

Navigating the Future: A Systematic Literature Review on Halal Tourism Development in Banjarmasin Exploring Opportunities and Challenges

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Abstract: Halal tourism has great potential in Banjarmasin City, supported by clear regulations and infrastructure that supports sharia principles. This study aims to explore the opportunities and challenges in the development of halal tourism in Banjarmasin City through the Systematic Literature Review (SLR) method. This study analyzes various previous studies relevant to the topic using the Publish or Perish application to identify academic trends in the range of 2020-2025. The results show that despite regulatory support, government commitment, and improved religious facilities, there are still various challenges that need to be overcome. The main obstacles include the low awareness of business actors towards halal certification, limited facilities that meet sharia standards, and lack of socialization of the implementation of regulations. This study recommends increasing socialization, strengthening regulations and infrastructure to support the sustainable growth of halal tourism. In addition, more diverse research approaches are needed, including quantitative or mixed-method methods, to provide a more comprehensive understanding of the effectiveness of halal tourism development policies and strategies in Banjarmasin City. With the right strategic steps, it is hoped that Banjarmasin City can become a major halal tourism destination in Indonesia.

Keywords: Halal Tourism, Banjarmasin, Systematic Literature Review, Opportunities, Challenges.

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A. INTRODUCTION

Banjarmasin City, located in South Kalimantan Province, is known as the "City of a Thousand Rivers" because of the many rivers that cross it, both large and small. According to data by BPS (2023), Banjarmasin's population in 2023 reached 675,915 people, making it the most populous city in South Kalimantan Province. Most of Banjarmasin's residents build their homes along the river, creating a unique and distinctive landscape, and making the river an integral part of their daily lives. Banjarmasin's uniqueness lies not only in its river, but also in its diverse tourist attractions such as the Floating Market, Martapura River cruise, and Siring Menara Pandang, which make it a must-visit destination in South Kalimantan.

Tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, Government, and Local Government (Permenpar, 2016). According to KBBI, Tourism is related to travel for recreation, ramble, tourism (KBBI, 2024). Tourism should be interpreted as a trip made many times or circling, from one place to another, which in English is called the word "tour", while for the plural sense, can be used the

word "tourisme" or "tourism" (Rachmad et al., 2022). So, tourism can be concluded to include recreational trips that can be done repeatedly with the support of various parties, reflecting the concept of travel that continues to move from one place to another.

One type of tourism that has great potential in Indonesia is tourism with the concept of halal. According to the Chief Expert of LPPOM MUI and Head of Halal Science Center IPB University Prof. Dr. Ir. Khaswar Syamsu, M.Sc. quoted from (Nadha, 2020) in LPPOM website, halal is any object or activity that is permitted to be used or implemented in Islam. Another opinion states that halal is something that if used does not result in punishment (sin) (Rahmadani, 2015). This shows that the concept of halal includes all aspects of life that are permitted in Islam, both in use and implementation, thus providing a guarantee of compliance with the principles of sharia without causing the impact of sin.

The concept of halal tourism according to the Majelis Ulama Indonesia (MUI) in the DSN MUI Fatwa Number 108/DSN-MUI/X/2016 is 1) worship facilities that are suitable for use, easy to reach and meet sharia requirements; 2) halal food and drinks that are guaranteed halal with a MUI Halal Certificate (DSN-MUI, 2016). This is in line with the regulations issued by the Banjarmasin city government in Local Regulation Number 2 of 2021 concerning Halal Tourism, namely the halal tourism industry must provide 1) decent and holy worship facilities; 2) halal food and drinks; 3) swimming pool facilities and spa facilities separated for men and women; 4) arts and cultural performances and attractions that do not conflict with the general criteria for Halal Tourism; 5) information about the location of the nearest mosque; and 6) sanitation and environmental hygiene (Banjarmasin City Local Regulation, 2021). Thus, both according to the Fatwa DSN MUI and the Banjarmasin City Regional Regulation, halal tourism emphasizes the provision of facilities that support the implementation of worship, consumption of halal food and drinks, and a tourist environment that is in accordance with sharia principles. By ensuring that the destination aligns with their religious and cultural values, managers can enhance tourists' overall experience and satisfaction (Dairobi & Anisah, 2025).

