
ANALYSIS OF THE IMPLEMENTATION OF THE INDONESIA MUSLIM TRAVEL INDEX (IMTI) STANDARD IN THE DEVELOPMENT OF HALAL TOURISM DESTINATIONS AT GENTONG MAS TOURISM SITE, WAJAK DISTRICT, MALANG REGENCY

Umrotus Sholikhah¹

¹Universitas Islam Malang, Indonesia

E-mail: sholikahtus@gmail.com

Vina Aula Septia²

²Universitas Islam Malang, Indonesia

E-mail: vinaseptiana@gmail.com

Article History:

Received:

12 September 2024

Revised:

10 October 2024

Accepted:

14 October 2024

Keywords: *halal tourism, IMTI, Muslim-friendly tourism, Gentong Mas, Malang*

Abstract: *This research aims to analyze the implementation of the Indonesia Muslim Travel Index (IMTI) standards in developing a halal tourism destination at Gentong Mas Tourism Site, Wajak District, Malang Regency. A qualitative approach was employed using interviews and direct observations involving managers, employees, and visitors. The study focused on four main IMTI parameters: access, communication, environment, and services. The findings indicate that the implementation of halal tourism standards at Gentong Mas has covered several essential aspects, such as providing prayer facilities, halal-certified restaurants, and Islamic-based services. However, challenges remain in terms of accessibility, particularly in transportation to the site, which still requires improvement. The communication aspect also needs enhancement, especially in digital information availability and stakeholders' understanding of halal tourism principles. In terms of environment, there has been an increase in domestic visitor arrivals and a strong commitment to developing halal tourism, although supporting facilities like Wi-Fi still need optimization. Regarding services, halal facilities are available but not yet fully compliant with IMTI standards, particularly concerning cleanliness and Islamic accommodation standards. Overall, this study concludes that Gentong Mas Tourism has significant potential to become a leading halal tourism destination in Malang Regency if it can optimize the IMTI standards through enhanced facilities, services, and Sharia-based management practices.*

INTRODUCTION

Indonesia is one of the largest archipelagic countries in the world, with a population of 273.8 million people spread across 17,000 islands, stretching from Sabang to Merauke, covering an area of approximately 1,916,906 square kilometers (Central Statistics Agency, 2021). With a Muslim population of approximately 231 million, Indonesia is the country with the largest Muslim population in the world (World Population Review, 2021). This situation gives Indonesia enormous potential for developing halal tourism, a tourism concept based on Islamic sharia principles.

Tourism has long been a leading sector driving national economic growth. Its abundant natural, cultural, and historical diversity attract both domestic and international tourists (Abrori, 2020). Globally, the halal tourism trend is showing significant growth. According to the State of the Global Islamic Economy (2022) report, global Muslim tourism expenditure reached US\$102 billion and is projected to increase to US\$225 billion by 2028. This data demonstrates a significant opportunity for Indonesia to develop Muslim-friendly tourism as a strategic sector for sustainable economic development.

As an effort to strengthen global competitiveness, the Ministry of Tourism and Creative Economy of the Republic of Indonesia developed the Indonesia Muslim Travel Index (IMTI), which serves as a standard for assessing Muslim-friendly tourism in the country. The IMTI is an adaptation of the Global Muslim Travel Index (GMTI) developed by Crescentrating Mastercard, with four main components: Access, Communication, Environment, and Services. These parameters are adapted to the characteristics and conditions of tourism in Indonesia, making it more contextual and applicable.

The launch of the IMTI 2023, held at the 5th International Halal Tourism Summit (IHTS) at the Jakarta Convention Center, marks a significant milestone in accelerating the development of halal tourism in Indonesia. At the event, five provinces—West Nusa Tenggara, Aceh, West Sumatra, Jakarta, and Central Java—received recognition as the best Muslim-friendly tourist destinations in Indonesia. Minister of Tourism and Creative Economy, Sandiaga Uno, emphasized that IMTI is not just an awards ceremony, but a catalyst for all stakeholders in strengthening the national halal tourism ecosystem.

