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SYSTEMATIC LITERATURE REVIEW (SLR): OPTIMIZING THE POTENTIAL OF SHARIA TOURISM IN INDONESIA TO IMPROVE COMPETITIVENESS AND LOCAL ECONOMIC PROSPERITY

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| INFORMATION | ABSTRACT |
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| <p>Article History:</p> <p>Received : 13.01.2025 Revised : 27.01.2025 Accepted : 07.02.2025</p> <p>Keywords: Competitiveness; Economic Welfare; Optimization; Sharia Tourism.</p> | <p><i>Sharia tourism is one of the sectors with significant potential to support economic growth and the welfare of local communities in Indonesia. Considering that Indonesia is the country with the largest Muslim majority population in the world, optimizing the potential of sharia tourism can be an important strategy to attract domestic and international tourists who are looking for a tourism experience that is in accordance with Islamic principles. This study aims to identify the challenges and solutions required to optimize the potential of sharia tourism in Indonesia using a Systematic Literature Review (SLR) approach. This study is based on 13 research journals published between 2018 and 2023. The analysis shows that low competitiveness, insufficient infrastructure, and limited understanding of sharia tourism are the main obstacles to the sector's development. The proposed solutions include developing supporting infrastructure, educating industry players on sharia principles, innovating halal tourism products, and fostering synergy among the government, industry players, and local communities. Optimizing sharia tourism in Indonesia is expected to improve local economic welfare by creating jobs and encouraging the growth of sharia-based MSMEs.</i></p> |



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A. INTRODUCTION

Indonesia is known for its rich diversity, particularly in its natural beauty, and its cultural richness. This diversity makes Indonesia a popular destination for domestic and foreign tourists. There are various places to tour, from the amazing beaches and mountains to captivating sites with the country's unique culture and history; Indonesia has great potential to attract global attention. One of the key factors driving tourism in Indonesia is the country's wealth. Amazing views. In addition, the richness of Indonesian culture, with its various traditions, arts, and festivals, which are different in every area, becomes a powerful that no one can ignore (Surya, et.al 2024).

The tourism industry in Indonesia has a positive impact on the national and local economies. Tourism is one of the industries that can create jobs and improve people's standard of living in various tourist areas. As the tourism sector developed, various local businesses, such as lodging, restaurants, handicrafts, and transportation services, experienced significant growth, ultimately boosting the local welfare economy. On the other hand, as competition in the tourism sector intensifies, Indonesia can also attract foreign investment and strengthen its international position. Despite the wrong main mover economy, tourism in Indonesia continues to strive to develop and innovate so that it can contribute more to increasing the welfare public economy as well as maintain a sustainable culture and naturally owned (Faraby, 2021).

Indonesia is committed to developing the sector of Sharia tourism in various areas. The Ministry of Tourism focuses on development. This is based on four components of the main tourism industry: hospitality, restaurants, travel services, tours, and spas. At the moment, 13 provinces are prioritized as destination tour sharia: Nusa Tenggara Barat, Aceh, West Sumatra, Riau, Lampung, Banten, DKI Jakarta, West Java, Central Java, Yogyakarta, East Java, South Sulawesi, and Bali. Election regions: This is based on the readiness of the source power man, conformity with local culture, potential product tour, and availability of facility accommodation, which support. Indonesia makes an effort to strengthen its position as the Wrong One destination, mainly for travelers, Muslims, Good from in and also outside the country, through a tourism approach that is by Sharia principles (Nur Ainun Siregar, 2023). The development tour of Sharia is intended not only for Muslim travelers but also for non-Muslims who value its principles. Besides covering places of pilgrimage and religious sites, tour sharia also covers facilities such as restaurants and hotels that serve halal food, as well as places of worship. Products and services offered in Sharia-compliant tourism are essentially the same as those in conventional tourism, provided they do not contradict Sharia norms.

