

## Development of Muslim-Friendly Service Standardization In The Halal Tourism Industry in Indonesia

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**ABSTRACT:** *The demand for halal tourism in Indonesia and even the world is very large; the government must utilise the potential to attract public interest in halal tourism. To explore the great potential of halal tourism, it must begin to provide products, facilities, and infrastructure to meet the needs of Muslim tourists with Muslim-friendly services. The aim of this research is to compile the development of standardisation services in halal tourism through halal tourism practice in Indonesia. The object of this study is the need for standardisation of Muslim-friendly services in terms of access, service, and provision of tourist facilities. This research is qualitative research using a descriptive approach. The study of literature (library research) by collecting journals that follow the research topic and analysing using data grouping, data reduction, data presentation, and conclusion. The results of this research state that many standardisation Muslim-friendly services. The standards must exist in halal tourism; in addition, these services or facilities, if possible, must be MUI certified so that tourists feel calm in using or using halal products.*

Permintaan wisata halal di Indonesia bahkan dunia sangat besar; pemerintah harus memanfaatkan potensi tersebut untuk menarik minat masyarakat terhadap wisata halal. Untuk menggali potensi besar wisata halal harus mulai menyediakan produk, sarana, dan prasarana untuk memenuhi kebutuhan wisatawan muslim dengan pelayanan ramah muslim. Tujuan dari penelitian ini adalah untuk menyusun pengembangan standarisasi pelayanan pariwisata halal melalui praktik pariwisata halal di Indonesia. Obyek penelitian ini adalah perlunya standarisasi pelayanan yang ramah muslim dalam hal akses, pelayanan, dan penyediaan fasilitas wisata. Penelitian ini merupakan penelitian kualitatif dengan menggunakan pendekatan deskriptif. Studi kepustakaan (library research) dengan cara mengumpulkan jurnal yang sesuai dengan topik penelitian dan menganalisisnya menggunakan pengelompokan data, reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian ini menyatakan bahwa banyak

standarisasi layanan ramah Muslim. Standarnya harus ada dalam pariwisata halal; Selain itu, pelayanan atau fasilitas tersebut bila memungkinkan harus bersertifikat MUI agar wisatawan merasa tenang dalam menggunakan atau menggunakan produk halal.

**Keywords:** *Halal Tourism Service, Halal Industry, Friendly Service.*

## I. INTRODUCTION

Indonesia is a multiracial country with Islam as the greatest religion; the ratio is approximately 87.18 Muslims out of 207,176 million people. Many halal industries include halal food, fashion, pharmaceuticals, cosmetics, tourism, and others (Samori & Sabtu, 2014). Halal tourism has enthusiasts who continue to experience growth (Battour et al., 2011). To explore and expand the power of halal tourism, countries (both Muslim and non-Muslim countries) have begun to provide and develop tourism products, facilities, and infrastructure to fulfil the demand of Muslim tourists. However, there are still many business people and parties involved in the tourism sector who are constrained in understanding (both products, facilities, and infrastructure) of halal tourism (El-Gohary, 2016)

A press release by the Minister of Tourism and Creative Economy explained that the tourism sector had a greater contribution and impact in recent years on the national economy. It happened when the national economy faced a global crisis when revenues from the export sector declined. The increase in the tourism sector, which initially was from 10% to 17% of the total exports of goods and services in Indonesia and became the hugest foreign exchange contributor, increased from rank 5 to rank 4 with foreign exchange earnings of 10 billion USD. In addition, the contribution of rising tourism directly to G.D.P. has reached 3.8%. So if you consider the multiplier effect, tourism's contribution to G.D.P. is around 9%. For example, the labour's absorption in this sector has also reached 10.18 million people or 8.9% of the total number of workers, making it the fourth largest workforce creator sector. (Minister of Tourism and Creative Economy Press Release, 2014, quoted in Gilang Widagdyo, 2015)

The tourism sector plays a significant role in the worldwide economy because it is a contributor to job growth and economic growth in any country. So that tourism can also be seen as one of the most significant sources of Gross Domestic Product (G.D.P.). A rising in Muslim tourists is a chance and a challenge to improve the tourism sector (Satriana & Faridah, 2018).











