

Analysis of the Role of Government and Private Sector in Halal Tourism Development: Case Studies in Indonesia and Hong Kong

Sobi Ghozani¹, Moh. Muslih², Hendri Hermawan Adinugraha³

^{1,2,3}UIN K.H. Abdurrahman Wahid Pekalongan

Email: sobi.ghozani@uingusdur.ac.id¹, moh.muslih@uingusdur.ac.id²,
hendri.hermawan@uingusdur.ac.id³

ABSTRAK: Penelitian ini membahas peran pemerintah dan sektor swasta dalam pengembangan pariwisata halal di Indonesia dan Hong Kong. Isu utama yang diangkat adalah bagaimana kedua sektor ini mendukung dan mengembangkan pariwisata halal melalui berbagai strategi dan inisiatif. Penelitian ini bertujuan untuk mengidentifikasi strategi yang diterapkan, tantangan yang dihadapi, dan hasil dari upaya kedua sektor tersebut dalam mempromosikan pariwisata halal. Penelitian ini menggunakan metode studi kasus komparatif dengan pendekatan kualitatif. Data dikumpulkan melalui analisis dokumen, wawancara dengan pemangku kepentingan, dan observasi lapangan. Teori Kemitraan Pemerintah-Swasta (KPS) digunakan sebagai kerangka teori untuk mengevaluasi peran, tanggung jawab, dan interaksi antara sektor publik dan swasta dalam mengembangkan pariwisata halal. Hasil penelitian menunjukkan bahwa pemerintah di kedua wilayah memainkan peran penting dalam mempromosikan pariwisata halal melalui kebijakan dan peraturan yang berbeda. Di Indonesia, sertifikasi halal bersifat wajib dan diatur oleh Badan Penyelenggara Jaminan Produk Halal (BPJPH), sedangkan di Hong Kong, sertifikasi halal bersifat sukarela dan dilakukan oleh lembaga independen. Sektor swasta juga berkontribusi secara signifikan dengan menyediakan layanan dan fasilitas yang ramah Muslim, seperti makanan bersertifikat halal dan fasilitas ibadah. Studi ini menemukan bahwa kolaborasi antara pemerintah dan sektor swasta sangat penting untuk keberhasilan pengembangan pariwisata halal. Pendekatan regulasi yang ketat di Indonesia dan pendekatan sukarela di Hong Kong menunjukkan bahwa fleksibilitas kebijakan dapat memberikan hasil positif yang berbeda sesuai dengan konteks budaya dan pasar setempat. Pengembangan pariwisata halal yang berkelanjutan membutuhkan kolaborasi yang kuat antara pemerintah dan sektor swasta. Kontribusi yang berkelanjutan dari kedua sektor tersebut dapat mempercepat pertumbuhan pariwisata halal di masa depan. Penelitian ini juga memberikan rekomendasi praktis untuk meningkatkan kemitraan pemerintah-swasta dalam pariwisata halal melalui pelatihan, pendidikan, dan promosi internasional yang efektif.

Kata kunci: Kolaborasi, sektow swasta, pemerintah Indonesia dan Hong Kong, pariwisata halal.

ABSTRACT: This research has discussed the role of the government and private sector in the development of halal tourism in Indonesia and Hong Kong. The main issue raised is how these two sectors support and develop halal tourism through various strategies and initiatives. This study aims to identify the strategy implemented, challenges faced and outcomes of the two sectors' efforts to promote halal tourism. This research uses a comparative case study method with a qualitative approach. Data were collected through document analysis, stakeholder interviews, and field observations. The Public-Private Partnership (PPP) theory was used as a theoretical framework to evaluate the roles, responsibilities, and interactions between the public and private sectors in developing halal tourism. The results show that the governments in both regions play an essential role in promoting halal tourism through different policies and regulations. In Indonesia, halal certification is mandatory and regulated by the Halal Product Guarantee Agency (BPJPH), while in Hong Kong, halal certification is voluntary and conducted by independent agencies. The private sector also contributes significantly by providing Muslim-friendly services and facilities, such as halal-certified food and worship facilities. This study found that collaboration between the government and the private sector is crucial for the successful development of halal tourism. The strict regulatory approach in Indonesia and the voluntary approach in Hong Kong show that policy flexibility can deliver different positive outcomes according to the local cultural and market context. Sustainable halal tourism development requires

strong government and private sector collaboration. Continued contributions from both sectors can accelerate the growth of halal tourism in the future. This research also provides practical recommendations to enhance public-private partnerships in halal tourism through effective training, education, and international promotion.