One region with significant potential for halal tourism development is Malang City and Regency. This region is known for its natural beauty, culinary diversity, and high educational tourism appeal. The Malang City Government launched the "Center of Halal Tourism" program in 2018 as part of its efforts to create a sharia-compliant tourist destination (Tempo.co, 2018). The program's launch was marked by a halal culinary bazaar and the involvement of various parties, including tour operators, universities, and culinary businesses, in obtaining halal certification according to the standards of the Indonesian Ulema Council (MUI).

One developing tourist destination in Malang Regency is Gentong Mas Tourism in

Wajak District. This destination has significant potential for development into an educational and family-oriented halal tourism destination, in line with the IMTI's commitment to creating Muslim-friendly destinations. However, an in-depth analysis is needed to determine the extent to which IMTI standards have been implemented at this destination, including accessibility, prayer facilities, halal food provision, and tourism services that align with Islamic values.

Based on this description, this study is entitled "Analysis of the Implementation of IMTI Standards in the Development of Halal Tourism Destinations at Gentong Mas Tourism, Wajak District, Malang Regency." This study aims to analyze the application of IMTI parameters as a basis for halal tourism development at Gentong Mas Tourism and to identify supporting and inhibiting factors for its implementation. The results of this study are expected to contribute to the local government, tourism industry players, and the community in developing competitive and sustainable tourism destinations based on halal tourism principles.

Based on this background, the research questions can be formulated as follows:

1. How is the implementation of the Indonesia Muslim Travel Index (IMTI) standards at Gentong Mas Tourism, Wajak District, Malang Regency?
2. What factors support and hinder the implementation of IMTI standards in the development of halal tourism at Gentong Mas Tourism?
3. What is the strategy for developing the Gentong Mas Tourism destination to ensure it aligns with halal tourism principles and IMTI standards?

Literature Review

1. Halal Tourism

The concept of halal tourism is a form of innovation in the modern tourism industry based on the principles of Islamic sharia. According to Battour and Ismail (2016), the term halal refers to everything permissible in Islam and is an act permitted by Allah SWT. In the context of Islamic law (sharia), halal is one of five categories of law (al-ahkam al-khamsah) that regulate human actions: fardhu (obligatory), mustahabb (recommended), mubah (permissible), makruh (disliked), and haram (forbidden) (Faruki, 1966 in Battour & Ismail, 2016). Thus, halal tourism can be understood as all tourism activities conducted in accordance with Islamic principles and not in conflict with sharia teachings.

Utami et al. (2019) define halal tourism as a form of tourism that provides products, services, and facilities tailored to the needs of Muslim tourists and meets the requirements of Islamic law. In this sense, halal tourism focuses not only on the provision of halal food and beverages, but also encompasses various aspects such as accommodation, prayer facilities, tourist attractions, and services based on Islamic values.

The Organization of Islamic Cooperation (OIC), in its 2017 report (in Subarkah,

2018), used the term "Islamic tourism" to describe tourism that encourages humans to explore the earth to learn from and benefit from Allah SWT's creation. Other terms frequently used to describe this concept are "Halal Tourism," "Shariah Tourism," and "Muslim-Friendly Tourism." In the context of this research, the term "halal tourism" was chosen because it better represents the aspect of friendliness toward Muslim tourists and the comprehensive application of Islamic sharia values in tourism activities.

According to the Global Muslim Travel Index (Mastercard & CrescentRating, 2019 in Subarkah, 2018), halal tourism has become one of the fastest-growing industry sectors globally. This index serves as a benchmark for measuring a destination's readiness to provide tourism services that meet the needs of Muslim tourists. Furthermore, Mila Falma in Jamal et al. (2019) emphasize that the concept of halal tourism is not only oriented towards fulfilling halal and haram aspects, but also integrates noble Islamic values and local wisdom into every element of the tourism industry.

