

HALAL TOURISM: ENHANCING MUSLIM TRAVEL EXPERIENCE BRIDGING FAITH AND TRAVEL (SUSTAINABLE, SMART AND MUSLIM-FRIENDLY MALANG TOURISM DESTINATIONS)

Indra Lukmana Putra^{1*}, Martaleni Martaleni², Triesti Candrawati³, Peni Puspitasari⁴, Hanum Rachma⁵

^{1,3,4} Politeknik Negeri Malang, Indonesia

² Universitas Gajayana, Indonesia

⁵ Universitas Brawijaya, Indonesia

*Email Corresponding Author: indra.lukmana@polinema.ac.id

ABSTRAK

Eskalasi industri pariwisata halal global telah mendorong transformasi strategis pada tata kelola destinasi di negara-negara mayoritas Muslim. Penelitian ini mengelaborasi dinamika pengembangan pariwisata halal di Kota Malang, Jawa Timur, yang secara progresif memosisikan diri sebagai destinasi ramah Muslim unggulan di Asia Tenggara. Berbeda dengan literatur terdahulu yang cenderung berfokus pada perspektif perilaku konsumen (*demand-side*), studi ini mengadopsi pendekatan kualitatif-deskriptif untuk membedah sisi penawaran (*supply-side*), meliputi integrasi kebijakan publik, kesiapan infrastruktur, dan partisipasi pemangku kepentingan dalam ekosistem kota menengah. Melalui triangulasi data sekunder dari dokumen RPJMD dan observasi lapangan pada klaster kuliner serta wisata religi, studi ini mengungkap bahwa visi "Malang Halal" telah dilembagakan secara formal sebagai salah satu pilar strategis dalam peta jalan pembangunan "*The Future of Malang*". Temuan riset mengindikasikan efektivitas model kolaborasi yang melibatkan pemerintah daerah, akademisi melalui pendampingan Halal Center, dan komunitas bisnis dalam mengakselerasi sertifikasi produk serta penyediaan fasilitas ibadah yang representatif. Kendati Malang menawarkan kerangka ekosistem pariwisata yang adaptif dan menjanjikan, keberlanjutan jangka panjang sektor ini menuntut intensifikasi strategis pada aspek visibilitas digital, integrasi infrastruktur fisik lintas wilayah, serta penguatan branding internasional untuk menjangkau pasar global yang lebih luas.

Kata kunci: Pariwisata Halal, Sertifikasi Halal, Pengembangan Destinasi, Kebijakan Publik, Kota Malang.

ABSTRACT

The rapid escalation of the global halal tourism industry has necessitated a strategic transformation in destination governance within Muslim-majority nations. This study examines the dynamics of halal tourism development in Malang City, East Java, which is increasingly positioning itself as a premier Muslim-friendly destination in Southeast Asia. Departing from the extant literature that predominantly focuses on consumer behavior (*demand-side*), this research adopts a qualitative-descriptive approach to dissect the supply-side perspective, encompassing public policy integration, infrastructural readiness, and stakeholder participation within a mid-sized urban ecosystem. Through data triangulation - utilizing secondary data from regional strategic planning documents (RPJMD) and field observations of culinary and religious tourism clusters - this study reveals that the "Malang Halal" vision has been formally institutionalized as a strategic pillar within "The Future of Malang" development roadmap. The findings indicate the effectiveness of a collaborative model involving the local government, academia, through Halal Center assistance, and the business community in accelerating product certification and providing representative public worship facilities. While Malang offers an adaptive and promising tourism ecosystem framework, the sector's long-term sustainability demands strategic intensification in digital visibility, cross-regional infrastructure integration, and the strengthening of international branding to capture a broader global market.

Keywords: Halal Tourism, Halal Certification, Destination Development, Public Policy, Malang City.