Keywords: *Collaboration, private sector, Indonesian and Hong Kong governments, halal tourism.*

1. INTRODUCTION

Halal tourism is a rapidly growing sector within the global tourism industry (Han et al., 2019; Yuliafitri et al., 2020; Mufidah et al., 2021; Juliana et al., 2022; Adinugraha, Tamamudin, et al., 2023; Hariani & Hanafiah, 2024). As the Muslim population increases and their economic influence expands, a demand for destinations catering to Islamic practices and values rises. Halal tourism encompasses various services and facilities, including halal food, prayer facilities, and activities compliant with Islamic principles. Indonesia, with its significant Muslim population, and Hong Kong, as a central international tourism hub, present unique case studies in the development of halal tourism. Both regions have recognized the potential of this market and are working to attract Muslim tourists by enhancing their halal tourism offerings (Hasan, 2024).

Despite the burgeoning interest in halal tourism, there is a noticeable gap in understanding the collaborative roles of government and the private sector in fostering this development. Previous research has predominantly focused on consumer behaviour and market potential, often overlooking the intricate dynamics between public and private stakeholders. Indonesia and Hong Kong, with their distinct cultural and regulatory landscapes, offer a rich context to explore these dynamics. However, there is a lack of comprehensive studies comparing these two regions, particularly on how their governments and private sectors contribute to and manage halal tourism (Yuniningsih et al., 2023).

The primary research problem addressed in this study is understanding how the government and private sectors in Indonesia and Hong Kong support and develop halal tourism. The study seeks to identify the strategies employed by both sectors, the challenges they face, and the outcomes of their efforts. By analyzing these aspects, the research aims to provide insights into effective practices and potential areas for improvement in the development of halal tourism.

This research utilizes the Public-Private Partnership (PPP) theory as its theoretical framework (Roumboutsos & Macário, 2013). PPP theory examines the collaboration between government entities and private enterprises in delivering public services or infrastructure (Wang et al., 2020). This framework is pertinent for understanding how different stakeholders work together to create an environment conducive to halal tourism (Rodionov & Dyakonova, 2023). By applying this theory, the study can assess the roles, responsibilities, and interactions between public and private sectors in Indonesia and Hong Kong, highlighting how these collaborations influence the development and promotion of halal tourism.

Several studies have explored aspects of halal tourism in different contexts. For instance, Battour et al. (2017) discussed the motivations and constraints of Muslim tourists, while Rahman et al. (2017) examined the challenges in developing Muslim-friendly tourism products. In Indonesia, research by Nafis et al. (2024) highlighted the importance of halal certification and government regulation in fostering halal tourism. In

Hong Kong, studies by Rukmi Dewi et al. (2024) focused on the voluntary nature of halal certification and the strategic promotion of Muslim-friendly facilities. These studies provide valuable insights but often lack a comparative approach that examines the interplay between public and private sectors across different regions.

Given the significant economic potential of halal tourism, understanding how to develop and manage this sector effectively is crucial (Nurul Herawati et al., 2023). Optimizing halal tourism can enhance economic growth and international standing for countries like Indonesia, which already has a substantial Muslim population. For regions like Hong Kong, diversifying tourism offerings to include halal options can attract a broader range of tourists and boost the local economy (Abidin et al., 2022). This research is urgent as it aims to fill the gap in comparative studies on halal tourism development, providing actionable recommendations for policymakers and business leaders in both regions.

The main objectives of this research are to analyze the roles of the government and private sector in supporting halal tourism development in Indonesia and Hong Kong and to identify the strategies and initiatives employed by both sectors in promoting halal tourism. Understanding the collaborative dynamics between government and private industry in halal tourism development is essential for leveraging the full potential of this growing market. Focusing on Indonesia and Hong Kong, this research aims to comprehensively analyze effective practices, challenges, and strategic insights that can inform future efforts to promote halal tourism globally. The findings will contribute to the existing body of knowledge and offer practical recommendations for enhancing halal tourism development through robust public-private partnerships.

