
DOES HALAL TOURISM SUSTAINABLE? A NARRATIVE LITERATURE REVIEW

Ade Suherlan

School of Social Sciences University of Western Sydney, Australia
Locked Bag 1797 Penrith NSW 2751, Australia
20681685@student.westernsydney.edu.au

ABSTRACT

This narrative literature review explores the sustainability of halal tourism. Halal tourism refers to travel and hospitality services that comply with Islamic principles and cater to the needs of Muslim travellers. The study examines various scholarly articles and research papers to assess the extent to which halal tourism aligns with sustainable practices. The review analyses halal tourism's environmental, socio-cultural, and economic aspects and its impact on destinations and communities. As many as 34 refereed academic journals and proceedings in halal tourism were chosen for analysis, presented in Table 1. In total, 71 articles published between 2014 and 2023 were examined. The findings of this review shed light on the potential challenges and opportunities for integrating sustainable practices within the context of halal tourism. This research contributes to a better understanding the relationship between halal tourism and sustainability and provides insights for industry stakeholders, policymakers, and researchers.

Keywords: Halal Tourism, Sustainability, Muslim-Friendly Tourism, Sustainable Tourism

INTRODUCTION

Tourism is the fastest-growing industry in the world (Alsos et al., 2014). In 2018, 1.4 billion international tourist arrivals and export earnings generated by tourism grew to USD 1.7 trillion; Asia and the Pacific recorded the highest growth in arrivals (+7%) (Pololikashvili, 2019). Tourism is essential to economic growth in many countries through its contribution to GDP (FaladeObalade & Dubey, 2014). Tourism is the third-largest export category in the globe besides chemicals and fuels, and ahead of automotive products and food in 2018 with 7% of global exports, 29% of the world's services exports, and a world GDP of +3.6% (Pololikashvili, 2019). UNWTO scenarios forecast a potential 30% to 78% increase in international tourist arrivals in 2022 relative to 2021. Despite this noteworthy progress, the projected figures would remain over 50% lower than pre-pandemic levels. This includes the halal tourism sector.

Halal tourism, which caters to the requirements of Muslim travellers and adheres to Islamic principles (El-Gohary, 2016; Battour et al., 2021), has gained considerable attention in the last two decades (Al-Ansi et al., 2023). As the global Muslim travel market continues to expand, the importance of understanding the sustainability implications of halal tourism becomes increasingly evident. Sustainable tourism practices are essential for preserving natural resources, respecting local cultures, and ensuring the long-term viability of destinations and communities. Muslims are increasingly conscious that sustainable tourism is a positive strategy for reducing the negative effects of tourism destinations on the economy, society, and environment (Battour et al., 2021).

Halal tourism is one of the world's fastest-growing travel markets (Vargas-Sánchez & Perano, 2018). Halal tourism is a subcategory geared towards Muslim families who abide by the rules of Islam. According to the State of the Global Islamic Economy Report 2019/2020, 2018 the Muslim travel market grew by 6.8% %. Muslim spending on travel was valued at \$189 billion in 2018 and is forecast to grow to \$274 billion by 2024. Iran, Uzbekistan and Indonesia have entered the top ten OIC inbound markets (Mastercard & CrescentRating, 2019). The international visitor to Indonesia growth is three times higher than regional and global growth, with 22% in 2017, compared to ASEAN with 7% and the rest with just 6.4%. The global Muslim travel market is expected to have more than 158

million Muslim visitor arrivals globally by 2020 (Mastercard-CrescentRating, 2018). Indonesia's high-growth tourism industry and the world's largest Muslim population can be advantageous for becoming the best Halal and Family-Friendly Tourism destination. Since the global pandemic hit, which has brought up some dubious conditions, the viability of Halal tourism has to be questioned (Keliat & Sentanu, 2022). The Mastercard-CrescentRating, (2022) report's projection for halal tourism development predicts that Muslim travellers will total 140 million by 2023 and return to pre-Covid levels of 160 million by 2024.

The tourism industry should focus on catering to Gen Z travellers, millennials, and women, as they hold significant influence in the development of Halal tourism. Millennials, known for their education and tech-savviness, invest considerable time and effort into researching trips. Muslim millennials specifically prioritise accessible, affordable, and authentic travel experiences (Mastercard-CrescentRating, 2022). Gen Z travellers are realistic and curious, and Muslim Gen Z tourists seek adaptability, authenticity, affordability, and accessibility in their travel choices.

Interestingly, unlike previous generations, Gen Z travellers are not deterred by the lack of Muslim-friendly facilities at a destination. Instead, they adapt their needs, like opting for vegetarian or instant meals when Halal options are limited. Women travellers are a rapidly growing segment in general and Muslim travel, constituting 45% of global Muslim arrivals (Yue, 2022). Even before the pandemic, Muslim women travellers were a noteworthy segment, with many favouring independent and solo trips.