History Article

Submitted 27 July 2025 | Revised 12 October 2025 | Accepted 9 November 2025

License and Copyright

Attribution-NonCommercial-ShareAlike 4.0
International CC BY-NC-SA 4.0



Website

<https://journal.bukitpengharapan.ac.id/index.php/JUPARITA/index>

Email

juparita@bukitpengharapan.ac.id

1. INTRODUCTION

The global halal tourism industry is experiencing significant growth, driven by the increasing number of Muslim travelers seeking travel experiences aligned with Islamic values. Market values exceed USD 2.1 trillion annually, and halal tourism is becoming a strategic economic sector not only in Muslim-majority countries but also for non-Muslim nations seeking to attract this expanding demographic (Dinar Standard & Thomson Reuters, 2018). Rapid growth in industrialized countries underscores the need for destinations to adapt their services to cater to the needs of Muslim tourists, including halal food certification, accessible prayer facilities, and Islamic-friendly recreational activities. Several previous studies have discussed halal tourism from various perspectives. Battour and Ismail (2016) emphasized the importance of religious values in shaping Muslim travel behavior, while Henderson (2019) analyzed how non-Muslim countries, such as Japan and Thailand, have adapted to tap into the halal tourism market. Halal tourism aligns with the principles of sustainable tourism (Putra, 2024), which emphasizes the importance of preserving local cultural values and implementing spiritually rooted management at cultural heritage sites, such as Karuman. In the context of halal tourism, such an approach is essential for developing destinations that are not only Muslim-friendly but also authentic and sustainable. However, a research gap remains concerning how Muslim-majority cities in Southeast Asia, particularly in Indonesia, develop integrated halal tourism models that combine policy, community participation, and service standardization.

Research contributes to the existing body of literature by offering a focused examination of Malang, a Muslim-majority city in East Java, Indonesia, which has declared its intention to become a leading halal tourism destination. What makes this study novel is its emphasis on the interplay between local government policy, academic engagement, and business-sector involvement, framed within the context of the city's Regional Medium-Term Development Plan (RPJMD) 2018–2023. Unlike existing research that often emphasizes the demand side (consumer behavior), this paper explores the supply side, particularly how city-level infrastructure, certification, and branding are being developed to meet halal tourism standards. The key problem addressed was how a medium-sized city like Malang can strategically develop a competitive halal tourism ecosystem amid challenges in infrastructure integration, international branding, and digital promotion. Preliminary observations indicate that while Malang has made progress, such as obtaining halal certification for culinary businesses and promoting Islamic heritage sites, significant gaps remain in digital visibility, international collaboration, and stakeholder coordination.

This study is important and urgent due to the post-pandemic shifts in global travel preferences toward safe, ethical, and spiritual experiences. While the industry faced severe challenges in 2020, by 2024, the global halal tourism sector demonstrated significant recovery, surpassing pre-pandemic growth trajectories. The primary objective of this research is to analyze the development of halal tourism in Malang by identifying key strategies, achievements, and limitations faced by the city in aligning itself with global halal tourism standards. The article offers original insights into how local actors collaborate to shape an inclusive and sustainable tourism model tailored for Muslim travelers. In conclusion, this study provides original and novel academic value by documenting how a regional Indonesian city operationalizes halal tourism within its local governance, cultural identity, and tourism infrastructure. It aims to enrich the discourse on halal tourism development from the perspective of urban policy integration and community-driven innovation.

2. LITERATURE REVIEW

The availability of halal products and services has become a necessity, particularly in countries with large Muslim populations (Anwar, Fahrullah, & Ridlwan, 2018). Consequently, tourism marketers must adapt their strategies to meet the growing demand for halal-friendly products and services. Halal tourism is an emerging segment within the broader tourism industry, catering to the specific needs and preferences of Muslim travelers. The niche market emphasizes

adherence to Islamic principles, covering areas such as halal food, prayer facilities, Muslim-friendly accommodations, and culturally sensitive services. The significance of halal tourism has grown in recent years, primarily driven by the continuous expansion of the global Muslim population, which is expected to reach over 2.2 billion by 2030 (Battour & Ismail, 2016).

