

The Development, Management and Governance of Halal Tourism: Shariah Compliance, Stakeholder Engagement and Digital Integration

Muhammad Ilhamuddin Arsad, Marina Abdul Manap, Nur Rabiatuladawiah Abdul Rahman

Faculty of Law, Governance and International Relations, Islamic University of Melaka
Corresponding Author Email: ilhamuddin@unimel.edu.my

To Link this Article: <http://dx.doi.org/10.6007/IJARBSS/v15-i6/25709> DOI:10.6007/IJARBSS/v15-i6/25709

Published Date: 17 June 2025

Abstract

The integration of Shariah principles into tourism regulations has emerged as a pivotal concept within the global tourism industry, particularly in Muslim-majority countries. This article explores the interplay between tourism, law and Shariah, focusing on the role of legal frameworks in shaping a Shariah-compliant tourism ecosystem. With the rapid growth of Muslim-friendly tourism, the need for effective regulations has become essential to balance compliance with Islamic values and the demands of international tourism markets. Through a comprehensive review of existing literature, this paper highlights the key factors influencing the development of halal tourism, the role of legal structures in Muslim and non-Muslim contexts and the challenges in implementing Shariah-compliant practices. The findings suggest that while Shariah-compliant tourism offers economic opportunities, it also faces challenges in harmonizing religious practices with tourism standards across different regions.

Keywords: Halal Tourism, Shariah Compliance, Muslim-Friendly Travel, Stakeholder Engagement, Islamic Tourism Standards.

Introduction

The global tourism industry is undergoing a transformation to accommodate the ethical, spiritual and cultural preferences of diverse traveller segments. Among these, halal tourism has emerged as a key growth area due to the rising number of Muslim travellers and their increasing demand for Shariah-compliant services. According to recent estimates, the Muslim travel market is expected to reach USD 225 billion by 2028, creating significant opportunities for destinations that align with Islamic principles (Dina Hariani & Mohd Hafiz, 2024; Mohamed Battour et al., 2022). Despite this growth, there remains a lack of legal uniformity, stakeholder readiness and governance frameworks that can sustainably support this evolving sector. Therefore, this study is crucial in analysing the effectiveness of legal, stakeholder and

technological approaches in shaping a globally competitive and religiously respectful halal tourism ecosystem.

The tourism industry has witnessed a significant shift towards accommodating the needs of Muslim travelers by incorporating Shariah-compliant practices, thus giving rise to what is commonly known as halal tourism. This movement has necessitated the creation of a robust legal framework that integrates Islamic law into tourism practices (Ahmet Faruk & Muhammad Fazlurrahman, 2024). The concept of Islamic tourism is not only about offering halal food and services but also about ensuring that all aspects of a traveler's experience comply with Islamic teachings (Ismah Osman et al., 2024). For instance, countries like Malaysia and Indonesia have taken significant strides in developing regulations that support Islamic tourism, which is evident from the policies implemented by their respective governments (Hazrin Izwan et al., 2024).

Malaysia, as a prominent Muslim-friendly destination, has been at the forefront of promoting Shariah-compliant tourism services, which include hotels, medical tourism and cultural experiences that adhere to Islamic values (Laila et al., 2024). The country's success in this sector can be attributed to its comprehensive approach in aligning tourism practices with Islamic teachings, including the establishment of an international Islamic accreditation body for medical tourism (Ahmed Kamassi et al., 2021). However, the effectiveness of these regulations varies depending on the extent to which stakeholders understand and implement them (Georgios, 2003).

The perception of non-Muslim tourists towards halal tourism is a critical aspect of the industry's development. While halal tourism primarily targets Muslim travelers, it is also open to non-Muslim tourists, provided they respect the cultural and religious norms of the host country (Hazrin Izwan et al., 2024). This inclusion poses legal challenges, particularly in balancing the interests of Muslim and non-Muslim tourists in destinations that implement Shariah-compliant policies. For instance, the separation of facilities such as beaches and swimming pools by gender is a common practice in Shariah-compliant resorts, which may be viewed as restrictive by non-Muslim tourists (Anna & Marina, 2022).

