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# MSME The Dynamics of Halal Tourism Industry Development in Surakarta City: Perspectives of the Halal Industry Ecosystem and MSME Empowerment

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**ABSTRACT**

*The rapid growth of the global halal industry has driven the emergence of halal tourism as a strategic segment within the tourism sector. Indonesia, as the country with the largest Muslim population, holds significant potential for halal tourism development. However, its success depends on the effectiveness of an integrated halal industry ecosystem involving government institutions, tourism businesses, halal certification bodies, and micro, small, and medium enterprises (MSMEs). This study aims to analyze the dynamics of halal tourism development in Surakarta City from the perspective of the halal industry ecosystem and MSME empowerment. A qualitative descriptive approach was employed through interviews, observations, and documentation, with data analyzed using the interactive model of Miles, Huberman, and Saldana. The findings reveal that the halal tourism ecosystem in Surakarta is structured through a cluster-based regional model, involving approximately 55,500 MSMEs distributed across five districts with sectoral specialization in culinary, modest fashion, creative industries, religious tourism, and home-based industries. This structure indicates the presence of an interconnected halal value chain, although integration among clusters remains suboptimal. Three key analytical issues are identified: (1) a gap between MSME potential and formal halal certification coverage, (2) limited inter-cluster connectivity, which constrains ecosystem synergy, and (3) low adoption of digital platforms in halal tourism promotion.These findings suggest that the primary challenge lies not in resource availability but in the integration mechanisms of the ecosystem. Strengthening cross-stakeholder coordination, accelerating cluster-based halal certification, and developing integrated digital marketing systems are therefore critical to enhancing the competitiveness of halal tourism in Surakarta while promoting sustainable MSME empowerment.*

***Keywords:*** *Halal Tourism, Halal Industry Ecosystem, MSMEs, Surakarta, Tourism Development*

## 1. INTRODUCTION

The halal industry is currently growing rapidly and has become one of the global economic sectors with great potential, especially over the last decade. The demand for halal products and services is driven not only by Muslim consumers but also by growing awareness of food safety, ethical production, and high-quality standards. Among the various sectors of the halal industry, halal tourism has emerged as a promising field, integrating tourism services with Islamic principles. One sector that has experienced significant development is halal tourism.

The global halal industry has experienced significant growth over the past decade, driven by increasing demand for halal products and services not only from Muslim consumers but also from growing awareness of quality, safety, and ethical production standards. In this context, halal tourism has emerged as a strategic segment that integrates tourism services with Islamic principles. Previous studies indicate that strengthening halal certification, institutional support, and global collaboration are key factors in developing a robust halal tourism ecosystem. [1] Furthermore, the development of halal tourism is not solely dependent on resource potential, but also on the effectiveness of an ecosystem involving networks of actors, institutions, and integrated governance mechanisms. [2] In addition, the low level of halal certification among MSMEs is often influenced by limited understanding and awareness of halal standards, which consequently reduces the

competitiveness of their products in the halal tourism market. [3]

Halal tourism is a tourism concept that provides services and facilities that comply with Sharia principles for Muslim tourists. Where halal tourism has become a business trend and has become part of the tourism industry that provides benefits to Muslim and non-Muslim countries [4]. Halal tourism refers to tourism activities that provide services in line with Islamic values, such as halal food, prayer facilities, family-friendly environments, and accommodations that welcome Muslim tourists. As the number of Muslim tourists worldwide increases, many countries are developing halal tourism strategies to attract this market segment [5]. Following the enactment of Law Number 33 of 2014 concerning "Halal Product Assurance," the state officially recognized and ensured that people consume pure and halal food [6].

Indonesia has enormous potential to become one of the world's leading halal tourism destinations. This is supported by its cultural diversity, rich natural tourist destinations, and large Muslim population [7]. Several cities in Indonesia have begun developing halal tourism initiatives, one of which is Surakarta. As a cultural city, Surakarta boasts a variety of tourism potential, including historical sites, traditional arts, and a rich culinary scene that attracts both domestic and international tourists. Furthermore, Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in supporting the development of the tourism sector. MSMEs provide a variety of products and services, such as halal culinary delights, handicrafts, accommodation services, and transportation, which are part of the tourism value chain. Strengthening the relationship between halal tourism development and MSME empowerment can create a sustainable tourism ecosystem and provide economic benefits to the local community.

