

Comparative Analysis of Halal Tourism Management in Indonesia and China: Implementation, Challenges, and Opportunities

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Abstract: This study explores the implementation of halal management principles in the tourism industry in Indonesia and China as representatives of Muslim majority and minority countries. The main goal is to compare the effectiveness of regulations and infrastructure readiness and identify challenges and opportunities in developing halal tourism destinations. The study uses a qualitative, literature-based approach, analyzing regulatory documents, industry reports, and academic publications. The results of the analysis show that Indonesia adopts a regulation-based model with the support of national halal certification and halal industrial zones. At the same time, China prioritizes a market-based approach in areas with significant Muslim populations. Both countries face obstacles without global halal standards and limited provision of halal services in major destinations. This study highlights the importance of cross-sector collaboration, digital innovation, and policy harmonization to strengthen the competitiveness of global halal destinations. The contribution of this research lies in providing a comparative analysis that enriches the halal management literature and offers practical strategies for developing sustainable halal tourism.

Keywords: Halal tourism; Halal regulations; Sharia compliance; Indonesia; China

1. Introduction

The halal tourism industry has grown rapidly in recent decades, driven by the increasing number of Muslim travelers seeking Shariah-compliant destinations (Amalia et al, 2024; Hasan, 2024; Sulong et al, 2024; Rukmi Dewi et al, 2024). The Global Muslim Travel Index (GMTI, 2021) The report shows that Indonesia and China occupy strategic global halal tourism market positions. Indonesia has developed various policies and infrastructure supporting this industry as a country with the largest Muslim population. China, although the majority of its population is not Muslim, has been actively developing its halal tourism sector to attract Muslim tourists, especially from Middle Eastern and Southeast Asian countries (Adinugraha & Sartika, 2022). This phenomenon reflects a paradigm shift in the tourism industry, where halal services are essential in attracting the global market. Given the differences in characteristics between Muslim-majority and minority countries in developing halal tourism, Table 1 presents the data that underlie the importance of comparative analysis between Indonesia and China.

Table 1. The development of halal tourism in Indonesia and China

Aspects	Indonesia	China
Global Muslim Travel Index (GMTI) 2023 Ranking	World Ranking 1	Not in the top 10



Number of Muslim Travelers	Significantly improved since 2015; reached GMTI rank 1 in 2019	It attracts many Muslim tourists every year, nearly 200 million domestic Muslims
Supporting Facilities	Development of halal tourism destinations with Muslim-friendly facilities	The presence of Islamic Associations that play a role in attracting Muslim tourists
Contribution to GDP	Foreign exchange earnings reached USD 13 billion, contributing to a GDP of USD 57.9 billion	Specific data on halal tourism's contribution to GDP is not available

Source: Fadhlán & Subakti (2022) and Pascal (2025).

Halal tourism at the global economic level is necessary for Muslim travelers and a financial opportunity for Muslim and non-Muslim countries (Aji et al., 2021). Indonesia has implemented various regulations and policies related to halal tourism, including halal certification for hotels, restaurants, and other tourist facilities (Wibawa et al., 2023). China has adopted a more pragmatic approach by customizing services in regions with significant Muslim populations, such as Xinjiang, Ningxia, and Yunnan (Kusumaningtyas et al., 2021). The difference in approach between the two countries is interesting because it helps us understand how the application of halal principles can affect the attractiveness of tourist destinations and the satisfaction of Muslim tourists.

The fundamental problem that needs to be considered in the halal tourism industry is the lack of uniform global standards for applying halal principles (Rahman et al., 2012). The halal certification policy in Indonesia still faces obstacles to equitable implementation in all tourist destinations (Darmalaksana, 2023). Although there are Muslim-friendly services in several major cities in China, the policies implemented are more pragmatic and not based on strict halal regulations (Ziegler et al., 2022). This difference in approach raises questions about the effectiveness of implementing halal principles in both countries and how these differences affect the perceptions of Muslim tourists.

This research uses halal management and marketing theories as the basis for analysis. Halal management theory emphasizes that every economic activity, including tourism, must be based on Sharia principles, including halalness and fairness in transactions (Fauzi & Battour, 2024). Halal marketing theory explains that Muslim consumer preferences are influenced by religious factors involving trust, belief, and adherence to Islamic values (Sofyan et al., 2022). This research can use these two theories to analyze the extent to which halal principles are implemented in the tourism sector and their impact on Muslim tourist satisfaction in Indonesia and China.