Sustainability has become a central issue in the tourism industry (UNWTO, ITC, & EIF, 2017; Seguí-Amortegui et al., 2019; Vodenska, 2020). On top of that, halal tourism is a crucial factor in driving tourism sustainability for the current and future. Hossain and Omar (cited in Battour et al., 2021) argue that embedding "Halal" as a tourism brand promotes sustainability and is a crucial component of the sufficiency economic idea. Islamic teachings support the sustainability concept in Halal tourism (Battour et al., 2021).

From an environmental viewpoint, halal tourism may help to reduce pollution, combat climate change, utilise renewable energy sources, and dispose of garbage. The development of halal tourism will be a positive step in the direction of a sustainable economy. Designing Halal tourist initiatives that support pride in and devotion to the Islamic identity has a positive social impact by fostering a respect for Islamic cultural values as well as its civilizational ideals and the practise of Islamic rites. Long-term sustainability is enhanced by the tourism industry's adoption of the Halal philosophy as a business decision (Battour et al., 2021). By providing excellent services, infrastructure availability, good human resources, and policy support, halal tourism can promote the broader implementation of sustainable tourism and is anticipated to lead to sustainability challenges (Widyastuti et al., 2019).

This systematic literature review aims to explore the sustainability of halal tourism by examining a diverse range of scholarly articles and research papers. By evaluating the extent to which halal tourism aligns with sustainable practices, the study seeks to shed light on its environmental, socio-cultural, and economic impacts on tourism destinations and host communities. Within the context of halal tourism, the review investigates various dimensions of sustainability, including resource conservation, community engagement, and economic viability. This study contributes to a deeper understanding of the relationship between halal tourism and sustainability by identifying potential challenges and opportunities for integrating sustainable practices.

The insights gained from this study are crucial for industry stakeholders, including tourism operators and businesses catering to Muslim travellers and policymakers seeking to foster sustainable tourism development. Moreover, halal tourism and sustainability researchers can benefit from the findings as they advance their studies and contribute to the growing body of knowledge in this area.

Through this systematic literature review, this study aims to provide a comprehensive assessment of the sustainability aspects of halal tourism, which can serve as a foundation for future research and guide sustainable practices within the dynamic and evolving landscape of global tourism.

METHODS

The study aims to comprehend previous and ongoing research, provide some guidance for future investigations, and advance the use of sustainability of halal tourism. A narrative literature review methodology is employed. This involves analysing a substantial number of papers related to the topic of sustainable halal tourism. The aim is to cover a wide range of perspectives and ensure the accuracy and representativeness of the findings. The researchers intentionally selected as many publications as possible to gain a thorough and holistic view of the subject matter. Additionally, in selecting papers for the analysis, the popularity of publishers and the number of citations they received were considered crucial factors. This approach was taken to establish the credibility and reliability of the chosen publications (Asmelash & Kumar, 2019).

Journal articles were downloaded from online academic databases such as ScienceDirect, DOAJ, ResearchGate, Google Scholar, Springer, JTOR, Sage, Taylor & Francis, and other sources. As many as 34 refereed academic journals and proceedings in halal tourism were chosen for analysis, presented in Table 1. In total, 71 articles published between 2014 and 2023 were examined. Therefore, the recent trends in sustainable halal tourism research, mainly on halal tourism development, perception towards halal tourism, halal tourism concept, practice, opportunities, challenges, tourist experiences, attributes and factors, satisfaction, host-guest relationships, risk assessment, strategy, standard, indicators and sustainability of halal tourism have been captured based on studies published over the last decades. However, this paper excludes any study whose major concepts were not directly focused on the topics mentioned. As is evident, there has been a rise in publications on sustainable halal tourist issues.

Table 1. The list of refereed academic journals and proceedings related to sustainable halal tourism 2014-2023.

No	Journal	Publisher
1	Sustainability	MDPI
2	Tourism Management Perspectives	Elsevier
3	Journal of Hospitality and Tourism Management	Elsevier
4	Journal of Destination Marketing & Management	Elsevier
5	International Journal of Hospitality Management	Elsevier
6	Journal of Islamic Tourism	Tourism Economy and Development Association (Turizm Ekonomisi ve Kalkınma Derneği – TEKAD)
7	Procedia Computer Science	Elsevier
8	Annals of Tourism Research	Elsevier
9	Conference on Public Administration and Society	Fakultas Ilmu Sosial dan Ilmu Politik Universitas Diponegoro
10	Procedia - Social and Behavioral Sciences	Elsevier
11	Heliyon	Elsevier
12	Tourism Management	Elsevier
13	International Journal of Social Science Research (IJSSR)	Academia-Industry Networks
14	Mimbar: Jurnal Sosial dan Pembangunan	UPT Publikasi Ilmiah Universitas Islam Bandung