In line with this, Chookaew, in Jamal et al. (2019), stated that the primary benchmark in halal tourism is the alignment of tourism activities with sharia principles, thus necessitating halal certification as a guideline and guarantee for tourists. Therefore, halal tourism is not only a religious concept, but also a strategy for developing destinations that are ethical, sustainable, and oriented towards community welfare.

2. Indonesia Muslim Travel Index (IMTI) Standards

To strengthen global competitiveness and ensure the implementation of halal tourism principles in Indonesia, the government, through the Ministry of Tourism and Creative Economy, developed the Indonesia Muslim Travel Index (IMTI) as a national standard for measuring Muslim-friendly tourism. The IMTI is an adaptation of the Global Muslim Travel Index (GMTI) developed by Crescentrating Mastercard, using the ACES measurement model, which includes four main components: Access, Communication, Environment, and Services (Ministry of Tourism and Creative Economy, 2023).

a. Access

This parameter measures the level of ease with which Muslim tourists can reach destinations through various modes of transportation, including air, land, sea, and rail. Easy accessibility is a crucial factor in attracting tourist visits and supporting connectivity between destinations (Ministry of Tourism and Creative Economy, 2023).

b. Communication

This aspect includes the provision of information and services that facilitate Muslim tourists, such as halal travel guides, stakeholder understanding, market reach, the capabilities of halal-certified tour guides, and the effectiveness of digital marketing. Good communication strengthens the destination's image as a Muslim-friendly region (Crescentrating, 2022).

c. Environment

This parameter assesses the readiness of the destination's environment, including

domestic and international tourist arrivals, the availability of supporting facilities such as Wi-Fi at the airport, and the region's commitment to developing sustainable halal tourism (Mastercard & CrescentRating, 2021). A supportive environment will provide a sense of security, comfort, and ease for tourists in their activities.

d. Services

The service aspect has the highest weighting in the IMTI, at 45%. This component includes the availability of halal restaurants, prayer facilities such as mosques, sharia-compliant accommodations, Muslim-friendly airport facilities, and tourist attractions that showcase Islamic cultural values (Ministry of Tourism and Creative Economy, 2023). Sharia-compliant service quality is a key factor in determining the level of satisfaction of Muslim tourists.

The IMTI's assessment weighting places service as the most important aspect, followed by environment (30%), communication (15%), and access (10%). This demonstrates that the success of halal tourism development is largely determined by the quality of service and the destination's commitment to providing a travel experience that aligns with Islamic principles (CrescentRating, 2023).

Therefore, the implementation of IMTI standards is expected to serve as a practical guide for local governments, destination managers, and tourism industry players in realizing competitive, inclusive, and sustainable halal tourism destinations.

METHOD

1. Research Approach

This research uses a qualitative approach with the aim of gaining a deep and comprehensive understanding of the application of the Indonesia Muslim Travel Index (IMTI) standards in the development of halal tourism destinations in Gentong Mas Tourism, Wajak District, Malang Regency. This approach was chosen because it allows researchers to explore the meanings, perspectives, and experiences of informants directly through interactions and observations in the field (Creswell, 2018).

A qualitative approach allows researchers to explore naturally occurring phenomena without intervening or manipulating conditions in the field. Through this approach, researchers can obtain a comprehensive picture of the supporting and inhibiting factors in halal tourism development based on the IMTI standards.

2. Research Location and Subjects

This research was conducted at Gentong Mas Tourism, located in Wajak District, Malang Regency. The location was selected purposively because this destination is an educational tourist attraction with significant potential for development as a halal tourism destination.

The research subjects included:

1. Tourism managers, who provided information on policies, management, and development of tourism facilities.

2. Employees or operational staff, who provided an overview of daily tourism services and activities.
3. Tourists, both local and out of town, who provided their perceptions and firsthand experiences regarding the facilities and comfort of traveling at Gentong Mas.