Several previous studies have examined halal tourism in various countries. Boğan & Sarıışık (2019) studied halal tourism in different global destinations. They found that the main factors determining halal tourism's attractiveness are halal food, worship facilities, and an environment free from things against Sharia. Hamid et al.'s (2023) research showed that non-Muslim countries such as Japan and South Korea began to develop halal infrastructure to attract Muslim tourists. Supardin et al. (2023) conducted more specific research on Indonesia, which describes the challenges in halal certification in the tourism sector. Research on halal tourism in China is still limited, although some studies show that the country has great potential to develop this sector (Jia & Chaozhi, 2020). Although many studies on halal tourism exist, gaps in the literature must be filled. Most previous studies have focused more on one country without making comparisons between Muslim and non-Muslim countries. Existing research has not explicitly compared how halal policies and infrastructure in Indonesia and China affect Muslim travelers' experiences. Therefore, this research aims to fill the gap by conducting comparative research between Indonesia and China to understand the factors contributing to the successful implementation of halal principles in the tourism industry.

The importance of this research is based on two main reasons. First, Indonesia and China have different characteristics in implementing halal principles, which can provide deeper insights into the effectiveness of policies and strategies implemented in each country. Second, this research can offer recommendations to the government

and tourism industry players in improving the competitiveness of the halal tourism sector through a more systematic and needs-based approach for Muslim tourists. By understanding how Indonesia and China develop this industry, this research can contribute to developing more comprehensive and effective policies to increase the attractiveness of halal destinations.

Based on the background and problems described, this research aims to analyze the application of halal principles in the tourism industry in Indonesia and China and compare the effectiveness of policies implemented in both countries. This research has attempted to identify challenges and opportunities in the development of the halal tourism sector, as well as provide strategic recommendations for stakeholders. Thus, this research is expected to contribute to the development of halal tourism literature and assist the industry and government in designing policies that are more adaptive to the needs of Muslim travelers at the global level.

2. Literature Review

2.1. Halal Management Principles

Halal management is an approach to managing products, services, and business processes using the principles of Islamic Sharia. In the tourism industry context, halal management covers various aspects ranging from food, accommodation, and transportation to tourism activities based on Islamic values (Yustianingsih et al., 2024). The basic principles of halal management involve three main elements: halalness of the product or service, cleanliness and quality, and compliance with applicable regional Sharia regulations (Widodo et al., 2022). This aligns with the Halalan Thayyiban concept, which emphasizes halalness, sustainability, and the welfare of service users.

Halal management in the tourism industry can be categorized into two main approaches: regulation-based and market-based. In Muslim-majority countries such as Indonesia, the regulation-based approach is more dominant, where the government has an active role in issuing halal certification and Sharia compliance standards (A. K. Jaelani, 2022). Meanwhile, in non-Muslim countries such as China, the market-based approach is more prominent, with tourism service providers seeking to provide halal services to attract Muslim tourists despite the absence of binding regulations. A case in point in Indonesia can be seen in the halal certification policy for hotels and restaurants implemented by MUI and the government, while in China, halal restaurants are developing independently in regions such as Xinjiang and Ningxia without formal regulation.

2.2. Halal Tourism

Halal tourism is a tourism concept that meets the needs of Muslim travelers by providing services and facilities that comply with Islamic principles. Muslim travelers expect a travel experience that allows them to carry out their religious obligations without hindrance, such as the availability of halal food, worship facilities, and an environment that supports Sharia values. Halal tourism is not only limited to countries with a majority Muslim population but is also growing in non-Muslim countries that want to attract the Muslim tourist market segment (Pulungan & Indra, 2024).

Halal tourism can be categorized based on its implementation approach. The first approach is comprehensive halal tourism, where all tourist services meet halal standards, such as in Saudi Arabia or Aceh in Indonesia. The second approach is Muslim-friendly tourism, where only some elements of tourism are adapted for Muslim tourists, as implemented in Japan and South Korea. Relevant case studies show Indonesia has developed various halal destinations with clear regulatory support. In contrast, China developed Muslim-friendly tourism in some areas with significant Muslim minorities, such as Xi'an and Yunnan (Hasnan et al., 2024).

2.3. Halal Regulation

Halal regulation is a set of policies and standards created to ensure that products and services meet the provisions of Islamic Sharia. In the context of tourism, this regulation includes halal certification for food and beverages, Sharia accommodation standards, and regulations regarding tourism activities that are based on Islamic teachings. Halal regulations serve as guidelines for industry players in providing services that meet the needs of Muslim travelers and guarantee halalness to consumers (Sabri et al., 2023).

Halal regulations can be categorized into mandatory and voluntary regulations. Mandatory restrictions are applied in Muslim-majority countries such as Indonesia, where the government has the authority to supervise and implement halal certification. The Halal Product Guarantee Law (Law No. 33 of 2014) is the primary legal basis that regulates the obligation of halal certification in Indonesia (Hariani & Hanafiah, 2024). In contrast, voluntary regulation applies in non-Muslim countries such as China, where no government regulations govern mandatory halal certification. However, Muslim communities and industry players independently develop halal services to meet market needs. The case of halal regulation implementation in Indonesia shows the success of building a sustainable halal tourism industry through strict policies and government support (Haibo et al., 2020). Meanwhile, in China, halal tourism is developing with a market-based approach, where local Muslim communities and industries try to provide halal services without binding regulations. This shows that halal regulations can be a significant factor in developing the halal tourism industry in Muslim and non-Muslim countries, depending on the approach adopted by each country (Erie, 2018).