Tourism destinations are developed based on potential tourist attractions that are developed synergistically with the development of tourist facilities, public facilities, accessibility/infrastructure, and community empowerment in a complete and sustainable system. In the context of developing tourism destinations, there are some potential Indonesia's strengths to be able to develop as a competitive and sustainable tourism destination (Kementerianian Pariwisata dan Ekonomi Kreatif, 2020)

Halal tourism is closely related to Islam because every Muslim will travel for several reasons, some of which are due to the demands of Sharia itself, such as Hajj and Umrah. (El-Gohary, 2016) with the result that halal tourist destinations for Muslims are friendly destinations for tourists, especially Muslims; tourist destinations and supporting facilities

must comply with halal standards from the MUI, which aims to create halal tourist destinations that are friendly for Muslim tourists and under Sharia. (Jaelani, 2017a).

Halal tourism in Indonesia has good economic future prospects as part of the national tourism industry. The tourism industry aims not only to provide material and psychological aspects for tourists themselves but also to have a contribution to increasing government revenues, especially local governments. Halal tourism is not exclusive but inclusive for all tourists (Muslim and Non-Muslim). The essence of halal tourism prioritises Sharia principles in tourism management and courteous and friendly service to all tourists and the surrounding environment. Therefore, to realise Indonesia as the mecca of world halal tourism, the development strategy is directed at fulfilling the tourism competitiveness index as the main indicator, including infrastructure improvement, promotion, preparation of human resources, and capacity building of tourism business actors. (Jaelani, 2017b). This is supported by the O.I.C. (Organization of Islamic Cooperation) destination ranking table below:

### TOP 10 OIC DESTINATIONS

RANK	GMTI 2019 RANK	DESTINATION	SCORE	CHANGE
1	1	Malaysia 	78	0
1	1	Indonesia 	78	1
3	3	Turkey 	75	1
4	4	Saudi Arabia 	72	1
5	5	United Arab Emirates 	71	-3
6	6	Qatar 	68	0
7	7	Morocco 	67	3
8	8	Bahrain 	66	0
8	8	Oman 	66	1
10	10	Brunei 	65	1

**Figure 1.** Top 10 Organisation of Islamic Cooperation Destinations  
Source: (Mastercard & CrescentRating, 2019)

For the first time since the launch of the Index, Malaysia will share the top position with another destination, Indonesia. Indonesia's lift in ranking reflects its efforts to educate the industry on the opportunities the Muslim travel market presents. Turkey has also risen to the third position.

Malaysia occupies the top position for the O.I.C. countries' destinations; next is Indonesia. This is proof that Indonesia can compete in terms of halal tourism. So it is necessary to increase the facilities, access, and standardisation needed in building halal tourism.

Previous research by Novitaria explained that some weaknesses still need to be improved, including the absence of guarantees of halal food products, the unavailability of adequate public transportation to get to tourist attractions, and not yet established cooperation between the government and managers optimally. Halal tourism in Lampung Province has an opportunity because there is no halal tourism in the Lampung area, and it answers the needs of the Muslim community for halal tourism in Lampung. (Noviarita et al., 2021)

The study (Zulfikar Darussalam et al., 2021) states that development can also be carried out through improving facilities and infrastructure, which are prerequisites and characteristics of Halal Tourism. So that infrastructure facilities are important to support the progress of halal tourism.

Until now, there has been no standardisation regarding the main principles or conditions of halal tourism that have been agreed upon, and little literature or research discusses this matter. (El-Gohary, 2016, quoted in Satriana & Faridah, 2018). So this research aims to compile the development of standardisation services in halal tourism through halal tourism practice in Indonesia. Therefore, this paper tries to explain to what extent the increase in halal standardisation for halal tourism has been described by previous research and what standardisation improvements must exist in halal tourism.

## II. METHOD

This qualitative research uses a descriptive-analytic approach by going through the literature study and collecting appropriate journals related to the research topic. Descriptive research (descriptive research) says This because this research is intended to explore or clarify a social phenomenon or reality which exists. Descriptive research seeks to describe several variables related to the problem and the units that were researched. (Samsu, 2017), and it's carried out only based on written works, including the research results, both published and unpublished or by collecting some books and journal magazines related to the problem and research objectives (Melfianora, 2019).

Data in this research is sourced from journal documentation that follows the topic; the focus of research in this paper is on the development of halal tourism services in Indonesia. Data collection method in this study through documentation and collecting appropriate journals related to the research topic. The analytical method used in this research is interactive analysis with three analysis components, namely data reduction, data display, and conclusion (Sugiyono, 2013).