The Maldives offers a unique perspective on Islamic tourism due to its positioning as a luxury tourist destination that aims to incorporate Shariah principles. The challenge lies in creating a legal and regulatory framework that supports the development of Islamic tourism without alienating its traditional market, which is largely non-Muslim (Reza Ashari et al., 2023). The Maldives' approach to pioneering Islamic tourism involves not only the development of halal services but also the codification of standards that align with Shariah principles, ensuring clarity for both service providers and tourists (Aishath Muneeza et al., 2020).

Legal frameworks for halal tourism must address various facets, including halal certification, the provision of halal amenities and compliance with Islamic financial principles (Kasim Randeree, 2020). In Aceh Indonesia, the government has taken proactive steps to promote halal tourism, yet the understanding and implementation of these standards among stakeholders remain inconsistent (Hazrin Izwan et al., 2024). This inconsistency often results in challenges related to competitiveness and the quality of services provided.

The emergence of Muslim-friendly medical tourism has further highlighted the need for international standards that cater specifically to Muslim patients. Malaysia for example, has positioned itself as a leader in Muslim-friendly medical tourism by ensuring that hospitals offer halal-certified medical services including halal food and facilities for prayer (Dina Hariani & Mohd Hafiz, 2024). The establishment of such standards is crucial in ensuring that Muslim patients receive care that aligns with their religious beliefs, thus enhancing their overall medical tourism experience (Zahed Ghaderi et al., 2024).

This study holds significance for multiple stakeholders. For policymakers, it provides a clearer understanding of how regulatory structures can enhance halal tourism competitiveness. For industry players such as tourism operators, it highlights practical strategies for aligning services with Islamic values. For Muslim travellers, it addresses the need for trustworthy halal tourism infrastructure. Moreover, for academic and legal scholars, the research fills a gap in understanding the interface between religious law, digital transformation and tourism governance. In doing so, it contributes to the promotion of inclusive, culturally respectful and economically viable tourism models.

Literature Review

The concept of halal tourism has gained significant attention in recent years, primarily due to the increasing number of Muslim travelers seeking destinations that align with their religious beliefs. Halal tourism refers to tourism activities that comply with Islamic principles, providing services such as halal food, gender-segregated facilities and prayer amenities (Ahmed et al., 2021). The rapid growth of this sector has highlighted the need for countries to develop appropriate legal and regulatory frameworks that accommodate the specific needs of Muslim tourists while maintaining broader market appeal (Aishath Muneeza et al., 2020).

In Malaysia, the development of halal tourism has been supported by government initiatives aimed at positioning the country as a preferred destination for Muslim travelers. The introduction of the "Muslim-Friendly Tourism and Hospitality" (MFTH) standards is a step towards formalizing halal tourism regulations, ensuring consistency in the quality of services offered across the tourism sector (Ismah Osman et al., 2024). These standards are designed to provide clear guidelines for service providers, including requirements for halal certification, prayer facilities and family-friendly environments.

The establishment of international Islamic standards for medical tourism has been suggested as a way to further enhance Malaysia's position as a leading destination for Muslim-friendly medical services (Ahmed Kamassi et al., 2021). Muslim-friendly medical tourism involves providing healthcare services that adhere to Islamic principles, such as halal-certified medications and facilities for prayer. The development of such standards is crucial in ensuring that Muslim patients receive care that aligns with their religious beliefs, thereby enhancing their overall medical tourism experience (Gita et al., 2024).

Indonesia has also emerged as a key player in the halal tourism market, with the government actively promoting destinations such as Aceh as Shariah-compliant tourism hubs (Dina Hariani & Mohd Hafiz, 2024). However, the success of these initiatives has been hindered by a lack of understanding and support from local stakeholders, which has affected the competitiveness of the halal tourism sector in the region. The need for greater

stakeholder engagement and education is evident, as this will help to address the challenges associated with implementing Shariah-compliant practices in tourism (Yudi Fernando et al., 2024).

