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Opportunities and challenges halal tourism in Indonesia in the era of human-centered technology (society 5.0)

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ABSTRACT

Indonesia, as a Muslim-majority country, has great potential in developing halal tourism that meets the needs and preferences of Muslim travelers. However, in its implementation, the sector faces various challenges. Along with the emergence of Society 5.0, which focuses on technology that empowers humans, the challenges and opportunities in the development of halal tourism are also increasingly complex. Society 5.0 aims to answer and address social issues that arise along with the industrial revolution 4.0, by placing humans at the center of innovation. This study aims to analyze the opportunities and challenges faced by halal tourism in the Society 5.0 era. The research method used is a qualitative method with written data collection techniques through literature studies. After the data is collected, it is then analyzed descriptively to produce research findings. The results showed that halal tourism in the Society 5.0 era has good opportunities thanks to the role of technology in improving access to information, personalization of tourist experiences, operational efficiency, and the development of innovative halal tourism products. However, major challenges are still faced related to standardization, infrastructure quality, human resource quality, global competition, and cybersecurity risks. Overcoming these challenges requires a collaborative strategy between the government and the private sector, utilization of technology for efficiency and safety, improving the quality of human resources, and more intensive promotion in both domestic and international markets. With the implementation of this strategy, Indonesia's halal tourism sector can develop optimally, strengthen the country's economy, and meet global market demand.



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Introduction

The tourism industry sector has long been recognized as one of the main drivers of a strong and stable economy (Rasool et al., 2021; Ernawati, 2019; Manzoor et al., 2019). In the era of globalization, this sector has even become one of the largest industries contributing to global economic financing, showing its resilience to the global crisis that hit various other sectors (Martaleni, 2016). Based on the Tourism Law Article 1, tourism is defined as a tourist activity equipped with facilities and services provided by the community, entrepreneurs, government, and local governments to support an optimal tourist experience (Indonesia, 2009). Tourism also contributes significantly to various economic indicators, such as income, foreign exchange, and gross domestic product (GDP) of a country (Ashoer et al., 2021, p. 16). This shows that the tourism sector is able to become a major driver for economic development and growth at the regional and national levels (Salihin, 2021).

Indonesia, as the country with the largest Muslim population in the world, has great potential to develop halal tourism that is friendly to Muslim tourists (Putri & Munandar, 2023; Nata, 2022; Fadhlan & Subakti, 2022). This potential continues to increase as the halal industry is growing rapidly in Indonesia from year to year (Yazid et al., 2020). In the halal tourism sector, these activities must be in line with sharia values and not contradict Islamic ethics (Abrori, 2020, p. 33; Srisusilawati et al., 2022; Pasarela et al., 2022). Halal tourism here not only includes culinary aspects or food products that meet Islamic law, but also includes various Muslim-friendly services and facilities (Bustaman & Suryani, 2021; Al Mustaqim, 2023; Setyawati & Aprilia, 2023). According to Yunos et al. (2014), the broader halal industry also includes halal product services, business, and entrepreneurship. This means that halal tourism in Indonesia also focuses on providing Muslim-friendly accommodation, worship areas available at tourist sites, an environment that conforms to Islamic values, as well as tourism experiences that are in line with the spiritual needs of Muslim tourists.

According to the Deputy for Development and Promotion of Nusantara Tourism, Indonesia has the capacity to become the center of world halal tourism. The main reason supporting this view is the existence of tourist attractions in Indonesia that have been equipped with international standard facilities and accessibility. This makes halal tourism locations in Indonesia easily accessible and can be enjoyed by various groups of tourists, both local and international. In addition, halal tourism products in Indonesia are designed to be welcoming to all, broadening their appeal and making them inclusive to both Muslim and non-Muslim travelers. Another factor that strengthens this prospect is the existence of a halal tourism product development acceleration team that is tasked with promoting the quality and sustainability of the halal tourism industry in Indonesia. All of these aspects show that economically, halal tourism in Indonesia has promising prospects and has the potential to make a major contribution in increasing state revenues (Jaelani, 2017).