Despite its significant potential, the development of halal tourism in Surakarta continues to face various challenges. One major challenge is the limited number of MSMEs that have obtained halal certification for their products. Although many culinary businesses in Surakarta offer halal food, formal certification remains relatively limited due to factors such as limited business awareness, the complexity of the administrative process, and the cost of certification. Without formal certification, it will be difficult for a destination to build strong credibility in the global halal tourism market [8]. Another challenge is the limited integrated coordination between the various stakeholders involved in tourism development. The halal tourism ecosystem involves various actors, including local governments, tourism industry players, MSMEs, halal certification bodies, and community organizations. Effective collaboration between these stakeholders is crucial to ensure that the tourism services provided truly meet halal standards and provide a consistent experience for Muslim tourists. Without proper coordination, various tourism initiatives can operate separately and be less effective in achieving sustainable development goals [9].

Given these challenges, understanding the halal tourism ecosystem is crucial for formulating effective development strategies to enhance the competitiveness and sustainability of the tourism sector. The ecosystem concept emphasizes the interconnected relationships between stakeholders, resources, institutions, and market dynamics within a tourism system [10]. Through analysis of these relationships, policymakers and tourism industry players can identify key factors influencing halal tourism development and design interventions that can encourage collaboration, innovation, and sustainable growth.

Given these challenges, this study aims to analyze the dynamics of the halal tourism industry development in Surakarta City from an ecosystem perspective. Specifically, this study focuses on the role of MSMEs in supporting halal tourism development and examines how stakeholder collaboration can strengthen the halal tourism ecosystem. The results of this study are expected to contribute to academic research on halal tourism and to provide practical recommendations for policymakers and industry players to develop sustainable halal tourism strategies. However, previous studies have largely focused on the general development of halal tourism and MSME roles, with limited attention to how ecosystem integration operates at the local level. In particular, there is a lack of empirical analysis on how cluster-based MSME structures interact within a halal tourism ecosystem. Therefore, this study addresses this gap by analyzing halal tourism development in Surakarta using an ecosystem perspective, with a specific focus on MSME integration and stakeholder coordination. This study contributes to the literature by providing an empirical analysis of cluster-based halal tourism ecosystems and highlighting the role of integration mechanisms in determining ecosystem effectiveness.

## 2. LITERATURE REVIEW

### 2.1. Halal Industry Concept

The halal industry has grown into a significant sector of the global economy in the past two decades. The concept of halal initially related to Islamic consumption rules governing permissible (halal) and prohibited (haram) food and beverages. However, with global economic development and increasing consumer awareness of health, safety, and ethical production, the halal concept has expanded into various industrial sectors, including food, pharmaceuticals, cosmetics, Islamic finance, and tourism [11]. The halal industry has evolved into a significant global economic sector over the past two decades. Initially associated with Islamic dietary regulations distinguishing permissible (halal) and prohibited (haram) products, the concept has expanded into various sectors such as food, pharmaceuticals, cosmetics, Islamic finance, and tourism. In recent developments, the halal industry is increasingly viewed not only as a religious-based sector but also as a competitive global economic system driven by quality assurance, ethical production, and consumer trust. [2]

The halal industry is growing not only in Muslim-majority countries but also in various non-Muslim countries that see the economic opportunities of the global halal market. Countries such as Japan, South Korea, and Thailand have begun developing halal-certified products and services to attract Muslim consumers, particularly in the tourism and food sectors [12]. This demonstrates that the halal concept not only has a religious dimension but is also part of a promising global economic strategy. Halal certification is a crucial element in the development of the halal industry because it serves as a guarantee that a product or service meets established sharia standards. This certification not only provides certainty for Muslim consumers but also increases consumer confidence in general regarding product quality, cleanliness, and safety [13]. The development of the halal industry also requires the involvement of various stakeholders in an integrated ecosystem. This ecosystem includes producers, halal certification bodies, the government, distributors, and consumers. The interaction among these actors determines the success of the halal industry's sustainable development. Furthermore, the ecosystem perspective emphasizes the interconnection between actors, institutions, and market mechanisms in creating sustainable economic value. Therefore, the development of the halal industry must involve cross-sector collaboration and multi-stakeholder engagement. [14]

2.2. Halal Tourism

Halal tourism is a rapidly growing sector in the global halal industry. Halal tourism is defined as tourism activities that provide services and facilities in accordance with Sharia principles, enabling Muslim tourists to maintain their religious obligations while traveling [15]. Key components of halal tourism include the availability of halal food, prayer facilities such as prayer rooms or mosques, Muslim-friendly accommodations, and a tourist environment that supports Islamic values. Furthermore, halal tourism also includes providing information on the location of prayer facilities and halal restaurants for Muslim tourists.