Indonesia's tourism potential is significant and could be an interesting alternative to overseas tours. However, branding and packaging still need development. Tour Sharia can offer uniqueness, differentiating it from other types of tours, thanks to the existing fatwa and agreement from MUI on the draft Sharia, as well as local wisdom, which gives a touch typical of the destination. Optimization sector. This not only opens opportunities for the public to participate actively but also potentially increases income and reduces unemployment. Draft tour sharia, often called tour halal, tour Islam, or Muslim-friendly tourism, is a new approach aligned

with the need to provide tourism services in line with Islamic principles (Rif'ah, 2022).

Optimizing local potential is the key to building an independent society by utilizing all available resources, including natural resource wealth, human skills and capabilities, and the social forces within the community. Implement effective strategies to utilize these potentials, such as developing local industries, promoting product areas, and increasing skills. Working with the public can significantly increase their economic well-being. The implementation of these measures will not only help empower the local economy but also create jobs and strengthen the structure of the social community, thus contributing to the development of an economy that is sustainable (Imsar, Nurhayati, 2023).

Sharia tourism includes more than just religious tourism because its principles are based on the values of Sharia Islam, which is wider. According to a guide from the World Tourism Organization (WTO), Sharia tourism is not only aimed at Muslim tourists but also non-Muslims. Those who are interested in the uniqueness of local culture. General criteria for Sharia tourism include several important aspects: First, focus on welfare together, which benefits the public. Second, it provides experience that gives enlightenment, freshness, and calm. Third, avoid all forms of polytheism and superstition. Fourth, free from activity sins. Fifth, ensure the safety and comfort of visitors. Sixth, maintain a sustainable environment and respect the local values and wisdom in the area (Haries, A., Hervina, H., & Hasan, 2023).

This research will focus on optimizing the potential of sharia tourism in Indonesia to increase local competitiveness and economic welfare. One of the main problems that this research focuses on is the lack of optimization of potential sharia tourism in Indonesia. Although the potential for sharia tourism in this country is very large, often the implementation is not optimal. This is caused by several factors, including a lack of coordination and understanding about draft tourist sharia between the perpetrator industry and the suboptimal facilities and infrastructure that support sharia principles. In addition, there are still obstacles in branding and marketing that make sharia tourism not yet well known at the domestic and international levels.

There are several academic debates regarding the concept of sharia tourism in Indonesia that have emerged from previous research (Farisma, A., Sunariyah, A., & Rohman, 2023) and (Hasibuan, M., Nawawi, ZM, & Tambunan, 2024). One of the main debates concerns the definition and scope of sharia tourism. Some academics argue that Sharia tourism must fully follow Islamic principles, including not only halal food and prayer facilities but also dress codes, gender segregation, and Sharia-compliant travel procedures. Meanwhile, there is another, more flexible view, which emphasizes that Sharia tourism does not have to be too strict in its rules so that it can still attract non-Muslim tourists without reducing the essence of the Islamic values that are upheld. Another debate concerns the challenges of branding and marketing Sharia tourism. (Hanafiah, P., Mardita, AS, & Safitri, 2019) and (Razali, R., Syahputra, A., & Ulfah, 2022) Shia tourism still faces obstacles in terms of image and acceptance in the global market. Some argue that the terms "sharia" or "halal tourism" can limit their appeal to non-Muslim tourists. In contrast, others see this branding as a strength, distinguishing Indonesia from other tourist destinations.

Regarding implementation (Rif'ah, 2022), there are also differences of opinion regarding how Sharia tourism can be optimally implemented in various regions in

Indonesia. Some studies emphasize the importance of local community involvement and infrastructure readiness, while others highlight the need for clear regulations and supportive policies, including halal certification for tourist destinations.

A new offering from this study is a more inclusive approach to developing Sharia tourism that focuses not only on religious aspects but also on universal values such as sustainability, social welfare, and cultural preservation. With this approach, sharia tourism can become a more adaptable and attractive tourism model for various groups, not only for Muslim tourists but also for global tourists seeking value-based, ethical tourism experiences.

The approach used in this research is a Systematic Literature Review (SLR), a method for systematically collecting, evaluating, and summarizing relevant literature. The purpose of the SLR is to provide a comprehensive and objective picture of a particular topic, based on evidence from various studies. This study aims to identify and evaluate various studies and articles published to provide an overview of how potential tourist Sharia can be optimized using SLR. The main focus is on how the strategy for developing Sharia tourism can strengthen Indonesia's competitive position as a tourist destination and improve local economic well-being by drawing on findings from the study literature.