Although there have been many studies that discuss the development of halal tourism in Banjarmasin city, until now there are still few studies with the systematic literature review method that specifically conducts a thorough literature review on this topic. This shows the need to conduct further research that can integrate various findings and perspectives, so as to provide a more comprehensive and in-depth picture of the potential and challenges of halal tourism in Banjarmasin City. Therefore, this research is entitled "Navigating the Future A Systematic Literature Review on Halal Tourism Development in Banjarmasin Exploring Opportunities and Challenges". This research aims to contribute to enriching academic insights and becoming a reference for stakeholders in developing halal tourism in Banjarmasin City in a more optimal and sustainable manner.

B. METHOD

1. Review Method

The Systematic Literature Review (SLR) method was used in this research to systematically collect and analyze various primary studies. This approach allows researchers to explore various sources in a structured manner, so that the conclusions produced are more accurate and verifiable. Kitchenham and Charters (2007) in Agbo et al. (2024) who emphasized that SLR plays a role in increasing the objectivity of research as well as ensuring that the results can be retested by other researchers using similar procedures. This shows that the research does not only rely on subjective interpretations, but also has a strong basis for retesting.

In this research, SLR is applied to understand more deeply the development of Halal Tourism in Banjarmasin City. Through a review of various previous studies, this research can identify trends, challenges, and opportunities in the development of the sector. This approach also helps reveal how the concept of Halal Tourism is implemented in Banjarmasin City and its impact on tourists and industry players. The results obtained are expected to not only provide an academic overview, but also more relevant insights for parties involved in the halal tourism industry. The literature used in this study was obtained through the Publish or Perish version 8 application, which utilizes the article search feature on Google Scholar in the range of 2020- 2025. This approach allows researchers to access various primary studies relevant to the topic under review. In accordance with the guidelines put forward by Kitchenham and Charters (2007) in Agbo et al. (2024), the SLR process was carried out by following the following stages:

- a. Planning the review
 - 1) Identifying the need for a systematic review
 - 2) Developing a review protocol
 - a) Defining the research questions
 - b) Identify sources for searching primary studies
 - c) Define search strings
 - d) Highlight study inclusion and exclusion criteria
 - e) Define quality evaluation and study extraction strategy
- b. Conducting the review
 - 1) Identifying studies
 - 2) Study selection
 - a) Use inclusion and exclusion criteria to identify relevant studies
 - b) Evaluate the quality and relevance of selected studies
 - 3) Extract relevant data from selected studies
- c. Reporting the review
 - 1) Analyzing the data
 - 2) Developing the main report

2. Research Questions

The research questions in this study were designed based on the PICOC criteria. PICOC is an approach to planning and designing a Systematic Literature Review (SLR). PICOC stands for Population, Intervention, Comparison, Outcome, and Context. Table 1 below is the design of PICOC criteria according to Kitchenham & Charters, (2007) in Pangestu et al. (2023):

Table 1. PICOC

Population	Halal tourism in Banjarmasin
Intervention	Improved halal facilities and infrastructure
Comparison	-
Outcome	Analysis of halal tourism opportunities and challenges in Banjarmasin
Conclusion	Research related to halal tourism in Banjarmasin

The research questions and their objectives in this systematic literature review are shown in Table 2.

Tabel 2. Research Questions and Objectives

RQ	Research Questions	Objectives
RQ1	Based on journal coverage, what journals discuss halal tourism in Banjarmasin City the most?	To find out and analyze the coverage of journals that discuss halal tourism in Banjarmasin City the most.
RQ2	Based on the research methods, what research methods are most widely used to examine research on halal tourism in Banjarmasin City?	To find out and analyze the research methods that are most widely used to research research on halal tourism in Banjarmasin City.
RQ3	How to improve halal tourism facilities and infrastructure in Banjarmasin City?	To know and analyze the improvement of halal tourism facilities and infrastructure in Banjarmasin City.
RQ4	What are the halal tourism opportunities in Banjarmasin City?	To know and analyze halal tourism opportunities in Banjarmasin City
RQ5	What are the challenges of halal tourism in Banjarmasin City?	To know and analyze the challenges of halal tourism in Banjarmasin City

3. Search Strategy

The literature search process stage is an important and complex set of steps in conducting a research. These steps include selecting a digital library, formulating search keywords, conducting the search, and retrieving research articles that are aligned with the research topic. In the literature search process, the Publish or Perish version 8 application was used as a tool to identify and collect relevant academic sources. The keyword that has been determined to search for literature is "halal tourism in Banjarmasin", which aims to narrow the scope of the search and ensure the relevance of the results obtained. The database that became the main

focus in the literature search was Google Scholar, a platform known to have an extensive and trusted collection of research articles in various fields of science.