3. Methods

This research uses a qualitative method with a literature study approach to analyze the application of halal principles in the tourism industry in Indonesia and China. The literature study was chosen because this research aims to understand the concept, regulation, and implementation of halal principles through analyzing various relevant literature. This research provides comprehensive insights into the effectiveness of the halal tenets in the tourism industry by comparing two countries with different characteristics.

This research analyzes regulations, policies, and halal tourism infrastructure in Indonesia and China. The selection of this unit of analysis is based on the relevance of the two countries in the halal tourism industry. Indonesia represents a Muslim country with strict regulations, while China represents a non-Muslim country that has begun to develop market-based halal services. This research examines various policy documents, industry reports, and academic publications that discuss developments, challenges, and opportunities in the halal tourism sector in both countries.

A comparison of halal tourism in Indonesia and China is essential. Both countries have unique characteristics: Indonesia is the largest Muslim country with a rapidly growing halal industry, while China has a significant Muslim minority but still attracts global Muslim tourists. This study can reveal each country's successful strategies, challenges, and policies in developing this sector. In addition, this analysis helps understand how halal tourism regulations, infrastructure, and promotion contribute to economic growth, attract investment, and increase global competitiveness in the halal tourism industry.

The research design used is a qualitative comparative study, which aims to compare the implementation of halal principles in the tourism industry in both countries. This approach was chosen because it allows for an in-depth analysis of the similarities and differences in policies and the implementation of halal principles in different contexts. This comparative study is conducted by reviewing various scientific literature, industry reports, regulations, and academic publications that discuss halal tourism policies and practices in Indonesia and China. Thus, this research can provide a systematic overview of how the two countries adopted the halal principle in their tourism industry.

This research's data sources include relevant references, such as scientific journals, academic books, industry reports, and official documents from governments and international organizations. The selection of data sources is based on the relevance to the research topic and the publications' credibility. The data selection process was done through searches in academic databases, reports from research institutions, and documents published by the government and organizations authorized to manage halal tourism. This research uses source triangulation techniques to ensure data validity and reliability by comparing information from various literature to produce more objective and comprehensive findings (Williams et al., 2024).

The data collection technique was carried out by reviewing, classifying, and analyzing various literature sources related to the regulation and implementation of halal tourism in Indonesia and China. The data collection process involves searching literature in academic databases such as Google Scholar, ScienceDirect, and SpringerLink, as well as reports from organizations such as the GMTI and CrescentRating. The collected data was then categorized based on key themes, such as halal policy, halal infrastructure, challenges in halal tourism development, and opportunities in the sector. Thus, this research can identify patterns and trends in applying halal principles in both countries' tourism industries.

Data analysis was conducted using a descriptive-qualitative approach, in which the data obtained were classified, compared, and analyzed systematically. This research uses content analysis techniques to interpret information obtained from various literature (Thomas, 2021). The analysis is carried out by extracting the primary information from each source, linking it with relevant theories, and comparing it in the context of applying halal principles in Indonesia and China. Data validation techniques are carried out through source triangulation to ensure the accuracy and consistency of research findings.

The steps in content analysis as the primary technique in analyzing data from literature related to halal tourism in Indonesia and China are: 1) Data Collection, data is obtained from various sources, including academic journals, industry reports, government policies, and other scientific publications relevant to the development of halal tourism in Indonesia and China; 2) Data Categorization, after the data is collected, the next step is to categorize the information based on key themes, such as halal regulations, infrastructure, and marketing strategies in both countries; 3) Data Reduction, the data that has been categorized is then filtered to eliminate irrelevant or repetitive information so that the analysis is more focused on the main topic of the study; 4) Interpretation and Coding, Each category is further analyzed using thematic coding to identify patterns, differences, and relationships between findings in the literature; 5) Drawing Conclusions, the results of the analysis are compared with the theories of halal management and halal marketing, so as to draw conclusions related to the advantages of Indonesian regulations and the flexibility of the Chinese market.

4. Result

The implementation of halal principles in the tourism industry in Indonesia and China has a different approach. Indonesia, as a country with the largest Muslim population in the world, has strict regulations related to the halal industry, including in the tourism sector. The Indonesian government has set halal certification standards covering food, accommodation, and other tourist facilities through the MUI and the BPJPH (Adinugraha et al., 2021). Meanwhile, China relies more on a market-based approach by providing halal services in areas with significant Muslim populations, such as Xinjiang, Ningxia, and Yunnan. Although China does not have strict halal regulations, its tourism industry is trying to adapt to the demands of global Muslim travelers.