In the first stage, the researcher used a method of data reduction. It is explained that data analysis by reducing data is the process of organising data. The process of arranging the order of data is then organised into pattern units, categories, and basic description units. Process This categorisation is done through data coding. Coding technique or Data coding is intended to facilitate researchers in analysing findings.

After doing data reduction, the next step that the researcher takes is to display data. By displaying data, it will make it easier for researchers to understand the research results. And last, conclude.

### III. RESULT AND DISCUSSION

#### Halal Tourism

At this time, Islamic countries in the Middle East have enormous potential to develop halal tourism. Along with its many social cultures and historical attractions, this area also has a lot of ancient heritage (Bon & Hussain, 2010); Indonesia became a country with the largest Muslim population, social-cultural, historical attractions, ancient heritage such as guardian tombs, and cultural heritage. There is one attraction to visit. Muslim tourists visit.

According to Barreto and Giantari (Barreto & Giantari, 2016) Tourism development is an effort to develop or advance the tourist attraction so that the tourist attraction is better and more attractive in terms of places and objects in it to be able to attract tourists to visit it. Attractive tourism is the main reason for tourism development in a tourism area, both locally and regionally, or the national scope of a country is closely related to economic development. Region or country. Tourism development in a tourist destination will always be calculated with the benefits and benefits for many people.

In Indonesia, the term halal tourism is defined as a pilgrimage related to the religion, history, customs, and beliefs of people or groups in society. Many of these trips are carried out by individuals or groups, to the holy places, to the graves of great men, guardians, and noble leaders, to the holy places, to the funerals of legends or leaders, and then to the destination. The group leader invites members for safety during the journey. pray. Before arriving at the destination, the pilgrim group briefly introduced the people they will visit. When they arrived at the place, the pilgrims read the greeting, *sholawat*, and Yasin and *tahlil* together and then ended with prayer. Islamic tourism is also interpreted as religious tourism, which is an activity that enriches religious insights and deepens our spiritual consciousness. So this journey is to satisfy the spiritual desire and let the tired soul be wetted by religious wisdom again. According to insiders, this trip was not a simple trip to entertainment venues and other ordinary trips just for fun and alleviating mental fatigue, but a journey full of spiritual joy that can only be experienced in person. (Falikhatun & Setyowati, 2020).

The word "halal" means something allowed and used, in other words, legal or valid. The concept of halal in Islam has a specific purpose: to preserve the sanctity and purity of religious teachings, maintain the Islamic mentality, preserve life, protect property, protect future generations, and maintain self-respect and integrity. In addition, the definition of halal refers to all aspects of life and permissible behaviour. To be clear, here are the details of the differences between conventional tourism, religious tourism, and sharia tourism (Jaelani, 2017b).

**Table 1. The differences between conventional tourism, religious tourism, and sharia tourism**

No	Item	Conventional	Religious	Sharia
1	Object	Nature, culture, heritage, Culinary	Worship place, historical heritage	All object
2	Destination	Entertain, holiday, vacation, spend time	spirituality	Increase the spirituality by entertaining

3	Target	Touching satisfaction and pleasure that has the dimension of lust, just for entertainment	Spiritual aspects can calm the soul. Just looking for inner peace	Fulfilling desires and pleasures and fostering religious awareness
4	Guide	Understanding and mastering information so that it can attract tourists to tourist objects	Mastering the history of figures and locations that are tourist attractions	Making tourists interested in the object as well as awakening the religious spirit of tourists. Able to explain the function and role of Sharia in shaping happiness and inner satisfaction in life
5	facilities	Just a compliment	Just a compliment	Being an integral part of the tourism object, the ritual of worship is part of the entertainment package
6	Food	General and public	General and public	Halal
7	Relations with the Community in the Tourism Object Environment	Complementary and purely for profit	Complementary and purely for profit	Integrated interaction based on Sharia principles
8	Travel planner	Ignoring time	Attention the time	Attention the time

### Halal Tourism Potential and Halal Tourism Development

Halal tourism can be used as alternative tourism to increase the economy of the market potential that continues to improve in the number of foreign tourist visits to Indonesia recorded from 2013 to 2016 visit to Indonesia in a row of 8.8 million, 9.4 million, 10.4 million, and 12.2 million. While Muslim tourists in the same year are 1.7 million, 2 million, 2.2 million, and 2.5 million. It shows that good tourist visit to Indonesia has increased, but the thoughts of this lawful tourist are not only meant for Muslim tourists, but non-Muslim tourists can also enjoy products, facilities, and services of halal tourism (Subarkah, 2018).