B. LITERATURE REVIEW

Sharia Tourism

Sharia tourism is an activity that involves facilities and services provided by various parties, including the public, perpetrator businesses, the central government, and local governments, while still adhering to Sharia principles. Services offered type tourist. This covers various aspects, from accommodation and culinary to worship facilities tailored to Muslim tourists' needs. All the elements involved in it, both from the public and private sectors, collaborate to ensure that every service provided not only fulfils standard service generally but is also in line with the rules and values taught in Islam, like holiness, halal, and cleanliness (Dandi Ibnu Sutowo, Andri Soemitra, 2022).

Based on DSN-MUI fatwa No. 108/DSN-MUI/X/2016, the principles of Sharia tourism, in general, are divided into several main principles that aim to maintain harmony between active tourists and the values of Sharia Islam (Hasibuan, M., Nawawi, ZM, & Tambunan, 2024). 1) Orientation Benefit. This principle emphasizes that sharia tourism must have goals that are not only focused on tourist satisfaction but also on the economic impact on surrounding communities. Activity tourism sharia is expected to yield positive benefits for the economy, both for tourists and local communities, thus distinguishing it from conventional tourism, which is solely oriented toward entertainment or profit. 2) Availability Facility Worship. For the comfort of Muslim tourists, providing proper prayer facilities is a must. Which must. The place of the tour must provide an Islamic Prayer Room, a room for bathing separated by gender, a place for ablution, and sufficient clean water. Facility: This helps Tourists continue to perform their religious duties while at tourist locations, maintaining a balance between activities, travel, and religious obligations. 3) Food And Drink Halal. Based on QS. In Al-Baqarah 173, every Muslim is required to consume *halal, tayyib* food. Because of that, a place tour in Sharia must provide food and drink certified as halal, making it easier for travelers to get food by the teachings of Islam. 4) Eliminate Things which Forbidden. Sharia tourism must also eliminate all

activities that conflict with Islamic teachings. Islam. For example, it is forbidden to provide facilities for gambling, alcohol, ritual activities in sacred places, and to avoid places that facilitate *khalwat* (being alone with someone else), no *mahram*. Principle: This aims for a guarded atmosphere free of forbidden things and within the framework of the holy Sharia.

Power Competition

According to the World Economic Forum, competitiveness is a complex combination of institutions, policies, and factors that affect a country's productivity. This productivity, in turn, determines the extent to which the country's economy can achieve prosperity. In other words, high levels of productivity contribute to the country's ability to produce larger and higher-quality output by using available resources efficiently (Wulan Dayu, Windu Anggara, 2023). In addition, productivity plays an important role in determining the potential return on investment, one of the main drivers of economic growth. Countries with strong competitiveness often attract more investment and innovation and increase efficiency across various economic sectors. As a result, these countries tend to experience economic growth that is more rapid and sustainable than those with competitiveness. lower. In this case, power competition serves as an indicator, the key that shows how much a country can utilize to source power and create conditions that support growth, economic stability, and sustainability (Damanik, D., & Ancient, 2020).

Competitiveness is one of the main indicators for evaluating a country's ability to increase income and grow its economy. For tourists, Power competition relates to the ability sector. This attracts the attention and interest of visitors, both domestic and international, to the destination tour. Increase Power competition in the industry tourism sector by utilizing optimally available resources and enhancing managerial and operational capabilities at destinations. This includes infrastructure development, provision of quality services, and innovation in promotion and marketing. When the competitiveness of a tourist destination increases, it becomes more attractive and relevant in the global market, which can increase the number of tourist visits. The positive impact of this increased competitiveness is not only limited to the local sector tourists but also affects multiple economies, like the creation of jobs, improvement of public income, and development related sectors to others (Harahap & Tambunan, 2022).