Halal tourism can be defined as tourism activities designed to meet the religious and cultural requirements of Muslim travelers. Requirements often include halal-certified food, prayer facilities, modest accommodation options, and entertainment choices in line with Islamic values. Key components of halal tourism include halal food, which plays a critical role. Halal food operators, those that have obtained halal certification, play a crucial role in ensuring that Muslim travelers can maintain their dietary practices while traveling. Studies have shown that halal certification has a positive influence on consumer trust, purchase decisions, and overall satisfaction with tourism offerings (Katuk et al., 2021). Highlights the importance of certification systems in building confidence among Muslim consumers and promoting halal tourism as a viable sector. The growing interest in halal tourism is primarily attributed to the rising number of Muslim travelers and the increasing awareness of halal travel options. Halal tourism is viewed as a promising opportunity, both for destinations in Muslim-majority countries and those outside the Organization of Islamic Cooperation (OIC). For instance, countries such as Singapore, Thailand, and the United Kingdom have emerged as leaders in the halal tourism sector, offering a wide range of halal-friendly services despite not being part of the OIC. However, countries like Spain still face the challenge of effectively catering to Muslim tourists. Although Spain has made efforts to position itself as a halal-friendly destination, it ranks lower than other countries such as Thailand and Singapore, which have more developed halal tourism infrastructures (Cuesta-Valiño et al., 2020). The competitive advantage of Muslim-majority countries, which already offer more comprehensive halal tourism services, underscores the challenges faced by non-Muslim-majority destinations in developing this sector.

Despite its potential, halal tourism remains a relatively nascent area of business research. The industry has experienced growth in market size, and academic literature on halal tourism, particularly in non-Islamic countries, remains limited (Ekka, 2023). The sector's growth potential is substantially more. Further research is necessary to comprehend the dynamics of halal tourism, including consumer behavior, the role of digital tools in influencing tourism decisions, and the impact of halal certification on the overall tourism experience. Gap research presents an exciting opportunity for scholars to explore unique aspects of halal tourism, especially as Muslim travelers seek destinations that offer both religious and cultural compatibility. Five halal tourism attributes that had a positive and significant impact on affective destination image, overall destination image, revisit intention, and recommendation intention (Wibawa et al., 2024).

The importance of halal food and services is increasingly recognized as a key factor in the success of halal tourism. Halal certification is a security guarantee for Muslims to be able to consume halal food products according to the teachings of Muslims (Nurcahyo & Hudryayah, 2017) content analysis of national tourism websites from countries such as China, South Korea, Japan, and Thailand revealed destinations have started to cater to halal tourism by highlighting halal food options, prayer spaces, and Muslim-friendly amenities (Yousaf et al., 2018). Demonstrates growing recognition of halal tourism as an important subset of culinary and cultural tourism. Moreover, halal certification has been shown to influence Muslim tourists' decisions, particularly when selecting food establishments that align with their religious beliefs (Septiani & Ridlwan, 2020): halal tourism, religiosity, customer engagement, and tourist satisfaction. One study found that the level of religiosity of Muslim tourists influences their engagement with halal tourism offerings and their overall satisfaction with the destination (Abror et al., 2019). In addition to food, the broader social environment also plays a crucial role in the halal tourism experience. Halal-friendly services, such as prayer facilities, modest clothing options, and culturally sensitive entertainment, are integral components of halal tourism destinations. Elements contribute to creating a welcoming and comfortable environment for Muslim tourists, fostering positive emotions and satisfaction with the destination. Research has shown that Muslim travelers value destinations that offer services that allow for a seamless integration of religious practices

into the travel experience (Ekka, 2023). Furthermore, halal social environments, including halal food and beverages, halal entertainment, and halal clothing, have been identified as key attributes that contribute to the success of halal tourism in destinations such as Bangladesh (Ekka, 2023).

Given the national agenda for halal tourism, Malang City in East Java presents a unique case study. As a city positioning itself as a premier Muslim-friendly destination in Southeast Asia, Malang has integrated halal tourism as a core component of its strategic development vision, known as 'The Future of Malang.' Capitalizing on its demographic advantage as a Muslim-majority city and a vibrant educational hub, the local government has designated halal tourism as one of the six strategic pillars in its regional medium-term development plan (RPJMD). This institutional commitment offers a compelling context to analyze how policy frameworks and stakeholder collaboration shape the supply-side readiness of a secondary city in an emerging market. The University of Muhammadiyah Malang (UMM) supports this initiative through its Halal Center, which helps local businesses obtain halal certification (Sayyaf et al., 2023). Malang's culinary scene, featuring halal-certified restaurants such as Bakso Priyangan, Kedaishi Ramen, Siomay Jones, Warung Kemari Sawunggaling, and Warung Sate Gebug, enhances its appeal. The Great Mosque of Malang, along with other cultural landmarks, contributes to the city's Islamic heritage. Regional efforts, such as the East Java Halal Industry Festival, strengthen Malang's position in the halal tourism market. Through government policies, academic support, and local businesses, Malang is becoming a premier halal-friendly destination in Southeast Asia.