As the country with the most Muslim population in the world. Indonesia has been trying to continue to increase Sharia tourism in the country. Indonesia's tourism competitiveness is currently ranked 50th in the world, from previously located at position 70. Indonesia continues to strive to be the best, so in 2019 Indonesia is targeted to be in position 30. Statistical information on foreign tourists at the Ministry of Tourism of the Republic of Indonesia noted that foreign tourist arrivals from 19 main entrances in 2015 were 9 420 240 people, and the period January–December 2016 reached 10 405 947 people. It also means that tourist visits have grown by 10.46% ([www.kemenpar.go.id](http://www.kemenpar.go.id)). Meanwhile, the Head of the National Development Planning Agency (Bappenas), Bambang Brojonegoro, explained that the growth in the number of foreign tourists was 21.2% in the third quarter of 2015 – the third quarter of 2016. The average number of foreign tourist visits in the third quarter of 2016 was 1,023,793. Visits, and is the highest based on monthly tourist attendance statistics. As a result, tourism zones consistently become the largest foreign

exchange earner for Indonesia (Bappenas, 2016). Tourism in 2013 reached 10.0541 million U.S. Dollars; on the contrary, in 2016, it jumped 11.761.7 million U.S. Dollars. Therefore, Bappenas has designed the development of a tourism zone, which shows consistency in the direction of development until 2025, developing tourism so that it can encourage economic activity and improve Indonesia's image, improve the welfare of residents, and share the expansion of job opportunities. Bambang Brojonegoro (2016) emphasises that tourism development is tried by using the diversity of the charm of natural beauty and national capabilities as the largest marine tourism area in the world. Not only that, it urges economic activities that are linked to the development of the nation's culture. Other policies include guaranteeing the position of tourist destinations, creating local economies and residents' behaviour, facilitating services for visiting tourists, promoting human resources and Indonesian tourism, and developing ten priority priorities (Jaelani, 2017b).

Several non-Muslim destinations, such as Japan, the Philippines, and Brazil, offer destinations that can solve the problems of Muslim tourists. Like business associations, travel agencies in Japan and the Philippines organise seminars on tourism industry training to satisfy the needs of Muslim tourists. In Japan, there are many places of worship at airports and restaurants that offer halal food. Public guides that show places of halal food and places of worship can also be identified easily (Battour & Ismail, 2016). Now practices related to halal tourism have been widely observed and have been applied in several destinations that are used as benchmarks to attract Muslim tourists or to market Muslim-friendly destinations. For example, many Sharia hotels are developing in several Muslim or non-Muslim destinations that promote that the hotel is a hotel that is friendly to the needs of Muslim tourists (Muslim Friendly). (Carboni et al., 2014).

So that tourism development is a series of efforts undertaken with the aim of creating a potential integration contained in an area in the use of various tourism resources in integrating all forms of aspects outside of tourism that are related directly or indirectly to the continuity of tourism development, which is to develop, improve, and improve the tourism conditions of an object and tourist attraction so that it is able to become established and crowded to be visited by tourists and able to provide a good benefit for the community around the object and attraction and will further become a source of income for the government.

There are many major barriers to economic growth that developing countries face today. These include a balance of payments deficit, high unemployment, fragile environmental systems, depletion of scarce and non-renewable natural resources, and the resulting social and political instability. Therefore, they are always looking for new and creative ways to improve economic and social well-being.

### **Halal standardisation in the tourism industry**

Halal tourism is a legal action of integrating Islamic values into all aspects of tourism activities because the value of Islamic law is the core of a belief and belief held by Muslims and becomes a guideline in carrying out tourism activities by paying attention to the base values of Muslims in the implementation of activities ranging from accommodation and restaurants to tourist activities which always refer to Islamic norms (Haerisma, 2018). Muslim tourists have more special needs than tourists in general. Several needs of Muslim tourists, which become essential according to their religious teachings when travelling,

consist of basic elements that must be met, among others: first, tourism service managers "need to have" halal food services and prayer facilities. Second, the tour service manager would be "good to have" a bathroom with facilities for ablution and services for the month of Ramadan. Third, tourism service managers would be "better if they had" recreational facilities that provide private services, such as separate swimming pools for men and women and no non-halal activities (Bahammam, 2012).

