



## The Development Strategy of Halal Tourism Industry in Malaysia

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### ABSTRACT

Halal tourism is considered one of the most profitable markets and markets in the tourism industry. Malaysian tourism ranks first in the world's Muslim travel records. Malaysia is one of the ASEAN countries and is assessed to benefit from the use of tourist tourism. This article discusses the development strategy of Malaysia's tourism industry. This study uses a qualitative descriptive approach in data collection and uses content analysis techniques. The research results show that the barrier to the development of halal tourism is that the staff is not yet prepared and there are still many places that do not comply with the regulations of the tourism industry. The solution to this problem is through a joint strategy of power management among stakeholders through policy formulation, implementation and promotion, brand building calculations, communication strategies and approval. Current development includes site access, office development and support areas. Thirdly, there are trainings, entrepreneurs, industrial planners and workshop organization.

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## 1. INTRODUCTION

Tourism contributes significantly to the economic development of the service sector, which continues to grow and can increase employment opportunities. The tourism industry has several objectives, including meeting the physical, mental, and intellectual needs of all tourists through recreation and travel, and improving the economic well-being of local communities to achieve the common good (Suryanto & Kurniati, 2020). In recent years, a new trend has been introduced in the tourism sector to develop halal tourism or Muslim tourist friendly tourism. An attractive concept for both Muslims and non-Muslims, halal tourism includes travel activities that are consistent with the teachings and values of Islamic law (Battour & Ismail, 2016; Slamet et al., 2022). Halal tourism and Islamic tourism are common expressions in the literature. Therefore, Islamic tourism consists of participation and participation (of Muslims), tourist attractions and destinations, products (accommodation, food, entertainment, beverages, etc.), aspects (social, economic, cultural, religious). It focuses on various topics such as: , etc.), service management (marketing, cultural aspects, religion, etc.) (Adinugraha et al., 2021). In other words, the term "halal tourism" was developed to meet the needs of Muslim travelers. This includes products that are halal according to Islamic law (Dashti et al., 2024; Shafii & Wan Siti Khadijah, 2012; Said et al., 2022). A product must comply with Islamic law which is based on the Al-Quran (Islamic holy book) and Sunnah (teachings and guidelines of the Prophet Muhammad SAW) in order to be fulfilled (Aysan & Syarif, 2025).

The number of Muslim inhabitants is an marker that plays a part in affecting sharia financial exercises which drive a country's financial development (Abdul et al., 2022 ; Jaelani, Handayani, & Karjoko, 2020). One of them is through the improvement of halal tourism which may be a donor to state wage both universally, broadly and indeed locally in terms of financial advance and development (Muharis et al., 2023). Information and mindfulness around halal items increments the development of the halal industry (Battour et al., 2022) . This increment is in line with the increment in Muslim sightseers from year to year. To investigate the tremendous potential of halal tourism, numerous nations (both Muslim and non-Muslim lion's share nations) are beginning to supply tourism items, offices and framework to meet the wants of Muslim visitors. The part of tourism is exceptionally imperative within the economy, since it contributes to work development and financial development in any nation. So tourism can moreover be an awfully vital source of Net Residential Item (GDP). The expanding interest in halal tourism is mostly due to the development of the Muslim populace around the world (Hendrik et al., 2024).

The worldwide Muslim populace will develop from two billion in 2022, or 25 percent of the world's populace, to 2.3 billion in 2030, or 27 percent of the world's populace. The expanding populace of youthful and innovatively sharp Muslim visitors will have an affect on the advancement of halal tourism within the coming a long time. Agreeing to the Worldwide Muslim Travel Record, Muslim traveler entries are anticipated to reach 140 million by the conclusion of 2023. This year's figure looks for to recapture the pre-pandemic energy accomplished in 2019 when there were 160 million entries. famous. These hopeful projections broaden his view into end of the. The projections are expanding, evaluating 230 million entries by 2026, backed by assessed investing of \$225 billion USD. These insights underline the developing impact of halal tourism, giving openings, advancement and challenges. Seeing the potential of this market-driven section, halal tourism has gotten incredible consideration from tourism administrators in Muslim-majority countries as well as Muslim-minority nations (Muhamad et al., 2019). Malaysia is one of the nations in ASEAN that's considered fruitful in utilizing halal tourism (Armag & Hendri, 2023). Malaysia executes

