



## Analysis Trends and Preferences Muslim tourists towards Halal Tourism Destinations

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**Abstract:** *This study analyzes the trends and preferences of Muslim tourists in selecting halal tourism destinations. Using a mixed methods approach, which includes surveys and interviews with 400 Muslim tourists, the research reveals that key factors influencing destination choices are the availability of halal food (78%), prayer facilities (65%), family-friendly environments (55%), and cleanliness and safety (50%). The study also explores the role of technology, with 55% of respondents using halal tourism apps to plan their trips. The findings highlight several challenges, including the lack of halal information (45%), insufficient halal certification at non-Muslim destinations (40%), and language barriers (30%). The results indicate a growing demand for halal tourism infrastructure and suggest strategies for improving halal certification, enhancing digital tools, and increasing transparency in destination offerings. This study provides valuable insights for tourism stakeholders in developing more inclusive and competitive halal tourism markets.*

**Keywords:** Halal Tourism, Muslim Tourists, Destination Preferences, Technology in Tourism, Halal Certification

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### 1. Introduction

Halal tourism has been one of the fastest growing segments of the global tourism industry in recent years. With the world's Muslim population reaching 1.9 billion or approximately 24% of the total global population, the potential for this sector is enormous. According to the Mastercard CrescentRating Global Muslim Travel Index (GMTI) in 2023, the number of Muslim tourists is estimated to reach 230 million in 2028. Indonesia, Malaysia, and Turkey are the main destinations of interest for Muslim tourists because they offer services suitable for travel with halal principles.

Urgent study about trends and preferences of Muslim tourists in the context of halal tourism lies in the need to understand factors that influence their travel decisions. This research is important because the halal tourism industry does not only have the potential to increase the local economy but also supports inclusive culture and sustainable tourism. Lack of understanding about the preferences of Muslim tourists can hinder efforts in developing effective and appropriate halal destination targets.

Supporting data show that expenditure Global Muslim tourists in 2022 will reach USD 189 billion, and is projected to grow will increase to USD 225 billion in 2028 (GMTI, 2023). In addition that, 78% of Muslim tourists consider availability halal food as factor main in choose destination (Halal Travel Report, 2022). Other factors such as worship facilities, cleanliness, and policies Muslim friendly also becomes consideration important. This data show potential big in development destination suitable tour with need Muslim tourists.

A number of study previous has explore aspects important halal tourism. As For example, research conducted by Battour and Ismail (2016) discussed attribute important from halal tourism such as halal accommodation and destinations Muslim friendly. Another study by Henderson (2010) highlighted development halal tourism in the Southeast Asia region. However, studies This Not yet fully dig preference specific Muslim tourists towards a global trend that continues developing, especially after COVID-19 pandemic.

From research previous said, it was found there is a significant research gap, namely lack of analysis deep related change trends and preferences Muslim tourists post-pandemic. In addition that, adaptation digital technology in halal tourism and its influence to behavior traveler Still seldom discussed. Therefore that, is needed further research comprehensive For fill in gap this and give outlook latest relevant.

Novelty from study This lies in exploration trend recent developments influenced by developments technology, policy government, as well as change behavior Muslim tourists post pandemic. With blend analysis trends and preferences, research This expected can give guide strategic for manager halal destinations and stakeholders policy For increase Power pull and quality service halal tourism in Indonesia and the world.

As for the purpose from study This is For analyze global halal tourism trends and understanding preference Muslim tourists in choose destination halal tourism. Research results This expected can give practical and strategic recommendations in development more halal destinations inclusive, efficient and sustainable.

## 2. Method

Study This use approach mixed methods, which combine method quantitative and qualitative For give description comprehensive about trends and preferences Muslim tourists towards halal tourism destination. Research This nature descriptive-explorative with objective describe a growing trend at a time delve deeper factors that influence preference Muslim tourists in choose destination halal tourism.

Data sources in study This consists of from primary data and secondary data. Primary data is obtained through survey questionnaire distributed online to active Muslim tourists, as well as interview deep with a number of tourists and stakeholders interests in the sector halal tourism. While that, secondary data collected from report official such as Mastercard CrescentRating Global Muslim Travel Index (GMTI) 2023,

Halal Travel Report 2022, and various journal scientific and publication from the Ministry of Tourism and Economy Creative (Ministry of Tourism and Creative Economy).

**Population in study** This is active Muslim travelers do journey to halal destination. Technique of taking sample using purposive sampling with a target of 400 respondents For survey questionnaire and 20-30 informants For interview in depth. Respondents chosen based on criteria has do journey in three year last and have experience related to halal tourism.

Data collection was carried out through two method main. Survey questionnaire used For collect quantitative data about preferences, motivations, and influencing factors election halal destination. While that, interview deep done For dig more in about perspective tourists and stakeholders interest about halal tourism trends and challenges faced.