3. METHOD

Methods to address the research problem include both data collection and analysis techniques. This study applies a qualitative-descriptive approach to explore the development of halal tourism in Malang, East Java. Begins with problem identification, focusing on the gap in existing literature concerning Muslim majority mid-sized cities, especially in Indonesia, implementing effective and integrated halal tourism strategies. Followed by a literature review, which examines previous studies, theoretical frameworks, and relevant policy documents to establish a foundational understanding of halal tourism development globally and locally.

The research design is qualitative in nature, allowing for an in-depth exploration of the social, institutional, and cultural dynamics that shape Malang's halal tourism ecosystem. Data collection involves multiple sources. Secondary data includes government policy documents such as the Regional Medium-Term Development Plan (RPJMD 2020–2024), academic publications, online tourism platforms, and news articles - field observations, focusing on halal-certified culinary establishments and Islamic religious tourism sites across Malang. Additionally, documentation reviews are conducted on local initiatives, such as the East Java Halal Industry Festival and its associated programs. The data were analyzed using a descriptive qualitative approach to identify key themes in policy and implementation.

Finally, the conclusion and recommendations identify Malang's strategic potential in the halal tourism market while also highlighting areas for further improvement. Recommendations are made regarding the enhancement of digital promotion strategies, the integration of infrastructure, and the strengthening of international branding to support sustainable and inclusive halal tourism development.



Figure 1. Research Flow,
Source: Researcher, 2025

4. RESULT AND DISCUSSION

4.1. Government Implementation of Halal Tourism in Malang

Malang has positioned "Malang Halal" as one of six strategic pillars in the "Future of Malang" vision set by the Mayor of Malang, alongside Malang City Heritage, Malang 4.0, Malang Creative, Malang Service, and Malang Nyaman (Pemkot Malang, 2019). Demonstrates a firm commitment from local authorities to embed halal tourism within the broader framework of urban development. To support growth in halal tourism, the Malang City Government and the Department of Tourism launched several initiatives. Organizing Halal Tourism Bazaars, implementing halal certification programs for hotels, restaurants, and cafés, and providing technical guidance on the Halal Assurance System. Furthermore, halal tourism packages, such as "Pesona Bromo Halal," have been introduced, offering Muslim-friendly travel experiences. Collaboration with neighboring regions such as Batu City and Malang Regency has also been established to expand the reach and quality of halal destinations (Rahmadian & Anam, 2021).

Malang City Government is actively facilitating halal certification for tourism-related businesses, as represented by the Malang City Tourism Office. The office stated that at least 20 businesses have been supported in obtaining halal certification. The initiative aims to ensure that tourism services, including accommodations and culinary establishments, adhere to halal standards. Includes not only halal food offerings but also the provision of adequate infrastructure for Muslim tourists, such as the availability of representative prayer facilities in hotels and lodgings (Chairunnisa, 2021).

The mayor of Malang and his administration have publicly committed to developing halal tourism comprehensively and sustainably (Firdausi, 2021). Big commitment is further reinforced

by efforts to ensure that individuals working in critical sectors, such as slaughterhouses (RPH), are encouraged to obtain professional halal certification from the National Professional Certification Agency (BNSP) (Sukarelawati, 2021). Initiatives reflect a systemic and policy-driven approach to developing halal tourism, integrating certification, education, infrastructure, and regional cooperation—Malang as a proactive and model city in Indonesia's national effort to enhance its halal tourism ecosystem.