3. Data Collection Techniques

1. In-Depth Interviews

Interviews were conducted face-to-face using a semi-structured interview guide to maintain the direction of the discussion while still allowing informants to openly discuss their experiences. Informants were selected using a purposive sampling technique based on their direct involvement in tourism activities in Gentong Mas.

The purpose of the interviews was to explore respondents' views, experiences, and opinions regarding: Tourism destination management and development; Halal tourism facilities and services; Challenges and opportunities for implementing IMTI standards at Gentong Mas Tourism. Interview data was recorded using a tape recorder with the informants' permission, then transcribed in full for data analysis purposes.

2. Field Observations

Observations were conducted directly by visiting and observing tourism activities at the research location. Researchers observed various aspects such as: Condition of tourism facilities (prayer areas, cleanliness, availability of halal food, and environmental comfort); Interactions between management, staff, and visitors; Educational tourism activities and the main attractions of Gentong Mas.

This observation was conducted in a non-participatory manner, where the researcher was not directly involved in tourism activities but acted as an observer, recording the actual situation in the field. The data obtained consisted of field notes, photographs, and video documentation depicting the actual conditions of the tourist destination.

4. Data Types and Sources

The data collected in this study consisted of:

1. Primary data, obtained directly from interviews and field observations with informants at Gentong Mas Tourism.
2. Secondary data, obtained from supporting documents such as tourism activity reports, official publications from the Ministry of Tourism and Creative Economy, journal articles, online news, and literature related to halal tourism and IMTI.

5. Data Analysis Techniques

Data analysis was conducted using a descriptive qualitative approach using the interactive analysis model developed by Miles and Huberman (1994). The analysis stages included:

a. Data Reduction

Data obtained from interviews, observations, and documentation were selected, categorized, and focused on aspects relevant to the research objective, namely the implementation of IMTI standards at Gentong Mas Tourism.

b. Data Display

The reduced data were then presented in narrative form, tables, or matrices to facilitate researchers' understanding of patterns, relationships, and research findings.

c. Conclusion Drawing

After all data was analyzed, researchers concluded the findings by connecting IMTI theory with actual conditions in the field. The conclusions were formulated in the form of descriptive words explaining the implementation and challenges of halal tourism development at Gentong Mas Tourism.

6. Data Validity (Trustworthiness)

To ensure data validity, researchers used triangulation techniques, which involve comparing and verifying data from various sources and methods. Triangulation was conducted on:

- a. Data sources (managers, employees, and tourists);
- b. Data collection methods (interviews, observation, and documentation);
- c. Time and setting of data collection.

With this technique, the research results are expected to have a high level of validity and reliability and provide an authentic picture of the condition of Gentong Mas Tourism in the context of halal tourism development.

FINDINGS AND DISCUSSION

Findings

Gentong Mas Tourism Overview

Gentong Mas Tourism is a tourist destination located in Sukolilo Village, Wajak District, Malang Regency. This destination offers educational and recreational tourism concepts oriented toward Islamic values. As a destination committed to developing halal tourism, Gentong Mas Tourism offers a tourism experience that not only provides entertainment but also strengthens spiritual awareness through the provision of facilities and services that comply with Islamic sharia principles.

The concept of halal tourism at Gentong Mas Tourism aligns with the definition put forward by Battour & Ismail (2016), namely tourism activities that are permitted in Islam and in accordance with Sharia law. Therefore, halal tourism encompasses not only the provision of halal food and beverages but also all aspects of services, such as accommodations, prayer facilities, and tourism activities that are friendly to Muslim tourists..

Implementation of Halal Tourism Standards Based on IMTI at Gentong Mas Tourism

The implementation of halal tourism standards at Gentong Mas Tourism can be analyzed using four main parameters from the Indonesia Muslim Travel Index (IMTI): access, communication, environment, and services. These four parameters serve as a benchmark for measuring the level of readiness and quality of halal tourism services.