Halal tourism in Indonesia also offers a variety of benefits to society and the economy at large. One of the main benefits is its ability to create new jobs, especially in the food, fashion and other services sectors that support the needs of halal travelers (Muhajir & Al Hasan, 2021). In addition, this sector opens up wider investment opportunities in halal tourism, which can further strengthen the economy at both the local and national levels (Aisya et al., 2023). With halal tourism, economic growth can be boosted through a more focused and sustainable increase in tourism activities, as well as various other benefits that can be felt by the wider community (Muis & Aisyah, 2022).

However, although halal tourism in Indonesia has a lot of potential, the industry is also faced with a number of challenges that affect its development. One of the main challenges is the lack of adequate information regarding the concept and implementation of halal tourism. Many potential travelers and stakeholders in the industry do not fully understand the aspects that make a destination or tourist facility compliant with halal standards. In addition, the availability of supporting facilities in some halal tourism destinations is still limited. For example, there are still few hotels in Indonesia that have sharia certification, and not all food and beverage products have halal certificates from MUI, which can create uncertainty for Muslim tourists (Muhajir & Al Hasan, 2021).

In addition to limited facilities, other challenges also arise in the area of marketing. Halal tourism marketing faces difficulties in accommodating the needs of travelers from various backgrounds, both Muslim and non-Muslim, while still maintaining the essence of halal. In order to compete and answer this challenge, more research and studies related to halal tourism are needed to deepen understanding and develop effective marketing strategies (Akbar, 2022). The suboptimal management of halal tourism potential is an additional challenge for the government and policy makers in Indonesia. Collaboration between parties is needed to realize Indonesia as the center of the global halal industry, integrate policies that support and develop halal tourism as a whole (Nurlaili, 2023). In the industrial era 4.0, cooperation between the government and academics is key to identifying the needs and strategies for developing halal tourism. Increasing the capacity of human resources, promotion, and infrastructure, as well as establishing sharia tourism as a priority program, are important steps that can strengthen Indonesia's position in the world halal tourism scene (Noviantoro & Zurohman, 2020).

The Organization of Islamic Cooperation survey also identified a number of additional challenges. One of these is the cumbersome procedure for obtaining halal certification, which can deter industry players. Policies that focus on halal tourism are also sometimes seen to make non-Muslim travelers feel uncomfortable, so an inclusive approach needs to be sought. In addition, the lack of financial support from global investors, issues of gender discrimination against female workers, and Islamic values that sometimes clash with customs in the tourism sector are also challenges that need to be considered. These factors, coupled with weak marketing and promotional efforts as well as security and terrorism issues, add to the complexity of developing halal tourism in Indonesia (Hasan, 2022).

Relevant to the current era of Society 5.0, digital technology and artificial intelligence (AI) are integrated in daily life to create a more inclusive society that focuses on human needs (Astriana et al., 2024). Society 5.0 utilizes technology to improve the quality of life, using it as a tool in overcoming social challenges, including in tourism (Salam & Angelyca, 2023; Setyanti & Sudarsih, 2023). In halal tourism, this era opens up great opportunities for innovation that can improve comfort and convenience for Muslim travelers. For example, apps that provide information on halal restaurants, mosques, or travel guides that align with Islamic values would be helpful. In addition, Society 5.0 also enables a more interactive and personalized travel experience through various digital services, which strengthens its potential in addressing the diverse challenges facing halal tourism. Thus, a more in-depth analysis of the opportunities and challenges of halal tourism in Indonesia in the era of Society 5.0 is needed, where technology serves not only as a tool, but as part of a human-centered solution.