2. METHOD

This research employs a qualitative comparative case study approach, focusing on Indonesia and Hong Kong. Data will be collected through document analysis, interviews with key stakeholders (including government officials, private sector representatives, and tourism experts), and site visits to assess the implementation of halal tourism initiatives. The analysis has been guided by the PPP theoretical framework, allowing for a structured examination of public and private sector efforts' roles, interactions, and impacts in developing halal tourism.

3. RESULTS AND DISCUSSION

3.1 Indonesian and Hong Kong Government Policies in Supporting Halal Tourism

Halal certification is a fundamental aspect of the development of halal tourism because it guarantees the quality of services and products provided to Muslim tourists. In Indonesia, halal certification is regulated by the Halal Product Guarantee Agency (BPJPH), which collaborates with related institutions to set halal standards in various sectors, including tourism. The obligation to obtain halal certification for the food, beverage, and hospitality business sectors is a top priority for the government to increase the competitiveness and trust of Muslim tourists. This policy is regulated in Law No. 33 of 2014 concerning Halal Product Guarantee, which states that all products must be halal certified in stages (Adinugraha, Shulthoni, et al., 2023).

In Hong Kong, the implementation of halal certification is still voluntary and carried out by independent institutions, such as the Incorporated Trustees of the Islamic Community Fund of Hong Kong. The local government supports this certification by providing space for halal certification at international tourism events, but its

implementation is still limited compared to Indonesia. With the increase in Muslim tourists from Southeast Asia, the Hong Kong government has begun to facilitate halal certification in restaurants and hotels to attract more Muslim tourists (Sthapit et al., 2023).

The implementation of halal certification in both regions shows different approaches to supporting halal tourism. Indonesia is more structured and mandatory, while Hong Kong is voluntary but responsive to market trends. This difference shows the variation in the government's understanding of the importance of halal products for local tourism.

Muslim-friendly service regulations cover various aspects that aim to meet Muslim tourists' specific needs, such as providing halal food, prayer facilities, and services that do not conflict with Sharia principles. In Indonesia, Muslim-friendly service regulations have begun to be implemented in various major tourist destinations. Through the Ministry of Tourism and Creative Economy (Kemenparekraf), the government has issued guidelines that encourage providing facilities such as prayer rooms in hotels and restaurants and information about halal restaurants. In several regions, local governments also play an active role by holding training for business actors related to these Muslim-friendly service standards (Sthapit et al., 2023).

In contrast, in Hong Kong, Muslim-friendly services are developed without formal regulations but are supported by more flexible policies to accommodate Muslim tourists. The Hong Kong government works with the private sector to provide facilities such as mosques, halal restaurants, and Muslim-friendly tour guides. The government also supports businesses that have obtained halal certification by promoting them on international tourism platforms. Although no regulation requires Muslim-friendly services, these steps indicate a growing awareness of the importance of meeting the needs of Muslim tourists in Hong Kong (Shariff et al., 2016).

The regulations implemented in Indonesia and the informal approach in Hong Kong show different strategies to support halal tourism. In Indonesia, Muslim-friendly services are more regulated by government policies, while in Hong Kong, the private sector supports these services. These different approaches provide insight into how regulation affects the flexibility and acceptance of halal tourism in two distinct cultural contexts.

Promotion strategy is an essential element in attracting Muslim tourists to Muslim-friendly destinations. In Indonesia, the government comprehensively promotes halal tourism, primarily through the Ministry of Tourism and Creative Economy. This strategy involves national and international campaigns to introduce Indonesia as a Muslim-friendly destination, focusing on locations such as Lombok, Aceh, and West Sumatra that have good halal infrastructure. The government also collaborates with international organizations such as CrescentRating to increase Indonesia's recognition in the Global Muslim Travel Index (GMTI), which has had a positive impact on Indonesia's halal tourism image in the global market (Wibawa, 2021).

The halal tourism promotion strategy in Hong Kong is implemented with a more specific and selective approach. The Hong Kong government utilizes digital platforms and social media to disseminate information about Muslim-friendly facilities, especially to the Southeast Asian and Middle Eastern markets. The Hong Kong Tourism Board holds special activities, such as halal culinary exhibitions and Muslim cultural festivals, to demonstrate that Hong Kong can be an inclusive destination for Muslim tourists. The government also collaborates with airlines and travel agents to offer tour packages that make it easier for Muslim tourists to find halal facilities during their visit (Wan Sulong et al., 2021).

