International Conference on Sustainable Tourism and Entrepreneurship

Vol. 01 No.01 August 2026, ISSN: 3163-2912

Communicating Halal Tourism: A Systematic Literature Review of Tourism Development in West Sumatra

Shanty Dewi Fauzy[1*],

[1] *Doctoral Program in Communication Studies, Universitas Sahid Jakarta, Indonesia*

[*]*Corresponding author. Email: shantydewifauzy@gmail.com*

ABSTRACT

Halal tourism has emerged as one of the fastest-growing segments of the tourism industry in Indonesia, driven by the increasing demand for Muslim-friendly travel services and destinations. As the country with the world's largest Muslim population, Indonesia possesses significant potential to develop halal tourism, particularly in regions where Islamic values are deeply embedded in local culture and social practices. West Sumatra represents a prominent example of such a region, where Minangkabau cultural traditions are strongly intertwined with Islamic principles, encapsulated in the philosophy "adat basandi syarak, syarak basandi kitabullah." In this context, the success of halal tourism development is not determined solely by destinations and infrastructure, but also by effective communication strategies capable of conveying Islamic values, cultural identity, and unique tourism experiences to both domestic and global tourists.This study aims to analyze the development of halal tourism in West Sumatra from a communication perspective through a systematic literature review (SLR). The research reviews academic publications, institutional reports, and policy documents related to halal tourism, tourism communication, and destination branding. Through thematic analysis of the selected literature, the study identifies dominant research themes, theoretical perspectives, and existing research gaps within developing halal tourism.The findings indicate that communication plays a central role in shaping the perception, attractiveness, and competitiveness of halal tourism destinations. Three major insights emerge from the analysis. First, destination branding in West Sumatra successfully integrates Islamic values with the distinctive cultural identity of the Minangkabau community. Second, digital communication strategies, particularly through social media and online tourism promotion, serve as key instruments in expanding the visibility of halal tourism to global Muslim travelers. Third, effective stakeholder collaboration among local governments, tourism industries, and community actors strengthens the promotion and sustainability of halal tourism development. Despite the growing body of literature on halal tourism, studies that specifically examine the integration of communication strategies with cross-cultural messaging in the promotion of halal tourism remain limited.This research highlights the importance of developing communication-based models to strengthen the positioning of West Sumatra as a halal tourism destination while simultaneously promoting culturally grounded tourism development.

Keywords: *Halal Tourism, Tourism Communication, Systematic Literature Review, Destination Branding, West Sumatra*

1. INTRODUCTION

The rapid expansion of halal tourism as a separate business sector is one of the significant shifts that the global tourism industry has experienced in recent decades. Destinations have developed tourism offerings that are in line with Islamic values, such as halal food, prayer facilities, and culturally suitable settings, in response to the increasing number of Muslim tourists worldwide [1], [5].

Indonesia has the potential to become a major player in the global halal tourism business because it is the nation with the largest Muslim population worldwide. Demographic variables and the diversity of regional cultures, deeply intertwined with Islamic principles, fuel this potential. One well-known example is West Sumatra,

where the philosophy "adat basandi syarak, syarak basandi kitabullah" reflects those who have the power of Islamic roots of Minangkabau cultural traditions.

This intellectual underpinning highlights the close ties between religion and culture, establishing West Sumatra as a key location for the growth of halal tourism. Despite this potential, the availability of facilities, infrastructure, and tourist attractions alone cannot ensure the success of halal tourism development, as it also requires effective marketing strategies and community engagement to attract and retain visitors.

The public's impression primarily determines a destination's effectiveness in an increasingly competitive global tourist scene. Communication is essential for creating a destination's reputation, fostering visitor trust, and communicating distinctive characteristics, such as Islamic beliefs and regional cultural identity [30], [45].

Most of the current academic research on halal tourism looks at how visitors behave, how destinations grow, and how the economy is affected. The role of communication, on the other hand, has not been studied much. Previous studies focus mostly on halal characteristics, visitor happiness, and economic contributions [3], [4], but they don't offer much information on how communication tactics are created and used to promote halal travel destinations.

This gap suggests a large study void, especially when it comes to including communication views in studies on halal tourism. There aren't many studies that expressly look at halal travel at the regional destination level, like West Sumatra. The majority of current research is carried out at national or international levels, which may ignore the significance of regional cultural settings and communication styles in influencing the growth of tourism. Communications should be considered a means of converting cultural and religious values into tourism narratives that are relevant and accessible to a wide range of audiences, in addition to being a promotional tool.