Indonesia has taken significant steps in developing regulations and infrastructure to support halal tourism. The government has established three Halal Industrial Zones (HZs): Halal Modern Valley in Serang, Halal Industrial Park in Sidoarjo, and Bintan Inti Halal Hub in Bintan. Indonesia has invited halal business players from China to invest, showing its commitment to strengthening the sector (Natalia & Rahman, 2023). Although not a Muslim-majority country, China shows flexibility in its market approach to halal tourism. The government has a significant Muslim

minority and has attracted global Muslim tourists. China has also established cooperation with Indonesia through the “Two Countries Twin Parks” (TCTP) initiative, which promotes synergy between the two countries' development visions (Munawaroh, 2024).



Figure 1. Indonesian Halal Label

Source: (Kementerian Agama RI, 2022)

Halal policy in Indonesia is superior in implementing halal principles due to clear regulations and a structured certification mechanism. Halal tourism in Indonesia receives full government support, with policies regulating halal tourist destinations and Muslim-friendly facilities. In China, the government only provides local policies in some areas with large Muslim communities, while no specific regulations govern the halal industry in other regions (Nurjaya et al., 2021). This shows that the implementation of halal principles in China is still limited and has not become a national policy.

Table 2. Comparison of halal tourism implementation in Indonesia and China

Aspect	Indonesia	China
Halal Industrial Zone (KIH)	Halal Modern Valley (Serang), Halal Industrial Park (Sidoarjo), Bintan Inti Halal Hub (Bintan)	Yuanhong Investment Zone (Fuqing)
Cooperation Initiative	Inviting Chinese halal business players to invest in Indonesia- Encouraging the realization of the potential of the halal food industry in the TCTP corridor	Participation in TCTP with 36 investment projects in Fuqing is worth 19.8 billion yuan (around Rp41.83 trillion)
Halal Certification	Halal certification can be done through the LPPOM MUI Representative Office in Shanghai- Plan to establish a Halal Certification Center in Yuanhong Investment Zone	BPJPH has received four applications for Overseas Halal Institution Registration from China: Islamic Food Research Center (Hong Kong), Halal Certification Service (Chongqing), Shandong Halal Certification Service (Jinan), and Shaanxu Shang Pin Yuan Halal Food and Restaurant Management Co. Ltd.

Source: Ramadhani (2021) and Esperanza (2024).

The data shows that Indonesia excels in halal tourism regulation and infrastructure development by establishing KIH and inviting foreign investment. In contrast, China shows flexibility in its market approach by participating in cooperation initiatives and attracting Muslim tourists despite not being a Muslim majority country.

These regulatory differences impact the quality and number of halal services available to Muslim travelers. In Indonesia, halal restaurants, Sharia-compliant hotels, and prayer facilities can be easily found in major tourist destinations such as Jakarta, Bali, and Lombok. Meanwhile, in China, Muslim travelers have to search more intensively

to find halal food and Shariah-compliant accommodation. This shows that the implementation of halal principles in Indonesia is more systematic compared to China, which is more flexible and based on market demand.

Infrastructure and facilities that support halal tourism in Indonesia and China have significant differences. Indonesia has developed a broader halal ecosystem by providing halal-certified restaurants, Sharia hotels, and easily accessible places of worship in major tourist destinations. Halal infrastructure in Indonesia also receives government support through incentives for tourism industry players who want to get halal certification. Halal tourism promotion is actively conducted through various digital platforms and international campaigns. Halal infrastructure in China is still concentrated in areas with a significant Muslim population. In major cities such as Beijing and Shanghai, halal services are still limited and harder to find compared to Indonesia. Muslim travelers visiting China often face obstacles in finding halal food, Sharia accommodation, and worship facilities (Barnwal et al., 2021). To overcome this limitation, some digital platforms, such as halal restaurant finder apps, are starting to be developed, although the scope is still limited.

Indonesia's government support is more progressive in developing the halal industry than China's. The Indonesian government is actively building halal infrastructure by establishing certified halal tourism areas that meet Sharia standards. Meanwhile, in China, the development of halal tourism still relies on the initiative of the local Muslim community without any binding regulations from the central government (Joeliaty et al., 2021). This leads to a lack of standardization in halal services in China, potentially reducing its attractiveness to Muslim tourists.



Figure 1. China Halal Label

Source: (tempo.co, 2019)

Muslim tourists' preferences for halal services in Indonesia and China show striking differences. Most Muslim tourists in Indonesia feel more comfortable because of the abundant availability of halal food, developed Sharia accommodation, and the ease of finding worship facilities. This is due to the existence of supportive regulations and awareness of the tourism industry's need to provide services based on halal principles. Muslim tourists visiting Indonesia can easily access various halal facilities without needing to do in-depth research before traveling (Akhtar et al., 2020).

Muslim travelers in China often face difficulties in finding halal services, especially in areas that do not have a sizeable Muslim community. Some Muslim travelers visiting China have to use halal restaurant finder apps or ask for recommendations from the local Muslim community to find places to eat that comply with Islamic law. The lack of official halal certification in China is also an obstacle for Muslim tourists in ensuring the halalness of the food products and services they consume.