The differences in promotional strategies show an approach that is tailored to the needs of local and international markets. Indonesia leverages the strength of local culture and religion as its main attraction, while Hong Kong focuses more on accessibility and ease of providing halal services. Both approaches show the importance of tailoring promotions to the local context to broaden the appeal of halal tourism.

3.2 The Role of the Private Sector in Halal Tourism Development in Indonesia and Hong Kong

The hospitality sector's role is significant in halal tourism development because hotels are one of the primary services tourists seek. In Indonesia, several hotels have adjusted their services to be more Muslim-friendly, such as providing halal-certified food, prayer rooms, Qibla directions in rooms, and ablution facilities in bathrooms. Hotels in destinations such as Lombok and Aceh, which focus on halal tourism, have taken the lead in offering these services. Several international hotel chains in Indonesia have even made halal services part of their marketing strategy to attract more Muslim tourists, both domestic and international (Winarti, 2017).

In Hong Kong, hotels providing halal services have also increased, although still on a smaller scale compared to Indonesia. Several star-rated hotels in Hong Kong have offered halal food and adopted Muslim-friendly practices, such as information on the nearest mosque's location and prayer times. However, these services are still limited to large hotels targeting tourists from the Middle East or Southeast Asia. The hospitality sector in Hong Kong is slowly adapting to the needs of Muslim tourists, and with government support and more accessible halal certification, more hotels are starting to consider providing these facilities (Jafari & Scott, 2014).

The hospitality sector's efforts to provide halal facilities in both regions show differences in approach and level of readiness. In Indonesia, halal services are more structured and supported by regulations and high local demand. However, this initiative is mainly being developed in premium hotels targeting foreign tourists in Hong Kong. The private sector's role in halal tourism development is very significant, especially in providing services and facilities that suit the needs of Muslim tourists. This sector covers various fields such as hotels, restaurants, airlines, and travel agents. Their contribution is in service provision, innovation, and halal certification needed to attract Muslim tourists worldwide.

Hotels and restaurants play a vital role in halal tourism by providing accommodation and food that align with Islamic principles. In Indonesia, several major hotels, such as the Sofyan Hotel in Jakarta, have been halal-certified and offer services specifically designed for Muslim travellers, including prayer rooms and Qibla direction information in hotel rooms. Similarly, hotels such as Ovolo Hotels have begun providing halal food and prayer rooms for their Muslim guests in Hong Kong. Restaurants are also contributing by serving halal-certified food. In Indonesia, restaurant chains such as Sari Ratu, which offers Padang cuisine, have long been known for their halal food. Meanwhile, restaurants like the Islamic Centre Canteen in Hong Kong provide halal food to the local Muslim community and tourists.

Airlines also contribute to developing halal tourism by providing services tailored to the needs of Muslim travellers. Garuda Indonesia, for example, offers halal meals on all its flights and has crews trained to handle the unique needs of Muslim passengers. Cathay Pacific in Hong Kong has also introduced halal meal options on its flights to attract more Muslim travellers.

Travel agencies are among the most active private sectors promoting halal tourism. In Indonesia, travel agencies such as Cheria Halal Holiday offer tour packages designed for Muslim travellers, complete with halal food, visits to Islamic historical sites, and schedules that consider prayer times. In Hong Kong, travel agencies such as Islamic Travel Hub provide similar services, helping Muslim travellers enjoy their visits without worrying about halal food and prayer facilities.

The private sector is also continuing to innovate to meet the needs of the rapidly growing halal tourism market. In Indonesia, many companies have adopted digital technology to provide information about halal services through mobile applications. In Hong Kong, several hotels and restaurants use blockchain technology to track and ensure the halalness of their products.

Halal certification is an essential aspect of the private sector's strategy to attract Muslim tourists. The rigorous certification process is carried out by recognized certification bodies such as the Indonesian Ulema Council (MUI) and the Halal Certification Service in Hong Kong. Companies that successfully obtain this certification not only increase their credibility in the eyes of Muslim tourists but also demonstrate their commitment to the quality and halalness of the services they offer (Muhammad et al., 2020).

The research concluded that the private sector has a critical role in the development of halal tourism in Indonesia and Hong Kong. By providing services that follow the needs of Muslim tourists, innovation in services and technology, and efforts to obtain halal certification, these companies have succeeded in attracting and retaining Muslim tourists from various parts of the world. With continued contributions from the private sector, halal tourism in both countries has the potential to grow even faster in the future.