A. Accessibility

Accessibility is a crucial indicator in the development of halal tourism. An interview with the owner of Gentong Mas Tourism, Mr. Joni (Head of Sukolilo Village), revealed that Gentong Mas Tourism still has limited access to air, sea, and rail transportation. However, the management has made efforts to facilitate tourist access by providing land transportation services that can be booked via WhatsApp. This step makes it easier for tourists from outside the area to reach the tourist location comfortably. However, increased collaboration with airport authorities and other public transportation operators is needed to ensure easier and more integrated access to Gentong Mas Tourism..

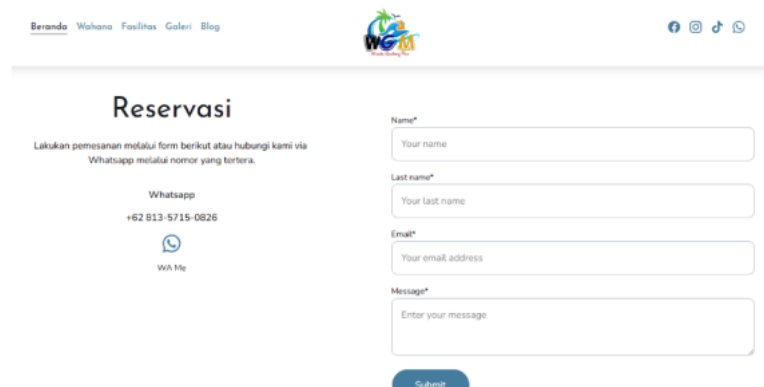
The image shows a screenshot of a web page titled 'Reservasi' (Reservation). At the top, there is a navigation bar with links: 'Beranda', 'Wahana', 'Fasilitas', 'Galeri', and 'Blog'. To the right of the navigation bar is a logo for 'Gentong Mas' and social media icons for Facebook, Instagram, Twitter, and YouTube. Below the navigation bar, the main heading is 'Reservasi'. Underneath this heading, there is a text prompt: 'Lakukan pemesanan melalui form berikut atau hubungi kami via Whatsapp melalui nomor yang tertera.' (Make a reservation through the following form or contact us via WhatsApp through the number listed below). Below this text, there is a WhatsApp icon and the number '+62 813-5715-0826'. To the right of this information is a 'WA Me' button. Further to the right is a form with four input fields: 'Name*' (with a sub-label 'Your name'), 'Last name*' (with a sub-label 'Your last name'), 'Email*' (with a sub-label 'Your email address'), and 'Message*' (with a sub-label 'Enter your message'). At the bottom of the form is a blue 'Submit' button.

Figure 1. features provided to make reservations easier

B. Communication

Communication is a crucial element in developing halal tourism because it directly relates to information and interactions between managers and tourists.

1. Muslim Visitor Guide

Gentong Mas Tourism has provided a physical guide for Muslim visitors, but does not yet have an interactive digital map accessible online. This remains an opportunity for development within the context of the digitalization of halal tourism.

2. Stakeholder Understanding

Interviews indicate that stakeholders, such as tour guides and local business owners, do not yet fully understand the concept of halal tourism. Education and training from the Tourism Office are urgently needed to improve their competency.

3. Market Reach

Gentong Mas Tourism has been visited by both domestic and international tourists, including tourists from Australia. This indicates that this destination has the potential to attract non-Muslims seeking to enjoy nature-based tourism and local culture.

4. Tour Guides

Some tour guides already have official certifications, while others are still in the process of being legalized. Efforts to improve competency and legality through collaboration with the Tourism Office are ongoing to maintain professional service

Analysis of the implementation of the indonesia muslim travel index (imti) standard in the development of halal tourism destinations at gentong mas tourism ...



Figure 2. one of the Gentong Mas tour guide certificates

5. Digital marketing

Gentong Mas Tourism actively utilizes social media platforms such as Instagram and TikTok for promotion. This strategy has proven effective in attracting the interest of the younger generation and increasing the destination's popularity in the digital realm.