4.2. Halal Practices Business Malang

Government initiatives do not solely drive Halal tourism in Malang, but also supported by the active involvement of local business actors. Hotel and restaurant owners, culinary entrepreneurs, and tourism service providers who have begun to adopt halal standards cater to the growing demand from Muslim tourists. Many businesses have participated in training sessions on the Halal Assurance System (Sistem Jaminan Halal) and have taken steps to obtain halal certification for their products and services (Santoso, 2022). Malang City Government, through the Tourism Office, has facilitated the certification process for at least 20 tourism-related businesses, as of 2021. This effort aims to ensure that hotels, accommodations, and culinary establishments provide not only halal-certified food and beverages but also supporting infrastructure, such as prayer rooms (musholla) and appropriate signage for Muslim travelers (Zuhri et al., 2022)

Malang, the second-largest city in East Java, has experienced significant infrastructure development in recent years. The city government, in collaboration with the Department of Public Works and Highways (DPUBM), has expanded infrastructure projects even to the village level. One of the most notable infrastructure developments is the construction of the South Cross Road (Jalur Lintas Selatan or JLS). This strategic road network is set to stretch from Banyuwangi to Tulungagung, covering a distance of 684 kilometers. A section of the JLS is also under construction in Malang Regency, extending to the border of Blitar Regency, with a length of 17.78 kilometers. This project was targeted for completion by 2022, significantly enhancing regional connectivity (Perkembangan Infrastruktur Malang Terkini, 2020). In terms of accommodation, the Central Statistics Agency (BPS) of Malang compiled data in Malang City in Figures 2020, which highlights the distribution of hotels throughout the city. The Kedungkandang District stands out as a promising area for providing accommodation services. Agung H. Buana, Head of Tourism Marketing and Creative Economy, noted that most hotels in Malang are concentrated in the city center, particularly in Klojen District.

Entrepreneurs are also encouraged to collaborate with local government programs, such as the Halal Industry Festival and initiatives by the Halal Center at the University of Muhammadiyah Malang (Sayyaf et al., 2023). Efforts to broaden the vision of “Malang Halal” as one of the six pillars of The Future of Malang strategic plan. Programs and business actors enhance their competitiveness in the halal tourism market, contributing to the positioning of Malang as a halal-friendly destination both nationally and globally. The atmosphere in Kayutangan Heritage encourages a slower pace of travel, allowing visitors to reflect and enjoy the local heritage—an experience that aligns well with the spiritual needs of Muslim tourists for tranquility (Putra, 2025). This opens up opportunities for developing halal tourism packages that emphasize inner peace, lifestyle balance, and Islamic values in travel activities. The participation of businesses in adopting halal standards reflects a growing awareness of the economic potential of halal tourism and a commitment to supporting the city's vision for inclusive and sustainable tourism development.

4.3. Challenges and Future Potential

Many people, particularly business actors, perceive the halal brand or halal tourism as being exclusively for Muslim tourists. This perception can lead to a narrowing of market reach, limiting broader appeal and inclusivity (Nurlatifah, 2020). As highlighted by Lestia & Hanafiah (2024), the motivation for halal tourism is currently driven by the younger demographic, particularly

Muslim Generation Z aged 17–25, who seek unique travel experiences that harmonize religious observance with modern lifestyle trends, such as digital convenience and aesthetic appeal. Motivation, destination image, and knowledge have a positive and significant influence on the intention to visit halal tourism in Malang, particularly among Muslim Generation Z aged 17–25 in Indonesia. Marketing strategies in halal tourism should integrate value-based communication, including the use of digital media, Islamic storytelling, and consumer segmentation based on religious lifestyles (Putra, 2022). This supports the need for product differentiation in the competitive global halal market. The stronger a person's motivation, the greater their intention to visit. A positive destination image also increases this intention, and a deeper understanding of halal tourism contributes to a stronger desire among Gen Z to explore halal destinations in Malang (Lestia & Hanafiah, 2024). The Department of Tourism and Culture of Malang Regency aims to enhance the appeal of halal tourism. To boost motivation, it is advised to highlight halal certification in hotels and restaurants and maintain environments free from alcohol and non-Sharia-compliant practices. To strengthen the destination image, it is recommended to increase the availability of Muslim-friendly accommodations, such as mosques or prayer rooms (musholla), and ensure that facilities adhere to Islamic principles. In terms of improving knowledge, it is important to provide an informative mobile application about halal tourism and introduce guided tour services to help visitors better understand tourist destinations.

