

(Research/Review) Article

# Halal and Islamic Entrepreneurship in Sustainable Tourism Destinations

(A Systematic Literature Review of Trends and Future Research Directions)

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**Abstract.** a comprehensive literature review to investigate halal and Islamic businesses in sustainable tourism destinations. The study focuses on a growing but fragmented literature linking halal tourism, Islamic entrepreneurship, MSME innovation, digital capacity, community empowerment, and sustainable destination competitiveness. Although halal tourism has received increasing academic attention, previous studies have largely focused on the tourist experience, halal attributes, Islamic marketing, certification, and sustainability as separate themes, so the entrepreneurial mechanisms underlying sustainable halal tourism have not been satisfactorily synthesized. This study uses a systematic literature review technique complemented by bibliometric and thematic analysis of Scopus indexed articles. According to the data, research on halal and Islamic entrepreneurship in sustainable tourism destinations increased between 2017 and 2025 with Indonesia, Malaysia, and Thailand making significant contributions. Based on thematic analysis, the main topics include sustainability, tourism development, innovation, community-based tourism, and sustainable entrepreneurship, while halal and Islamic entrepreneurship are still underrepresented in mainstream sustainable tourism research. The study concludes that halal and Islamic entrepreneurship should be positioned not only as business activities in accordance with religious teachings, but also as an ethical and entrepreneurial ecosystem that connects Islamic values, MSME innovation, digital transformation, community empowerment, halal assurance, and sustainable destination governance. This research contributes by presenting a comprehensive research agenda to expand halal tourism as a model for inclusive destination development.

**Keywords:** Community Empowerment; Halal Tourism; Islamic Interpreneurship; MSME Innovation; Sustainable Tourism Destinations.

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## 1. Introduction

Halal tourism has emerged as an important sector in Islamic marketing and destination management as various locations seek ethical, inclusive, and sustainable tourism models. Halal tourism is no longer just about halal cuisine, worship facilities, and Muslim-friendly accommodation, it is now a destination experience that includes service excellence, religious comfort, cultural authenticity, and value creation (Suhartanto et al., 2021; Ratnasari et al., 2024). This growth shows that halal tourism can be positioned not only as a business sector, but also as a hub for Islamic entrepreneurship and sustainable destination development. Halal and Islamic businesses play a crucial role in converting halal tourism demand into long-term destination value. Halal entrepreneurship in tourist locations can be in the form of halal culinary companies, Muslim-friendly accommodation, Islamic hospitality, halal travel services, local halal products, digital platforms, MSMEs, and community-based

businesses (Ramadhani et al., 2024). According to Battour et al. (2022), halal tourism provides a unique marketing option for entrepreneurs as visitors increasingly prioritize ethical, inclusive, and culturally sensitive tourism offerings. In this context, innovation and strategic decision-making are essential because MSMEs need creativity, adaptability, and competitiveness to survive and thrive in a rapidly changing business context (Setyawati et al., 2023; Surachman et al., 2024). Islamic entrepreneurship is also related to sustainable tourism because Islamic business values prioritize justice, trust, transparency, social welfare, environmental conservation, and *maslahah*. These ideals are consistent with sustainable tourism, which requires economic sustainability, cultural preservation, environmental protection, community engagement, and long-term destination resilience. Soehardi et al. (2025) argue that combining *fiqh muamalah maliyah*, *maqashid sharia*, and sustainable business models can improve sharia compliance, social responsibility, environmental sustainability, responsible innovation, and destination competitiveness (Cahyadi et al., 2026; Afriani et al., 2026).