Welfare Economy Local

Local economic welfare refers to achieving stable, growing economic conditions in a region, with the population having equal access to economic, educational, and health services. Condition: This is achieved when the economic area provides a livelihood worthy of its people, with low unemployment and a fair distribution of income. The welfare economy locally also includes the ability of the community to meet basic needs such as food, clothing, and board, while still having the opportunity to improve their standard of living. When communities achieve optimal economic well-being, there is an increase in the quality of life, where the public feels the benefits from economic growth without any significant gap between individuals or groups (Simanjuntak et al., 2023).

The welfare economy is locally influenced by the power of the economic region and the two external shocks, such as the global economic crisis or climate change. Economically prosperous societies usually have a sustainable economic system that depends on multiple sectors and can adapt and develop by utilizing various local resources. The ability of a region to manage its natural resources and power in a natural and sustainable way is very important for maintaining welfare. The local welfare economy involves not only economic factors but also interrelated social and environmental factors, which lay the foundation for sustainable prosperity for the current and future generations.

In addition, the local welfare economy should be influenced by the development of potential tourist sharia, especially in areas with advantages in Islamic culture and traditions. Sharia tourism, which is based on Islamic principles, not only attracts Muslim tourists from various regions but also potentially creates new economic opportunities for local communities. There is demand for sharia-compliant services and facilities, such as halal hotels and restaurants with halal certification, as well as adequate prayer facilities. Local communities can be directly involved in providing products and services that support this tourism. This open field work pushes growth sectors, like transportation, accommodation, and industry, and creative local, which in turn increases economic welfare in the area. The development of Sharia-based tourism not only promotes local cultural values rooted in Islamic teachings but also creates a travel experience that is safe and comfortable for Muslim travelers. Matter. This potential increases the number of visits and income from the tourism sector, which then has a positive impact on the turnaround economy of local (Rahma, 2018).

C. METHODOLOGY

This research will focus on optimizing the potential of sharia tourism in Indonesia to increase local competitiveness and economic welfare. To achieve these goals, a Systematic Literature Review (SLR) is used, which involves an in-depth analysis of relevant literature. Data source: The main sources are electronically indexed journals with an ISSN (International Standard Serial Number), which can be accessed via the online platform using the E-ISSN code. The Data collection process was carried out by searching Google Scholar for relevant articles. The data population in this study comprises 13 indexed journals and focuses on the human resources aspect of optimizing the potential of sharia tourism in Indonesia, published by various publishers.

A Systematic Literature Review (SLR) is a research methodology that systematically identifies, evaluates, and interprets all available evidence on a particular topic or research question. According to (Ramdhan, 2021), SLR was designed to give appropriate and comprehensive answers to research questions by following a structured procedure. The SLR process begins with formulating clear, specific research questions, followed by a literature search to identify relevant studies from various sources. Interpretation results are done by integrating existing evidence to provide a comprehensive picture. and an objective about the topic being researched. This method helps reduce bias and ensures that all aspects of the research topic are considered and that reliable conclusions are drawn.

The Systematic Literature Review (SLR) process comprises three main phases. namely planning, implementation, and reporting. In phase first, steps are required to

review the systematic set. This involves identifying and determining conditions for review, which will be done, and determining the protocol for directing the implementation of utility reviews to reduce the potential for bias from researchers. In this phase, the main focus is on determining the problem of optimizing the potential of Sharia tourism in Indonesia, which will be reviewed in depth. In phase two, the steps include formulating clear research questions, developing information search strategies, and selecting studies based on inclusion and exclusion criteria. In addition, this phase includes quality assessment of relevant studies and extraction and synthesis of data from them. Phase three focuses on reporting results review, which covers writing a findings study based on the literature analyzed in two phases previously, then discussing the results and the interesting conclusions based on the data synthesized.

D. RESULT AND ANALYSIS

Publication Journal

In this Systematic Literature Review (SLR), 13 journals are reviewed regarding the optimization of sharia tourism potential in Indonesia from 2018 to 2023. Every year, several studies provide insights into the power of the halal tourism sector, the development of the halal industry, and the potential of halal tourism to support the local economy. These journals cover a wide range of approaches, from quantitative analysis of economic power to tourism competitiveness (Damanik, D., & Ancient, 2020), halal industry development strategy in Aceh (Razali, R., Syahputra, A., & Ulfah, 2022), to a case study of optimizing Muslim Friendly Tourism at Slopeng Beach, which impacts the local economy (Farismia et al., 2023). These studies show that the potential impact of sharia on tourism is significant for improving the welfare economy, with various constraints and opportunities that can be overcome through synergy among government, entrepreneurs, and local communities. Optimizing infrastructure, promoting, and implementing sharia in tourism services are important factors in increasing the competitiveness of sharia tourism in Indonesia.