This study uses a systematic literature review (SLR) technique to examine the growth of halal tourism in West Sumatra from a communication standpoint. This study specifically aims to investigate current research gaps in halal tourism communication, identify communication tactics used to promote it, and look at how halal tourism development has been discussed in academic literature.

It is anticipated that by tackling these problems, this study will theoretically advance the field of tourism communication and practically aid in the creation of more potent communication tactics for establishing West Sumatra as a competitive halal travel destination on a national and international scale.

2. LITERATURE REVIEW

2.1 The Concept of Halal Tourism

With the growing demand from Muslim travelers for tourist destinations that align with Islamic principles, the concept of halal tourism has expanded rapidly. Halal tourism can be defined as tourism that provides products and services in accordance with Islamic law, such as halal food, prayer facilities, and an environment that supports religious activities [1], [32].

Previous research has shown differing perspectives on the definition of halal tourism. Various terms such as "Islamic tourism," "halal tourism," and "Muslim-friendly tourism" are frequently used and carry distinct meanings [11], [32]. Islamic tourism focuses on religious travel, while Muslim-friendly tourism emphasizes services, though these are not always based on Islamic law, which can lead to confusion among travelers seeking authentic experiences that align with their beliefs [12].

These differing perspectives indicate that there is no standardized concept yet, resulting in diverse implementations across various tourist destinations, which renders communication strategies in halal tourism ineffective [43]. So, to understand halal tourism, we need an integrated approach that considers both services and communication.

2.2 Development of Halal Tourism Destinations

Previous research on halal tourism has primarily focused on destination development. The existing literature indicates that there are three main factors determining the success of halal tourism, such as : the halal attributes, tourist satisfaction level, and economic impact on society.

First, regarding halal attributes, previous studies have indicated that a key factor in attracting tourists is the availability of various halal facilities and services, such as food, places of worship, and sharia-compliant accommodations or hotels [3], [4]. In addition to serving as facilities, these attributes also constitute quality standards for halal tourism.

Second, from the tourists' perspective, previous studies have shown that halal attributes play a significant role in tourist satisfaction and the intention to revisit [4], [40]. Other factors, such as the destination's image and perceived satisfaction, play an important role in shaping the tourist experience [39].

Third, halal tourism makes a significant contribution to economic growth at the regional level. Halal tourism can strengthen global competitiveness and increase community income through the development of halal destinations [41], [42].

Prior studies have largerly concentrated on implementation and economic factors, while neglecting communication as a crucial element in the advancement of halal tourism.

2.3 Communication in Tourism

Communication plays a vital role in the halal tourism industry in shaping tourists' perceptions, the destination image, and tourist satisfaction. In addition to serving as a promotional tool, communication in the context of halal tourism serves as a medium for conveying Islamic values and local cultural characteristics.

Previous studies have generally analyzed the role of communication in tourism using a marketing communication and destination branding approach [30], [45]. Technology and the use of digital communication channels, such as social media and other online platforms, have become the primary means of promoting tourist destinations [46].

In the Halal tourism context, communication has a complex function in harmonizing Islamic principles with the expectations of international travelers. Insufficient communication may lead to divergent perspectives among travelers on halal tourism destinations, which may result in misconceptions about the services offered and the cultural practices observed at these locations [25], [26]. Tourists could misread the availability of halal food options or the suitability of specific behaviors within these cultural contexts.

To ensure consistent service and develop sustainable halal tourism, communication among stakeholders plays a crucial role [15], [25]. In previous research on strategies for developing halal tourism, communication was still treated as a supporting factor rather than a primary variable.

2.4 Theoretical Framework of Communication in Halal Tourism

2.4.1 Integrated Marketing Communication (IMC)

Explains the importance of integrating various communication channels to deliver a sustainable message to the audience [50]. In the context of halal tourism, IMC serves as a coordinator of communication activities such as digital promotions, government campaign messages, and halal tourism destination marketing. Research findings indicate that inconsistent messages resulting from non-integrated communication will damage the image of a tourism destination [17], [30]. IMC is crucial in ensuring that halal values are conveyed clearly and consistently to tourists.