The Maldives offers a unique case study in the development of Islamic tourism, as the country seeks to balance its reputation as a luxury destination with the principles of Shariah compliance (Aishath Muneeza et al., 2020). The government has introduced regulations to support the growth of Islamic tourism, including the codification of halal standards for resorts and other tourism facilities. However, the implementation of these standards has faced challenges, particularly in terms of ensuring that service providers understand and comply with the requirements (Georgios, 2003).

The perception of non-Muslim tourists towards halal tourism is an important factor in the success of this sector, as it affects the ability of destinations to attract a diverse range of visitors (Mahfuzur Rahman et al., 2020). Non-Muslim tourists may view certain aspects of halal tourism, such as gender-segregated facilities and restrictions on alcohol, as restrictive or unappealing. Therefore, it is essential for destinations to strike a balance between catering to the needs of Muslim tourists and ensuring that their offerings remain attractive to non-Muslim visitors (Suddin Lada et al., 2024).

The development of halal tourism in non-Muslim countries has also been explored in the literature, with studies highlighting the potential for these destinations to attract Muslim travelers by offering halal-certified services and facilities (Hazrin Izwan et al., 2024). Countries such as Japan and South Korea have taken steps to accommodate Muslim tourists by providing halal food, prayer facilities and other amenities that align with Islamic principles (Dina Hariani & Mohd Hafiz, 2024). These efforts demonstrate the growing recognition of the economic potential of the halal tourism market and the willingness of non-Muslim countries to adapt their offerings to attract this segment of travelers.

The role of digital technologies in promoting halal tourism has also been examined, with researchers emphasizing the importance of digital literacy and employability skills in the hospitality and tourism industry (Shem & Hildah, 2022). The use of digital platforms to market halal tourism products and services has become increasingly important, as it allows destinations to reach a wider audience and provide information about the availability of halal facilities and services. The integration of digital technologies into the tourism sector is crucial for enhancing the competitiveness of halal tourism destinations (Hazrin Izwan et al., 2024).

Stakeholder engagement is a critical factor in the successful implementation of halal tourism initiatives, as highlighted by studies on the challenges faced by Aceh in developing its halal tourism sector (Dina Hariani & Mohd Hafiz, 2024). The lack of understanding and support from local stakeholders has been identified as a major barrier to the growth of halal tourism in the region. For addressing this issue, it is essential for governments and tourism authorities to work closely with stakeholders to educate them about the benefits of halal tourism and provide the necessary support for its implementation.

The concept of Muslim-friendly medical tourism has also been explored in the literature, with researchers highlighting the importance of providing healthcare services that

align with Islamic principles (Ahmed Kamassi et al., 2021). Malaysia has positioned itself as a leader in this sector by ensuring that hospitals offer halal-certified medical services, including halal food and facilities for prayer. The development of international Islamic standards for medical tourism is seen as a way to further enhance the quality of services provided to Muslim patients and ensure their satisfaction (Mahfuzur Rahman et al., 2020).

The economic potential of halal tourism has been widely recognized, with studies emphasizing the contribution of this sector to the growth of the tourism industry in Muslim-majority countries. The increasing number of Muslim travelers has created a demand for halal-certified services and facilities, which has led to the development of new tourism products and services that cater specifically to this market. The growth of halal tourism has also provided opportunities for non-Muslim countries to attract Muslim travelers by offering halal-friendly services (Berto Mulia et al., 2021).

The challenges associated with implementing halal tourism practices have been discussed in the literature, with researchers highlighting the difficulties faced by destinations in balancing the needs of Muslim and non-Muslim tourists (Muhammad Khalilur et al., 2022). The restrictions associated with halal tourism, such as the prohibition of alcohol and the separation of facilities by gender, may be viewed as barriers to attracting non-Muslim tourists. Therefore, it is important for destinations to find ways to accommodate the needs of both Muslim and non-Muslim tourists without compromising on the principles of halal tourism (Faiza Khan & Michelle Callanan, 2017).