The main factors affecting Muslim travelers' satisfaction are the availability of halal food, the convenience of Sharia accommodation, and the ease of finding worship facilities. Indonesia is ahead in these three aspects compared to China, which still faces various challenges in developing halal services that meet international standards. However, with the increasing global awareness of halal tourism, China can create a broader infrastructure to attract more Muslim tourists.

This research shows that the implementation of halal principles in the tourism industry in Indonesia and China has different approaches. Indonesia has stricter regulations and better infrastructure support, while China is more flexible and market-based in providing halal services. The availability of complete halal infrastructure in Indonesia

makes it a more attractive destination for Muslim tourists, while in China, Muslim tourists still face various limitations in finding suitable halal services. The results of this research underscore the importance of clear regulations, private sector involvement, and Muslim community participation in developing the halal tourism industry. With the increasing number of Muslim tourists globally, both Indonesia and China have the opportunity to strengthen their halal tourism industry by adopting a more systematic and needs-based strategy for Muslim tourists. This research provides stakeholders with insights into improving halal tourism destinations' competitiveness at the global level.

5. Discussion

5.1. A Comparison of Halal Tourism Regulations and Policies in Indonesia and China

Halal tourism regulations and policies in Indonesia and China significantly differ in approach and implementation. Indonesia, as a country with a majority Muslim population, has developed various rules that refer to Sharia principles in the halal tourism industry. The Indonesian government has issued various halal certifications for hotels, restaurants, and other tourist services through the Ministry of Tourism and Creative Economy and the Indonesian Ulema Council (MUI). Law No. 33/2014 on Halal Product Guarantee is the primary legal basis for developing the halal industry, including tourism (Santoso et al., 2022).

China, as a country with a Muslim minority, adopts a more economic and commercial-based approach to supporting the halal tourism industry. The Chinese government, through local authorities in regions such as Xinjiang, Ningxia, and Yunnan, developed policies that encourage the growth of halal services to attract Muslim tourists, especially from Middle Eastern and Southeast Asian countries. Although China does not have strict Sharia regulations like Indonesia, various incentives are given to industry players to provide services that meet the needs of Muslim travelers (A. K. Jaelani et al., 2023).

Based on the results of the literature review analysis in this research, it appears that regulations in Indonesia are more structured and based on Sharia law, while in China, rules are more flexible and based on market interests. These findings are based on the research objective of analyzing the extent to which government policies influence the growth of the halal tourism industry in both countries. This research contributes to understanding how government regulations and policies in two countries with different characteristics can affect the development of the halal tourism industry. Its main contribution is to systematically compare rules and guidelines and identify the main factors that support and hinder the growth of this sector in each country. This research has enriched the literature on halal management by describing different approaches applied in the halal tourism industry.

According to the perspective of halal management theory, the regulations implemented in Indonesia are more in line with the concept of "Sharia Governance," which emphasizes compliance with Sharia principles in industrial governance. The government acts as the primary regulator that sets halal standards, carries out certification, and ensures the implementation of regulations throughout the tourism sector (L. Sun et al., 2024). China's approach is more in line with the "Halal Market-Oriented Management theory," where the government acts as a facilitator that encourages the market to develop halal products and services. Regulation flexibility allows the industry to create according to global demand, even though it is not based on strict Sharia regulations (G. Sun et al., 2023).

Halal management theory emphasizes the importance of systematizing policies, regulations, and supervision in the halal industry. In the context of halal tourism, Indonesia excels with strict rules, such as halal certification from BPJPH and the development of Halal Industrial Zones (Nuryakin et al., 2023). This aligns with the principles of the Halal Governance Framework, which emphasizes compliance with global halal standards to build Muslim consumer confidence. Halal marketing theory emphasizes flexible strategies to attract Muslim tourists by adjusting to market needs. China is more adaptive to the destination branding strategy, which promotes Muslim-friendly tourism despite not being a Muslim-majority country (L. Wang, 2024). This can be seen from the Muslim-friendly tourism approach, such as providing halal food and worship facilities in key destinations without strict regulations, like Indonesia.

The research findings show that Indonesia focuses on regulatory compliance to build a strong halal ecosystem, while China prioritizes market adaptability to attract global Muslim tourists. Integrating these two approaches can be an ideal model for other countries to develop halal tourism strategically, both from the regulatory and marketing aspects. Relevant literature supports this research's findings. According to Santoso et al. (2022) Government policy, regulations, and infrastructure support greatly influence the development of halal tourism in various countries. Other research by Katuk et al. (2021) Has been shown that halal certification is a key factor in increasing the competitiveness of halal tourist destinations. Research conducted by Alam et al. (2024) Confirms that government policy providing incentives for halal industry players plays an essential role in increasing the competitiveness of halal tourism. Research by El-Gohary (2020) The data regarding halal tourism in China shows that regulatory flexibility and tourist experience-based marketing strategies are the keys to the successful development of this sector in the country.