Researcher Most Active and Influential

From the selected primary studies, researchers who contributed significantly and were very active in optimizing the potential of sharia tourism in Indonesia can be identified. One of the researchers, the most influential, is (Damanik, D., & Ancient, 2020) who, through their research on power competition among sector tourists in the Regency of Simalungun, identify various factors that affect tourism competitiveness. They found that the tourism sector in the region is superior in the Human Tourism Indicator (HTI) and Infrastructure Development Indicator (IDI). However, it remains weak in the Price Competitiveness Indicator (PCI) and the Openness Indicator (OI). This finding shows that Simalungun Regency needs to strengthen its price appeal and increase its openness to tourists. The study has become an important reference in evaluating the strengths and weaknesses of the tourist sharia in Indonesia.

In addition, (Razali, R., Syahputra, A., & Ulfah, 2022) made a significant contribution by studying Aceh's strategy and development of the halal industry. They revealed that, even though the implementation of sharia in Aceh was already underway, government support for infrastructure development and halal certification is necessary to strengthen the power of halal tourism attractions. (Rif'ah, 2022) also

played a role by researching the recovery of halal tourism post-COVID-19 in North Coast Lamongan, emphasizing the importance of implementing strategy 3A2P (Attractions, Accessibility, Amenities, Promotion, and Business Actors) to increase visitor numbers. Research not only identifies the problem but also provides practical solutions to optimize the potential for Sharia tourism and increase the welfare economy.

Topics Study

Based on an analysis of 13 research journals published between 2018 and 2023, research on optimizing the potential of sharia tourism in Indonesia can be focused on five topics:

- 1) Identifying the problem in the Tourism Sector Sharia in Indonesia
- 2) Look for a Solution to Constraints in the Development Tour Halal
- 3) Find a Strategy to increase Tourism Attractions in Sharia
- 4) Analyze the Impact of the Development of Tourist Sharia on the Economy of the Local
- 5) Make a Recommendation Policy for the Optimization of Tourist Sharia

Table 5. Topics, Method, Results Study

| No. | Researcher | Topics | Method | Results |
|-----|--|--|--------------------------|--|
| 1. | (Damanik, D., & Ancient, 2020) | Analysis of Power Competition Sector Tourists in the Regency of Simalungun | Quantitative descriptive | The competitiveness of the tourism sector in Regency Simalungun is Good in the Human Tourism Indicator (HTI) and Infrastructure Development Indicator (IDI), but weak in the Price Competitiveness Indicator (PCI) and Openness Indicator (OI). |
| 2. | (Razali, R., Syahputra, A., & Ulfah, 2022) | Strategy and development industry halal in Aceh | Qualitative | The implementation of sharia in Aceh is not yet optimal and needs support from the government in developing infrastructure and certification processes to increase the power pull tour halal. |
| 3. | (Rif'ah, 2022) | Optimization tour halal in North Coast Lamongan | Descriptive Qualitative | Strategy 3A2P (Attractions, Accessibility, Amenities, Promotion, and Business Actors) is required to restore the halal sector post-COVID-19, with potential to attract interesting visitors and the need for innovation and collaboration among stakeholders for sustainability. |