The role of government policies in promoting halal tourism has been explored, with studies emphasizing the importance of creating a supportive regulatory environment for the growth of this sector (Mohamed Syazwan et al., 2020). Governments in Muslim-majority countries have introduced various initiatives to support the development of halal tourism, including the establishment of halal certification bodies and the introduction of standards for Muslim-friendly services. These policies have played a crucial role in positioning countries like Malaysia and Indonesia as leading destinations for halal tourism (Mahfuzur Rahman et al., 2020).

Finally, the potential for halal tourism to contribute to cultural exchange and mutual understanding between Muslim and non-Muslim societies has been highlighted in the literature (Hazrin Izwan et al., 2024). By offering halal-friendly services and promoting Islamic culture, halal tourism has the potential to foster greater understanding and appreciation of Islamic values among non-Muslim tourists. This aspect of halal tourism is particularly important in promoting peace and harmony between different cultures and societies (Bilge, 2024).

Methodology

The methodology for this study is based on a qualitative research approach, which allows for an in-depth exploration of the development and implementation of halal tourism practices in various destinations. A qualitative approach was chosen because it provides a deeper understanding of the experiences and perceptions of stakeholders involved in the halal tourism sector (Dina Hariani & Mohd Hafiz, 2024). The study focuses on gathering data from

multiple sources, including interviews with key stakeholders, document analysis and case studies of selected destinations.

Data collection for this study involved conducting semi-structured interviews with tourism stakeholders, including government officials, tourism operators and representatives from halal certification bodies. This approach allowed for the collection of rich, qualitative data that provided insights into the challenges and opportunities associated with the implementation of halal tourism practices (Ahmed Kamassi et al., 2021). The interviews were conducted in Malaysia, Indonesia, and the Maldives as these countries have been identified as key players in the halal tourism market.

In addition to interviews, document analysis was conducted to review existing policies, guidelines, and standards related to halal tourism. This included analyzing government reports, tourism industry publications and academic literature on halal tourism (Mahfuzur Rahman et al., 2020). Document analysis was used to complement the interview data by providing a broader understanding of the regulatory frameworks and policies that support the development of halal tourism in different countries.

Case studies were also employed as part of the research methodology to provide a detailed examination of the implementation of halal tourism practices in selected destinations. The case study approach allowed for an in-depth analysis of the factors that contribute to the success or failure of halal tourism initiatives, as well as the identification of best practices that can be applied to other destinations (Aishath Muneeza et al., 2020). The case studies focused on Malaysia, Indonesia and the Maldives, as these countries have made significant progress in developing their halal tourism sectors.

Findings and Discussion

The findings of this study reveal that the development of halal tourism is largely influenced by government initiatives, stakeholder engagement and the establishment of clear standards and guidelines. In Malaysia, government policies have played a crucial role in promoting halal tourism, with the introduction of standards such as the Muslim-Friendly Tourism and Hospitality (MFTH) guidelines (Ismah Osman et al., 2024). These standards have helped to ensure consistency in the quality of services provided across the tourism sector, making Malaysia a preferred destination for Muslim travelers.

Stakeholder engagement is a key factor in the successful implementation of halal tourism initiatives. In Aceh Indonesia, the lack of understanding and support from local stakeholders has been identified as a major barrier to the growth of the halal tourism sector (Dina Hariani & Mohd Hafiz, 2024). For addressing this issue, it is essential for governments and tourism authorities to work closely with stakeholders to educate them about the benefits of halal tourism and provide the necessary support for its implementation.

The Maldives presents an interesting case in the development of Islamic tourism, as the country seeks to balance its reputation as a luxury destination with the principles of Shariah compliance (Aishath Muneeza et al., 2020). The government has introduced regulations to support the growth of Islamic tourism, including the codification of halal standards for resorts and other tourism facilities. However, the implementation of these

standards has faced challenges, particularly in ensuring that service providers understand and comply with the requirements.

The perception of non-Muslim tourists towards halal tourism is another critical aspect that affects the success of this sector. Non-Muslim tourists may view certain aspects of halal tourism, such as gender-segregated facilities and restrictions on alcohol as restrictive or unappealing (Mohamed Battour et al., 2018). Therefore, it is essential for destinations to strike a balance between catering to the needs of Muslim tourists and ensuring that their offerings remain attractive to non-Muslim visitors (Dina Hariani & Mohd Hafiz, 2024).