This research has clarified the differences between a strict regulation-based approach (Indonesia) and a market-based approach (China) in developing the halal tourism industry compared to other research. Research by Yousaf & Xiucheng (2018) shows that countries with large Muslim populations tend to have stricter regulations to ensure compliance with Sharia, while non-Muslim countries emphasize economic aspects and market attractiveness more. The results of this research have strengthened the "Destination Competitiveness" theory put forward by Faidal (2022), which states that a combination of regulations, government policies, and market attractiveness influences the competitiveness of tourist destinations. In this case, Indonesia excels in legal certainty and Sharia compliance, while China excels in market flexibility and halal service innovation.

This research shows that Indonesia and China's approaches to developing the halal tourism industry differ significantly. Indonesian regulations are stricter and Sharia-based, while Chinese regulations are more flexible and market-based. These differences reflect strategies adapted to each country's social, cultural, and economic conditions. This research contributes to understanding the factors that influence the growth of the halal tourism industry and provides insight for the government and industry players in designing more effective policies.

5.2. The Readiness of Halal Tourism Infrastructure and Facilities in Indonesia and China

Halal infrastructure and facilities in Indonesia and China show different readiness levels to support halal tourist destinations. In Indonesia, most popular tourist destinations such as Jakarta, Lombok, and Aceh have relatively good halal infrastructure, such as halal-certified restaurants, Sharia hotels, and easily accessible places of worship. Through the Ministry of Tourism and Creative Economy, the Indonesian government has initiated various policies that support the development of halal tourist destinations, including halal certification for the culinary and accommodation industries (Dewi, 2023).

The development of halal tourism in China is concentrated in areas with significant Muslim populations, such as Xinjiang, Ningxia, and Yunnan. Halal infrastructure in this area tends to be more developed than in other regions in China (Chi et al., 2020; Zhang et al., 2021; Wang et al., 2022). However, halal facilities in Chinese tourist destinations are still limited compared to those in Indonesia. This limitation is caused by the lack of specific regulations regarding halal tourism and challenges in internationally recognized halal certification.

The roles of the government, the private sector, and the communities in developing halal infrastructure have different patterns in the two countries. The Indonesian government actively encourages the halal industry with various incentives and regulations, while in China, policies related to halal tourism are still limited to certain areas. The private sector in Indonesia is more progressive in developing halal services, such as Sharia hotels and halal restaurants. In contrast, the private sector still faces limitations in developing halal-based businesses in China.

This research has provided a new contribution to understanding halal infrastructure readiness in two countries with different demographic and policy characteristics. It describes the differences in halal tourism development strategies between countries with a majority Muslim population (Indonesia) and countries with a significant Muslim

minority (China). This research has also provided a perspective on how government policy and private sector involvement shape the halal tourism ecosystem. This research has filled a gap in the literature regarding the effectiveness of halal tourism policies in non-Muslim countries with significant Muslim populations. This research offers a comparative analysis that can be a reference for other countries wishing to develop a halal tourism industry.

According to a halal management perspective, halal infrastructure and facilities are part of an ecosystem that must be developed comprehensively. According to the Halal Supply Chain theory (Tieman, 2013), the sustainability of the halal industry depends on the readiness of infrastructure, which includes halal resources, regulations, and standards applied. This research supports this theory by showing that the preparedness of halal tourist destinations depends not only on the availability of halal restaurants or Sharia hotels but also on government policy and private sector participation.

Halal tourism strategic management theory emphasizes that the success of halal tourism destinations depends on the synergy between government policy, industrial innovation, and market needs (Lestari et al., 2022). This research proves that Indonesia is more strategic in implementing this theory than China because it has more transparent policies and substantial regulatory support.

Previous research shows that halal infrastructure and facilities significantly impact the attractiveness of halal tourism (Addina, 2020). Another research by Zulvianti et al. (2022) found that the success of halal tourist destinations is primarily determined by the readiness of halal services, which include food, accommodation, and transportation. The results of this research align with these findings, where better halal infrastructure readiness in Indonesia contributes to increasing the attraction of Muslim tourists. Research conducted by Arsil et al. (2022) show strong government policies supporting the halal industry will accelerate the growth of halal tourist destinations. This is proven in the case of Indonesia, where pro-halal policies implemented by the government have accelerated the development of the halal tourism sector. Limited regulations are one of the factors inhibiting the growth of halal tourism in China.

Compared with research conducted by Marlinda (2021), which describes the importance of halal facilities in increasing the loyalty of Muslim tourists; this research adds a perspective on the role of government and the private sector in building sustainable halal infrastructure. This research differs from research findings by Purusottama (2022), which focuses more on tourists' perceptions of halal destinations by offering an in-depth analysis of infrastructure readiness at the policy and implementation levels.