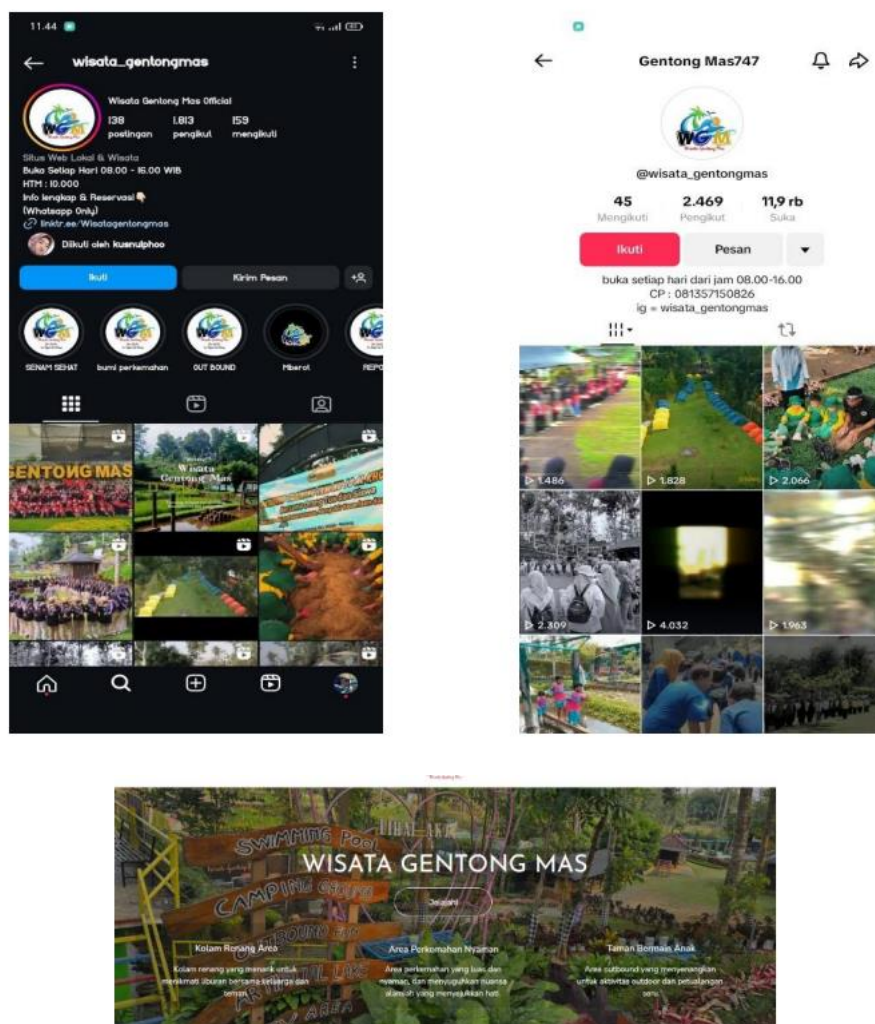


Figure 3. Digital platforms used to promote tourism

C. Environment

The halal tourism environment encompasses not only cleanliness and beauty, but also sustainability and comfort for tourists.

1. Domestic and International Tourist Arrivals

Gentong Mas Tourism continues to experience an increase in domestic tourist visits and has begun to gain recognition among international tourists. Digital marketing strategies through social media and online platforms are one of the factors supporting this increase in visits.



Figure 4. Domestic tourists

2. Wi-Fi Availability

Internet connectivity at Abdul Rachman Saleh Airport helps tourists access information about Gentong Mas Tourism. However, the tourism management still needs to expand the Wi-Fi network in the tourist area to make it easier for visitors to access information while on-site.

3. Commitment to Halal Tourism

Gentong Mas Tourism has a strong commitment to Sharia principles, as evidenced by the presence of halal-certified stalls and vendors and efforts to maintain a clean, safe, and Muslim-friendly tourist environment.