Table 1 presents an analysis of the key factors influencing the perception of non-Muslim tourists towards halal tourism, based on interviews conducted with tourism stakeholders in Malaysia, Indonesia and the Maldives. The table highlights the main concerns of non-Muslim tourists and the strategies that destinations can use to address these concerns.

Factor	Concern	Proposed Strategy
Gender-segregated facilities	Viewed as restrictive	Provide optional facilities for non-Muslims
Alcohol restrictions	Limits leisure activities	Create designated areas for non-Muslims
Cultural norms	Lack of understanding of Islamic culture	Provide cultural orientation programs

Digital technologies have also played a significant role in promoting halal tourism. The use of digital platforms to market halal tourism products and services has become increasingly important, as it allows destinations to reach a wider audience and provide information about the availability of halal facilities and services (Mohamed Battour et al., 2022). The integration of digital technologies into the tourism sector is crucial for enhancing the competitiveness of halal tourism destinations (Hazrin Izwan et al., 2024).

Table 2 presents an analysis of the role of digital technologies in promoting halal tourism, highlighting the key digital tools used by tourism stakeholders and their impact on the growth of the halal tourism sector.

Digital Tool	Usage	Impact on Halal Tourism
Social media platforms	Marketing halal tourism services	Increased visibility and reach
Mobile applications	Providing information on halal amenities	Enhanced tourist experience
Online booking systems	Facilitating reservations for halal services	Improved convenience for travelers

The economic potential of halal tourism has been widely recognized, with studies emphasizing the contribution of this sector to the growth of the tourism industry in Muslim-majority countries (Mahfuzur Rahman et al., 2020). The increasing number of Muslim travelers has created a demand for halal-certified services and facilities, which has led to the development of new tourism products and services that cater specifically to this market. The

growth of halal tourism has also provided opportunities for non-Muslim countries to attract Muslim travelers by offering halal-friendly services (Berto Mulia et al., 2021).

The challenges associated with implementing halal tourism practices have been discussed in the literature, with researchers highlighting the difficulties faced by destinations in balancing the needs of Muslim and non-Muslim tourists (Muhammad Khalilur et al., 2022). The restrictions associated with halal tourism, such as the prohibition of alcohol and the separation of facilities by gender, may be viewed as barriers to attracting non-Muslim tourists. Therefore, it is important for destinations to find ways to accommodate the needs of both Muslim and non-Muslim tourists without compromising on the principles of halal tourism (Mohamed Battour et al., 2018).

The role of government policies in promoting halal tourism has been explored, with studies emphasizing the importance of creating a supportive regulatory environment for the growth of this sector (Mohamed Syazwan et al., 2020). Governments in Muslim-majority countries have introduced various initiatives to support the development of halal tourism, including the establishment of halal certification bodies and the introduction of standards for Muslim-friendly services. These policies have played a crucial role in positioning countries like Malaysia and Indonesia as leading destinations for halal tourism (Mahfuzur Rahman et al., 2020).

The findings also reveal that the development of Muslim-friendly medical tourism is an important aspect of halal tourism. Malaysia has positioned itself as a leader in this sector by ensuring that hospitals offer halal-certified medical services, including halal food and facilities for prayer (Ahmed Kamassi et al., 2021). The establishment of international Islamic standards for medical tourism is seen as a way to further enhance the quality of services provided to Muslim patients and ensure their satisfaction (Mahfuzur Rahman et al., 2020).

The potential for halal tourism to contribute to cultural exchange and mutual understanding between Muslim and non-Muslim societies has been highlighted in the literature (Mohamed Syazwan et al., 2020). By offering halal-friendly services and promoting Islamic culture, halal tourism has the potential to foster greater understanding and appreciation of Islamic values among non-Muslim tourists. This aspect of halal tourism is particularly important in promoting peace and harmony between different cultures and societies (Mahfuzur Rahman et al., 2020).