controls that comply with Islamic law and are acknowledged by both Muslim and non-Muslim citizens (Battour & Ismail, 2016). The Muslim tourism advertise in Malaysia has appeared change and development since 2001, Malaysia has reliably pulled in visitors, much appreciated to its strong Islamic environment, and has risen as a show for other nations looking for to create halal tourism (Eka, 2024). Malaysia is positioned to begin with in the 2019 Worldwide Muslim Travel List (GMTI, 2021). Tourism is the moment biggest pay producing division in Malaysia. At to begin with, Malaysia attempted to pull in sightseers from the Middle east.

However, after the occasions of September 11, Malaysia moved its center to benefits through the Muslim advertise segment (Armug Oil & Hendri, 2023). The procedure for creating and promoting halal tourism administrations must be guided by Islamic lessons and standards which cover all viewpoints of tourism exercises. Malaysia has succeeded in keeping up its authority as one of the most excellent goals for Muslim sightseers based on different criteria analyzed in GMTI 2020. Muslim-friendly Malaysia or halal tourism in Malaysia offers a assortment of items and administrations for both Muslims and non-Muslims. The Muslim involvement incorporates offices, halal nourishment and drinks as well as Muslim-friendly settlement (Bux et al., 2022). The development of Malaysia's halal tourism is increasing so quickly, that analysts are inquisitive about analyzing advancements and what procedures Malaysia employments to development halal tourism in its nation.

## 2. LITERATURE REVIEW

### 2.1. Halal Tourism Development in Malaysia

Halal tourism advancement has been widely created in different districts in Malaysia, but not all halal tourism improvement can go agreeing to arrange or impediments and challenges are regularly found within the advancement handle. Malaysian tourism positions to begin with within the Worldwide Muslim Travel Record. Malaysia, as one of the nations in ASEAN, is considered effective in utilizing halal tourism. Euromonitor Worldwide has moreover recognized Kuala Lumpur as one of the Best 100 City Goals. In expansion, the Joined together Countries World Tourism Organization. positioned Malaysia 15th in terms of traveler entries, and 21st in tourism receipts final year. Malaysia is positioned to begin with within the world's best halal visitor goal in 2022. This is often based on the GMTI report discharged in June 2022. Alluding to GMTI within the CrescentRating study held in September-November 2021, the key figure for Muslim visitors is choosing the world's best halal visitor goal. Muslim-friendly destination-based traveler goals (Sholehuddin et al., 2021).

Malaysia is known as a halal travel destination or too known as Muslim Friendly tourism. Malaysia sets tall halal guidelines, eateries and lodgings are energized to have halal certification (Aziz, 2018). 60% of Malaysia's populace is Muslim. So sightseers can effectively discover halal nourishment and numerous 3 to 5 star inns are halal certified. Tourism improvement in Malaysia is in a solid position and gives the third biggest benefit in Malaysia. Malaysia has shown consistency within the development rate of its tourism industry. The Malaysian government has made critical endeavors to guarantee that tourism and neighborliness play an critical part for the economy. Much obliged to the endeavors of the Malaysian government, this country is positioned to begin with within the world halal tourism list issued by the Mastercard Bow Rating file office with the most noteworthy index score of 80.6. The government does not permit tourists to carry out exercises that are opposite to Islam in traveler regions (Paramarta et al., 2021). Malaysia is arranging a "The Halal Master Plan" with a target period of 13 a long time that incorporates three stages; The primary (2008-2010) created Malaysia as a world center in terms of halal keenness and arranged for

mechanical development. The moment stage (2011-2015) built up Malaysia as a favored area for halal businesses, and the third stage (2016-2020) extended the geographic impression of home-grown halal companies.