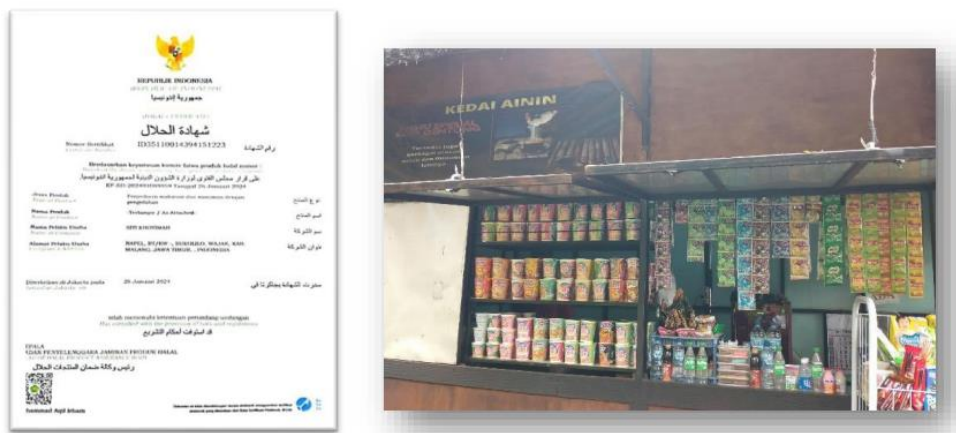


Figure 5. Halal certification, and stalls that have been halal certified

D. Services

The service aspect is the most heavily weighted component in the IMTI because it determines the quality of the tourist experience.

1. Halal Restaurant

Gentong Mas Tourism has the Lumpang Alu Café, which is halal-certified and serves a variety of menus in accordance with Sharia standards.

2. Prayer Facilities

A prayer room is available with ablution facilities and a clear direction to the Qibla. However, the cleanliness and location of the prayer room still need to be improved to make it more accessible and comfortable to use.

3. Airport and Promotion

Gentong Mas Tourism has been promoted in collaboration with the Tourism Office, including banners and promotional materials at Abdul Rachman Saleh Airport.

4. Sharia Hotels/Homestays

Gentong Mas Tourism provides homestays with halal facilities and a natural setting. However, improvements are needed to ensure private bathroom facilities and separate ablution areas in accordance with Sharia.

5. Islamic Tourism Attractions and Education

There are educational programs on planting and halal camping, which are not only entertaining but also instill Islamic values about preserving nature. Islamic cultural attractions can be displayed according to tourists' requests, such as calligraphy art and traditional Islamic music.

Discussion

The research results show that Wisata Gentong Mas has gradually implemented halal tourism principles in accordance with the parameters of the Indonesia Muslim Travel Index (IMTI). The service and environmental aspects are the most prominent components, particularly the provision of halal facilities and commitment to Islamic values.

However, accessibility and digital communication aspects still need to be strengthened through the development of integrated transportation, digital maps, and training for stakeholders. Implementation of this strategy is expected to increase Wisata Gentong Mas's competitiveness as a leading halal tourism destination in Greater Malang.

CONCLUSION

Based on research conducted on the implementation of halal tourism standards at Gentong Mas Tourism, it can be concluded that this destination has strived to implement various important aspects in accordance with halal tourism principles. In general, these implementations include the provision of prayer facilities, halal restaurants, and tourism services oriented towards Islamic sharia values. These efforts demonstrate the management's commitment to creating a

tourist environment that is both welcoming to Muslim tourists and appealing to the general public.

In terms of accessibility, Gentong Mas Tourism still faces several obstacles, particularly in terms of air, sea, and rail transportation. This limited access has the potential to hinder the arrival of tourists from outside the region. Despite this, land transportation services are readily available and serve as the primary alternative to access the tourist site. However, the management of this transportation system still needs to be improved to make access to the destination more efficient and comfortable for visitors.