Previous research conducted by Rusdi and Utomo (2024) discussed opportunities and challenges in the halal tourism sector and its impact on economic growth in Indonesia. They found that halal tourism has the potential to be a means of introducing the concept of Islamic economics. However, halal tourism still faces significant challenges, especially from the implementation of the capitalist economic system reflected in various policies and regulations. This challenge is exacerbated by skeptical views that consider halal tourism as a form of identity politics. In addition, another study by Hasan (2022) on the challenges and opportunities of halal tourism in the new normal era emphasizes that in addition to religious tourist destinations, halal tourism must be supported by facilities such as restaurants and hotels with halal food and adequate places of worship. Security, political, and economic stability are also key components in the process of developing halal tourism destinations, which have a significant impact on the sustainability and economic growth of tourist destinations.

Although there are studies that discuss the opportunities and challenges of halal tourism, there is still a gap in the literature that connects halal tourism with the application of technology in the Society 5.0 era. This research offers novelty by introducing innovations that unite the concept of halal tourism with the Society 5.0 approach, including the potential use of AI-based technology to improve halal services and the application of digitalization in halal tourism marketing. This research will enrich the literature on halal tourism in the context of Society 5.0 and explore how technology can be used to overcome various obstacles in halal tourism.

The results of this study will provide significant benefits for the government, tourism industry players, and related organizations in formulating policies and strategies that support the development of halal tourism based on Society 5.0 technology. This technology can not only increase the contribution of the halal tourism sector to national economic growth but also open up new employment opportunities in tourism. Therefore, this research focuses on identifying opportunities and challenges facing halal tourism in the Society 5.0 era, as well as formulating strategies to anticipate these challenges and take advantage of existing opportunities. By integrating Society 5.0 technology in the halal tourism industry, the community can be better prepared to face the challenges and at the same time strengthen the potential of halal tourism in Indonesia as a friendly and innovative sector for Muslim tourists.

Method

This research applies qualitative methods as its research method, which aims to understand a phenomenon in depth without using a statistical approach (Albi Anggito, 2018; Rukin et al., 2019). The qualitative method in this research focuses on comprehensive observation and analysis, providing a thorough insight into the topic under study. The approach used is a literature study, which includes various activities such as collecting library data, reading, recording, and processing materials related to halal tourism. Primary data in this research is obtained from literature publications that are directly related to the topic of halal tourism (Mahmud, 2011, p. 152). The literature study process involves reading, reviewing, and analyzing various types of sources, such as books, journals, articles, and previous research that support the understanding of halal tourism. The type of data used is in the form of written narratives or documents from various publications.

The data collection technique was carried out through documentation, where data was obtained by tracing publication sources directly related to the research theme, namely halal tourism (Sugiyono, 2013). Literature was collected from online databases such as Google Scholar, JSTOR, and ScienceDirect with the keywords "halal tourism," "halal tourism in Indonesia," and "era society 5.0" for publications between 2013 and 2024. After the data is collected, the analysis technique used is descriptive analytic. This analysis aims to describe the concept of halal tourism, identify opportunities and challenges faced, and analyze the development of halal tourism in the context of era society 5.0 (Ratna et al., 2014).

Results and Discussions

Tourism is an activity that involves many individuals at various times and places, making it an integral part of modern society (Bafadhal, 2018). As a broad sector, tourism covers various aspects, including economic, social, cultural, and ecological, demonstrating its comprehensive impact and scope (Sudana, 2013). In addition, tourism creates close linkages between tourists, businesses, local communities, the environment, government, and various other interested parties in the industry (Bafadhal, 2018). In economic and social terms, tourism plays an important role at both local and global levels. Its existence contributes significantly to economic development, for example through increased regional income and foreign exchange earnings that benefit the country (Khoir et al., 2018; Lohana et al., 2023; Tahir et al., 2023). With the increase in regional income from this sector, tourism has proven to be a strategic sector that provides tangible benefits for economic growth, especially in the ASEAN region which has begun to realize the great potential of tourism in driving regional economic growth (Moenir et al., 2021; Mun'im, 2022).