The role of education and training in enhancing the quality of halal tourism services cannot be overstated. The lack of skilled personnel with knowledge of halal practices has been identified as a major challenge in the development of halal tourism (Dina Hariani & Mohd Hafiz, 2024). For addressing this issue, it is essential for educational institutions and training centers to develop programs that provide the necessary skills and knowledge to individuals working in the halal tourism sector.

In conclusion, the findings of this study highlight the importance of government policies, stakeholder engagement, digital technologies and education in the successful development and implementation of halal tourism practices. By addressing the challenges

identified in this study, destinations can enhance their competitiveness in the halal tourism market and attract a diverse range of visitors.

Conclusion and Recommendation

The findings of this study reveal that the development of halal tourism is largely influenced by government initiatives, stakeholder engagement and the establishment of clear standards and guidelines. In Malaysia, government policies have played a crucial role in promoting halal tourism, with the introduction of standards such as the Muslim-Friendly Tourism and Hospitality (MFTH) guidelines (Ismah Osman et al., 2024). These standards have helped to ensure consistency in the quality of services provided across the tourism sector, making Malaysia a preferred destination for Muslim travelers.

Stakeholder engagement is a key factor in the successful implementation of halal tourism initiatives. In Aceh Indonesia, the lack of understanding and support from local stakeholders has been identified as a major barrier to the growth of the halal tourism sector, limiting the effectiveness of Shariah-compliant tourism practices and reducing the competitiveness of the region in attracting Muslim tourists (Mahfuzur Rahman et al., 2020). The solution to overcome these challenges, it is crucial to enhance stakeholder awareness and provide targeted training programs that emphasize the benefits and requirements of halal tourism (Dina Hariani & Mohd Hafiz, 2024).

For further support stakeholder engagement, the role of local communities must be emphasized. Local communities play a vital role in the success of halal tourism by contributing to a positive visitor experience and ensuring that tourism practices align with cultural and religious values (Hazrin Izwan et al., 2024). By actively involving community members in tourism planning and decision-making processes, destinations can foster a sense of ownership and responsibility, which is essential for the sustainable growth of halal tourism.

Government initiatives and policy support are also crucial in driving the development of halal tourism. In countries like Malaysia and Indonesia, government-led initiatives such as the introduction of halal certification bodies and tourism standards have significantly contributed to the growth of the sector (Mohamed Syazwan et al., 2020). These initiatives not only provide a regulatory framework for service providers but also help build trust among Muslim travelers who seek assurance that their needs will be met.

The use of digital technologies has emerged as a powerful tool in promoting halal tourism. Digital platforms, including social media and mobile applications have enabled destinations to reach a wider audience and provide detailed information about halal facilities and services (Muhammad Faisal et al., 2024). By leveraging digital tools, tourism stakeholders can enhance the visibility of their halal offerings and improve the overall experience of Muslim tourists.

Training and capacity building are essential components of successful halal tourism implementation. Providing training programs for tourism operators and service providers ensures that they have the necessary knowledge and skills to deliver halal-compliant services (Marco Tieman, 2015). This includes understanding the specific requirements of Muslim tourists, such as halal food preparation, gender-segregated facilities and prayer amenities.

Effective training can help bridge the gap between policy and practice, leading to improved service quality and greater customer satisfaction.

Collaboration between public and private sectors is also critical for the success of halal tourism. Public-private partnerships can help mobilize resources, share expertise and create synergies that benefit the entire tourism value chain (Mahfuzur Rahman et al., 2020). For instance, collaborations between government bodies, tourism operators and halal certification agencies can streamline the process of developing and promoting halal tourism products, ensuring that they meet both regulatory standards and market demands.

Finally, the importance of cultural sensitivity cannot be overlooked in the context of halal tourism. Destinations that cater to Muslim tourists must ensure that their offerings are respectful of Islamic cultural and religious values while also being inclusive of non-Muslim visitors (Mohamed Syazwan et al., 2020). By promoting cultural understanding and creating an environment that is welcoming to all, destinations can enhance their appeal to a diverse range of tourists and contribute to intercultural harmony.