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| 4 | (Farisma, A., Sunariyah, A., & Rohman, 2023) | Muslim Optimization-Friendly Tourism in Slopeng Beach, Sumenep | Descriptive Qualitative | Research shows the importance of effective Muslim-friendly promotion. Improvements in visit tours can be achieved through collaboration with MSMEs, and improvements in Sharia-compliant accommodation can support the economy. |
| 5 | (Haries, A., Hervina, H., & Hasan, 2023) | Transformation of tourist halal in Kalimantan East | Qualitative | Halal tourism has great potential in Kalimantan East, with support from stakeholders and the government. The development of infrastructure and education in society is very important to facilitate the growth of the tourism industry. |
| 6 | Mr. F. (2022) | Tourist halal who applied Sharia Hotel Solo in Surakarta in handling COVID-19 | Qualitative | Implementing Islam in the operation of Sharia hotels shows potential for interesting Muslim travellers. However, there are challenges related to a lack of promotion and infrastructure that must be overcome to optimize the halal tourism experience. |
| 7 | (Mahmud, M. A., & Thank God, 2019) | The problem in the Sector Tourist Sharia in Island Coconut milk | Descriptive Qualitative (observation , interview) | Management of tourist sharia in coconut milk: No. By draft ideal, the facility is not adequate, and the traveller's level of satisfaction is low. |
| 8 | Halima, N., & Dear Sir, F. (2018) | Optimization of Traditional Arts Nuanced Islamic in Madura | Descriptive Qualitative (studies literature) | Art can interest the young generation, increase the local economy, and potentially be a destination tour sharia. |
| 9 | (Hanafiah, P., Mardita, AS, & Safitri, 2019) | Fund Optimization CSR for Tourist Halal in Java Middle | Qualitative explorative descriptive | CSR can increase halal tourism infrastructure in Bledug Brother to support development goals for sustainable and interesting travellers. |
| 10 | Superb, P. H. A., & Cahyono, H. (2020) | Optimization Co-Working Space for Muslim Millennials in Surabaya | Qualitative (analysis domain) | A co-working space in Surabaya provides halal comfort and facilities, potentially increasing creativity and productivity among millennials. |

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|----|-------------------------------------|---|-------------------------|---|
| 11 | Dear Sir, S., & Dear, R. P. (2023) | Reconstruction of Sharia Tourism in Santen Island English | Descriptive Qualitative | Reconstruction of Sharia tourism increased local income and empowered youth, even though management was Still Not optimal. |
| 12 | Hannah, U.A., & Rahman, A. (2021) | Improvement of Local Economy through Sharia Tourism in Madura | Descriptive Qualitative | Tourist sharia can increase MSMEs and public income in Madura, as well as the potential to compete in local and global markets. |
| 13 | Yusrizal, Y., & Dear Sir, S. (2018) | Strategy Development Tourist Halal in Sumatra North | Qualitative survey | Medan is ready as a destination sharia tour, but Parapat needs repair in institutional aspects and readiness HR for optimization. |

The first topic is identifying problems in the Sharia tourism sector in Indonesia (Damanik, D., & Ancient, 2020). The Power competition sector in Simalungun Regency remains low on several indicators, including the Price Competitiveness Indicator (PCI) and the Openness Indicator (OI). In addition, Kurniawan (2022) discusses the obstacles faced by Syariah Hotel Solo in Surakarta in implementing halal tourism, especially in integrating Islamic values into all aspects of the hotel. (Haries, A., Hervina, H., & Hasan, 2023) Also, many infrastructures and regulations must be put in place to realize this transformation of the tourist halal industry in East Kalimantan. In addition, (Islam, 2020) found that negative perceptions of the community's understanding of Sharia tourism also hinder the development of this sector, so it is necessary to approach that more inclusively. On the second topic, namely finding solutions to obstacles in developing halal tourism, (Razali, R., Syahputra, A., & Ulfah, 2022) stated that to optimize the halal industry, including tourism halal in Aceh, local government support must be provided by simplifying the halal certification process and improving infrastructure.

According to (Rif'ah, 2022) suggests innovation strategies and adaptations, such as implementing CHSE (Clean, Health, Safety, Environment) and synergy with various stakeholders, including business actors and government, to restore halal tourism post-pandemic. (Farisma, A., Sunariyah, A., & Rohman, 2023) Stress the importance of collaboration with banking sharia to support MSMEs in Beach Slopeng, Sumenep, as part of solution development for halal tourism. (Hana, UA, & Rahman, 2021) Also suggested the need for development training for tourism actors to improve services in line with Sharia principles. (Mahmud, M. A., & Thank God, 2019) emphasized the importance of market research to understand the needs and hopes of travellers so that the development of halal tourism can be a more appropriate target.