Previous research has examined halal tourism using empirical surveys, conceptual papers, bibliometric analysis, and systematic literature reviews. Empirical research is valuable for investigating the relationship between halal traveler experience, satisfaction, loyalty, and behavioral intent, but it is often limited by context and sample size (Suhartanto et al., 2021). Bibliometric analysis is effective for mapping patterns of publications, keywords, authors, and research groups, but offers little conceptual synthesis (Ratnasari et al., 2024; Alimusa et al., 2024). Although systematic literature reviews are more effective in identifying, filtering, and synthesizing previous studies, existing reviews have not sufficiently focused on halal and Islamic entrepreneurship as a linking mechanism between halal tourism and sustainable destination development (Page et al., 2021; Jabeen et al., 2025). Despite the growing body of literature, the field is still fragmented. Existing research mostly examines halal tourism through the lens of visitor experience, halal quality, destination imagery, Islamic marketing, certification, sustainability, or publishing trends. A little emphasis is placed on how halal and Islamic entrepreneurship promotes sustainable tourism destinations through the role of entrepreneurship, MSME innovation, digital capacity, community empowerment, ethical value creation, and destination competitiveness. This gap is significant because sustainable halal tourism requires entrepreneurs who can produce halal products, innovate in services, implement digital technologies, empower local communities, and preserve the ethical value of destinations. E-commerce and information systems are essential because they can assist entrepreneurs in decision-making, expand their markets, improve transaction efficiency, and grow their business (Fauziyyah & Sarasi, 2025).

To fill this gap, this study conducted a Systematic Literature Review on Halal and Islamic Entrepreneurship in Sustainable Tourism Destinations. The object of study is scientific literature that examines the relationship between halal tourism, Islamic entrepreneurship, sustainable destination development, digital entrepreneurship, MSME innovation, community-based tourism, and destination competitiveness. The SLR technique is ideal because it allows for the transparent selection, screening, assessment, and synthesis of article themes while highlighting future research trends and research objectives (Page et al., 2021; Jabeen et al., 2025). This study adds to the literature in three ways. First, this study presents a concentrated synthesis of halal and Islamic business in sustainable tourist destinations. Second, the study identifies key and emerging research topics, such as halal tourism, Islamic entrepreneurship, sustainability, digital entrepreneurship, MSME innovation, community empowerment, certification, and destination competitiveness. Third, the study outlines future study options by showing how the role of entrepreneurship, Islamic ethical norms, digital capabilities, and community-based innovation can drive a long-term halal tourism ecosystem. As a result, this study is unique in that it places halal and Islamic entrepreneurship as the main analytical bridge between halal tourism and sustainable tourism destinations.

RQ1: How is the concept of halal and Islamic business understood in the literature on sustainable tourist destinations?

RQ2: How do halal and Islamic entrepreneurship help to promote sustainable tourist destinations by fostering MSME innovation, digital capabilities, community empowerment, ethical value creation, and destination competitiveness?

RQ3: What future research directions can improve the combination of halal tourism, Islamic entrepreneurship, and sustainable destination development? *bisnis*

## 2. Literature Review

### Halal Tourism and Sustainable Tourism Destinations

Halal tourism has evolved from a faith-based travel gap to a multifaceted tourism system that considers religious compliance, service excellence, cultural authenticity, ethical consumerism, and destination competitiveness. Suhartanto et al. (2021) show that the halal tourism experience is shaped not only by halal attributes, but also by perceived value, satisfaction, and loyalty. Recent bibliometric studies show that halal tourism research has extended to Muslim tourist behavior, halal hospitality, Islamic marketing, destination imagery, and sustainability (Ratnasari et al., 2024; Battour et al., 2024). Within this framework, sustainable tourist destinations must be economically viable, environmentally responsible, socio-culturally conserved, and inclusive of community participation. According to Jabeen et al. (2025), halal tourism can help achieve global sustainability goals by combining Islamic principles with certification, governance, digital technology, and sustainable business practices. As a result, halal tourism must be positioned as a strategic path for the development of long-term destinations, not just as a religious niche.

### Halal and Islamic Entrepreneurship

Halal and Islamic entrepreneurship encompasses entrepreneurial activities that are directed by halal compliance, Islamic ethical ideals, social responsibility, and long-term value development. This type of entrepreneurship can be seen in tourist locations through halal culinary companies, Muslim-friendly accommodation, Islamic hospitality, halal travel services, local halal products, digital platforms, MSMEs, and community-based businesses. According to Battour et al. (2022), halal tourism opens up new marketing opportunities because tourists expect tourism offerings that are more ethical, inclusive, and culturally sensitive. Islamic entrepreneurship is also strongly linked to maqasid al-shariah, as commercial operations in Islam must protect religion, life, intellect, and money while promoting justice, transparency, trust, sustainability, and public benefit (Biancone et al., 2024). Thus, halal and Islamic entrepreneurship can be seen as an economic and moral mechanism to transform the demand for halal tourism into corporate innovation, local development, and destination competitiveness.