The growth of halal tourism is influenced by the increasing number of Muslim tourists worldwide. According to the Global Muslim Travel Index report, the number of Muslim tourists is expected to continue to increase annually and contribute significantly to the global tourism industry. This situation makes halal tourism a highly potential economic opportunity for various countries. Several countries have succeeded in effectively developing halal tourism destinations. Malaysia, for example, is known as one of the countries with a well-integrated halal tourism system through the provision of Muslim-friendly tourism facilities, a robust halal certification system, and a targeted promotional strategy [16]. Other countries, such as Turkey and the United Arab Emirates, have also developed various halal tourism facilities to attract Muslim tourists from various countries. The growth of halal tourism is also influenced by the increasing number of Muslim travelers worldwide. Moreover, digital transformation plays a crucial role in shaping tourist behavior, as Muslim travelers increasingly rely on digital platforms for accessing halal tourism information and services. Studies show that digitalization significantly enhances market visibility and service accessibility within the halal tourism ecosystem. [17]

In Indonesia, the development of halal tourism is beginning to receive serious attention from the government as part of the national tourism development strategy. Indonesia has great potential in this sector because it has the largest Muslim population in the world as well as a rich culture and diverse tourist destinations [18]. Therefore, the development of halal tourism in Indonesia is not only aimed at increasing the number of tourists, but also to encourage regional economic growth.

2.3. The Role of MSMEs in Tourism Development

Micro, Small, and Medium Enterprises (MSMEs) are among the economic sectors that make a significant contribution to economic development in many developing countries. MSMEs play a vital role in creating jobs, increasing community income, and supporting regional economic growth [19]. In the tourism sector, MSMEs play a highly strategic role because many tourism products and services are provided by small and medium-sized businesses. MSMEs provide a variety of products such as food and beverages, handicrafts, souvenirs, local transportation services, and small-scale accommodations, which are an essential part of the tourist experience.

The presence of MSMEs also adds value to tourist destinations, as their products typically reflect the local culture and wisdom of the area. This can increase the attractiveness of tourist destinations while helping to preserve local traditions and culture [20]. In the context of halal tourism, MSMEs play an increasingly important role because the majority of halal products and services are provided by small businesses such as halal restaurants, traditional food producers, and local artisans. In the global context, halal tourism has become part of destination development strategies aimed at enhancing competitiveness by integrating services, cultural values, and tourist experiences. Recent research indicates that the competitiveness of halal tourism destinations is not only determined by physical facilities but also by the quality of the service ecosystem and the overall tourist experience. [21]

Therefore, empowering MSMEs through training, access to financing, and facilitating halal certification are crucial steps in developing halal tourism [22]. MSMEs also face various challenges in developing their businesses, such as limited capital, lack of access to technology, and a lack of understanding of halal standards and halal certification procedures. Therefore, support from the government and relevant institutions is essential to increase MSMEs' capacity to actively participate in the halal tourism industry. In the context of halal tourism, MSMEs serve as key actors in delivering halal-compliant products and services. Their role extends beyond economic contribution to include cultural preservation and enhancement of local tourism identity.

However, recent studies indicate that MSME participation in the halal ecosystem still faces several challenges, including limited access to halal certification, low digital literacy, and constrained innovation capacity. [23]

2.4. Halal Tourism Ecosystem Perspective

The ecosystem concept in tourism development describes the complex relationships among the various actors involved in the tourism system. The tourism ecosystem comprises various stakeholders, including the government, tourism industry players, local communities, certification bodies, and tourists as users of tourism services [24]. The ecosystem approach emphasizes the importance of collaboration and coordination between stakeholders to create a sustainable tourism system. In the context of halal tourism, this collaboration is crucial because developing halal tourism destinations requires integration among government policies, tourism industry services, and support from local businesses. Recent perspectives define the halal tourism ecosystem as a network of interconnected actors, institutions, technologies, and markets that collectively create sustainable value. The effectiveness of this ecosystem depends on the level of coordination, collaboration, and integration among stakeholders. [2]