Table 1. Key Findings on Sustainable Malang Halal Tourism

Point	Key Findings
Strategic Positioning of Malang	<ul style="list-style-type: none"> • Malang, East Java, is emerging as a key halal tourism destination in Southeast Asia. • Integrated in the RPJMD 2018–2023 with focus on halal-friendly events, services, and destinations. • Strong policy support under Mayor Sutiaji’s leadership. • Supported by UMM Halal Center to assist local business certification. • Halal-certified culinary brands (e.g., Bakso Priyangan, Warung Sate Gebug) enhance tourism appeal. • Key Islamic heritage sites (e.g., Great Mosque of Malang).
Government Initiatives	<ul style="list-style-type: none"> • "Malang Halal" established as 1 of 6 pillars in “The Future of Malang” vision. • City government organizes halal tourism bazaars, training, and technical guidance. • Collaboration with Batu and Malang Regencies to strengthen the regional halal ecosystem. • Facilitated halal certification for over 20 businesses. • Halal-friendly infrastructure encouraged (prayer rooms, signage, non-alcoholic environments). • Personnel in key sectors (e.g., slaughterhouses) encouraged to obtain BNSP halal certification. • Reflects systemic policy integration in halal tourism development.
Business Participation	<ul style="list-style-type: none"> • Local businesses increasingly adopt halal standards to meet Muslim tourist demand. • Entrepreneurs participate in Halal Assurance System training and certification. • Active engagement in halal-related events and government partnerships. • Business involvement enhances competitiveness and aligns with Malang’s vision as a global halal destination.
Challenges and Opportunities Ahead	<ul style="list-style-type: none"> • Misconception: Halal tourism is seen as exclusive to Muslim tourists, potentially narrowing market reach. • Education and communication are needed to build inclusivity. • Motivation, destination image, and halal knowledge significantly influence Gen Z Muslim tourists’ intent to visit. • Recommendations: promote halal certification, ensure Muslim-friendly facilities, and introduce mobile apps and guided tours.

Data Source: Researcher, 2025

5. CONCLUSION

From a policy standpoint, halal tourism solidified The Future of Malang's development vision. City government has launched multiple initiatives, including halal tourism bazaars, training sessions, and technical guidance, and has actively collaborated with Batu City and Malang Regency to develop a regional halal ecosystem. Facilitating halal certification for more than 20 local businesses and encouraging halal-friendly infrastructure such as prayer rooms, clear signage, and alcohol-free environments. Notably, personnel working in key sectors, such as slaughterhouses, are also being supported in obtaining BNSP halal certification, demonstrating systemic commitment to halal compliance. Increasingly, entrepreneurs in Malang are aligning their businesses with halal standards, driven by the growing demand from Muslim tourists. Their involvement is marked by participation in the Halal Assurance System certification process and collaboration with government-led halal tourism events.

A key misconception is that halal tourism is wrongly perceived as exclusive to Muslim tourists, which risks limiting its broader market appeal. Highlighting higher motivation, a stronger positive image of the destination, and a deeper understanding of halal tourism correlates with a greater likelihood of visitation. Malang's commitment to developing halal tourism through supportive infrastructure, culinary offerings, religious facilities, and institutional involvement strengthens it as a key destination for Muslim travelers in Southeast Asia. Represents a promising framework for advancing Muslim-friendly tourism. However, to ensure long-term success, further enhancements in digital visibility, integrated transportation infrastructure, and consistent international branding are essential. These improvements will enhance the tourist experience, attract global markets, and reinforce Malang's identity as a halal-friendly city.

Suggestions for future research include examining additional variables that may affect the intention to visit halal tourism destinations, such as electronic word-of-mouth (E-WOM), city branding, religiosity, and service quality. Exploring these aspects will provide a more comprehensive understanding of the factors influencing Halal tourism decisions and offer deeper insights into strategies for promoting sustainable Halal tourism.