3.3 Collaboration between Government and Private Sector in Halal Tourism in Indonesia and Hong Kong

Collaboration between the government and the private sector is critical to sustainable halal tourism development. This collaboration covers various aspects, from providing Muslim-friendly facilities and destination promotion to improving service quality. This chapter will explore successful partnership models, challenges faced in cross-sector collaboration, and case studies of successful collaborations in Indonesia and Hong Kong. An effective partnership model between the government and the private sector involves clear and well-defined roles for each party. The government is responsible for formulating policies and regulations and providing basic infrastructure, while the private sector focuses on delivering Muslim-friendly services and facilities. In Indonesia, one successful partnership model is between the Ministry of Tourism and halal travel agents such as Cheria Halal Holiday, who work together to promote halal destinations through exhibitions and marketing campaigns (Marzuki, 2020).

In Hong Kong, the government, through the Hong Kong Tourism Board (HKTB), is working with hotels and restaurants to promote halal tourism. This includes training hotel and restaurant staff on the needs of Muslim travellers and providing information on halal facilities on the official Hong Kong tourism website. Cross-sector collaboration is not always smooth and often faces various challenges. One of the main challenges is the difference in interests and priorities between the government and the private sector. The government may focus more on achieving long-term goals such as infrastructure development and regulation, while the private sector is more oriented towards short-term profits and customer satisfaction.

The lack of understanding and awareness of the needs of Muslim travellers among some business players is also a barrier. In Indonesia, although many companies have started to adopt Muslim-friendly services, some still do not fully understand the required halal standards. In Hong Kong, a similar challenge is ensuring that all products and services that claim to be halal meet recognized halal certification standards. One example of successful collaboration in Indonesia is the Indonesian Halal Festival, a partnership between the Ministry of Tourism and the private sector, including travel agents and hotels. The festival promotes halal tourism and raises public awareness of the importance of Muslim-friendly services. The event attracts thousands of domestic and international visitors and has successfully enhanced Indonesia's image as a leading halal destination. (Yenita & Widodo, 2021).

One example of successful collaboration in Hong Kong is the "HK Muslim Travel Guide" mobile application launch, which the HKTb developed in partnership with the private sector. The application provides comprehensive information on halal restaurants, mosques, and Muslim-friendly hotels across Hong Kong. This initiative has received positive responses from Muslim travellers and has helped increase the number of Muslim tourist arrivals to Hong Kong.

Collaboration between the government and the private sector in developing halal tourism provides various benefits, including improving the quality of Muslim-friendly services and facilities. This collaboration also allows for more effective and broad promotion and more accurate and easily accessible information for Muslim tourists. In addition, this collaboration helps create a more inclusive and friendly environment for all tourists, not just Muslim tourists.

Local communities and other stakeholders are also crucial in supporting this collaboration. In Indonesia, local communities are often involved in halal tourism activities, such as providing halal food and accommodation services. In Hong Kong, various Muslim community organizations play an active role in providing information and support for Muslim tourists.

The study concludes that solid collaboration between the government and the private sector is essential for developing sustainable halal tourism in Indonesia and Hong Kong. Although challenges remain, the success of various collaborative initiatives shows that this goal can be achieved with commitment and cooperation. This collaboration provides economic benefits and enhances both countries' image as inclusive and Muslim-friendly tourist destinations.

The government plays a crucial role in the development of halal tourism through policies, regulations and initiatives that support the industry. The government has taken various steps in Indonesia and Hong Kong to promote and support halal tourism, from providing infrastructure to international promotion. This research discusses the government's efforts in both countries and how this has contributed to the growth of the halal tourism sector.

The Indonesian government has implemented various policies and regulations to support halal tourism. For example, the Ministry of Tourism and Creative Economy has launched a national strategy to develop halal tourism, including providing guidelines for halal certification and training for industry players. In addition, the government also provides incentives for businesses that obtain halal certification and promote halal tourism destinations through various media.

In Hong Kong, the government has established policies supporting halal tourism development through the Hong Kong Tourism Board (HKTB). HKTB promotes Hong Kong as a Muslim-friendly destination by providing information about halal facilities on its official website. In addition, the government works with halal certification bodies to ensure that the products and services offered to Muslim tourists meet the required standards.