No	Journal	Publisher
15	Journal of Research on Business and Tourism	London School of Public Relations (LSPR) Jakarta, Indonesia
16	Ekonomski izazovi/ Economic Challenges	International University of Novi Pazar, Novi Pazar, Serbia
17	Jurnal Bina Bangsa Ekonomika	Universitas Bina Bangsa
18	Proceedings of the International Conference on Sustainable Environment, Agriculture and Tourism (ICOSEAT 2022)	Atlantis Press
19	Transformative Business Model-Disruptive Innovation in Finance, Logistics and Tourism	Higher Colleges of Technology UAE
20	Advances in Economics, Business and Management Research	Atlantis Press
21	Trends in Food Science & Technology	Elsevier
22	Jurnal Ilmiah Ekonomi Islam, 7(02), 2021, 1048-1052	Sekolah Tinggi Ilmu Ekonomi-AAS
23	ICONS 2020	EUDL: European Union Digital Library
24	Konfrontasi Journal: Culture, Economy and Social Changes	Bircu Publisher
25	Tourism Recreation Research	Taylor & Francis
26	WoMELA-GG: The 1st Workshop on Multimedia Education, Learning, Assessment and its Implementation in Game and Gamification in conjunction with COM DEV 2018, Medan Indonesia, January 26 2019, WOMELA-GG	EUDL: European Union Digital Library
27	Internet of Things	Elsevier
28	Jurnal An-Nahl	Sekolah Tinggi Agama Islam (STAI) H.M Lukman Edy
29	Library Philosophy and Practice (e-journal)	University of Nebraska - Lincoln
30	International Hospitality Review	Emerald
31	The Journal of Tauhidinomics	Fakultas Ekonomi dan Bisnis Universitas Islam Negeri (UIN) Syarif Hidayatullah Jakarta
32	Journal of Cleaner Production	Elsevier
33	International Journal of Innovation, Creativity and Change	Primrose Hall Publishing Group
34	Ekuilibrum: Jurnal Ilmiah Bidang Ilmu Ekonomi	Economic Faculty, Universitas Muhammadiyah Ponorogo

Source: data processed by the author, 2023

In this research, a narrative literature review (Vada et al., 2023; Ferrari, 2015) was conducted, and content analysis was employed to analyse a considerable body of scholarly papers. As Torres-Delgado & Palomeque (2014) outlined, the primary objective of content analysis was to systematically categorise and obtain descriptive insights into the content of previous research endeavours. Content analysis is a methodological approach used in academic research to examine and interpret textual or visual data. By applying content analysis to the selected papers, this study aimed to identify recurring themes, patterns, and key findings related to the subject of interest – in this case, sustainable halal tourism. The process involved systematically organising and classifying the content of the papers, allowing for a comprehensive understanding of the evolving trends, perspectives, and issues in the field. Through the narrative literature review and content analysis, this study

contributes to a deeper comprehension of sustainable halal tourism developments and discussions. It provides a structured and rigorous examination of the existing literature, presenting valuable insights and knowledge that can serve as a foundation for future research and informed decision-making in halal tourism.

RESULTS

The articles' theme and distribution

From the results of identifying and searching many articles in the journals previously described between 2014 and 2023 related to the theme of sustainable halal tourism, 71 articles from various journals were identified with the following distribution (Table 2).

Table 2. Article distribution based on the year of publication.

Year of Publication	Number
2014-2019	28
2020-2023	43

Source: data processed by the author, 2023

Table 3. Distribution by themes and references.

Themes	References
Halal Tourism Development and Strategy	Al-Jayyousi et al., 2022; Destiana & Astuti, 2019; Indratno et al., 2022; Maghfira et al., 2022; Musfiroh et al., 2021; Nashirudin et al., 2021; Husni Pasarela et al., 2022; Rasyid, 2019; Reza, 2020; Widyastuti et al., 2019; Yousaf & Xiucheng, 2018; Zarkasyi et al., 2022.
Perception towards halal tourism	(Abbasian, 2021); Ainin et al., 2020; Abu Bakar, 2020; Carboni et al., 2014; Carboni & Idrissi Janati, 2016; Jia & Chaozhi, 2021; (Moshin et al., 2020); (Oktadiana et al., 2016); Suherlan, 2015.
Halal tourism concept and practice	Azam et al., 2019; Battour & Ismail, 2016; Battour et al., 2021; Chanin, 2016; Collins-Kreiner, 2020; El-Gohary, 2016; Islam & Kirillova, 2020; Mostafa, 2020; Prayag, 2020; Rejeb et al., 2021; Slamet et al., 2022; Suban et al., 2021.
Opportunities, Trends, and Challenges	Keliat & Sentanu, 2022; Meirezaldi, 2020; (Chanin et al., 2015); (El-Gohary, 2020); (Maffei & Hamdi, 2022); (Maghfira et al., 2022); (Mohsin et al., 2016); Rasyid, 2019; Samori et al., 2016.
Tourist experiences, behaviour, and satisfaction	Akhtar et al., 2019; Al-Ansi & Han, 2019; Ghazali et al., 2022; Saville & Mahbubi, 2021; Suhartanto et al., 2021.
Attributes, factors, standards, and indicators	Akhtar et al., 2020; Boğan et al., 2020; Boğan et al., 2023; Fajriyati et al., 2020; Ghani, 2016; Hasri et al., 2016; Henderson, 2016; Majid et al., 2015; Marzuki et al., 2014; Nashirudin et al., 2021; Papastathopoulos, 2022; Razzaq et al., 2016; Rusydiana et al., 2021; Samori & Sabtu, 2014; Temerak, 2019; Zulvianti et al., 2022.
Host-guest relationships	Al-Ansi et al., 2022; Garrod & Nicholls, 2022; Ghaderi et al., 2020.
Risk assessment	Olya & Al-ansi, 2018; Al-Ansi et al., 2019.
Sustainability of halal tourism	Battour et al., 2021; Hamid et al., 2022; M. Maharani et al., 2023; S. Maharani & Ulum, 2019; Thamagasorn & Pharino, 2019.
Entrepreneurship	Abdullah et al., 2023; Dincer et al., 2015.