### Digital Capability, MSME Innovation, and Tourism Entrepreneurship

Digital competence has emerged as an important aspect of tourism entrepreneurship, as digital platforms, e-commerce, social media, information systems, online reviews, and digital payment systems influence how tourism companies interact, market, transact and create tourist trust. Recent research on tourism digitalization shows that digital transformation is reshaping business models, visitor experiences, innovation, and destination management (Gutierriz et al., 2023; Kozak et al., 2024). Digital capabilities are essential in halal tourism because tourists need accurate information about halal cuisine, worship facilities, sharia-compliant services, accommodation, security, and destination legitimacy before making travel plans. MSMEs are important players in this process as they provide local products, culinary services, lodging, tourism services, and community-based experiences, although they often face challenges in digital literacy, innovation capabilities, certification access, and market development. Setyawati et al. (2023) show that innovation, adaptation, and strategic decisions are essential to increase the competitiveness and resilience of Islamic-based MSMEs.

### Community Empowerment and Sustainable Destination Competitiveness

Community empowerment is an important component of sustainable tourism because local communities play a role not only as beneficiaries, but also as producers, hosts, cultural interpreters, and protectors of destination resources. Community empowerment in halal tourism destinations is closely related to local MSMEs, women entrepreneurs, halal supply chains, local food systems, cultural authenticity, and ethical destination management. Halal assurance, service quality, ethical business practices, digital accessibility, security, community engagement, and performance all contribute to the destination's competitiveness in halal tourism. Battour et al. (2024) and Ratnasari et al. (2024) show that halal tourism and hospitality research increasingly focuses on visitor behavior, destination image, hospitality features, and competitiveness. However, much of the literature still focuses on visitor outcomes, with little attention paid to the entrepreneurial and community-based factors that drive the long-term competitiveness of destinations.

### Previous Review Methods and Research Gap

Previous halal tourism research includes empirical surveys, conceptual studies, bibliometric analysis, and systematic literature reviews. This study uses a systematic literature review by providing a more transparent method to find, filter, and analyze previous research (Page et al., 2021; Jabeen et al., 2025). Nonetheless, the exact relationship between halal business, Islamic entrepreneurship, and sustainable tourism destinations has not been fully synthesized. This study fills this gap by examining how the role of entrepreneurship, Islamic ethical principles, MSME innovation, digital capacity, community empowerment, and destination competitiveness interact in one integrated framework. To gain a deeper understanding, a conceptual framework is needed that includes determining factors and their impact (Siahaan, 2026).

### 3. Research Methods

The study uses the Systematic Material Review (SLR) technique to find, investigate, and synthesize relevant material. This method is more than just an observation of the ordinary literature but represents a dedication to academic transparency and rigor (Palan & Priyanto, 2025). Data is obtained from reliable scientific sources, including Scopus, Web of Science, ScienceDirect, and Google Scholar. The search uses Boolean operator-based keywords such as "entepreneur", "tourism", "halal", and "sustainability" to guarantee relevance, referring to article titles, abstracts, and keywords. The literature selection approach follows the PRISMA paradigm, with steps for identification, screening, eligibility, and inclusion (Page et al, 2021). The inclusion criteria include works from Scopus-indexed journals from 2-2026 that examine trust in tourism and use appropriate approaches, empirical or conceptual techniques, while publications that are not peer-reviewed and duplication are prohibited. Several publications were evaluated using descriptive and thematic methodologies to find research patterns, drivers of halal entrepreneurship, and the relationship between halal entrepreneurship and tourism sustainability. The analytical results were combined to provide a conceptual framework and point to gaps for further research.

### 4. Results and Discussion

The study examined 339 Scopus articles on entrepreneurship, tourism and sustainability. Then it was detailed more specifically related to halal tourism entrepreneurship as a keyword, 35 scopus articles were obtained by analyzing the number of articles published, publication dates, and journal sources. The study identifies the most influential elements in the management of halal entrepreneurship in sustainable tourism, and the countries involved.