The government plays a role in formulating policies, providing infrastructure, and facilitating the halal certification process for businesses. Meanwhile, tourism industry players are responsible for providing services that comply with halal standards. Meanwhile, MSMEs and local communities offer a range of products and services that support tourism activities [25]. Furthermore, the development of digital technology has also had a significant impact on the modern tourism ecosystem. Digital platforms, social media, and travel apps enable tourist destinations to promote halal tourism services more widely to global travelers. In addition, digital transformation has emerged as a critical component of modern tourism ecosystems. Digital platforms, social media, and travel applications enable broader promotion and accessibility of halal tourism services. Studies confirm that digital integration plays a key role in strengthening ecosystem performance and enhancing the competitiveness of halal tourism destinations. [17]

An ecosystem approach enables researchers to understand how interactions among these actors can influence the success of halal tourism development. By understanding these relationships, halal tourism development strategies can be designed more effectively and sustainably. Thus, the ecosystem approach provides a comprehensive analytical framework for understanding the dynamics of halal tourism development, particularly in identifying the gap between resource potential and the effectiveness of stakeholder integration within the tourism system [14].

## 3. METHOD

3.1. Research Informants and Data Sources

The selection of informants in this study was conducted using purposive sampling, aiming to capture relevant perspectives from key stakeholders involved in the halal tourism ecosystem in Surakarta. A total of **12 informants** were involved, consisting of:

a. 3 representatives from local government institutions (tourism and MSME agencies),
b. 2 representatives from halal certification bodies
c. 5 MSME actors from culinary, handicraft, and creative sectors, and
d. 2 tourism business actors.

The selection criteria included: (a) active involvement in halal tourism-related activities, (b) minimum of two years of experience, and (c) willingness to provide in-depth information. This composition ensures representation across key elements of the halal tourism ecosystem.

3.2 Secondary Data and Data Validity

In addition to primary data, this study utilizes secondary data obtained from official sources, particularly the Central Bureau of Statistics (BPS) of Surakarta City and relevant government reports. The data on MSME distribution used in this study refers to the latest available official dataset (2023–2024), which is then analytically projected to illustrate ecosystem patterns.To ensure validity and consistency, the study applies data triangulation, comparing findings from interviews, observations, and documented statistical data. Any discrepancies between sources were cross-verified to maintain data reliability.

Furthermore, the use of the term “estimated data” does not refer to speculative figures, but rather to analytical interpretation of official data trends, which is clearly aligned with the most recent available datasets. This approach strengthens the credibility of the analysis while maintaining methodological rigor.

3.3. Data Validity and Reliability

The validity of the data was ensured through source triangulation and method triangulation, by comparing data obtained from interviews, observations, and documentation. The analysis process followed the interactive model of Miles, Huberman, and Saldana, ensuring systematic data reduction, data display, and conclusion drawing. This methodological approach enhances the robustness of findings by ensuring consistency between empirical data and analytical interpretation. Data analysis was conducted using the interactive model of Miles, Huberman, and Saldana, which consists of three main stages:

a. Data reduction
   The process of selecting, simplifying, and categorizing data relevant to the research focus.
b. Data display
   Data were organized into narrative descriptions, tables, and thematic categories to facilitate the identification of patterns and relationships.
c. Conclusion drawing and verification
   Conclusions were drawn progressively based on identified patterns and verified through triangulation to ensure the validity of the findings.

This research uses a qualitative, descriptive design. This design aims to deeply understand the dynamics of halal tourism industry development in Surakarta City through the perspective of the halal industry ecosystem and MSME empowerment. A qualitative approach was chosen because it can explore social phenomena contextually and comprehensively through direct interaction with informants [26]. Data collection was conducted through interviews, observation, and documentation, with informants being selected using purposive sampling. The data obtained were then analyzed using the interactive model of Miles, Huberman, and Saldana, which includes data reduction, data presentation, and conclusion drawing [27].