The third topic, which is to find a strategy for increasing Power Pull tourists (Farisma, A., Sunariyah, A., & Rohman, 2023), proposes increasing Muslim-friendly facilities and sharia services, and promoting Muslim-friendly tourism through social media, as strategies to increase halal tourism attractions at Slopeng Beach. (Razali, R., Syahputra, A., & Ulfah, 2022) Also noted the need for a special strategy to promote halal tourism in Aceh, including simplifying halal certification and developing infrastructure. Temporarily, The Curiosity (2022) emphasizes the importance of holistically integrating Sharia values in Syariah Hotel Solo as part of a strategy to

increase the appeal of halal tourism. Research by (Ridwan et al., 2011) Also identify that development package tour Which put forward experience spiritual and culture can interesting more Lots traveler Which looking for experience halal. (Hanafiah, P., Mardita, AS, & Safitri, 2019) added that diversification of halal tourism products, such as culinary tourism and education, can interest segment travelers which wider.

The fourth topic is analyzing the impact of developing sharia tourism on the local economy (Haries, A., Hervina, H., & Hasan, 2023) highlighting the positive impacts of halal tourism development in East Kalimantan on the local economy, especially with its unique Natural Resource potential, such as islands, the Mahakam River, and beaches. Research by (Farisma, A., Sunariyah, A., & Rohman, 2023) also shows that the optimization of Muslim Friendly Tourism at Slopeng Beach contributes to community economic welfare locally through increasing the number of tourist visits and participation of MSMEs. Rifah (2022) notes that the tour is halal in North Coast Lamongan, helping restore the local economy post-pandemic through synergy between various parties.

(Hana, UA, & Rahman, 2021) added that Sharia tourism can also improve the quality of life. local communities by creating new jobs and encouraging business growth. small. Superb, and Cahyono (2020). Also, take note that participation in public local tourism development can strengthen local identity and culture and increase public welfare.

On topic fifth, that is, make recommendation policies for tourism optimization sharia, (Razali, R., Syahputra, A., & Ulfah, 2022) proposed a government policy that provides more support for the development of halal tourism, to speed up the process of halal certification, and to repair the infrastructure in Aceh. Rifah (2022) recommends that the government continue to push for the adaptation of halal tourism by strengthening CHSE and innovating with stakeholders. Temporary That, (Farisma, A., Sunariyah, A., & Rohman, 2023) Recommend the formation of a forum for communication and collaboration with BPRS to support MSMEs and improve Muslim-friendly facilities in tourist destinations. (Nurul Aulia Dewi, Alika Hariani, 2023) emphasize the importance of policies that encourage local community involvement in tourism development, so they can benefit from the economic growth of this sector. (Hanafiah, P., Mardita, AS, & Safitri, 2019) Also recommend a mentoring program for local business actors to help them adapt to the standard service tourist sharia.

In research on optimizing the potential of sharia tourism in Indonesia, researchers reviewed 13 different research journals to understand the various methods used. Most studies adopted descriptive qualitative methods; only one used a quantitative method (Damanik, D., & Ancient, 2020). Damanik and Purba (2020) used quantitative descriptive analysis to assess the power competitiveness of the tourism sector in Simalungun Regency, identifying indicators from the World Travel and Tourism Council (WTTC). This research was conducted from February to June 2020, and the analysis results indicate that some indicators are highly competitive, while others are weak. Meanwhile, research by Razali, R., Syahputra, A., & Ulfah emphasizes a qualitative approach in analyzing the strategy and development of the halal industry in Aceh. A study found that optimizing the halal industry in Aceh requires government support, including easing the issuance of expenditure certificates for halal and improving infrastructure. Rifah (2022) also used a descriptive qualitative

method to evaluate the impact of COVID-19 on halal tourism in Pantura Lamongan, by explaining the recovery strategies implemented by managers and stakeholders. Results: Research shows that the potential of the halal tourism market in East Java is significant, but it must be balanced with innovation and adaptation to current conditions.