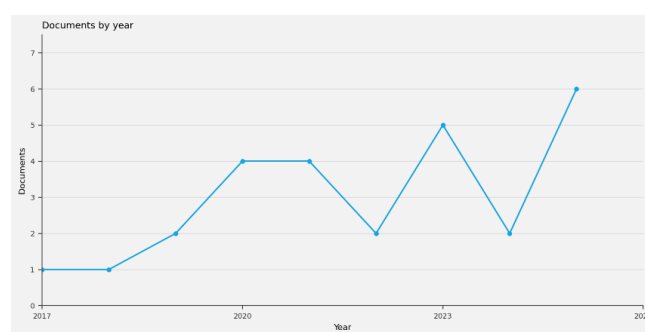


Figure 1. Number of articles by year.

Source: Scopus database

The publication trends depicted in the research graph per year show fluctuating but typically increasing academic interest in halal and Islamic entrepreneurship in sustainable tourist destinations from 2017 to 2025. The number of publications started at a modest rate in 2017 and 2018, increased steadily in 2019, then increased rapidly in 2020 and 2021. Although the trend decreased between 2022 and 2024, it increased again and peaked in 2025. This pattern shows that the issue has received increased scientific attention, especially considering the increasing relevance of halal tourism, digital entrepreneurship, MSME innovation, community empowerment, and sustainability in destination development. These fluctuations also show that the literature is still developing and has not established a consistent research path. Importantly, the growth of publications does not mean that the field has

achieved strong conceptual integration, as many studies still treat halal tourism, Islamic entrepreneurship, digital capabilities, and sustainability as separate issues. As a result, a thorough literature analysis is needed to integrate existing research, identify prevailing patterns, eliminate conceptual fragmentation, and determine future research paths for halal and Islamic businesses in sustainable tourism destinations.

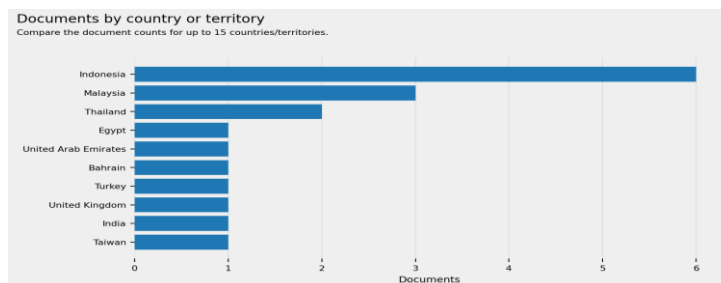


Figure 2. Number of articles by country or region.

Source: Scopus database

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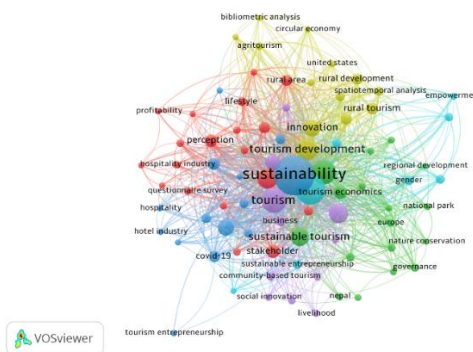
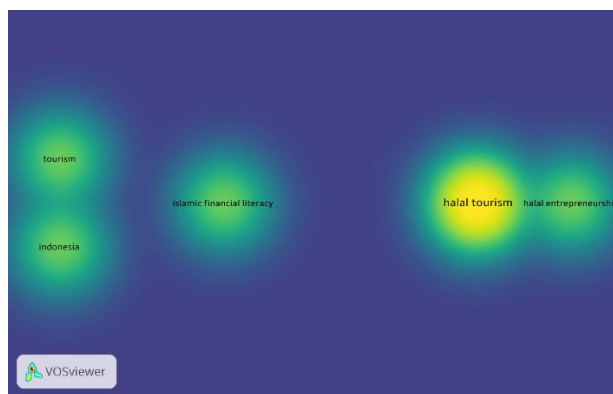


Figure 3. Network Country Visualization.