Providing adequate infrastructure is an essential aspect of supporting halal tourism. In Indonesia, the government has developed infrastructures supporting Muslim tourists' needs, such as providing prayer rooms in tourist attractions, airports, and shopping centers. These development projects often involve cooperation between the central and regional governments to ensure that tourists can easily access the facilities built. Hong Kong, despite having a smaller Muslim population, is also working to improve its Muslim-friendly infrastructure. The government has worked with the private sector to provide prayer rooms for airports and major shopping malls. It has also supported the development of a mobile app that provides information on halal facilities across the city.

International promotion is one of the primary efforts made by the government to attract Muslim tourists. The Indonesian government has participated in various international tourism exhibitions, such as the Halal Travel Expo, to promote halal destinations in Indonesia. The Ministry of Tourism also often holds family trips (familiarization trips) for journalists and travel agents from Muslim-majority countries to directly introduce halal destinations in Indonesia. Hong Kong, through the HKTB, is also actively promoting its halal destinations in the international market. The HKTB works with Muslim travel agents and influencers to conduct marketing campaigns targeting tourists from Indonesia, Malaysia and the Middle East. In addition, the government also supports the publication of promotional materials aimed explicitly at Muslim tourists, such as travel guides and promotional videos.

Education and training for tourism industry players is an essential element in the development of halal tourism. In Indonesia, the government has held various training programs through the Ministry of Tourism and Creative Economy to improve understanding of Muslim-friendly services. These programs include training for hotel staff, restaurants, and travel agents on halal standards and how to meet the needs of Muslim travellers (Indrayani et al., 2023)The government also held similar training in Hong Kong in collaboration with halal certification bodies and Muslim community organizations. The training program aims to raise industry players' awareness and understanding of halal tourism and ensure that they can provide services that meet the needs of Muslim tourists.

This research found that the government's role in developing halal tourism in Indonesia and Hong Kong is significant. Through policies, regulations, infrastructure provision, international promotion, and education and training programs, the government can effectively support the growth of this sector. The efforts made by the governments in both countries not only help increase the number of Muslim tourists but also strengthen the position of Indonesia and Hong Kong as Muslim-friendly and inclusive tourist destinations.

4. CONCLUSION

This research has examined the roles of the government and private sector in the development of halal tourism in Indonesia and Hong Kong. Using a comparative case study approach, this research aims to understand both sectors' strategies, challenges, and successes in supporting halal tourism. Through data analysis from documents,

stakeholder interviews, and field visits, this research utilizes the Public-Private Partnership theoretical framework to evaluate the collaboration between the public and private sectors in creating a conducive environment for halal tourism. This research has found that the government plays an essential role in promoting and supporting halal tourism through various policies and initiatives in Indonesia and Hong Kong. In Indonesia, the government organizes halal certification through the Halal Product Guarantee Agency (BPJPH) and implements strict regulations to ensure that the products and services provided follow Islamic principles. This contrasts Hong Kong, where halal certification is still voluntary and conducted by independent institutions, such as the Incorporated Trustees of the Islamic Community Fund of Hong Kong.

This research has revealed that the private sector is significant in providing Muslim-friendly services and facilities. In Indonesia, many hotels and restaurants have adapted their services to meet the needs of Muslim travellers, including providing halal-certified food and prayer facilities. In Hong Kong, although still on a smaller scale, the private sector has started to adopt Muslim-friendly practices, especially in five-star hotels targeting travellers from the Middle East and Southeast Asia. Halal tourism promotion strategies also differ between the two regions. Indonesia relies on comprehensive national and international campaigns to promote halal destinations. At the same time, Hong Kong uses a more specific and selective approach, utilising digital platforms and social media to attract Muslim tourists.

The uniqueness of this research lies in its comparative approach, which has not been done in many previous studies. This research provides new insights into how collaboration between the government and the private sector can play a role in the development of halal tourism in two different cultural and regulatory contexts. In addition, this study highlights the importance of flexibility in the approach to halal certification and promotion of Muslim-friendly services, which can serve as a model for other regions seeking to develop halal tourism. This research has emphasised that while the regulatory approach in Indonesia is more structured and mandatory, the voluntary approach in Hong Kong shows responsiveness to market trends that can yield positive results. These two approaches provide valuable lessons on how differences in policy understanding and implementation can affect the success of halal tourism.