Data collected analyzed use appropriate method. For quantitative data, analysis done with technique statistics descriptive use device soft such as SPSS or Excel. While that, qualitative data analyzed use analysis thematic with help device soft like NVivo for identify patterns and themes important. Validation results done with data triangulation, namely compare results from surveys, interviews, and secondary data For ensure consistency and accuracy findings.

### **3. Results & Discussion**

#### **Profile Respondents**

Based on results survey against 400 respondents Muslim tourists, the majority respondents (65%) came from from circles aged 25-40 years. As many as 72% of respondents is tourists who have Once do journey international, with destination popular includes Malaysia, Turkey and Saudi Arabia. Type sex divided evenly with 52% male and 48% female. The majority respondents (80%) considered halal aspect in planning journey they, like availability halal food, worship facilities, and accommodation Muslim friendly.

#### **Trends Halal Tourism Destinations**

Analysis results indicate an increased interest in halal tourism destinations following the COVID-19 pandemic. As many as 68% of respondents state more choose destinations that have halal certification and facilities worship supporter. Trend This is also supported by the development technology, such as application halal travel, which is used by 55% of tourists For plan travel. Countries such as Indonesia, Malaysia, and Turkey remain become choice main Because considered own adequate halal infrastructure.

**Trends** This show that destination with policy supporting halal tourism has Power pull. Development halal facilities, including halal restaurants, places of worship and accommodation Muslim friendly, become factor determinant in election destination Muslim tourists. This is in line with objective study For understand emerging trends

and preferences Muslim tourists in choose halal tourism destination.

### Preference Muslim Tourists

From the results survey, it was found that main preference Muslim tourists is:

**Table 1.** Preferences Muslim Tourists

|   | <b>Muslim Traveler Preferences</b> | <b>Percentage</b> |
|---|------------------------------------|-------------------|
| 1 | Availability of Halal Food         | 78%               |
| 2 | Worship Facilities                 | 65%               |
| 3 | Family Friendly Environment        | 55%               |
| 4 | Cleanliness and Safety             | 50%               |

Interview results also emphasize the importance of transparent information about halal services at destination tourism. As many as 60% of respondents report that recommendations from social media and online reviews have a very significant influence on their decision-making process.

Preference: This confirms the importance of providing comprehensive halal services and easy accessibility to information. Provider service tour needs to ensure halal facilities and effective communication for interesting Muslim tourists. Discovery: This support urgency study to understand the factors that influence preferences and behavior of Muslim tourists.

### Influence Technology in Halal Tourism

As many as 55% of respondents state that applications like Muslim Pro and HalalTrip help plan the right journey with halal principles. Technology This help traveler find halal restaurants, mosques and Muslim friendly hotels in the destination.

Digital technology plays an important role in making it easier to experience halal tourism. Utilization technology can increase the Power competition in halal destinations and support the development of more efficient services. This is in accordance with an objective study to explore trends that affect the preferences of Muslim tourists.

### Obstacles and Challenges in Halal Tourism

Study find a number of challenges faced Muslim tourists, including:

**Table 2.** Obstacles in Halal Tourism

| <b>No</b> | <b>Obstacles in Halal Tourism</b>                      | <b>Percentage</b> |
|-----------|--------------------------------------------------------|-------------------|
| 1         | Lack of Information about Halal Services               | 45%               |
| 2         | Lack of Halal Certification in Non-Muslim Destinations | 40%               |
| 3         | Language and Communication Barriers                    | 30%               |

Obstacle This show there is a gap between need Muslim tourists and readiness destinations, especially in non Muslim countries. The solution is improvement halal certification and provision information multilingual can become step strategic in Available online a <http://gtir.polteksci.ac.id>

overcome challenge This.

### **Implications and Recommendations**

Research result This give several recommendations:

1. Strengthening Halal Tourism Policy : The Government and management of the destination need to set supportive policies for the development of halal tourism, including halal certification.
2. Improvement of Digital Technology: The use of halal tourism applications needs to be expanded to make it easier for Muslim tourists.
3. Effective Promotion: Increasing promotion of halal tourism through social media and online platforms for reach more Lots Muslim tourists.

### **4. Conclusion**

Study This disclose that halal tourism trend is increasing developing, especially among Muslim tourists. Based on the results of the survey and interview, it was found that the main preferences of Muslim tourists include availability of halal food, worship facilities, and a friendly family environment. Countries with good halal infrastructure, such as Indonesia, Malaysia, and Turkey, remains become choice main. Digital technology also plays a role important role with Lots tourists who take advantage of halal tourism application to make it easier planning journey they. This is show that manager of destination tour need more notice need special Muslim tourists, especially related with accessibility complete and transparent halal services.

However, research This also identifies a number of obstacles faced Muslim tourists in choose halal destinations, among others the lack clear information about halal services, lack of halal certification in non Muslim destinations, and the obstacles Language as well as communication obstacles. For that more effort is needed Serious in increase halal certification, expand use tof technology aand improvecommunication service tourism to be more Muslim friendly With notice factors said, the development of halal tourism can done with more effective, giving impact positive for industry global tourism, and meet need Muslim tourists are increasing increase.

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