Source: Vosviewer software output

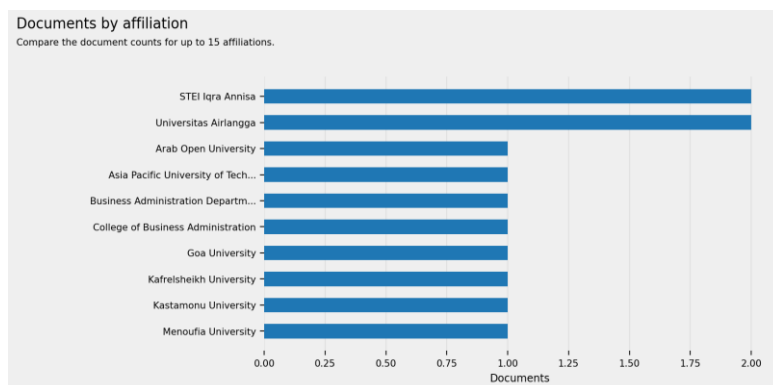
The visualization of the VOSviewer network shows that sustainability is a major subject in the literature, with significant linkages to tourism development, sustainable tourism, tourism economics, innovation, stakeholder participation, community-based tourism, and sustainable entrepreneurship. This pattern suggests that sustainable tourism research has shifted from a focus on the environment to more integrated considerations regarding destination competitiveness, innovation, local livelihoods, stakeholder governance, and community empowerment. However, the lack of important nodes related to halal entrepreneurship, Islamic entrepreneurship, or halal tourism suggests that the relationship between Islamic principles, halal business practices, the role of entrepreneurship, and sustainable destination development is still underexplored



**Figure 4.** Halal tourism visualization network specific.

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**Figure 5.** Network Country Visualization.

Source: Scopus database

The distribution of publications by affiliation shows that research on halal and Islamic entrepreneurship in sustainable tourism destinations is still spread across a small number of institutions, with STEI Iqra Annisa and Universitas Airlangga being the most prolific affiliates, followed by several institutions from Malaysia, Bahrain, Turkey, India, Egypt, Taiwan, and the United Arab Emirates. This pattern suggests that this field has not been dominated by a single global research center, but rather emerged through scattered institutional contributions, particularly from countries with strong ties to halal economics, Islamic finance, tourism development, and Muslim-friendly destination studies. Importantly, the lack of research in various affiliations suggests that this issue is still evolving and lacks a coherent institutional knowledge base. This creates both limitations and opportunities: while the field may continue to experience fragmentation of theoretical and methodological perspectives, it also allows for greater cross-agency and cross-border collaboration to strengthen the global research agenda on halal and Islamic entrepreneurship, MSME innovation, digital capabilities, community empowerment, and sustainable destination competitiveness.

## **Discussion**

### ***Conceptualizing Halal and Islamic Entrepreneurship in Sustainable Tourism Destinations***

The findings of this review show that halal and Islamic entrepreneurship has been conceptualized as a value-based entrepreneurial process that combines halal compliance, Islamic ethical principles, business innovation, and sustainable destination value creation. These findings show that halal and Islamic entrepreneurship is not just a form of business activity that is in accordance with religion, but a broader mechanism by which the demand for halal tourism is transformed into local economic development, the provision of ethical services, and the competitiveness of destinations. Previous studies have largely conceptualized halal tourism from the demand side, specifically through halal tourist experiences, perceived value, satisfaction, and loyalty (Suhartanto et al., 2021). Similarly, Ratnasari et al. (2024) and Battour et al. (2024) show that halal tourism studies have evolved to include Islamic marketing, Muslim tourist behavior, destination imagery, and halal hospitality. However, these studies lack insight into how entrepreneurs build a sustainable halal tourism ecosystem. Instead, the study identifies halal and Islamic entrepreneurship as the main analytical mechanisms linking halal tourism, Islamic values, MSME innovation, digital capabilities, community empowerment, and sustainable development.