2.4.2 Stakeholder Theory

The success of an initiative depends on the effectiveness of the relationships among various stakeholders [51]. The stakeholders involved in halal tourism include the government, the local tourism industry, the local community, and religious institutions. Collaboration among stakeholders is a key determinant in the development of halal tourism [15], [9]. Effective coordination among stakeholders leads to good coordination, consistent service to tourists, and the sustainability of halal tourism destinations. If stakeholder coordination is poor, differences in perception and conflicting halal standards will arise.

2.4.3 Destination Branding Theory

To attract tourists, halal tourism destinations need to build an image and identity [52]. In addition to promotional activities, the branding process is also related to how Islamic values and local cultural norms are conveyed, which can include showcasing traditional practices, culinary experiences, and community engagement that resonate with both local and international visitors. The appeal of halal tourism destinations as a means of strengthening their positioning in the global market can be enhanced through strong branding [13], [34]. Building a strong and consistent identity remains a challenge for halal tourism destinations. West Sumatra has the potential to become a unique and distinctive halal tourism destination, as its branding can be built through the integration of Islamic values and Minangkabau culture, which includes promoting local traditions, culinary experiences, and community engagement that resonate with halal tourism principles.

2.5 Theoretical Integration and Research Gaps

The three main dimensions derived from the existing research literature and the theories employed are communication processes that include the following: IMC as a tool for consistent communication messaging, stakeholder theory as a framework for coordination among involved stakeholders, and the formation of a halal tourism destination identity through destination branding. Previous studies have not analyzed the integration of these three theories in relation to halal tourism; instead, most have examined them in isolation. The research gaps that can be identified include the limited number of studies that treat communication as the primary variable in halal tourism research, the scarcity of integrated halal tourism communication models, and the limited scope of halal tourism research on local destinations such as West Sumatra

3. METHOD

3.1 Research design

In analyzing the development of halal tourism in West Sumatra, this study employs a systematic literature

review (SLR) approach from a communication perspective. The SLR method allows for the identification of research methods, theories employed, and research gaps within a field of study, as it enables researchers to synthesize the literature in a systematic, comprehensive, and structured manner [18]. For transparency, consistency, and replicability in the selection process of literature, this study's review process follows PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses). Various tourism research studies and other social sciences frequently use clear evidence-based analysis [18].

3.2 Data Sources and Search Strategies

Data collection involved reviewing various scientific articles from several sources, namely Scopus, Web of Science, ScienceDirect, and Google Scholar. A keyword search was conducted using terms relevant to the research topic, such as "halal tourism," "Islamic tourism," "Muslim-friendly tourism," "halal tourism communication," and "tourism development." Boolean operators such as AND and OR were used to improve the accuracy of the search results. The objective was to identify prior research on the development of halal tourism, tourism communication, and the branding of halal tourism destinations

3.3 Search Strategy and Search String

To ensure consistency and replicability, a structured search strategy was developed using predefined keywords and Bolean operators. The primary search string applied across database was : ("halal tourism" OR "Islamic tourism" OR "Muslim-friendly tourism") AND ("communication" OR "marketing communication" OR "branding" OR "promotion") AND ("tourism development" OR "destination"). Additional keyword variations were used to broaden the scope and capture relevant studies: "halal tourism communication", "destination branding halal tourism", "Muslim tourist communication". To reflect the most recent developments in halal tourism research, the search was limited to publications between 2015 and 2025.

3.4 Inclusion and Exclusion Criteria

Established to ensure the quality and relevance of the literature used: Inclusion Criteria, selected articles must meet the following criteria: published in reputable peer-reviewed journals, written in English, discuss halal tourism, Islamic tourism, or Muslim-friendly tourism, focus on tourism development, communication, marketing, or policy, published between 2015 and 2025. Exclusion Criteria: articles were excluded from the analysis : not relevant to the topic of tourism, duplicates from other databases, not available in full-text format. After undergoing a selection process based on these criteria, 49 articles were obtained and used as the dataset for this study.

3.5 PRISMA Flow and Study Selection

The four stage of study selection process followed the PRISMA framework consisting of : 1. Identification, total of 112 articles were initially identified from selected database, 2. Screening, 78 articles were retained after removing duplicates and reviewing titles and abstract, 3. Eligibility, resulting 49 articles after full text screening was conducted based on the inclusion and exclusion criteria, 4. Inclusion, final set of 49 articles was included in the analysis. This process to ensure the transparency and replicability in selection literature.