Today, the concept of tourism has evolved further with the emergence of shariah tourism or halal tourism, which integrates Islamic values into the travel experience (Arintyas & Budiman, 2023; Aniqoh & Tayob, 2022; Chantarungsri et al., 2024). Shariah tourism, also known as halal tourism, is a tourism concept that is tailored to the needs of Muslim travelers while remaining inclusive so that it can also be enjoyed by non-Muslim travelers (Vargas-Sanchez et al., 2020). According to Battour, as cited by (Effendi et al., 2021), Islamic tourism refers to a form of tourism that not only serves the specific needs of Muslims, but is also universal, where all tourists, both Muslim and non-Muslim, can enjoy the products and services offered.

The definition of halal tourism covers various aspects of tourism activities that are considered in accordance with Islamic principles (Putra & Tucunan, 2021; Nizar et al., 2024). Battour and Ismail describe it as all activities and attractions that are allowed in Islamic teachings, allowing Muslims to participate without violating their beliefs (Battour & Ismail, 2016). On the other hand, Mahamood defines halal tourism as a series of tourism activities that are based on Islamic motivation and carried out according to sharia principles, emphasizing aspects of intention and compliance in tourism activities (Mahamood et al., 2018).

Another concept of halal tourism highlights the importance of services dedicated to meeting the needs of Muslim travelers based on Islamic religious teachings (Arisanti, 2022). This allows Muslim travelers to maintain their religious values during travel, covering everyday aspects such as consumption of halal food, easy access to places of worship, as well as facilities that support compliance with Islamic principles (Vargas-Sanchez et al., 2020; Nengsih & Ridho, 2023).

Indonesia, with a majority Muslim population, has a huge opportunity to develop halal tourism. However, the implementation of sharia or halal tourism in Indonesia still faces various challenges and has not been fully implemented in a stable and optimal manner (Keliat & Sentanu, 2022; Tanjung & Panggabean, 2022). This is largely due to the various obstacles faced by stakeholders in implementing the concept of halal tourism effectively. However, research conducted by Pratiwi shows that regions such as Yogyakarta have successfully fulfilled various criteria in the concept of halal tourism, by providing Muslim-friendly facilities such as accommodation, halal restaurants, and adequate places of worship (Pratiwi, 2016).

In the Global Muslim Travel Index (GMTI) 2022, Indonesia managed to occupy the second position in the halal tourism ranking, outperforming countries such as Saudi Arabia and Turkey which are in the third and fourth positions. This ranking shows that Indonesia has the potential to become the world's main halal tourism destination, even rivaling Malaysia, which is currently in the first position (Kemenparekraf, 2022). To support the development of this sector, the Ministry of Tourism and Creative Economy (Kemenparekraf) has designated 15 provinces in Indonesia as the focus of developing leading Muslim tourist destinations. Kemenparekraf also gives autonomy to these provinces in managing the potential of halal tourism in their respective regions, so that each province can compete healthily to become the favorite halal tourism destination in Indonesia (Al Qita et al., 2022).

Indonesia has a very diverse natural and cultural wealth, which is the basic capital in attracting local and international tourists. The potential of stunning nature and unique cultural heritage can be maximally utilized in developing the halal tourism sector in Indonesia. In addition, the shopping interest of the Muslim community also shows great potential. Data from 2019 shows that the global Muslim community spends around 2.02 trillion US dollars on various needs such as cosmetics, pharmaceuticals, food, clothing, travel, and recreation. This figure reflects a great opportunity for the development of halal tourism in Indonesia, where the needs of Muslim tourists can be met through various services and facilities that are in accordance with sharia principles (Kemenparekraf, 2022).

In line with the era of Society 5.0, it provides a great opportunity for the utilization of advanced technology in the development of Islamic tourism. According to Burhanuddin & Pharmacista (2023) Society 5.0 was born as a continuation of the Society 4.0 era, which was driven by technological developments and automation.