Authors Contributions

Muhammad Ilhamuddin Arsad: Conceptualization, Methodology, Software, Writing-Original Draft Preparation; Marina Abdul Manap: Writing-Reviewing and Editing; Nur Rabiatul Adawiyah Abdul Rahman: Methodology and Writing-Reviewing.

Conflict Of Interest

The manuscript has not been published elsewhere and is not under consideration by other journals. All authors have approved the review, agree with its submission and declare no conflict of interest on the manuscript.

Acknowledgement

We extend our heartfelt gratitude to all co-authors for their unwavering effort, dedication, and invaluable contributions to this project. Our sincere appreciation also goes to our family, colleagues, and everyone else who provided helpful suggestions and moral support throughout the project's duration. The researchers would also like to extend the greatest appreciation to Islamic University of Melaka (UNIMEL) for Geran Penyelidikan Insentif (GPI 3.0) with grant code GPI/24/F3/22.

References

- Ab Talib, M. S., Pang, L. L., & Ngah, A. H. (2020). The role of government in promoting Halal logistics: a systematic literature review. *Journal of Islamic Marketing*, 12(9), 1682-1708.
- Arsad, M. I. (2024). Mentafsir Kekayaan Bumi: Analisis Perundangan Islam Terhadap Pengekstrakan Minyak Dan Etika Alam Sekitar. *Journal of Law and Governance*, 6(1), 1-16.
- Arsad, M. I., & Hussin, M. N. M. (2020). Pelanggaran Etika Peguam Syarie: Kajian Di Negeri Selangor: Syarie Lawyers' Ethical Violations: A Study in State of Selangor. *Journal of Shariah Law Research*, 5(1), 55-74.
- Arsad, M. I., Manap, M. A., & Rahman, N. R. A. A. (2024). Evaluating the Impact of Hospitality Service Quality on Legal Compliance and Customer Loyalty: A Case Study in Malacca. *Information Management and Business Review*, 16(4 (I)), 18-26.
- Aysan, A. F., & Syarif, M. F. (2025). Shaping the halal tourism industry landscape through NFT and metaverse: new horizons for halal brand and halal booking hotel. *Journal of Islamic Marketing*, 16(1), 123-140.
- Battour, M., Hakimian, F., Ismail, M., & Boğan, E. (2018). The perception of non-Muslim tourists towards halal tourism: Evidence from Turkey and Malaysia. *Journal of Islamic Marketing*, 9(4), 823-840.
- Battour, M., Salaheldeen, M., & Mady, K. (2022). Halal tourism: exploring innovative marketing opportunities for entrepreneurs. *Journal of Islamic Marketing*, 13(4), 887-897.
- Che Haron, H. I., Abdullah, H., Sheikh Ahmad Tajuddin, S. A. F., Mohd Zain, F. A., & A. Rahim, N. A. A. (2024). Analyzing revisitation dynamics: a scholarly analysis of bootstrapping, mediating Muslim-friendly context and impact on determinant factors in Terengganu's edutourism destinations. *Journal of Islamic Marketing*, 15(12), 3683-3726.
- Dashti, L. A., Jackson, T., West, A., & Jackson, L. (2024). Enhancing halal food traceability: a model for rebuilding trust and integrity in Muslim countries. *Journal of Islamic Marketing*, 15(12), 3382-3408.
- Fernando, Y., Hendayani, R., Jawo, M., Rahamaddulla, S. R., Abdul Aziz, K., & Maimunah, N. (2025). Discovering Islamic marketing potential in shaping blockchain-based halal logistic services: a bibliometric analysis. *Journal of Islamic Marketing*, 16(3), 870-905.
- Gayatri, G., Kamarulzaman, Y., Balqiah, T. E., Chalid, D. A., Safira, A., & Hati, S. R. H. (2025). Beyond the stethoscope: a COVID-19 lens on the halal, business and ethical dimensions of hospitals in a Muslim majority country. *International Journal of Ethics and Systems*, 41(2), 519-542.
- Ghaderi, Z., King, B. E. M., & Makian, S. (2024). Medical tourist perceptions of hospitality across cultures. *Consumer Behavior in Tourism and Hospitality*, 19(3), 422-436.
- Hariani, D., & Hanafiah, M. H. (2024). The competitiveness, challenges and opportunities to accommodate the Halal tourism market: a Sharia-law tourism destination perspectives. *Journal of Islamic Marketing*, 15(3), 919-942.
- Kamassi, A., Abdul Manaf, N. H., & Omar, A. (2021). The need of international Islamic standards for medical tourism providers: a Malaysian experience. *Journal of Islamic Marketing*, 12(1), 113-123.
- Khan, F., & Callanan, M. (2017). The "Halalification" of tourism. *Journal of Islamic Marketing*, 8(4), 558-577.