3.6 Data Extraction and Creation of a Literature Matrix

The selected articles were then subjected to a data synthesis process, with the literature matrix serving as the primary tool. Information contains: author names, year of publication, research objectives, research methods, key findings, and research gaps. The use of a literature matrix facilitates the identification of patterns through systematic comparison of studies [18].

3.7 Data Analysis Techniques: Thematic Analysis

Data analysis using the thematic analysis approach, a qualitative analysis method designed to identify patterns and key themes in the literature through three main stages:

a. Data Coding, each article is classified based on its research focus, such as: halal tourism development, Muslim tourist behavior, communication and marketing, destination branding, and economic impact.

b. Theme Categorization, based on the coding results, the literature is grouped into several main themes, including: halal tourism development, Muslim tourist behavior, communication and marketing strategies, digital tourism governance and policy.

c. Synthesis of Findings, the final stage involves integrating the analysis results to address the research questions and identify research gaps, particularly regarding the role of communication in the development of halal tourism [6], [45].

3.8 Validity and Reliability of the Study

To make sure the validity and reliability of the study results, this research uses literature sources from reputable journals, consistent selection criteria, and documenting the review process. Using the PRISMA framework also enhances the transparency of the research process and minimizes bias in literature selection [18].

4. FINDINGS AND DISCUSSION

4.1 Results of the Literature Screening (PRISMA Overview)

Through a literature search of various sources, several articles were identified and subsequently screened according to the PRISMA stages: identification, screening, eligibility, and inclusion. After eliminating articles suspected, 49 articles were identified as meeting the criteria for further analysis. These articles related to halal tourism, development of halal tourism destinations, tourist behavior, the application of marketing communication, and the halal tourism ecosystem itself.

4.2 Thematic Findings

Through thematic analysis, the findings were categorized into five categories:

1. Destination Development, the provision of facilities tailored to the needs of Muslim tourists, including halal food, places of worship, and Sharia-compliant hotels and accommodations, is a key finding of research focused on the development of halal tourism destinations [3], [4].
2. Muslim Tourist Behavior, muslim tourists' decisions in choosing halal tourism destinations are influenced by religious factors, lifestyle, and the perceived added value they experience when selecting a destination [40], [8].
3. Economic Impact, the impact on regional economic growth and the well-being of local communities through the development of halal tourism in the region [41], [42].
4. Communication and Marketing, branding and digital promotion within the context of marketing communication, though still within a technical scope [30], [46].
5. Ecosystem and Digital Tourism, the sustainable development of halal tourism through the utilization of technology and collaboration among stakeholders [9], [47]

4.3 Discussion of RQ1: The Development of Halal Tourism in the Literature

The results of the analysis indicate that the development of halal tourism in the academic literature is still dominated by development-oriented research, with an emphasis on: the provision of halal facilities, service quality improvement, tourist satisfaction, and economic impact. Many studies consider the success of halal tourism development to be influenced by halal attributes and destination facilities [3], [4]. Destination image and environmental factors also play a role in tourist satisfaction [3]. The findings of this research tend to be technical in nature, without analyzing the strategic role of communication, whereas the existence of halal facilities does not play a direct role without communication. In the context of West Sumatra, the potential for halal tourism also lies in the strength of Islamic culture and values integrated into the community's way of life, not merely determined by facilities. Therefore, the development of halal tourism destinations in West Sumatra must incorporate communication factors.

4.4 Discussion of RQ2: Communication Strategies in Halal Tourism

A literature review indicates that, although still limited in scope, several communication strategies used in the promotion of halal tourism include:

1. Marketing Communication and Branding: The most common communication strategies involve destination branding and marketing promotions. Destination branding to build an image of halal tourism that appeals to Muslim tourists [13], [34].
2. Government Communication: a crucial role in communicating policies, raising awareness, and coordinating stakeholders in the development of halal tourism [25], [45].
3. Digital Communication: The use of social media and digital platforms is a key strategy for expanding the reach of halal tourism promotion, particularly to reach global travelers [46].
4. Community-Based Communication: importance of the local community's role in conveying tourism experiences rooted in Islamic culture and values [9].

These strategies are not yet systematic or integrated, as communication within the context of halal tourism is still viewed merely as a promotional tool rather than a primary strategy

4.5 Discussion of RQ3: Research Gaps in Halal Tourism Communication

Significant research gaps:

1. Lack of Strategic Communication Perspectives: Research has not yet examined communication as a primary factor in the development of halal tourism, remaining focused on economic aspects and halal tourism destinations.
2. Absence of an IMC: No integrated model has been identified that combines marketing communication, stakeholder communication,

and destination branding within a single framework for halal tourism.