Research by the Ministry of Tourism, together with CrescentRating in 2018, to develop an index that aims to provide standards and measures of growth for provincial areas designed for halal tourism in Indonesia. This index is called the Indonesia Muslim Travel Index (IMTI), which was introduced at the first in June 2018 in Jakarta. The measurements used by IMTI are adapted from the ACES GMTI model, along with the description of the sub-criteria, namely (Destiana & Sunu Astuti, 2019):

1. Access consists of air access, rail access, sea access, and road infrastructure.
2. Communication consists of Muslim tourist guides, stakeholder socialisation, outreach, language skills for tour guides, and digital marketing.
3. The environment consists of domestic tourist arrivals, international tourist arrivals, Wi-Fi coverage at airports, and halal tourism commitments.
4. Service consists of halal restaurants, mosques, airports, hotels, and attractions.

Because tourism destinations are consumer products, and visitors or tourists are consumers who buy a variety of tourism products and services, according to (Mastercard & CrescentRating, 2019; Destiana & Sunu Astuti, 2019), there are nine basic needs of Muslim tourists when travelling, including:

1. Halal food is the most crucial service when Muslims travel. Therefore it takes halal food and beverage certification that can be known by all Muslim tourists so that Muslim tourists have no doubts about consuming food and drinks.
2. Worship facilities are an important element because to fulfil the obligatory worship activities of praying five times a day, and people join their prayers. So the Muslims need a prayer room with Qibla directions and ablution facilities.
3. Bathroom with water faucet facilities. For Muslims, this facility is needed Muslims because water is a means for purification and cleansing. Both of these are core aspects of faith.
4. There is no Islamophobic sentiment; like other general tourists, Muslim tourists also need security and safety guarantees at their intended tourist destinations. With this sentiment, Muslim tourists will be prevented from visiting tourist attractions. So safety is very urgent.
5. Social causes, social justice is one of the principles of one's faith, including in this social justice is awareness and empathy for oneself, others, and the environment.
6. Ramadan services Although Muslim tourists tend not to travel during the month of Ramadan, many Muslims want to spend Ramadan outside their homes, especially if the month coincides with the school holidays. The inn manager can provide halal food for breaking the fast or eating *sahur*.
7. Travel experiences related to Muslim life, unique experiences related to Muslim culture and identity, such as Islamic cultural sites, or interacting with local Muslim communities.
8. Private recreational facilities, recreational facilities that provide privacy for men and women, are one of the choices of certain Muslim tourists.

9. There is no non-halal service, so we prefer to avoid facilities that do not serve alcoholic beverages, discotheques, or adjacent to gambling resorts.

While according to (Ferdiansyah, 2020), halal tourism services in Indonesia can be applied as follows:

1. Development of family-friendly destinations, Prioritising regional tourism places destinations as the best halal tourism destinations such as Lombok and Aceh that ensure a tourist area free from alcoholic beverages and separating the Brotherhood and Sisters in public tourist places.
2. The development of Muslim-friendly services and facilities and the availability of Muslim-friendly services such as sharia hotels, places of worship, halal food, and purification places with clean and flowing water are urgent elements in halal tourism services.
3. Development of halal awareness and destination marketing, with halal certification from MUI, Muslim tourists will feel safe, comfortable, and hygienic in consuming goods or services.

The implementation of halal tourism development in Indonesia must implement elements of family-friendly facilities, Muslim-friendly services, and facilities aware of Halal. Besides that, a destination marketing program can integrate utilising the concept of smart tourism by building elements of informativeness, accessibility, interactivity, and personalisation for Muslim tourists.

In travelling, we often need hotels, places of worship, and others that can facilitate the activities of a Muslim, such as hotels that must be attractive and follow the provisions of Sharia hotels. As described in (Samori & Sabtu, 2014), they are:

- a. Availability of halal food and not providing unlawful food or drink, such as alcohol and others.
- b. Al-Quran, prayer mat, and Qibla direction are available.
- c. The bed and toilet are not facing the Qibla.
- d. Places of worship are available inside and outside the hotel.
- e. No inappropriate entertainment or performances.
- f. Some of the staff are Muslim with Islamic clothes.
- g. There is a beauty room (salon), recreational facilities, and a separate swimming pool for men and women.
- h. There are separate rooms or floors for unmarried men and women.
- i. Some rules regulate the visitor's suit.
- j. No gambling, no alcohol, in the lobby and restaurant of the hotel or inn
- k. No prohibited foods and drinks are stored in the refrigerator.