Source: data processed by the author, 2023

Analysing each article's themes and focus revealed distinct categories, including tourism development and strategy, perceptions, concepts, practices, opportunities, and others. These categorisations are presented in Table 3.

The group of themes and research focuses related to sustainable halal tourism are primarily found in the areas of halal tourism development and strategy; Perceptions of halal tourism; Halal tourism concepts and practises; Opportunities, trends, and challenges; and Attributes, factors, standards, and indicators. However, few academics still research the theme and focus on analysing tourist experience, behaviour, and satisfaction—host-guest relationship; Risk assessment; Halal tourism sustainability; and entrepreneurship.

DISCUSSION

Sustainable tourism (ST) and Sustainable Halal Tourism (SHT)

There needs to be more research on the sustainability of halal tourism in academic tourism journals, although academic interest is beginning to increase. For example, there has been a noticeable increase in the number of articles published in Google Scholar and ScienceDirect from various journals since 2014, such as in the Sustainability Journal, Journal of Islamic Tourism, and Tourism Management Perspective, indicating that tourism scholars are beginning to examine this topic. The trend in the number of articles in recent years, coupled with global pressure for tourism development to consider sustainable Halal Tourism (SHT) as a business issue, indicates that it is an emerging research field. Many debates on sustainability and halal tourism have been conducted in Muslim and non-Muslim countries with various approaches.

Definition of ST

Understanding of sustainable tourism (ST) literature is varied. Institutions and scholars can explain ST's definition. However, the definition of ST in this study focuses on economic and management thought. It is believed that addressing definitions early in this research is essential to develop strong academic arguments regarding ST terminology. The discussions of ST definition become an essential issue because it provides more pertinent information for measuring the impacts of ST. Researchers have examined sustainable tourism extensively (Bausch et al., 2021). The term "sustainable tourism" refers to all forms of tourist-related activities, management, and development that ensure the maintenance of cultural and natural resources and the preservation of the environment (Niedziółka, 2012, p. 159). Moreover, Eber, as cited (Butler, 1999), stated that sustainable tourism is defined as tourism and related infrastructures that: operate within natural capacities for the regeneration and future productivity of natural resources, acknowledge the importance of people and communities, customs and lifestyles to the tourism experience; and accept that these people must receive an equitable share of the economic benefits of local people and communities in the host area. Sustainable tourism development aims to ensure that travel has the least possible adverse effects on social, economic, and environmental spheres (Saarinen, 2021).

Sustainable tourism (UNEP, 2005) defines it as " that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities." Moreover, Glowka et al. (1994) argue that ST is "environmentally responsible travel and visitation to natural areas, in order to enjoy and appreciate nature (and any accompanying cultural features, both past and present) in a way that promotes conservation, has a low visitor impact, and provides for beneficially active socio-economic involvement of local peoples". Sustainable tourism "refers to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability" (UNEP, 2005). It is a concept and practices transferable to all sorts of tourism, including mass tourism and many specialised tourist segments, in all destinations (UNEP, 2005). This idea aligns with the principles of sustainable development (Jolly & Dimanche, 2009)(WCED, 1987). Nonetheless, both institutions and scholars concur that sustainable tourism is directed towards ensuring long-term sustainability with a

focus on three primary pillars for the betterment of the community, tourists, and future generations.

The concept of sustainable tourism (ST) encompasses a broad scope, allowing its implementation in various forms of tourism activities. The main objective is to enhance the well-being and benefits of all stakeholders involved, including tourists, local communities, the tourism industry, and the environment. Sustainable tourism practices prioritise a balanced approach that considers tourism activities' social, economic, and environmental impacts.