Google Scholar search

Authors: Years: -

Publication name: ISSN:

Title words:

Keywords:

Figure 1. Keyword Search Process in Google Scholar on Publish or Perish

4. Research Selection

Inclusion and exclusion criteria were used to guide the selection of relevant studies to be included in the main analysis. Information regarding these criteria can be found in Table 3 below:

Table 3. Inclusion and Exclusion Criteria

Criteria	Inclusion	Exclusion
Type	National and international online scientific publications indexed by Google Scholar	National and international online scientific publications that are not indexed by Google Scholar
Topic	Discussing halal tourism in Banjarmasin City	Does not discuss halal tourism in Banjarmasin City
Object	Halal tourism in Banjarmasin City	Besides halal tourism in Banjarmasin City
Language	Indonesia dan English	Besides Indonesia and English
Year	2020 - 2025	Beyond 2020 - 2025
Country	Indonesia	Outside Indonesia

C. RESULTS AND DISCUSSION

1. Scientific Publications Literature Articles

This Systematic Literature Review (SLR) research evaluates 14 primary studies that analyze halal tourism in Banjarmasin.

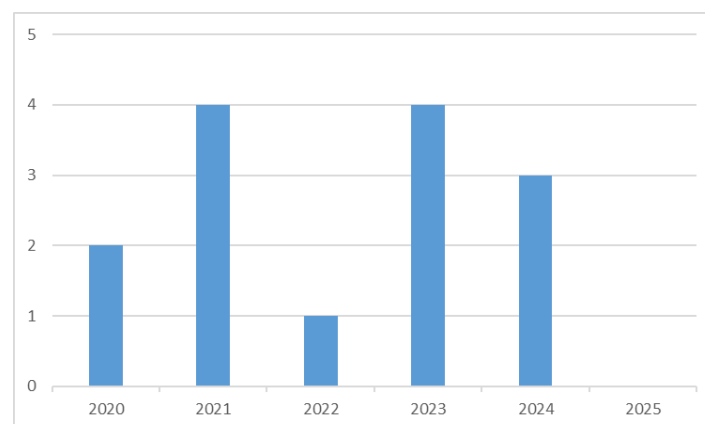


Figure 2. Year Distribution of Literature Articles

Based on Figure 2 above, the number of journal publications of literature articles related to halal tourism in Banjarmasin city has fluctuated from 2020 to 2025. In 2020 there were 2

publications, then experienced a significant increase to 4 publications in 2021. However, in 2022 the number of publications decreased dramatically with only 1 article. This trend increased again in 2023 with the highest number of publications the same as in 2021, namely 4 articles, then slightly decreased to 3 publications in 2024. Meanwhile, there is no publication data for 2025. From this pattern, it can be concluded that research related to halal tourism in Banjarmasin City has fluctuating dynamics, with publication peaks in 2021 and 2023, reflecting the increased academic attention to this topic in those years.