6. REFERENCES

- Abror, A., Wardi, Y., Trinanda, O., & Patrisia, D. (2019). The impact of Halal tourism, customer engagement on satisfaction: moderating effect of religiosity. *Asia Pacific Journal of Tourism Research*, 24(7), 633–643. <https://doi.org/10.1080/10941665.2019.1611609>
- Battour, M., & Ismail, M. N. (2016). Halal tourism: Concepts, practices, challenges and future. *Tourism Management Perspectives*, 19(Part B), 150–154. <https://doi.org/10.1016/j.tmp.2015.12.008>
- Bidang Komunikasi dan Informasi Publik. (2022). Malang halal dicetuskan sejak 2018 demi jadikan Malang center halal tourism. Pemerintah Kota Malang. <https://malangkota.go.id/2022/02/18/malang-halal-dicetuskan-sejak-2018-demi-jadikan-malang-center-halal-tourism/>
- Chairunnisa, N. (2021, Maret 20). Malang Promosikan Wisata Halal, Langkah Gaet Wisatawan Timur Tengah. *Tempo*. <https://travel.tempo.co/read/1444148/malang-promosikan-wisata-halal-langkah-gaet-wisatawan-timur-tengah>
- Cuesta-Valiño P, Bolifa F, Núñez-Barriopedro E. Sustainable, Smart and Muslim-Friendly Tourist Destinations. *Sustainability*. 2020; 12(5):1778. <https://doi.org/10.3390/su12051778>
- Dickinson, J. E., Hibbert, J. F., & Filimonau, V. (2016). Mobile technology and the tourist experience: (Dis)connection at the campsite. *Tourism Management*, 57, 193–201. <https://doi.org/10.1016/j.tourman.2016.06.005>
- Dinar Standard, & Thomson Reuters. (2018). State of the Global Islamic Economy Report 2018/19. In Dubai International Financial Centre.