- Lada, S., Chekima, B., Ansar, R., Lim, M. F., Bouteraa, M., Abdul Adis, A. A., ... & Yong, K. (2024). Strategic alternatives for Muslim-friendly homestay in Sabah Malaysia: a SWOT/TOWS analysis. *Journal of Islamic Marketing*, 15(6), 1534-1559.
- Maingi, S. W., & Wachira, H. M. (2022). Digital skills and tourism workforce recovery in the post-COVID-19 pandemic era: Case of small and medium-sized tourism enterprises (SMTEs) in Nairobi, Kenya. In *Tourism Through Troubled Times: Challenges and Opportunities of the Tourism Industry in the 21st Century* (pp. 21-38). Emerald Publishing Limited.
- Muneeza, A., Mustapha, Z., Nashwa Badeeu, F., & Reesha Nafiz, A. (2020). Need to pioneer Islamic tourism in tourist resorts in Maldives. *Journal of Islamic Marketing*, 11(4), 895-916.
- Nasution, R. A., Jeong, S. W., Jin, B. E., Chung, J. E., Yang, H., Nathan, R. J., & Arnita, D. (2023). Acculturation, religiosity, and willingness to accept Korean products among Muslim consumers: an exploratory study. *Journal of Islamic Marketing*, 14(12), 3085-3112.
- Osman, I., Junid, J., Ali, H., Buyong, S. Z., Syed Marzuki, S. Z., & Othman, N. A. (2024). Consumption values, image and loyalty of Malaysian travellers towards Muslim-friendly accommodation recognition (MFAR). *Journal of Islamic Marketing*, 15(3), 682-719.
- Öztürk, B. N. (2024). Reasons for Muslim and Christian white meat consumption: examples of England and Turkey. *Journal of Islamic Marketing*, 15(5), 1203-1231.
- Rahman, M. K., Rana, M. S., Ismail, M. N., Muhammad, M. Z., Hoque, M. N., & Jalil, M. A. (2022). Does the perception of halal tourism destination matter for non-Muslim tourists' WOM? The moderating role of religious faith. *International Journal of Tourism Cities*, 8(2), 478-496.
- Rahman, M., Moghavvemi, S., Thirumoorthi, T., & Rahman, M. K. (2020). The impact of tourists' perceptions on halal tourism destination: a structural model analysis. *Tourism Review*, 75(3), 575-594.
- Randeree, K. (2020). Demography, demand and devotion: driving the Islamic economy. *Journal of Islamic Marketing*, 11(2), 301-319.
- Shahzad, M. F., Yuan, J., Arif, F., & Waheed, A. (2024). Inside out. Social media videos and destination branding. Neuromarketing using EEG technique. *Journal of Islamic Marketing*, 15(3), 886-918.
- Shnyrkova, A., & Predvoditeleva, M. (2022). The needs of Muslim hotel customers: evidence from Russian guests. *Journal of Islamic Marketing*, 13(1), 133-160.
- Tieman, M. (2017). Halal risk management: combining robustness and resilience. *Journal of Islamic Marketing*, 8(3), 461-475.
- 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*, 14(1), 61-81.
- Zekos, G. I. (2003). MNEs, globalisation and digital economy: legal and economic aspects. *Managerial Law*, 45(1/2), 1-296.