values but also supports environmental, social and economic sustainability. Regarding the Maqasid Shariah principles, such as the protection of religion, soul, mind, offspring, and property, modern halal tourism offers holistic solutions that integrate Islamic values with global tourism best practices. Innovations in Muslim-friendly facilities, app-based technology for halal information, and destination management that takes sustainability into account show how the sector can adapt to the needs of the times without abandoning its Islamic identity. Furthermore, modern halal tourism encourages the economic empowerment of local communities through the promotion of halal products and services, while introducing Islamic culture inclusively to non-Muslim travellers. Thus, this transformation not only creates quality travel experiences but also strengthens the position of halal tourism as an important component in the development of the global tourism industry.

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