By promoting sustainable practices, the tourism industry aims to create positive and lasting outcomes for the local communities where tourism takes place. This can involve community engagement and empowerment, providing economic opportunities, preserving cultural heritage, and respecting local customs and traditions. Additionally, sustainable tourism strives to deliver meaningful and authentic experiences for tourists, enriching their understanding of the destination's culture and environment while minimising negative impacts on the surroundings. This can increase tourist satisfaction and a higher likelihood of repeat visits. Moreover, sustainable tourism acknowledges the importance of responsible environmental management. It seeks to protect and conserve natural resources, minimise pollution and waste, and support eco-friendly practices. By doing so, tourism can exist in harmony with nature, safeguarding biodiversity and ensuring the beauty and attractiveness of destinations for future generations to enjoy.

Sustainable tourism serves as a guiding principle to ensure that tourism activities are conducted in a manner that benefits all stakeholders, preserves local culture, and protects the environment. It is a holistic approach that acknowledges the interdependence of various elements within the tourism ecosystem, leading to a more resilient and responsible tourism industry.

Definition of halal tourism

Tourism is recognised as a rapidly growing sector worldwide, significantly contributing to a country's economic development, including halal tourism. Halal tourism refers to travelling to destinations or tourist attractions that embody Islamic values, where halal food, halal-certified hotels, and facilities for religious practices are available, among other considerations.

The concept of halal tourism involves the integration of Islamic values into all aspects of tourism activities (Battour & Ismail, 2016; Chookaew et al., 2015). Islamic Sharia principles, regarded as Muslims' fundamental beliefs and convictions, serve as the foundational reference for developing tourism initiatives. Halal tourism considers Muslims' core values in its presentation, encompassing accommodation, restaurants, and tourist activities, all adhering to Islamic norms.

Appreciating, enjoying, and preserving the beauty of God's creation entails acknowledging and valuing the diverse and wondrous aspects of the natural world. By doing so, individuals express their gratitude for the blessings and Favors bestowed upon them by the Creator. This attitude of appreciation fosters a sense of responsibility to safeguard the environment, ensuring that future generations can also cherish and benefit from the splendour of the world around us. It reflects a deep connection to nature and an understanding of its intrinsic value, inspiring a harmonious coexistence between humanity and the natural world. "They have a responsibility to provide hospitality to visitors who, under Islamic law, enjoy the citizens' rights" (Fahim & Dooty, 2014). Moreover, Fahim and Dooty (2014) also assert that "Tourism is traditionally closely linked to religion which has acted as a powerful motive for travelling."

Shakiry (2006) argue that "Islamic Tourism has been putting the spotlight on new dimensions of tourism in addition to the traditional one by adopting the moral principles of tourism." Halal tourism offers comfort and convenience to all travellers, including non-

Muslims, as it embodies the principles of Islam, which are considered merciful to all living beings.

Laderlah et al. (2011) stated, "The fundamentals of Halal tourism include the components such as Halal hotel, Halal transportation, Halal food premises, Halal logistics, Islamic finance, Islamic travel packages, and Halal spa. According to Shakiry (2006), halal tourism is defined as a form of tourism that extends beyond religious tourism, encompassing various types of tourism activities while adhering to the principles of Islamic Sharia in its management. Halal tourism serves as an ethical aspect in the tourism sector, strongly emphasising upholding moral and aesthetic principles as the primary guidelines to be followed. Halal tourism embodies the actualisation of Islamic principles, where halal (permissible) and haram (forbidden) values serve as the primary benchmarks. As a result, all aspects of tourism activities are intrinsically tied to halal certification, which must serve as a reference for every tourism stakeholder (Chookaew et al., 2015).

Based on various definitions and understandings, halal tourism (also known as Islamic tourism, Shariah tourism, or Muslim-friendly tourism) can be described as the travel activities of Muslims when they move from one location to another or reside outside their usual place of residence for less than one year, engaging in activities driven by Islamic motivations. It is crucial to emphasise that these Islamic activities must align with the universally accepted principles of Islam, meaning they must be halal or permissible, as outlined by (Zamani-Farahani & Henderson, 2010).

Sustainable halal tourism (SHT)

Halal tourism is a new way to promote tourism worldwide, emphasising Islamic culture and values. The development of halal tourism encompasses four main components within the tourism industry: hospitality, food and beverage establishments, travel agencies, and spas. The changing trend in travel preferences and the increasing interest of tourists in halal tourism, both at domestic and international levels, present significant opportunities that should be approached thoughtfully. Islamic tourists are interested in exploring Islamic knowledge of Shariah, culture, heritage, arts, Islamic history, and spirituality (Islamic Tourism Centre as cited in (Shmailan, 2019).