### ***Entrepreneurial Agency, Islamic and Sustainable Destination Value***

The findings of this review show that halal and Islamic entrepreneurship has been conceptualized as a value-based entrepreneurial process that combines halal compliance, Islamic ethical principles, business innovation, and sustainable destination value creation. These findings show that halal and Islamic entrepreneurship is not just a form of business activity that is in accordance with religion, but a broader mechanism by which the demand for halal tourism is transformed into local economic development, the provision of ethical services, and the competitiveness of destinations. Previous studies have largely conceptualized halal tourism from the demand side, specifically through halal tourist experiences, perceived value, satisfaction, and loyalty (Suhartanto et al., 2021). Similarly, Ratnasari et al. (2024) and Battour et al. (2024) show that halal tourism studies have evolved to include Islamic marketing, Muslim tourist behavior, destination imagery, and halal hospitality. However, these studies lack insight into how entrepreneurs build a sustainable halal tourism ecosystem. Instead, the study identifies halal and Islamic entrepreneurship as the main analytical mechanisms linking halal tourism, Islamic values, MSME innovation, digital capabilities, community empowerment, and sustainable development.

### ***MSME Innovation and Digital Capability as Drivers of Sustainable Halal Tourism***

The findings of this review show that halal and Islamic entrepreneurship has been conceptualized as a value-based entrepreneurial process that combines halal compliance, Islamic ethical principles, business innovation, and sustainable destination value creation. These findings show that halal and Islamic entrepreneurship is not just a form of business activity that is in accordance with religion, but a broader mechanism by which the demand for halal tourism is transformed into local economic development, the provision of ethical services, and the competitiveness of destinations. Previous studies have largely conceptualized halal tourism from the demand side, specifically through halal tourist experiences, perceived value, satisfaction, and loyalty (Suhartanto et al., 2021). Similarly, Ratnasari et al. (2024) and Battour et al. (2024) show that halal tourism studies have evolved to include Islamic marketing, Muslim tourist behavior, destination imagery, and halal hospitality. However, these studies lack insight into how entrepreneurs build a sustainable halal tourism ecosystem. Instead, the study identifies halal and Islamic entrepreneurship as the main analytical mechanisms linking halal tourism, Islamic values, MSME innovation, digital capabilities, community empowerment, and sustainable development.

### ***Community Empowerment and Destination Competitiveness***

These findings also show that community empowerment is an important gateway for halal and Islamic businesses to ensure the long-term competitiveness of destinations. Local communities benefit from the growth of tourism in a variety of ways, including as producers, hosts, cultural interpreters, custodians of local resources, and participants in the halal supply network. This conclusion is consistent with the literature on sustainable tourism, which highlights the importance of community involvement in promoting local ownership, cultural preservation, social inclusion, and equitable economic distribution. Previous halal tourism research has mostly focused on traveler-related outcomes such as experience, satisfaction,

destination image, and loyalty (Suhartanto et al., 2021; Ratnasari et al., 2024). Instead, the study focuses on the supply-side and community-based dynamics behind sustainable halal tourism. The study argues that the competitiveness of destinations is influenced not only by halal characteristics and service quality, but also by the ability of halal entrepreneurs and local communities to provide ethical, inclusive, digitally connected, and culturally integrated tourism value.

#### ***Publication Trends, Geographic Concentration, and Institutional Fragmentation***

Bibliometric data shows that research on halal and Islamic entrepreneurship in sustainable tourism destinations increased between 2017 and 2025, but the trend is still changing. This pattern implies an increase in academic interest, especially in the context of halal tourism, digital entrepreneurship, MSME innovation, and sustainability discourse. However, this variability shows that this discipline has not yet reached a stable or mature research trajectory. National studies reveal that Indonesia is the most prolific contributor, followed by Malaysia and Thailand, suggesting that Southeast Asia has emerged as a vital knowledge creation hub in this field. This conclusion is understandable given the region's strong Muslim market, active halal tourism ecosystem, growing MSME sector, and increased policy focus on sustainable tourism development. However, unlike global tourism research that is often controlled by Western institutions and publications, the discipline is still geographically focused on Muslim-majority countries and developing countries. This allows for comparisons between countries, especially between Southeast Asia, the Middle East, Europe, and non-Muslim countries that are building Muslim-friendly tourism industries.