This research concludes that solid collaboration between the government and the private sector is critical to achieving sustainable halal tourism development. In Indonesia, the success of halal tourism is supported by strict regulations and high local demand, while in Hong Kong, the initiative is developed mainly in premium hotels targeting foreign travellers. With continued contributions from the private sector and government policy support, halal tourism in both countries has the potential to grow more rapidly in the future. This research provides practical recommendations to enhance public-private partnerships in halal tourism, including the importance of training and education for industry players and effective international promotion. Thus, this research contributes to the theoretical understanding of halal tourism development and offers practical guidance for better policy implementation in the future.

5. REFERENCES

- Abidin, Z., Akhmad, S., & Hotifah, Y. (2022). Strategy of increasing green halal tourism industry in Madura using structural equation modeling. *International Journal of Health Sciences*. <https://doi.org/10.53730/ijhs.v6ns2.5853>
- Adinugraha, H. H., Shulthoni, M., & Masyhadi, A. R. (2023). Interrelating State and Religious Laws on Halal Tourism in Indonesia. *Revista Jurídica*, 4(76), 533–559.

- Adinugraha, H. H., Tamamudin, T., Abidin, R., Firdaus, M. I., & Syakirunni'am, L. (2023). Analysis of the Implementation of the DSN-MUI Fatwa and Maqashid Sharia in Sharia Hotels: A Study at the Lor In Sharia Solo Hotel. *Journal of Islamic Economics (JoIE)*, 3(2), 123–140. <https://doi.org/10.21154/joie.v3i2.7072>
- Battour, M., Ismail, M. N., Battor, M., & Awais, M. (2017). Islamic tourism: an empirical examination of travel motivation and satisfaction in Malaysia. *Current Issues in Tourism*, 20(1), 50–67. <https://doi.org/10.1080/13683500.2014.965665>
- Han, H., Al-Ansi, A., & Kim, H. C. (2019). Perceived inconveniences and Muslim travelers' loyalty to non-Muslim destinations. *Sustainability (Switzerland)*, 11(17). <https://doi.org/10.3390/su11174600>
- 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). <https://doi.org/10.1108/JIMA-05-2023-0147>
- Hasan, A. A. T. (2024). Factors influencing halal tourism destinations revisit intentions among Muslim travelers of Bangladesh: the mediating role of emotional attachments. *Journal of Islamic Marketing*, 15(3). <https://doi.org/10.1108/JIMA-02-2023-0045>
- Indrayani, I. G. A. P. W., Suprastayasa, I. G. N. A., Armeli, A., & Sucahyo, P. E. (2023). Travel Behavior of State Civil Servants of Ministry of Tourism and Creative Economy. *LACULTOUR: Journal of Language and Cultural Tourism*, 2(1). <https://doi.org/10.52352/lacultour.v2i1.1128>
- Jafari, J., & Scott, N. (2014). Muslim world and its tourisms. *Annals of Tourism Research*, 44(1), 1–19. <https://doi.org/10.1016/j.annals.2013.08.011>
- Juliana, J., Putri, F. F., Wulandari, N. S., Saripudin, U., & Marlina, R. (2022). Muslim tourist perceived value on revisit intention to Bandung city with customer satisfaction as intervening variables. *Journal of Islamic Marketing*, 13(1). <https://doi.org/10.1108/JIMA-08-2020-0245>
- Marzuki, F. dan I. (2020). BISNIS PARIWISATA HALAL (Studi Kasus : PT . Cheria Halal Holiday). *Jurnal Penelitian Dan Karya Ilmiah Lembaga Penelitian Universitas Trisakti*, 4(2).
- Mufidah, A. N., Syafaq, H., & Yudha, A. T. R. C. (2021). Integrated Economic Empowerment: Evidence In The Religious Area Of Gusdur's Tomb. *Jurnal Ekonomi Syariah Teori Dan Terapan*, 8(6). <https://doi.org/10.20473/vol8iss20216pp785-796>
- Muhammad, M. A., Elistina, A. B., & Ahmad, S. (2020). The challenges faced by halal certification authorities in managing the halal certification process in Malaysia. *Food Research*, 4. [https://doi.org/10.26656/fr.2017.4\(S1\).S17](https://doi.org/10.26656/fr.2017.4(S1).S17)
- Nafis, A. A., Agung Slamet Sukardi, & Muhammedi, S. (2024). An analysis of The Halal Certification Movement for MSME (Micro, Small, and Medium Enterprises) Actors: A Case Study on Halal Tourism in Kudus Regency. *Journal of Islamic Economic Laws*, 7(01). <https://doi.org/10.23917/jisel.v7i01.3394>
- Nurul Herawati, Bambang Haryadi, Hanif Yusuf Seputro, & Syah, S. (2023). Sustainable Tourism: Exploration Of The Potential For Halal Tourism Retribution On The North Coast Of Madura. *Jurnal Riset Akuntansi Dan Bisnis Airlangga*, 8(1). <https://doi.org/10.20473/jraba.v8i1.45188>
- Rahman, M. K., Zailani, S., & Musa, G. (2017). Tapping into the emerging Muslim-