Halal tourism proceeds to create and confront the challenges of innovation and data patterns (Akim, Sari, & Nidatya, 2023). The advancement of data and communication innovation has caused tourism to utilize advanced media as a limited time medium (Pamukcu & Sariisik, 2021). Within the millennium time, data and communication technology media have become the most commodities for interaction. Ease and speed of get to are the reasons why different bunches utilize it. The expanding populace of youthful and tech-savvy Muslim visitors will impact halal tourism improvement within the coming a long time. Together with the development of digitalization, Data and Communication Innovation (ICT) plays an important part within the tourism, travel and neighborliness businesses. ICT integration within the tourism industry is very imperative for the success of tourism companies (Sari & Yalia, 2019).

One of the challenges in creating halal tourism is related to promoting, since promoting halal tourism is not an simple thing. Usually due to contrasts in request from non-Muslim sightseers and Muslim sightseers. Non-Muslim sightseers may choose not to travel to a traveler fascination without certain properties (Hendrik et al., 2024). Subsequently, the impact of innovation and data patterns within the world of tourism or halal tourism is exceptionally expansive in advancing territorial goals to the world group of onlookers, so that they are able to draw in remote sightseers to Malaysia.

## 2.2. Halal Tourism Development Strategy in Malaysia

The increment in Muslim tourists is an opportunity for the tourism segment to develop halal tourism. So that a few nations are beginning to require this opportunity by how create strategy to halal tourism, both Muslim and non-Muslim larger part nations. In developing the potential for halal tourism in creating halal tourism in Malaysia, there are three possibilities as well as qualities for Malaysia that can be created (Sholehuddin et al., 2021). To begin with, the potential comes from the riches and differing qualities of national tourism assets. Moment, the consideration and positive state of mind of the community towards the improvement of halal tourism. Third, Malaysia's position as a destination for halal tourism investment, considering that Malaysia may be a Muslim-majority (Jaelani et al., 2020). Malaysia has gotten to be a pioneer within the advancement of the world's halal tourism trade.

The halal tourism trade in Malaysia has been demonstrated to bring in as much as or as much as US\$15 billion in remote trade. The procedure for expanding halal tourism in a nation is cooperative energy between the central government, territorial governments, related communities, traditional/community pioneers, non-governmental organizations (NGOs) and mass organizations, commerce individuals, travel offices, department workplaces, international safe haven office, other state educate such as the police, migration office, service of environment, imaginative economy, service of religion, service of industry and exchange, service of domestic undertakings and other ministries and organizations. it can be seen that to make strides the advancement of halal tourism there must be collaboration between a few components inside a country (Akim et al., 2023). Currently, the Malaysian government has decided the localization and zoning of halal tourism advancement goals (Battour & Ismail, 2016). There are three things to center on. To begin with, advancement and promoting, counting brand building, communication strategy, and deals. Moment, the advancement of destinations comprising of attractions, development of offices, and get to to

supporting areas. Third, educate, entrepreneurs, industry players, and preparing workshops (Armaga & Hendri, 2023).

Malaysia has collaborated with all Common Governments in their nation to discover out what types of tourism can be created. The Malaysian government has arranged a system and built participation with related organizations. The impediments confronted by the Malaysian government are offices that are still restricted, in any case, typically not an impediment to building a halal tourism commerce in Malaysia (CUEVAS, et al., 2022). This industry is anticipated to extend due to socio-economic patterns and the expanding number of halal certifications around the world in this manner driving the development of the halal advertise by the conclusion of 2025 (Setyaningsih, 2022). Halal certificates that have been gotten are utilized as portion of hotel promotions on sake of Sharia lodgings which cruel halal nourishment, no liquor, no pork, and no discotheques (Putra & Hendayani, 2022).

The endeavors that have been made by the Malaysian government have made the nation rank to begin with within the world halal tourism list issued by the Mastercard-Crescent Rating file office with the most noteworthy record score of 80.6. Malaysia is attempting to gotten to be a center for world halal tourism. One way is to create rules not to allow tourists to carry out exercises that are opposite to Islam (Armaga & Hendri, 2023). it can be seen that to make strides the advancement of halal tourism there must be collaboration between a few components inside a nation.