Data validity was tested through triangulation of sources and techniques, by comparing the results of interviews, observations, and documentation to ensure the validity of the research findings. For more details, a flowchart of this research is as follows:




Figure 1. Research Flowchart

## 4. FINDINGS AND DISCUSSION

The research results indicate that the development of the halal tourism industry in Surakarta City is influenced by the involvement of various stakeholders within an integrated halal industry ecosystem. This ecosystem involves local governments, tourism businesses, halal certification bodies, and MSMEs across the culinary, craft, and creative industries. The role of local governments is evident in policy development, tourism destination promotion, and MSME development. Below is data on the distribution of MSMEs and Halal Industry Clusters by District (2025 Estimated Data).

Table 1. Distribution of MSMEs and Halal Industry Clusters in Surakarta City

| No | District | Amount MSME (Unit) | Percentage (%) | Leading Halal Industry Clusters |
|---|---|---|---|---|
| 1 | Banjarsari | 15.600 | 28,1% | Integrated Culinary & Souvenir Center |
| 2 | Laweyan | 12.450 | 22,4% | Modest Fashion & Industri Batik Halal |
| 3 | Jebres | 11.200 | 20,2% | Creative Industry & Halal Tourism Services |
| 4 | Pasar Kliwon | 9.800 | 17,7% | Religious Tourism & Middle Eastern Culinary |
| 5 | Serengan | 6.450 | 11,6% | Traditional Snack Home Industry |
| Total | Surakarta | 55.500 | 100% | Halal Tourism Ecosystem in the City |

Source: Statistics Indonesia (BPS) of Surakarta City (2023-2024)

This data shows that MSMEs play a vital role in providing products and services that meet halal standards for tourists. However, the large concentration of businesses in Banjarsari and Laweyan requires more extensive halal standardization to ensure consumer trust. The concentration of MSMEs in Banjarsari and Laweyan indicates spatial inequality in economic activity, which may lead to uneven ecosystem development. This imbalance suggests that policy interventions should focus not only on strengthening leading clusters but also on enhancing less-developed areas to ensure balanced ecosystem growth.

The findings indicate that the distribution of MSMEs across five districts in Surakarta reflects a cluster-based halal tourism ecosystem, where each district plays a specific role within the tourism value chain. From an ecosystem perspective, this structure demonstrates the presence of interconnected actors contributing to production, distribution, and consumption activities. However, this ecosystem remains functionally fragmented, as the interactions among clusters are not yet fully integrated. According to ecosystem theory, an effective ecosystem is characterized not only by the presence of actors but also by the strength of linkages and coordination mechanisms among them. In this case, the limited connectivity between clusters suggests that the halal tourism ecosystem in Surakarta is still in a developing stage rather than a mature system.

The research results indicate that the development of the halal tourism industry in Surakarta City is supported by the spatial distribution of MSMEs across five sub-districts with distinct halal industry cluster characteristics. Based on the data obtained, the number of MSMEs reached 55,500, indicating significant local economic potential to support the halal tourism ecosystem. Overall, the distribution of MSMEs in Surakarta City indicates the formation of a halal industry ecosystem based on complementary regional clusters. Each sub-district has a specific role in the halal tourism value chain, from production and distribution to consumption. This aligns with the industrial ecosystem concept, which emphasizes interactions between actors and sectors in creating a sustainable system [28].

However, the research results also indicate several challenges in developing this ecosystem. First, the limited number of MSMEs with formal halal certification can hinder increased trust among tourists. Second, integration between regional clusters is suboptimal, resulting in potential synergies not being fully utilized. Third, the use of digital technology to promote halal tourism remains relatively limited. The limited use of digital platforms in promoting halal tourism also reflects a weak technological layer within the ecosystem. In a modern tourism ecosystem, digital infrastructure plays a crucial role in connecting actors, expanding market access, and enhancing service integration. The absence of a unified digital platform in Surakarta indicates that the ecosystem lacks a coordinated digital interface, which constrains its competitiveness in the broader halal tourism market. The implications of these findings suggest that strengthening the halal tourism ecosystem in Surakarta City should be done through a cluster-based approach, namely by strengthening the role of each region and increasing connectivity between regions. Furthermore, facilitating halal certification for MSMEs and developing an integrated digital marketing strategy is necessary.

The gap between the large number of MSMEs and the relatively low level of halal certification highlights a misalignment between resource availability and institutional support. From an ecosystem perspective, halal certification functions as a key institutional mechanism that ensures standardization and trust within the system. The limited adoption of certification indicates weak institutional penetration into the MSME sector, which reduces the overall credibility of the halal tourism ecosystem.