- Ekka, P. (2023). Halal tourism beyond 2020: concepts, opportunities and future research directions. *Journal of Islamic Marketing*. <https://doi.org/10.1108/jima-09-2022-0260>
- Han, H., Al-Ansi, A., Olya, H. G. T., & Kim, W. (2019). Exploring halal-friendly destination attributes in South Korea: Perceptions and behaviors of Muslim travelers toward a non-Muslim destination. *Tourism Management*, 71, 151–164. <https://doi.org/10.1016/j.tourman.2018.10.010>
- El-Gohary, H. (2016). Halal tourism, is it really Halal? *Tourism Management Perspectives*, 19, 124–130. <https://doi.org/10.1016/J.TMP.2015.12.013>
- Firdausi, A. C. (2021, Februari). Semakin Eksis, Pemkot Malang Terus Genjot Wisata Halal. *Malang TIMES*. <https://www.malangtimes.com/baca/64519/20210228/102300/semakin-eksis-pemkot-malang-terus-genjot-wisata-halal>.
- Jia, X., & Chao-zhi, Z. (2020). “Halal tourism”: is it the same trend in non-Islamic destinations with Islamic destinations? *Asia Pacific Journal of Tourism Research*, 25(2), 189–204. <https://doi.org/10.1080/10941665.2019.1687535>
- Katuk, N., Ku-Mahamud, K. R., Kayat, K., Hamid, M. N. A., Zakaria, N. H., & Purbasari, A. (2021). Halal certification for tourism marketing: the attributes and attitudes of food operators in Indonesia. *Journal of Islamic Marketing*, 12(5), 1043–1062. <https://doi.org/10.1108/JIMA-03-2020-0068>
- Lestia, S. N., & Hanafiah, A. (2024). Memahami niat perilaku Generasi Z Muslim Indonesia dalam berkunjung ke pariwisata halal Malang. *Journal of Indonesia Marketing Association*, 2(2). Universitas Mercu Buana.
- Miles, M. B., Huberman, A. M., & Saldaña, J. (2014). *Qualitative data analysis: A methods sourcebook* (3rd ed.). Sage Publications.
- Nurchahyo, A., & Hudrasyah, H. (2017). The influence of halal awareness, halal certification, and personal societal perception toward purchase intention: A study of instant noodle consumption of college student in Bandung. *Journal of Business and Management*, 6(1), 21–31.
- Nurlatifah, I. (2020). Kebijakan Pengembangan Pariwisata Halal di Indonesia: Peluang, Tantangan, dan Strategi. Skripsi. UIN Syarif Hidayatullah Jakarta, Jakarta.
- Pemkot Malang, B. K. dan I. P. (2019, Mei). Pemprov Jatim Luncurkan Lima Program Unggulan. malangkota.go.id. <https://malangkota.go.id/tag/jatim-cettar>
- Putra, I. L. (2025). Slow Living: Transisi Gaya Hidup dan Ekuilibrium Keperilakuan Finansial. *Jurnal Manajemen dan Ilmu Administrasi*, 1(1), 21-30.
- Putra, I. L. (2024). Sustainable Tourism Pada Wisata Cagar Budaya Situs Karuman. *Jurnal Pariwisata Tawangmangu*, 2(2), 110-121.
- Putra, I. L. (2022). Manajemen Pemasaran Dilengkapi Studi Kasus Dan Video Pembelajaran. Cv. Alpha Rocket Nusantara.
- Rahmadian, A., & Anam, M. M. (2021). Prospek Wisata Halal Di Kota Malang: Sebuah Tinjauan Atas Peluang Dan Tantangan. *Jurnal Pariwisata Pesona*, 6(1), 17–25. <https://doi.org/10.26905/jpp.v6i1.5587>
- Perkembangan Infrastruktur Malang Terkini. (2020). *Rumah.Com*. <https://www.rumah.com/areainsider/malang>
- Santoso, B. (2022). Nilai keislaman dan kearifan lokal dalam pengembangan pariwisata halal pasca covid 19 di kota malang. 1(1), 39–51. <https://doi.org/10.59001/pjeb.v1i1.1>
- Sayyaf, R. T. F., Anggraeni, L., & Khoirunnisa, S. (2023). Pendampingan pengurusan sertifikasi produk makanan halal bagi pelaku usaha streetfood dalam mendukung Malang menjadi Halal Tourism City. *MARTABE: Jurnal Pengabdian Masyarakat*, 6(6), 2048–2058. <https://doi.org/10.31604/jpm.v6i6.2048-2058>
- Septiani, D., & Ridlwan, A. A. (2020). The Effects of Halal Certification and Halal Awareness on Purchase Intention of Halal Food Products in Indonesia. 2(2), 55–60. <https://doi.org/10.15575/IJHAR.V2I2.6657>

- Sjuchro, D. W., Desak I Dewi, S. K. P., Sudarmi, , & Abriani, A. (2023). Marketing Model of Halal Tourism Destination. *Jurnal Komunikasi Profesional*, 7(1), 65–80. <https://doi.org/10.25139/jkp.v7i1.6014>
- Sukarelawati, E. (2021, Maret 20). “Juleha” pintu gerbang Kota Malang wujudkan wisata halal. *antaranews.com*. <https://www.antaranews.com/berita/2053622/juleha-pintu-gerbang-kota-malang-wujudkan-wisata-halal>
- Wibawa, B. M., Pranindyasari, C., Bhawika, G. W., & Mardhotillah, R. R. (2021). Discovering the importance of halal tourism for Indonesian Muslim travelers: perceptions and behaviors when traveling to a non-Muslim destination. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-07-2020-0210>
- Yousaf, S., Yousaf, S., & Xiucheng, F. (2018). Halal culinary and tourism marketing strategies on government websites: a preliminary analysis. *Tourism Management*, 68, 423–443. <https://doi.org/10.1016/J.TOURMAN.2018.04.006>
- Zuhri, I. A. H., Soetjipto, B. E., & Siswanto, E. (2022). Human Resource Preparation in Sharia-Inn at Malang City (Case Study Multi Sites Hotel Syariah 99 by VRV and Aurila Homestay Syariah). *International Journal of Humanities Education and Social Sciences*, 2(1). <https://doi.org/10.55227/ijhess.v2i1.207>