(Farisma, A., Sunariyah, A., & Rohman, 2023) examined the impact of optimizing Muslim Friendly Tourism on the Coast Slopeng Sumenep uses a qualitative-descriptive approach. This research involves various stakeholders to explore challenges and opportunities, and to recommend increasing Muslim-friendly facilities and services as a strategy to enhance tourism attractiveness. In the study by (Haries, A., Hervina, H., & Hasan, 2023) Qualitative methods were used to examine the transformation of halal tourism in Kalimantan East. Through observation, interview, and documentation, the study finds that awareness of halal products among Muslim consumers is the key to the development of the halal industry, including halal tourism. Kurniawan (2022), in studying the implementation of halal tourism in Sharia Hotels Solo, applies purposive and snowball sampling techniques. This aims to identify obstacles to the implementation of halal tourism, showing that, although efforts have been made, a challenge remains.

Based on a review of 13 journals, the most widely used research method for studying the topic is qualitative, as it can provide insight into the context, experiences, and perspectives of stakeholders involved in tourism sharia in Indonesia. The results of these studies not only highlight the enormous potential that is owned by sharia tourism, but also identify various challenges or problems that need to be addressed, such as the lack of infrastructure that supports, the lack of knowledge about halal tourism, and the need for collaboration between governments and the private sector.

Based on research from 13 journals published between 2018 and 2023, several important findings emerge regarding the potential to optimize sharia tourism in Indonesia. First, an analysis of the literature shows that although sharia tourism has great potential to support local economic welfare, various obstacles must be overcome. Most studies highlight the lack of adequate infrastructure, limited understanding of the principles of sharia tourism among industry players, and the importance of government support in terms of policy and facility development (Razali, R., Syahputra, A., & Ulfah, 2022). This aligns with the findings of Damanik and Purba (2020), who identified low tourism competitiveness in several regions, particularly in indicators of price competitiveness and openness to tourists. Related to solutions to these obstacles, studies conducted by (Razali, R., Syahputra, A., & Ulfah, 2022) and (Rif'ah, 2022) The importance of innovation and synergy between the government, business actors, and the community in developing halal tourism. They proposed a development strategy that includes improving infrastructure, simplifying the halal certification process, and implementing CHSE (Clean, Health, Safety, Environment) standards as a response to post-pandemic challenges (Rif'ah, 2022). In addition, (Farisma, A., Sunariyah, A., & Rohman, 2023) showed that improving Muslim-friendly facilities and effective promotion through social media can be key in attracting more tourists to visit sharia tourism destinations.

Overall, the development of sharia tourism in Indonesia has shown a positive impact on the local economy, especially in increasing tourist visits and MSME

participation in certain areas (Farisma, A., Sunariyah, A., & Rohman, 2023). However, to optimize this potential, various policies that support the development of sharia tourism need to continue to be encouraged, as suggested by (Razali, R., Syahputra, A., & Ulfah, 2022) and (Farisma, A., Sunariyah, A., & Rohman, 2023), who emphasize the importance of collaboration between the public and private sectors and of training local business actors to improve service quality in line with Sharia principles. The dominant research method in this study is a descriptive qualitative approach, which is used to explore the experiences and views of various stakeholders in sharia tourism in Indonesia. This reflects the importance of contextual understanding and the perspectives of various parties in facing challenges and utilizing existing opportunities to optimize the sharia tourism sector in the country.

E. CONCLUSION

The optimization of Sharia tourism in Indonesia faces significant challenges, including low competitiveness, insufficient infrastructure, and a lack of understanding of Sharia principles in the tourism sector. Key obstacles include an underdeveloped regulatory framework, negative perceptions, and limited capacity among industry players to implement Sharia guidelines effectively. These factors hinder the potential economic contribution of the Sharia tourism sector. To address these issues, several solutions are proposed, including improving infrastructure and regulations, enhancing education and training for industry stakeholders, fostering innovation in halal tourism products, and promoting collaboration among the government, Islamic financial institutions, and local MSMEs. Strengthening halal tourism promotion through digital platforms and developing tourism products that emphasize spiritual and cultural experiences can also help boost the sector's growth and competitiveness.

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