### 3. METHOD

The method used in this research is qualitative descriptive approach, by means of a literature study for data collection, namely from previous studies from journals, proceedings, books, or news. Sources of data obtained from secondary data, namely data obtained from the second person or from previous research that are related to Halal Tourism Industry. The object of this research is Malaysia.

The focus of this research is to analyze development strategy of halal tourism and the concepts of developing halal tourism in Malaysia. the development of Halal tourism in Malaysia is very significant to uncover in order to maximize the economics benefits and to maintain the sustainability of the tourism industry.

This study also uses content analysis techniques to answer the problem formulation. Krippendorff (2004) in (Kholid et al., 2020). defines content analysis as a research technique for making replicable and valid conclusions from the text to the context of its use. The use of content analysis as a research method aims to provide new insights and improve understanding of a particular phenomenon, to describe a broader and more concise phenomenon, as well as to describe and formulate what happened.. Elo & Kyngas (2008) (Kholid et al., 2020). say that there are three stages in content analysis techniques, namely the preparation, organization and reporting stages of results. Finally, reporting the results of this study is in accordance with the research objectives, namely to describe the obstacles and challenges in the development of halal tourism in Malaysia and propose strategies that can be used to overcome these obstacles and challenges.

### 4. RESULTS AND DISCUSSION

Malaysia as one of the nations in ASEAN is considered effective in utilizing halal tourism. The Consideration on the significance of halal tourism advancement and technique has appeared that it is consequential in supporting financial matters, social and social perspective in Malaysia. halal tourism can moreover be seen from a financial point of view that it may be



a modern wonder within the tourism industry. As halal tourism gives financial openings and features a potential for the financial development and the welfare of the community and the nation, the government is mindful of creating halal tourism and advancing it both at national and universal levels. Malaysia government has a three things to center on. To begin with, advancement and promoting, counting brand building, communication methodology, and deals. Moment, the improvement of goals consisting of attractions, development of offices, and getting to supporting areas. Third, educate, business visionaries, industry players, and prepare workshops.

The advancement of halal tourism in Malaysia faces challenges related to innovation and data patterns, as well as showcasing difficulties due to the distinctive demands of non-Muslim and Muslim visitors. Be that as it may, the integration of data and communication innovation is playing an imperative part within the tourism industry, and the impact of innovation and data patterns in advancing territorial goals to world gatherings of people is gigantic. Computerized stages play a key part in giving items and administrations for halal tourism. They are utilized by visiting administrators, particularly Muslim ladies, and are required to supply data to potential clients. A digital application is required to make it easier to discover halal traveler attractions in Malaysia. The web has played a major part within the trade change handle towards digitalization.

The presence of halal tourism is anticipated to have a positive influence on the development and improvement of tourism. The utilization of innovation for the promotion and dispersal of data on halal tourism in Southeast Asia still ought to be progressed. The development of Malaysia's halal tourism is expanding so quickly, that analysts are inquisitive about analyzing improvements and what techniques Malaysia employs to progress halal tourism in its nation.

## 5. CONCLUSION

Halal tourism development in Malaysia has been successful, with the country ranking first in the Global Muslim Travel Index and being identified as one of the top 100 city destinations. Malaysia is known for its high halal standards and Muslim-friendly tourism, with 60% of the population being Muslim. The government has made significant efforts to ensure the growth of the tourism industry, and Malaysia is ranked first in the world's best halal tourist destination for 2022.

The increase in Muslim tourists presents an opportunity for the tourism sector to develop halal tourism, and Malaysia has three potentials and strengths that can be developed in this area. The strategy for increasing halal tourism in the country involves promotion and marketing, development of destinations, and collaboration between various elements within the country. The Malaysian government has prepared a framework and built cooperation with related agencies, and the country is aiming to become a center for world halal tourism.

The efforts made by the Malaysian government have led to the country ranking first in the world halal tourism index, and Malaysia is trying to become a center for world halal tourism by making rules not to allow tourists to carry out activities that are contrary to Islam.

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