#### ***Thematic Structure and Conceptual Fragmentation***

The visualization of the VOSviewer network shows that sustainability is the most important subject, with linkages to tourism development, sustainable tourism, tourism economics, innovation, stakeholder participation, community-based tourism, and sustainable entrepreneurship. The study shows that sustainable tourism research has shifted from a strict environmental focus to broader issues such as destination competitiveness, innovation, governance, livelihoods, and community empowerment. However, the low exposure of halal and Islamic entrepreneurship in the larger network suggests that the concept of Islamic entrepreneurship is still underdeveloped in mainstream sustainable tourism research. Density visualization supports this view by describing halal tourism as a dense area of knowledge and closely related to halal business. Compared to previous bibliometric studies that mapped halal tourism broadly (Ratnasari et al., 2024; Battour et al., 2024), this study identifies more specific conceptual gaps such as halal tourism, Islamic entrepreneurship, digital capabilities, MSME innovation, and sustainable destination development are all interrelated but not yet sufficiently integrated into a coherent theoretical framework.

#### ***Future Research Directions and Synthesis of Contributions***

Future studies should go beyond fragmented conversations about halal tourism quality, Islamic marketing, certification, tourist behavior, and sustainability indicators. First, future research should provide an integrative conceptual framework that explains how halal and Islamic entrepreneurship function as a link between halal tourism and sustainable destination development. Second, cross-border research is needed to investigate how institutional structures, halal governance, digital infrastructure, religious norms, and market maturity affect entrepreneurial success. Third, future research should pay more attention to MSMEs, women entrepreneurs, community-based halal companies, and local halal supply chains, as these actors are critical to the development of inclusive destinations. Fourth, digital capabilities must be seen not only as a marketing tool, but also as a strategic resource for halal assurance, transparency, tourist trust, and service innovation. Finally, future studies should incorporate maqasid al-shariah, sustainable business models, and destination governance to demonstrate how Islamic principles can help the theoretical advancement and practical management of destinations.

Overall, this study adds to the literature by transforming halal tourism from a compliance-based or demand-side tourism paradigm to an entrepreneurial and ethical ecosystem for sustainable destination development. Previous research has made significant contributions by looking at halal tourism experiences, Islamic marketing, bibliometric trends, digital tourism, and sustainability individually (Suhartanto et al., 2021; Battour et al., 2022; Ratnasari et al., 2024; Jabeen et al., 2025). However, this study contributes to the topic by combining these streams through halal and Islamic business perspectives. The findings show that sustainable halal tourism requires a combination of entrepreneurial initiatives, Islamic

ethical principles, MSME innovation, digital capabilities, community empowerment, and destination competitiveness. This integrative perspective is essential for academics, policymakers, destination managers, and halal entrepreneurs who want to create tourist destinations that are not only Muslim-friendly, but also inclusive, creative, ethical, and sustainable.

## 5. Conclusions

Overall, this study adds to the literature by transforming halal tourism from a compliance-based or demand-side tourism paradigm to an entrepreneurial and ethical ecosystem for sustainable destination development. Previous research has made significant contributions by looking at halal tourism experiences, Islamic marketing, bibliometric trends, digital tourism, and sustainability individually (Suhartanto et al., 2021; Battour et al., 2022; Ratnasari et al., 2024; Jabeen et al., 2025). However, this study contributes to the topic by combining these streams through halal and Islamic business perspectives. The findings show that sustainable halal tourism requires a combination of entrepreneurial initiatives, Islamic ethical principles, MSME innovation, digital capabilities, community empowerment, and destination competitiveness. This integrative perspective is essential for academics, policymakers, destination managers, and halal entrepreneurs who want to create tourist destinations that are not only Muslim-friendly, but also inclusive, creative, ethical, and sustainable.

This study contributes by establishing halal and Islamic entrepreneurship as a conceptual link between halal tourism and sustainable destination development. Theoretically, this study eliminates the fragmentation of the literature by combining Islamic principles, entrepreneurship, MSME innovation, digital capacity, and community empowerment into a single analytical framework. In practical terms, this study guides politicians, destination managers, halal entrepreneurs, and local communities in creating tourist destinations that are inclusive, creative, ethical, digitally adaptive, and sustainable. The study is limited by its reliance on bibliometric data and the synthesis of selected themes, which may not include all works from different databases, languages, and regional contexts. Future research should focus on strengthening integrative frameworks, conducting cross-border comparative studies, and investigating how halal certification, maqasid al-shariah, digital competencies, MSMEs, women entrepreneurs, and sustainable business models all contribute to the competitiveness of halal tourism destinations.

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