The service mentioned above was responded to positively by one of the Regional Governments in Indonesia, the N.T.B. government, which was appointed as a halal tourism destination. Besides that, N.T.B. also received the World's Best Halal Beach Resort Winner: Novotel Lombok Resort & Villas and the World's Best Halal Honeymoon Destination Winner. : Sembalun Valley Region, West Nusa Tenggara, in response to the development of halal tourism, the N.T.B. government has established regulations as guidelines and legitimacy in the implementation of halal tourism, it evidenced in the issuance of Governor Regulation Number 51 of 2015 concerning Halal Tourism which strengthened by regulations N.T.B. Province Number 2 of 2016 Regarding Halal Tourism (Hamzana, 2018).

The Regional Regulation requires that Regional Government provide legal protection and create a conducive climate. This includes the opening of equal opportunities in business, facilities, and legal certainty. The regulation also states the existence of halal tourism is a concept that integrates sharia values into tourism activities through the provision of facilities and services following sharia provisions (Attachment to the Regulation of the Governor of West Nusa Tenggara Number 48 of 2015 concerning Halal Tourism). So that tourists have legal protection because they can still carry out obligations based on religious guidance while still being able to carry out tourism activities.

In addition to prioritising aspects of economic improvement, the N.T.B. Regional Regulation No. 2 of 2016 also guarantees services to tourists that they can enjoy tourist visits safely, halal and can also obtain convenience for tourists and managers in tourism activities (Hamzana, 2018). Other aspects that support the halal tourism industry have been explicitly stated in the DSN MUI Fatwa, which includes tourist destinations containing Sharia values, Sharia travel bureaus, Sharia hotels, Sharia tour guides, and Sharia supporting businesses (Sharia banks, Sharia spas, Sharia insurance, and so on). To make it easier to list the standardisation of tourism services, see the following table:

**Tabel 2. Muslim Friendly Service Standardization In The Halal Tourism Industry**

No	Item	Descriptions
1	Access	Halal tourism destinations must have land transportation, sea transportation, and air transportation. Especially access to land transportation must be equipped with Muslim-friendly infrastructure. adequate, safe, and comfortable travel accommodation and access,
2	Communication	Consists of Muslim tour guides, stakeholder socialisation, language skills for tour guides, and the relationship between the community and tourists.
3	Environment	Must support halal tourism with the availability of Muslim-friendly facilities and a commitment to maintaining halal tourism both from tourists and residents. No sentiment islamophobic There is a guarantee of safety for all tourists  If Some of the staff are Muslim with Islamic clothes.
4	restaurant	Providing halal food and drinks There is a halal logo Islamic food management There are services during Ramadan, especially at iftar and sahur
6	Worship places	There are Mosque/ mushalla There is a Qibla direction There is a place for ablution with a running faucet available al-Quran, prayer mats
7	Bathroom	There is a place for ablution with a running faucet Toilets are not facing the Qibla There are separate toilets for men and women
8	hotels	Hotel syar'i

		There are separate rooms or floors for unmarried men and women
		There is a Qibla direction in the room
		No inappropriate entertainment or performances
		No non-halal services, such as alcoholic beverages, discotheques, or adjacent to gambling resorts.
		There are separate places between men and women, such as swimming pools
9	Development of halal awareness	with halal certification from MUI, Muslim tourists will feel safe, comfortable, and hygienic in consuming goods or services.

#### IV. CONCLUSION

The concept of halal tourism is a breakthrough that has a large market share both in Indonesia and abroad; this has grown from year to year, as evidenced by the selection of one of the destinations in N.T.B. as a halal tourist destination by getting the World's Best Halal Beach Resort Winner award: Novotel Lombok Resort & Villas, and World's Best Halal Honeymoon Destination Winner: Sembalun Valley Region, West Nusa Tenggara. With these developments until now, many studies have examined the development of Muslim-friendly halal tourism services. Until now, several service standards must exist in halal tourism, including:

In addition, some of the services or facilities above must be MUI certified so that tourists feel calm in consuming or using halal products. This must be jointly supported by the government and the leadership of each region by synergising to issue regional and provincial regulations related to halal tourism.

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