This research states that halal tourism's success is determined not only by existing infrastructure and facilities but also by strategic policies and the involvement of various stakeholders. This research has confirmed the findings of Prajasari (2022), which states that the halal tourism market will develop more rapidly in countries with strong regulatory support. The readiness of halal infrastructure and facilities in Indonesia is more advanced than in China, especially in terms of regulations, involvement of the private sector, and availability of halal services. The Indonesian government has a more transparent policy in supporting the halal industry, while in China, the development of halal tourism is still limited to certain areas. This research describes the importance of synergy between the government, private sector, and community in developing a sustainable halal tourism ecosystem. Hopefully, these findings can become a reference for other countries in designing more effective halal tourism development strategies.

5.3. Muslim Tourists' Preferences for Halal Tourism in Indonesia and China

Muslim tourists' preferences for halal tourism services in Indonesia and China show significant differences in satisfaction, perception, and the factors influencing them. In Indonesia, most Muslim tourists are satisfied with the halal services available, especially in halal food, accommodation that complies with Sharia principles, and easy access to worship facilities. Halal-certified restaurants in almost all major tourist destinations, such as Jakarta, Bali, and Lombok, are among the main factors that increase the comfort of Muslim tourists. An increasing number of accommodations have received halal certification, providing wider choices for Muslim tourists (Aisyah et al., 2019).

The experience of Muslim tourists regarding halal services in China still shows several obstacles. Although several regions with strong Muslim communities, such as Xinjiang, Ningxia, and Yunnan, provide various halal services, there is still limited access to halal food and worship facilities in major tourist destinations such as Beijing and Shanghai. This influences the level of satisfaction of Muslim tourists, which tends to be lower than that of Indonesian tourists. Some Muslim tourists said they had to search for more in-depth information or use specific applications to find halal restaurants and nearby mosques. The main factors influencing Muslim tourist satisfaction include halal food, the comfort of Sharia accommodation, and access to worship facilities. The government has implemented policies supporting halal tourism development in Indonesia, including more transparent halal certification and destination development programs. Regulation of halal services in China is still limited and relies more on local community initiatives (Sudrajat, 2022).

This research provides a new contribution to understanding differences in Muslim tourist preferences in two different geographical locations. By comparing the experiences of Muslim tourists in Indonesia and China, this research provides insight into how halal regulations, culture, and infrastructure play a role in shaping tourist satisfaction. This research has filled the gap in previous research, which focused more on Muslim tourists' perceptions of halal destinations in general, without considering differences between Muslim-majority countries and countries with significant Muslim minorities.

This research adds a halal management perspective in tourism by describing the importance of government policy, private sector involvement, and the role of the Muslim community in forming halal tourist destinations that are friendly to Muslim tourists. It is hoped that the results of this research can become a reference for policymakers and tourism industry players in improving halal services in tourist destinations.

Based on the perspective of halal management theory, Muslim tourists' preferences for halal services can be explained through the halal supply chain theory (Qader et al., 2023), which emphasizes the importance of integration in providing halal products and services. This research shows that Indonesia's success in delivering halal services that satisfy Muslim tourists is supported by a more mature supply chain, with more transparent regulations and support from the national halal industry.

Halal tourism management theory explains that the sustainability of halal tourism destinations depends on the synergy between government policy, industry involvement, and market demand (Syara & Fauzan, 2023). This research supports this theory by showing that more successful halal tourism destinations have strong regulations, active private sector involvement, and high market awareness. Indonesia has advantages in these three aspects compared to China, which still faces challenges implementing broader halal regulations.

Previous research shows that Muslim tourist satisfaction is greatly influenced by the availability of halal services (Ramadhanti & Marsasi, 2023). Research by Junaidi (2020) Confirms that the presence of halal food and Sharia-compliant accommodation is the main factor in Muslim tourists' decisions. These research results align with these findings, where Muslim tourists are likelier to choose destinations offering explicit and trustworthy halal guarantees. Research by Yusuf et al. (2021) This shows that government policies in developing the halal industry significantly impact the growth of halal tourism. This research confirms these findings, showing that more explicit regulations in Indonesia have had a positive impact on increasing Muslim tourist satisfaction.

This research provides a new perspective by comparing two countries with different halal industry characteristics. Research by Chen et al. (2019), who described the importance of halal infrastructure in increasing the loyalty of Muslim tourists, found that countries with a sound halal certification system are better able to attract Muslim tourists. This research supports these findings by showing that Indonesia has more advantages in the halal certification system than China. Research by Dubé et al. (2016), which focused more on the experiences of Muslim tourists in European destinations, found that tourists face challenges in finding halal services. This research also found that Muslim tourists in China experienced the same difficulties, especially in finding halal restaurants and places of worship.

The availability of halal food, Sharia accommodation, and worship facilities greatly influences Muslim tourists' preferences for halal tourism services. Indonesia has advantages in these three aspects compared to China, which still faces various limitations in developing halal services. This research describes the importance of synergy between the government, the private sector, and communities in building sustainable halal tourism destinations. The results of this research will likely provide stakeholders with insight into increasing the competitiveness of halal tourist destinations in various countries.