- friendly medical tourism market: evidence from Malaysia. *Journal of Islamic Marketing*, 8(4). <https://doi.org/10.1108/JIMA-02-2016-0014>
- Rodionov, A. N., & Dyakonova, M. A. (2023). Public–private partnership (PPP): theory of the issue and world experience in implementing PPP projects. *Entrepreneur's Guide*, 16(4). <https://doi.org/10.24182/2073-9885-2023-16-4-226-232>
- Rouboutsos, A., & Macário, R. M. R. (2013). Public private partnerships in transport: Theory and practice. *Built Environment Project and Asset Management*, 3(2). <https://doi.org/10.1108/BEPAM-05-2013-0016>
- Rukmi Dewi, F., Rasa, F., & Safitri, D. K. (2024). Lombok Halal Tourism Destination (LOMUTION): A Strategy to Increase the Stability of Augmented Reality-Based Lombok Tourism in Realizing Indonesia's Halal Industry Center. *International Journal of Advanced Multidisciplinary Research and Studies*, 3(6). <https://doi.org/10.62225/2583049x.2023.3.6.2>
- Shariff, S. M., Yahya, S., & Mohamad, S. (2016). Initial Exploratory Qualitative Study on Halal Supply Chain Awareness in Hong Kong. *Journal of Applied Environmental and Biological Sciences*, 6(11).
- Sthapit, E., Björk, P., & Piramanayagam, S. (2023). Motivational, emotional and memorable dimensions of non-Muslim tourists' halal food experiences. *Journal of Islamic Marketing*, 14(1). <https://doi.org/10.1108/JIMA-02-2021-0047>
- Wan Sulong, W. M., Mohd Zin, Z., Husain, S., Othman, M. S., & Ismail, M. Z. (2021). Satisfaction of Malaysian Muslim Tourists With Halal Facilities in Japan. *International Journal of Academic Research in Business and Social Sciences*, 11(11). <https://doi.org/10.6007/ijarbss/v11-i11/11687>
- Wang, Y., Liu, J., Gao, R., & Hwang, B. G. (2020). Government subsidies in public-private partnership projects based on altruistic theory. *International Journal of Strategic Property Management*, 24(3). <https://doi.org/10.3846/ijspm.2020.11545>
- Wibawa, B. M. (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>
- Winarti, O. (2017). Halal Tourism in Indonesia: Does it attract only Muslim Tourists? *Jurnal Studi Komunikasi (Indonesian Journal of Communications Studies)*, 1(3). <https://doi.org/10.25139/jsk.v1i3.139>
- Yenita, Y., & Widodo, L. (2021). Optimizing the Potential Strategy of West Sumatra Tourism Destinations Towards the Leading Halal Tourism Destinations in Indonesia. *Proceedings of the International Conference on Economics, Business, Social, and Humanities (ICEBSH 2021)*, 570. <https://doi.org/10.2991/assehr.k.210805.215>
- Yuliafitri, I., Nurhayati, E., & Amrania, G. K. (2020). Effect of Maqashid Syariah Application on Corporate Governance in Sharia Hotels. *Li Falah: Jurnal Studi Ekonomi Dan Bisnis Islam*, 5(2). <https://doi.org/10.31332/lifalah.v5i2.1942>
- Yuniningsih, T., Hayu Dwimawanti, I., Larasati, E., Hungwiset, S., & Lee, H. Y. (2023). Analyzing Collaborative Public Sector Innovation for Halal Tourism Development in West Sumatra Province. *KnE Social Sciences*. <https://doi.org/10.18502/kss.v8i17.14119>