Different from the previous era that focused more on industrialization, Society 5.0 places humans at the core of technological development, aiming to improve the overall quality of human life. In this concept, humans act as “super smart people,” individuals who are able to utilize technology to improve their quality of life.

Teknowijoyo & Marpelina (2022) adds that Society 4.0 focuses more on economic and technological improvements, but often pays less attention to the social impacts that result from these developments. Society 5.0, on the other hand, seeks to integrate technological advancements with social welfare and places humans at the center of innovation. With this approach, Society 5.0 leverages the advancements of industry 4.0 to create sustainable social responsibility and improve the overall quality of life for each individual.

Society 5.0, with its focus on technology that empowers people, opens up various opportunities in the development of Islamic tourism. One of the main opportunities is improved access to information (Yani & Rahmadani, 2024). The utilization of digital technology helps Muslim travelers to easily find information about halal tourism destinations, including accommodation, restaurants, and activities that comply with Islamic law. Online platforms, apps, and social media facilitate the dissemination of this information, facilitating travelers to plan trips that are more tailored to their needs.

In addition, Society 5.0 supports personalization of travel experiences. Data collected through technology helps tourism players offer more personalized and relevant experiences for Muslim travelers (Jaelani et al., 2024). For example, destinations and services can be customized based on individual interests and preferences, so that Muslim travelers can get recommendations that suit their needs, ranging from personalized tour packages to services that are more friendly to Muslim travelers. Operational efficiency in the halal tourism industry is also improved through technology. The use of online booking systems, data-driven inventory management, and data analysis help service providers to optimize service quality. These technologies help halal tourism businesses reduce operational costs while improving the quality of services offered (Atmaja, 2023).

Society 5.0 also opens up opportunities for innovation in the development of new halal tourism products (Purnawan et al., 2019). Technology such as virtual reality (VR) allows the creation of new religious tourism experiences, for example with virtual tours to historical locations. In addition, halal culinary tourism can be packaged more interestingly with a touch of technology that emphasizes the uniqueness of halal cuisine. Adventure tourism can also be designed with the comfort of Muslim travelers in mind, providing an interesting experience without violating sharia principles. Finally, the Society 5.0 concept supports increased community involvement in halal tourism. Local communities can play an active role as tour guides, homestay accommodation providers, or producers of halal MSME products, such as food or handicrafts. This not only enriches the traveler experience but also provides direct economic benefits to the local community. Thus, Society 5.0 encourages synergy between technology and local potential, creating inclusive and sustainable Islamic tourism.

However, although halal tourism in Indonesia has great potential in the Society 5.0 era, its development also faces various challenges. One of the main challenges is the need for standardization. In order for halal tourism to be implemented consistently, halal certification standardization is needed that covers various aspects of tourism (Tasya, 2024). This includes standards for accommodation, restaurants, and tourist activities that must follow sharia principles. Without clear standardization, Muslim tourists may experience uncertainty or difficulty in choosing services and products that are in line with their religious values (Artianasari, 2024). In addition, the quality of infrastructure in some halal tourist destinations is still a challenge that needs attention (Pratistawiningrat & Karmila, 2024). Good infrastructure is essential for tourists' convenience, including access to transportation, public facilities, and stable internet connectivity (Soraya et al., 2021). Some tourist destinations in Indonesia still need improvement on this aspect in order to provide an optimal travel experience for Muslim tourists, especially those who depend on halal facilities and services.

Furthermore, human resources are also a challenge in the development of halal tourism (Bagaskara & Rohmadi, 2024). A workforce that has a deep understanding of Islamic principles as well as expertise in tourism is needed. These competent and trained human resources are essential to provide Muslim-friendly services and understand the specific needs of Muslim travelers, both in terms of service and quality of experience (Riadhussyah, 2020). Indonesia must also face global competition in the halal tourism sector. Other countries, such as Malaysia, Turkey and United Arab Emirates, are also seriously developing their halal tourism sectors (Tasya, 2024). Therefore, Indonesia must be able to compete by offering uniqueness and quality services that appeal to Muslim travelers, not only in terms of experience but also technological innovations used.