In terms of communication, Gentong Mas Tourism has provided a physical guide for Muslim visitors but has not yet developed a more modern and accessible digital guide system. Furthermore, stakeholders' understanding of the halal tourism concept remains suboptimal. This is reflected in the limited number of services and facilities that fully comply with halal standards, including the legality and certification of tour guides. Nevertheless, in terms of digital marketing, Gentong Mas Tourism has shown progress through the use of social media and online platforms to expand its promotional reach to both domestic and international tourists.

Environmentally, Gentong Mas Tourism has seen an increase in the number of tourists, both domestic and international. This destination is also committed to developing halal tourism by providing halal-certified food and raising public awareness of the importance of tourism based on Islamic values. However, several supporting facilities, such as the Wi-Fi network in the tourist area, still need to be optimized to ensure comfort and easy access to information for tourists.

Meanwhile, in terms of services, Gentong Mas Tourism already has various facilities that support the implementation of halal tourism, including halal restaurants, representative places of worship, and accommodations for Muslim tourists. However, several challenges remain that need to be addressed, such as the lack of Sharia-compliant private bathrooms in homestays and the need for attention to the cleanliness of prayer rooms. Furthermore, Islamic culture-based tourist attractions have not been developed sustainably and are still operated based on tourist demand.

Overall, Gentong Mas Tourism has shown positive progress in implementing the halal tourism concept at the local level. However, to achieve ideal halal tourism destination standards, improvements in accessibility, digital communication, and strengthening the quality of services and supporting facilities are required in accordance with sharia principles

ACKNOWLEDGEMENTS

The author would like to express the highest gratitude to Allah SWT for His blessings and guidance that enabled the completion of this research entitled *"Implementation of Halal Tourism Standards at Gentong Mas Tourism Destination."* This research would not have been possible without the support and encouragement from many individuals and institutions. Sincere thanks and appreciation are extended to:

1. **Mrs. Eny Widayawati, S.AB., M.AB.**, the advisor, for her valuable guidance, constructive feedback, and continuous support throughout this study.
2. The **management and staff of Gentong Mas Tourism**, as well as all the visitors who kindly participated as respondents.

3. Fellow students and colleagues from the Business Administration Study Program for their assistance and encouragement.
4. The author's beloved family for their endless love, patience, and prayers.

The author fully realizes that this study is still far from perfect; therefore, constructive suggestions are sincerely welcomed for improvement. It is hoped that this research can contribute to the development of halal tourism in Indonesia, especially at Gentong Mas Tourism Destination.

REFERENCES

- Abrori, M. (2020). Potensi dan Pengembangan Wisata Halal di Indonesia. *Jurnal Pariwisata Nusantara*, 5(2), 45–56.
- Battour, M., & Ismail, M. N. (2016). Halal Tourism: Concepts, Practices, Challenges and Future. *Tourism Management Perspectives*, 19, 150–154.
- Crescentrating. (2022). *Global Muslim Travel Index Report 2022*. Mastercard-Crescentrating Pte. Ltd.
- Jamal, A., Falma, M., & Chookaew, S. (2019). Integrating Islamic Values in Tourism Development: Toward Sustainable Halal Tourism. *Journal of Islamic Marketing*, 10(3), 789–804.
- Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia. (2023). *Indonesia Muslim Travel Index (IMTI) 2023 Report*. Jakarta: Kemenparekraf RI.
- Mastercard & CrescentRating. (2019). *Global Muslim Travel Index 2019*. Singapore: CrescentRating.
- Subarkah, M. (2018). Wisata Halal dalam Perspektif Islam dan Ekonomi Syariah. *Jurnal Ilmiah Ekonomi Islam*, 4(1), 67–75.
- Utami, R., Fadilah, N., & Sari, E. (2019). Halal Tourism as a New Paradigm of Tourism Industry in Indonesia. *Journal of Tourism Development*, 8(2), 101–113.