Thus, the development of halal tourism in Surakarta City depends not only on the potential of existing resources but also on the ability to systematically and sustainably manage the interrelationships between elements within the halal industry ecosystem. The findings of this study indicate that the development of halal tourism in Surakarta extends beyond sectoral economic activities and contributes to broader sustainable tourism development. In this context, MSMEs play a crucial role in generating local employment, increasing community income, and strengthening community-based economic systems. This aligns with sustainability principles that emphasize the balance between economic, social, and cultural dimensions in tourism development.

From a tourism development perspective, the cluster-based ecosystem identified in this study reflects the potential for local-based tourism development, where each district contributes unique value to the overall tourist experience. The diversity of MSME activities across districts enhances the authenticity and attractiveness of the destination. However, without strong integration among clusters, this potential remains underutilized and limits the overall competitiveness of the destination.

Furthermore, the limited level of halal certification among MSMEs not only affects consumer trust but also influences the positioning of Surakarta in the global halal tourism market. In this regard, halal certification should be viewed not merely as a religious compliance mechanism, but as a strategic instrument for quality assurance and destination competitiveness. Strengthening certification access is therefore essential for achieving sustainable tourism development.

In addition, the limited adoption of digital technologies highlights a critical gap in the current ecosystem. Digital transformation plays a key role in expanding market access, improving destination visibility, and enhancing MSME inclusion. The absence of an integrated digital platform suggests that the ecosystem lacks a coordinated technological infrastructure, which constrains its ability to compete in the global tourism landscape. More broadly, the development of halal tourism contributes to the achievement of the Sustainable Development Goals (SDGs), particularly in promoting inclusive economic growth (SDG 8), reducing inequalities through MSME empowerment (SDG 10), and supporting sustainable cities and communities (SDG 11). Therefore, strengthening the halal tourism ecosystem should not only focus on increasing tourist arrivals, but also on fostering inclusive, resilient, and sustainable economic development.

Furthermore, the findings reveal that stakeholder collaboration is not yet fully optimized. While government agencies, tourism actors, and MSMEs are present, their interactions tend to be sectoral rather than systemic. Ecosystem theory emphasizes that value creation emerges from collaborative interactions rather than isolated activities. Therefore, the lack of coordination among stakeholders limits the potential for synergy and reduces the effectiveness of the ecosystem in delivering integrated halal tourism services.

Overall, the findings suggest that the primary challenge in developing halal tourism in Surakarta does not lie in the lack of resources, but in the inefficiency of ecosystem integration mechanisms. The ecosystem exists structurally, as indicated by the presence of diverse actors and clustered MSMEs, but remains weak functionally due to limited coordination, institutional support, and digital integration.

This study extends the ecosystem perspective by demonstrating that cluster-based resource distribution alone is insufficient without strong inter-cluster connectivity and governance mechanisms. Therefore, strengthening institutional coordination, enhancing certification accessibility, and integrating digital platforms are critical to transforming the existing ecosystem into a fully functional and competitive halal tourism system.

## 5. CONCLUSIONS

This study demonstrates that the development of halal tourism in Surakarta is supported by the presence of a cluster-based halal industry ecosystem involving government institutions, tourism actors, halal certification bodies, and MSMEs. The distribution of approximately 55,500 MSMEs across five districts reflects a structurally established ecosystem with distinct sectoral specializations, including culinary, modest fashion, creative industries, and religious tourism.The findings reveal that the ecosystem remains functionally underdeveloped. Three key issues are identified: (1) a significant gap between MSME potential and halal certification coverage, indicating weak institutional support; (2) limited inter-cluster connectivity, which constrains synergy within the ecosystem; and (3) low adoption of digital technologies, reducing market visibility and competitiveness. These findings suggest that the main challenge lies not in resource availability, but in the inefficiency of ecosystem integration mechanisms.

From an analytical perspective, this study highlights that a cluster-based structure alone is insufficient without strong coordination, institutional reinforcement, and digital integration. Therefore, policy interventions should focus on: (1) expanding accessible halal certification schemes for MSMEs, (2) strengthening cross-stakeholder coordination to enhance ecosystem integration, and (3) developing an integrated digital platform to improve market access and destination visibility. Overall, strengthening these aspects is essential not only to enhance the competitiveness of halal tourism in Surakarta, but also to support sustainable and inclusive economic development through MSME empowerment.

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