5.4. Challenges and Opportunities in the Development of Halal Tourism in Indonesia and China

There are various challenges and opportunities in developing halal tourism in Indonesia and China, which have different characteristics in Muslim and non-Muslim countries. In Indonesia, the main challenges in developing halal tourism include regulations that are still developing, uneven standardization of halal services, and a lack of integration between stakeholders. Even though there are various government initiatives to support the halal industry, policy implementation often faces obstacles in halal supervision and certification, which are still not optimal. Great opportunities for Indonesia to become a significant global halal tourism destination, supported by a majority Muslim population, an increasingly developing halal infrastructure, and promotions through various digital platforms (A. Jaelani et al., 2021).

The challenges faced in developing halal tourism are more complex in China, considering that this country is not a country with a majority Muslim population. The main difficulties include limited halal facilities in most major tourist destinations, a low understanding of the halal concept in local communities, and the absence of national regulations specifically regulating the halal industry. However, the opportunities in China are pretty promising, especially with the increasing number of international Muslim tourists visiting this country. China already has significant local Muslim communities in regions such as Xinjiang, Ningxia, and Yunnan, which could provide a basis for developing halal destinations. Digital technology in halal marketing and services has helped Muslim tourists find accommodation, halal restaurants, and places of worship more easily.

According to the perspective of halal management theory, the findings of this research are relevant to Halal Supply Chain theory, which emphasizes the importance of integration in the Halal supply chain, from production to consumption. In Indonesia, the halal supply chain is more developed, with support from the government in halal certification and regulations. In China, halal supply chains are still limited and more dependent on local Muslim communities. The halal tourism theory, which Mohammed et al. (2023) put forward, emphasizes that the sustainability of halal destinations depends on the synergy between government policy, industry participation, and tourist demand. The findings of this research support this theory by showing that countries with clear regulations and active private-sector involvement are more likely to develop halal tourism successfully.

Several previous studies have also supported the results of this research. Research by Kurniawan (2023) Describes the importance of strong regulations in building a sustainable halal tourism industry. This research aligns with the finding that Indonesia has more established regulations than China, which still faces challenges in developing a more comprehensive halal policy. Research by Ahmad et al. (2024) underlines the role of technology in increasing the accessibility of halal services. This research found that digitalization helps Muslim tourists find halal services more efficiently.

Comparison with other research shows that the challenges in developing halal tourism in Muslim and non-Muslim countries have different characteristics. Research by Surya et al. (2022) the importance of halal infrastructure in increasing Muslim tourist satisfaction aligns with the finding that Indonesia is superior in terms of the availability of halal food and worship facilities compared to China. Research by Mayor-Vitoria (2023), which focuses on the experiences of Muslim tourists in European countries, shows that tourists often experience difficulties in finding halal services, a situation also experienced by Muslim tourists in China.

The findings explain that although the challenges in developing halal tourism differ between Muslim and non-Muslim countries, growth opportunities remain, especially with appropriate regulations and digital technology support. Indonesia has advantages in terms of halal rules and infrastructure. In contrast, China has great potential to attract Muslim tourists with a more inclusive marketing strategy and adaptation to the needs of global Muslim tourists.

6. Conclusion

This research concludes that the application of halal principles in the tourism industry in Indonesia and China shows different dynamics, reflecting differences in regulations, culture, and infrastructure readiness. As a country with a majority Muslim population, Indonesia has developed comprehensive halal regulations and certification to support the halal tourism sector. In contrast, China, despite having a significant Muslim population in some regions, adopts a market-based approach to the provision of halal services, with a focus on appealing to global Muslim tourists.

The theoretical implications of this research show that halal management theory, especially in the study of halal supply chains and halal marketing, plays an essential role in ensuring the sustainability of the halal tourism industry. The success of a destination in attracting Muslim tourists depends significantly on integrating policies, regulations, and market readiness in providing adequate halal services. Indonesia is superior in Sharia-based regulations, while China is more flexible in responding to market demands. The practical implications of this research have provided insights for organizations and players in the halal tourism industry to increase their competitiveness through innovation in halal services, strengthening halal certification, optimizing digital technology in marketing, and providing information for Muslim tourists. For the government, this research emphasizes the importance of policies that holistically support the development of the halal industry, both in the aspects of regulation, promotion, and infrastructure support.

This research has limitations regarding data coverage, which is still limited to secondary literature and policy analysis, which does not include direct perspectives from Muslim tourists visiting both countries. Therefore, it is recommended that future research use surveys and in-depth interview methods to explore further the experiences and preferences of Muslim tourists and the impact of policies on the global growth of the halal tourism industry. Recommendations for future research include further exploration of the experiences of Muslim tourists in Indonesia and China through survey methods and in-depth interviews. Aspects that need to be explored further include the effectiveness of halal regulations on tourist satisfaction, the role of digitalization in halal tourism promotion, and industry adaptation strategies in non-Muslim majority countries. Studies on the impact of government policies on the global competitiveness of the halal tourism sector can provide strategic insights for the development of this industry in various countries with different demographic characteristics.

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