3. Limited Studies at the Regional Level: Research is still dominated by global or national approaches, while destination-based studies, such as those in West Sumatra, remain limited.
4. Lack of Cross-Cultural Communication Studies: Halal tourism involves a global audience, yet research on cross-cultural communication remains limited.

4.6 *Theoretical Discussion (Integration with Communication Theory)*

The findings of this study indicate that in the development of halal tourism, communication plays a strategic role through the integration of three main theories: IMC for consistent communication messages, Stakeholder Theory for coordination among stakeholders, and Destination Branding for building destination perception and identity. The integration of these three theories indicates that communication serves as a bridge between tourists' perceptions and halal tourism destinations; communication is not merely a promotional tool. In the context of West Sumatra, communication can serve as a tool to attract the global tourism market by incorporating the Minangkabau cultural characteristics rooted in Islamic values into tourism narratives.

4.7 Implications for the Development of Halal Tourism in West Sumatra

Key implications of the analysis results:

1. The development of halal tourism requires the systematic integration of communication strategies.
2. Highlighting cultural identity and Islamic values can serve as a branding strategy for West Sumatra's halal tourism destinations.
3. There is a need to improve communication coordination between the government and stakeholders.
4. Optimizing the use of digital communication.

In enhancing the competitiveness of West Sumatra's halal tourism, communication can be a key factor

5. CONCLUSIONS

5.1 Conclusions

This study employed a Systematic Literature Review (SLR) from a communication perspective to analyze the development of halal tourism as presented in 49 scientific articles. The analysis revealed that the communication dimension has not been adequately addressed in research on halal tourism. Current studies remain dominated by perspectives on the development of halal tourism destinations, tourist behavior, and the economic impact of halal tourism on local communities.

1. The development of halal tourism in West Sumatra has not yet integrated communication aspects as a strategy for developing halal tourism destinations. The results of previous research analyses indicate that the development of halal tourism destinations is limited to providing halal attributes and facilities, improving services for tourists, and linking these efforts to regional economic growth; however, these findings remain technical in nature and have not been integrated with communication strategies.
2. Communication strategies have been implemented, although they remain partial in nature, such as halal tourism promotions including marketing communication, government communication, digital communication, and community-based communication.
3. The primary research gap lies in the limited analysis of communication strategies within the context of halal tourism, and no integrated communication model has yet been identified regarding halal tourism development, whether at the local or global level.

5.2 Recommendations

The following recommendations can be made based on the research findings:

1. Development of a Halal Tourism Communication Model: a communication model that integrates marketing communication, stakeholder communication, and destination branding.

2. Strengthening Culture-Based Destination Branding: Halal destinations such as West Sumatra need to strengthen their positioning by highlighting: Islamic values, Minangkabau cultural identity, and local uniqueness as a competitive advantage in the global market.
3. Optimization of Digital Communication: The use of digital media and online platforms needs to be enhanced to expand promotional reach, build engagement with tourists, and convey the destination's narrative more effectively.
4. Enhancing Stakeholder Collaboration

Stronger coordination is needed between the government, the tourism industry, and the local community to ensure consistency in messaging and the quality of halal tourism services.

REFERENCES

[1] M. Battour and M. N. Ismail, "Halal tourism: Concepts, practices, challenges and future," Tourism Management Perspectives, vol. 19, pp. 150–154, 2016.

[2] P. Cuesta-Valiño, P. Gutiérrez-Rodríguez, and E. Núñez-Barriopedro, "Sustainable, smart and Muslim-friendly tourist destinations," Sustainability, vol. 12, no. 5, p. 1778, 2020.

[3] N. Zulvianti, A. Abror, and H. Aimon, "The influence of environmental and non-environmental factors on tourist satisfaction in halal tourism destinations," Sustainability, vol. 14, no. 15, p. 9185, 2022.

[4] A. Sodawan and C. Hsu, "Exploring the roles of perceived value and destination trust in halal tourism," Sustainability, vol. 14, no. 19, p. 12002, 2022.

[5] J. C. Martín, C. Orden-Cruz, and S. Zergane, "Islamic finance and halal tourism: An unexplored bridge," Sustainability, vol. 12, no. 14, p. 5736, 2020.

[6] S. Mujiatun et al., "The impact of marketing communication and Islamic financial literacy on halal tourism sector," Sustainability, vol. 15, no. 13, p. 9868, 2023.