Furthermore, halal tourism is not an exclusive tour only intended for certain groups of tourists; this is because non-Muslim tourists can also enjoy the beauty, service, and all kinds of tourist attractions that are ethical Islamic law (Gilang Widagdyo, 2018). Halal tourism has products and services that are like the concept of conventional tourism; the only difference is that all approaches and policies applied refer to the values of Islamic Sharia.

Hossain and Omar, cited in Battour et al. (2021), stated that embedding "Halal" as a tourism brand promotes sustainability and is a crucial component of the sufficiency economic idea. Islamic teachings support the sustainability concept in Halal tourism (Battour et al., 2021). From an environmental perspective, Halal Tourism might contribute to climate change mitigation, pollution reduction, renewable energy use, and waste disposal. Economically, the success of Halal Tourism businesses will achieve a good step towards a sustainable economy. Socially, designing Halal tourism programs that pride and adherence to the Islamic identity lead to respect for its civilisational, Islamic cultural values and the manifestation of Islamic rituals. Long-term sustainability is enhanced by the tourism industry's adoption of the Halal philosophy as a business decision (Battour et al., 2021). By providing excellent services, infrastructure availability, good human resources, and policy support, halal tourism can promote a more comprehensive implementation of sustainable tourism and is anticipated to lead to sustainability challenges (Widyastuti et al., 2019).

Integrating sustainability principles with tourism based on Islamic values and ethics gives rise to a concept known as sustainable halal tourism. Upon closer examination, it becomes evident that the fundamental concept of Islamic tourism inherently encompasses a critical element of sustainability, namely the principle of "balance" in the context of life. Islamic

values prioritise the relationship between humans and the divine, implying that spiritual values underpin all aspects of life, including the organisation of tourism activities. Furthermore, Islamic principles govern the relationships between individuals (social-cultural aspects) and the relationship between humans and nature. In the context of Islam as a way of life, these three dimensions must coexist in harmony. The principle of sustainability emphasises the importance of balancing economic, social-cultural, and environmental interests. In Islam, this principle aligns with the pursuit of holistic well-being, encompassing material prosperity in this worldly life, spiritual well-being, and the afterlife. Consequently, within the context of halal tourism, sustainability is not a novel idea but rather an intrinsic essence driving its practices. According to Suhaimi, Khairi, and Yakoob (2011), halal tourism is flexible, rational, simple, and balanced.

Does halal tourism sustainable?

The existing literature on sustainable halal tourism demonstrates a considerable scope and depth, reflecting its complex and multifaceted nature. However, scholarly investigations into sustainable halal tourism could be more extensive in their extent and comprehensiveness. Only a few studies were found that discussed this topic specifically and directly, including those by Battour et al. (2021), Hamid et al. (2022), Maharani, Sukamdani, and Soegiyono (2023), Maharani & Ulum (2019), and Thamagasorn & Pharino (2019). Table 4 presents specific findings from various previous studies concerning sustainable halal tourism.

Table 4. Studies regarding SHT topic categories.

Title	Author/year	Journals	Methods	Results
Halal Tourism: What Is Next for Sustainability?	Battour et al. (2021)	Journal of Islamic Tourism	Literature review	Islamic teachings support the idea of sustainability in this industry. Halal tourism can reduce pollution, combat climate change, increase the use of renewable energy sources, and promote efficient trash disposal. Economically, the success of halal tourism companies can stimulate long-term economic expansion. Designing Halal tourist initiatives consistent with Islamic principles promotes respect for cultural identity and Islamic rites on a social level. Accepting the Halal philosophy as a business decision encourages long-term sustainability and provides spiritual benefits for Muslim company ventures. Understanding and promoting sustainability in Halal tourism worldwide is crucial for industry success, as it encourages wider acceptance and

Title	Author/year	Journals	Methods	Results
				participation from all travellers.
Review of Islamic tourism and sustainability	Hamid et al. (2022)	International Journal of Social Science Research (IJSSR) eISSN: 2710-6276 Vol. 4 No. 1	Literature review	<p>Muslim-friendly destinations and halal applications are tied to the tangible and intangible values of the destinations. On the other hand, sustainable tourism emphasises economic, social, and environmental aspects, prioritising community development and destination benefits.</p> <p>The combination of Islamic tourism and sustainability revolves around Islamic principles (both tangible and intangible), ensuring economic and social benefits for local communities and effectively managing environmental impacts. This integration is essential for designing destinations and marketing tourism products successfully.</p>
Sustainability of Area Management Agro Eco-Tourism-Halal (Case Study: Agro-Eco Tourism-Halal, Rancamaya, Bogor)	Maharani, Sukamdani, and Soegiyono (2023)	Proceedings of the International Conference on Sustainable Environment, Agriculture and Tourism (ICOSEAT 2022). A. D. Saputro et al. (Eds.): ICOSEAT 2022, ABSR 26, pp. 823–827, 2023.	Interviews, questionnaires, field observations and FGD involving bureaucrats, technocrats and the business. The index and sustainability status were analysed using the Rap-HAET method with Multidimensional scaling (MDS).	<p>The Rap-HAET analysis of 13 attributes revealed that two attributes, namely "Technology to search for halal products syar'i and scientifically" and "Halal infrastructure and facilities (SHFSDC and MSMEs Center)," significantly contributed to the sustainability of HAET Rancamaya Bogor. The analysis resulted in a sustainability index value of >50%, indicating a fairly sustainable state.</p> <p>The key leverage attributes were found to be "Technology to search for halal products syar'i and scientifically" with a Root Mean</p>