The latest challenge emerging in the Society 5.0 era is cybersecurity. As the use of digital technology increases, so does the threat of cybersecurity. Travelers' personal data and operational information must be properly safeguarded to prevent leakage or misuse (Septasari, 2023; Saputra & Wibawa, 2022). For tourism industry players, ensuring the security of systems and tourist data is an important aspect in building tourist

confidence in halal destinations in Indonesia. To face the existing challenges in the development of halal tourism in Indonesia, several strategies can be implemented. One important step is to strengthen cooperation between the government and the private sector. This collaboration is important to develop regulations that support halal standards and build adequate infrastructure in tourist destinations. By working together, the government can provide clear policy direction and set guidelines to ensure that halal facilities and services are available and meet the necessary standards. Meanwhile, businesses can contribute with investment and innovation to improve the quality of halal tourism.

The utilization of technology is also one of the main solutions in overcoming several challenges. Technology can help speed up and simplify the halal certification process through an online certification system, which will make it easier for businesses to meet halal standards. In addition, digital technology can be used in marketing, for example by utilizing digital platforms to promote halal destinations to local and international tourists. Problem reporting applications can also be developed, so that tourists can file complaints or provide feedback on their experiences, which can then be used as a reference for service improvement. In addition, improving the quality of human resources (HR) is essential.

Training and capacity building for tourism actors, especially in halal tourism destinations, will ensure they have a good understanding of the needs of Muslim travelers and are able to provide halal-compliant services. This training program can cover various aspects, from knowledge of sharia principles to professional tourism service skills. Effective promotion is also key to increasing awareness and interest in halal tourism. This promotion needs to be done thoroughly, both in domestic and international markets, by utilizing various channels, such as social media, tourism exhibitions, and digital campaigns. By emphasizing the uniqueness and attractiveness of halal tourism in Indonesia, the right promotion will help attract Muslim tourists from various countries, while strengthening Indonesia's position as a major halal tourism destination in the world.

Based on the strategies that have been formulated, they can be applied to take advantage of opportunities while overcoming various challenges currently facing Indonesia in the development of Islamic tourism. With the implementation of these steps, Indonesia has the opportunity to strengthen the halal tourism sector, which in turn will increase the contribution to state revenue. However, this research still has limitations, mainly due to the lack of data from field studies and the lack of direct input from halal tourism practitioners. This shows the importance of further research that can involve more interaction with industry players and surveys in the field. It is expected that future research will include practical perspectives from those who work directly in the halal tourism sector, so that the resulting strategies become more targeted and effective in developing Islamic tourism in Indonesia in a sustainable manner.

Conclusions

Based on the description above, it can be seen that Indonesia has enormous potential to become the center of world halal tourism. With its rich natural resources, culture, and deep religious values, Indonesia has the opportunity to utilize the development of the Society 5.0 era in developing halal tourism. In this era, technology plays an important role in improving access to information, personalization of tourism experiences, operational efficiency, and the development of innovative halal tourism products. In addition, technology can also encourage increased involvement of local communities in the tourism sector. However, despite these opportunities, the challenges faced by Indonesia in developing halal tourism are also quite significant. There are still issues related to standardization, quality of infrastructure, quality of human resources, global competition, and emerging risks related to data security and information systems (cybersecurity).

To overcome these challenges, a strategy is needed that includes collaboration between the government and the private sector, utilization of technology for efficiency and safety, improved training of human resources, and more intensive promotion in both domestic and international markets. With the implementation of these strategies, Indonesia can capitalize on the huge potential that exists in the 5.0 era to strengthen halal tourism, which in turn will become a key driver of the country's economy. Overall, by optimally utilizing technology and overcoming existing challenges, halal tourism in Indonesia can grow rapidly, become a sector of strategic value, and elevate Indonesia's position as a global leader in the Islamic tourism industry.

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