[7] M. H. Hanafiah et al., "Managing modern Muslim travellers: Emerging trends and issues," Tourism and Hospitality, vol. 3, no. 4, pp. 908–926, 2022.

[8] S. Pongsakornrungsilp et al., "Clustering Muslim tourist lifestyles in tourism destinations," Sustainability, vol. 16, no. 21, p. 9542, 2024.

[9] I. Nurhayati et al., "Community-based halal tourism and information technology," Tourism and Hospitality, vol. 6, no. 1, p. 148, 2025.

[10] S. Harini et al., "Development of halal tourism villages based on local potential," Tourism and Hospitality, vol. 6, no. 2, p. 55, 2025.

[11] F. Haq, "A framework for Islamic tourism," European Journal of Business and Management, vol. 8, no. 6, 2016.

[12] I. S. Suid et al., "Islamic attributes in tourism destination," International Journal of Academic Research, 2017.

[13] F. Shafaei and B. Mohamed, "Branding Islamic tourism destination," Geografia Malaysian Journal of Society and Space, 2015.

[14] L. Hakim, "Tourism communication model in Islamic perspective," Indonesian Journal of Tourism, 2022.

[15] H. H. Adinugraha et al., "Muslim-friendly tourism destination management," International Journal of Halal Industry, 2025.

[16] N. A. Zainol and E. Mustafa, "Accommodation needs among Muslim travellers," Journal of Tourism, 2021.

[17] S. Benharoon and S. Tongsongyod, "Integrated marketing communication in halal tourism," Journal of Communication and Culture, 2025.

[18] S. Jabeen et al., "Sustainable halal tourism model: A systematic review," Administrative Sciences, 2025.

[19] M. Rasyid and F. A. Hatta, "Halal tourism development based on GMTI," Conference Proceedings, 2025.

[20] Han et al., "Tourism inconvenience and Muslim tourist satisfaction," International Journal of Environmental Research and Public Health, 2021.

[21] Alam and Ali, "Islamic tourism initiatives in Pakistan," 2022.

[22] Haq and Wong, "Branding Islamic spiritual tourism," 2015.

[23] Nisthar and Mustafa, "Econometric analysis of global Muslim travel index," 2019.

[24] Nasution et al., "Destination awareness in Muslim-friendly tourism," 2023.

[25] Perbawasari et al., "Government marketing public relations in halal tourism," 2019.

[26] Perbawasari et al., "Halal tourism communication formation model," 2019.

[27] Widagdyo, "Market analysis of halal tourism Indonesia," 2015.

[28] Pranika et al., “Muslim-friendly tourism and economic development,” 2023.

[29] Rusli et al., “Halal tourism destination development model,” Journal of Environmental Management and Tourism, 2018.

[30] Rohimah and Romadhan, “Marketing communication strategy in halal tourism,” 2019.

[31] Husen and Zhafira, “Positioning sharia hotel,” 2019.

[32] Abdullah et al., “Islamic tourism concept and principles,” 2020.

[33] Kiana et al., “Islamic tourism in Muslim countries,” 2020.

[34] Saleh et al., “Halal tourism marketing strategy,” 2022.

[35] Khasanah and Rifa’i, “Integrated marketing communication in halal destination,” 2025.

[36] Firdaus et al., “Islamic perspective on tourism,” 2020.

[37] Ruzulan et al., “Local-based Islamic tourism destination,” 2022.

[38] Dewi et al., “Sharia hotel preferences,” 2022.

[39] Duman, “Value of Islamic tourism,” 2011.

[40] Hakimi et al., “Religiosity and tourist satisfaction,” 2018.

[41] Masriyah and Hermawan, “Halal tourism and local income,” 2022.

[42] Wijaya and Sholeh, “Halal tourism and regional growth,” 2020.

[43] Arnoldy et al., “Islamic tourism in fiqh perspective,” 2022.

[44] Pratiwi et al., “Communication strategy in halal tourism awareness,” 2018.

[45] Rachmiatie et al., “Halal tourism communication strategy,” 2020.

[46] Sunaidah, “Digital marketing in halal tourism,” 2024.

[47] Sutono et al., “Smart halal destination ecosystem,” 2022.

[48] Cuesta-Valiño et al., “Muslim-friendly smart tourism,” 2020.

[49] Martín et al., “Islamic finance and halal tourism development,” 2020.