Title	Author/year	Journals	Methods	Results
		<p>https://doi.org/10.2991/978-94-6463-086-2_109</p>		<p>Square (RMS) value of 5.10, and "Halal infrastructure and facilities (SHFSDC and MSMEs Center)" with an RMS value of 4.92. The halal agrotourism area benefits from the Smart Halal Food Station Distribution Center (SHFSDC) and the Micro-Small-Medium-Enterprises (MSMEs) Center, which promote market transparency and strategic commodity price stabilisation mechanisms through digital operations and improved supply chains for agricultural products.</p> <p>These identified attributes could be included as components of the tourism competitiveness index, further enhancing the development of halal agrotourism in the region.</p>
<p>The sustainability of halal tourism in Sharjah, a culture capital of Arab tradition."</p>	<p>Maharani & Ulum (2019)</p>	<p>Transformative Business Model-Disruptive Innovation in Finance, Logistics and Tourism</p>	<p>Causal analysis method and calculation formulation economics mathematics are used</p>	<p>The sustainability of halal tourism in Sharjah would significantly affect the whole economic growth of the United Arab Emirates.</p> <p>Halal tourism aims to simplify access and procedures while reducing prerequisites for travellers. Critical facilities supporting this include easy issuance of commercial travel agent registration and streamlined tourist e-services. The concept of halal tourism promotes flexible e-services that can adapt to future demands and integrate with other government agencies, promoting sustainability.</p>

Title	Author/year	Journals	Methods	Results
				<p>As a halal tourism destination, Sharjah can enhance its performance and efficiency by adopting the e-government concept. This approach improves travel document processing and fosters more effective environmental maintenance. By encouraging communal participation, halal tourism helps reduce the waste of resources, congestion, pollution, and energy consumption.</p>
<p>An analysis of food waste from a flight catering business for sustainable food waste management: A case study of halal food production process</p>	<p>Thamagasorn & Pharino (2019).</p>	<p>Journal of Cleaner Production 228 (2019) 845e855</p>	<p>Case study, a food waste composition analysis, Material Flow Analysis and eco-efficiency analysis</p>	<p>This research revealed that vegetable wastes accounted for 40-50 per cent of the total food generated in operation. The eco-efficiency analysis identified seafood as having the lowest eco-efficiency and a high priority for food waste management.</p> <p>The material flow diagram highlighted hotspots in the halal production process. Despite not generating the highest amount of food waste, the meal portioning process resulted in the most wasted edible parts.</p> <p>To address these inefficiencies, the company can take measures such as selecting high-quality suppliers, providing additional training to improve selection and quality control processes, optimising the washing process, and investing in technology to support</p>

Title	Author/year	Journals	Methods	Results
				staff. These steps can help reduce vegetable waste and improve resource utilisation.

Source: data processed by the author, 2023

The analysis of various articles focusing on sustainable halal tourism reveals that it goes beyond the concept of traditional sustainable tourism. Halal tourism necessitates a delicate balance between economic, social, cultural, and natural dimensions of sustainability. However, it extends further, incorporating the concept of divine spiritual connections that overshadow and influence the entire equilibrium of the experience. Islamic teachings provide a foundation for sustainability in Halal tourism. Halal Tourism holds significant potential to contribute to environmental, economic, and social sustainability, positively impacting climate change mitigation, pollution reduction, and adopting eco-friendly practices (Battour et al., 2021). Overall, promoting and understanding sustainability in Halal tourism is essential for industry growth and attracting tourists to embrace and appreciate Halal tourism experiences.

According to Widyastuti, Parenrengi, & Tuzzahara (2019), halal tourism has the potential to promote and foster the broader adoption of sustainable tourism practices. By providing excellent services, accessible infrastructure, skilled labour, and policy support, halal tourism can effectively address sustainability challenges. Integrating halal principles with sustainable tourism enhances the overall travel experience for Muslim travellers. It contributes to preserving destinations' cultural heritage, environment, and socio-economic development. This alignment of halal tourism and sustainability paves the way for a more responsible and conscientious approach to tourism, benefiting the industry and the communities it engages with.

According to Hamid et al. (2022), Islamic tourism criteria can be categorised into Muslim-friendly destinations and halal applications. Furthermore, the content of Islamic tourism is closely connected to both the tangible and intangible values of the destination. On the other hand, sustainable tourism emphasises tourism's economic, social, and environmental aspects, focusing on promoting community development and benefiting the destination. The integration of Islamic tourism with sustainability represents a holistic approach to tourism development that draws upon the principles and teachings of Islam. By incorporating Islamic values into the tourism experience, destinations can cater to Muslim travellers' specific needs and preferences, making them feel welcome and respected. This, in turn, enhances the overall tourist experience and fosters a sense of belonging and cultural appreciation.

In addition to providing a Muslim-friendly environment, integrating sustainability principles is crucial for ensuring tourism's long-term viability and positive impacts on local communities and the environment. Emphasising economic and social benefits for the local population means creating opportunities for local businesses, generating employment, and supporting community development initiatives. This can lead to improved livelihoods, increased income distribution, and overall enhanced well-being for the residents.

Furthermore, managing the environmental impacts of tourism is essential for preserving natural resources, protecting biodiversity, and mitigating any adverse effects on the ecosystem. Sustainable practices such as responsible waste management, eco-friendly infrastructure, and promoting renewable energy sources contribute to reducing the carbon footprint of tourism activities. Overall, integrating Islamic tourism with sustainability presents a unique opportunity to create a balanced (economic, socio-culture, environmental and spiritual) and responsible tourism model (Hassib & Ibtissem, 2020). It caters to the specific needs of Muslim travellers and aligns with the principles of ethical and eco-conscious tourism. By embracing this approach, destinations can position themselves as responsible and culturally sensitive tourist hotspots, appealing to a broader segment of

the global travel market while ensuring the well-being and prosperity of their local communities and the environment.

Halal tourism seeks to make travel and tourism opportunities more accessible by removing unnecessary complexities and reducing bureaucratic requirements. By streamlining procedures and simplifying business opportunities, halal tourism aims to create a welcoming and efficient environment for travellers and businesses alike (Maharani et al., 2023). Two notable facilities supporting halal tourism growth are the easy issuance of a commercial travel agent register and simplified procedures for tourist e-services. These facilities are crucial in facilitating seamless transactions and interactions within the halal tourism industry, ensuring smoother travel experiences for Muslim travellers.

Moreover, halal tourism emphasises the significance of user-friendly and flexible e-services. By prioritising easy-to-use and adaptable digital solutions, halal tourism destinations can stay ahead of changing trends and meet the evolving demands of travellers. This integration of technology not only improves convenience for tourists but also aligns with sustainability principles. By promoting efficient and eco-conscious e-services, halal tourism destinations contribute to a more sustainable approach to tourism, reducing unnecessary waste and optimising resource utilisation. Halal tourism strives to simplify access and improve the overall experience for travellers through streamlined procedures and advanced e-services. By embracing this concept, destinations can attract and cater to a broader segment of Muslim travellers while promoting responsible and sustainable practices in the tourism industry.

CONCLUSION

In conclusion, halal tourism goes beyond conventional sustainable tourism notions in integrating Islamic ideals and sustainability. Halal tourism attempts to incorporate heavenly spiritual ties into the experience while striking a careful balance between sustainability's economic, social, cultural, and environmental components. The mitigation of climate change, the reduction of pollution, and environmentally friendly practices might all be favourably impacted by this strategy, which could significantly contribute to the sustainability of the environment, the economy, and society. Promoting and understanding sustainability in halal tourism is essential for the industry's growth and for attracting tourists who appreciate and embrace halal tourism experiences. By providing excellent services, accessible infrastructure, skilled labour, and policy support, halal tourism can address sustainability challenges and ensure a responsible and conscientious approach to tourism. The combination of Islamic tourism and sustainability offers a holistic and responsible tourism model that caters to the needs of Muslim travellers while preserving cultural heritage and the environment and supporting local communities. Emphasising economic, social, and environmental benefits contributes to the destination's and its residents' overall well-being. Halal tourism strives to make access easier in addition to taking a holistic approach by streamlining processes and providing user-friendly e-services. Halal tourism locations can provide Muslim visitors with effective and smooth experiences by easily issuing commercial travel agent registers and streamlining tourist e-services. This technological integration also adheres to sustainability principles, minimising waste and maximising resource use.

For future research, scholars should explore the impacts of integrating Islamic principles with sustainability in halal tourism. Comparative studies can be conducted to analyse the performance and outcomes of halal tourism destinations that have adopted sustainability principles versus those that have not. Additionally, studies can delve deeper into the perspectives of Muslim travellers and local communities to understand how these integrated approaches affect their experiences and well-being. Such research can lead to more tailored strategies for promoting sustainable halal tourism and enhancing the industry's positive impact on society, culture, and the environment.

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