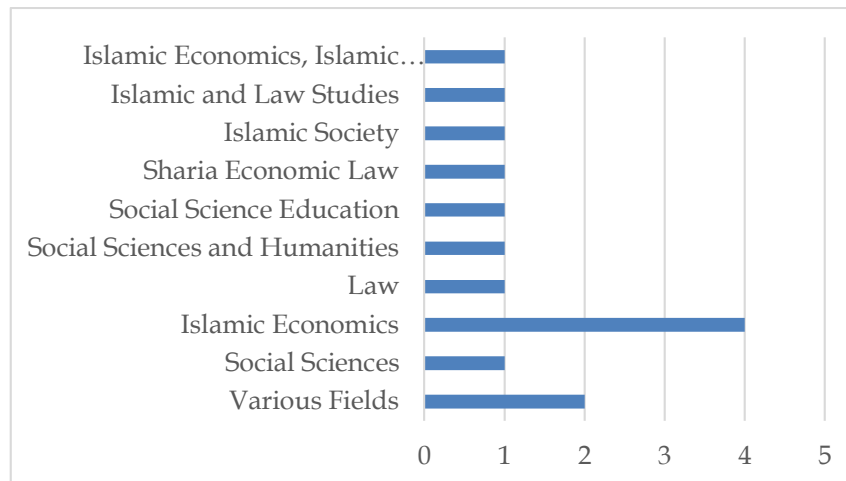


Figure 3. Focus and Scope of Literature Articles

Based on Figure 3 above, which is about the focus and scope of articles used as literature in research related to halal tourism in Banjarmasin city, it can be seen that the field of Islamic Economics has the highest number of publications, which is around 4 articles, followed by Various Fields which also has a large enough coverage with 2 articles. Meanwhile, other fields such as Islamic Economics, Islamic Finance, & Islamic Law, Islamic and Law Studies, Islamic Society, Sharia Economic Law, Social Science Education, Social Sciences and Humanities, Law, and Social Sciences each only have about 1 publication. This shows that the majority of studies related to halal tourism in Banjarmasin City are found more in the context of Islamic economics, while coverage in other fields is still limited. Thus, this research can be an additional reference in academic discussions regarding the development of halal tourism in Banjarmasin city from a summary of various perspectives.

2. Discussion Based on Research Methods

Based on the research methods of the 14 studies used as literature articles, the following data were obtained:

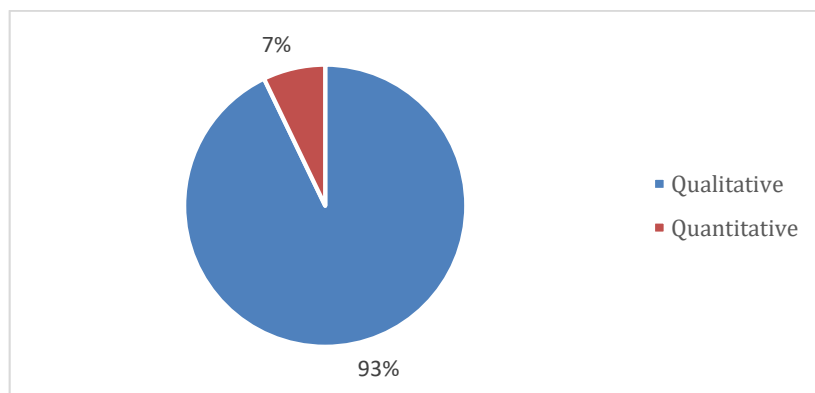


Figure 4. Literature Articles Based on Research Methods

Figure 4 found that the majority of the 13 studies used qualitative methods (93%), while only one article used quantitative methods (7%). The dominant qualitative approach reflects an in-depth exploration of the halal tourism phenomenon, with various methods such as Descriptive Qualitative, Miles & Huberman Model, SWOT Analysis, and Analytic Network Process (ANP) used to analyze strategic factors in the development of this sector. Some articles also applied Field Research, Survey and Field Study, as well as RRA (Rural Rapid Appraisal) and PRA (Participant Rapid Appraisal) methods, which showed an approach based on field observation and community involvement. In addition, there is a study with an Empirical Legal Research approach that examines regulatory aspects in halal tourism. Meanwhile, one article that uses quantitative methods applies Descriptive Statistics, which shows numerical data analysis related to tourist responses in this industry. The dominance of qualitative approaches shows that research in this field focuses more on exploring understanding of concepts, development strategies, and stakeholder behavior. While quantitative data-based analysis is still very limited, therefore further research can consider a mixed-method approach to provide more comprehensive insights in understanding the opportunities and challenges of developing halal tourism in Banjarmasin City.

3. Improving Halal Tourism Facilities and Infrastructure in Banjarmasin City

Based on the results of the review of literature articles, the implementation of policies and improvement of halal tourism facilities in Banjarmasin City shows the commitment of the government and various stakeholders in providing a friendly tourist environment for Muslim tourists. First, there is a strengthening of regulations and institutional support that ensures the sustainability of halal tourism. Banjarmasin City has a clear legal umbrella through Banjarmasin City Regional Regulation Number 2 of 2021 concerning Halal Tourism, as well as support from various parties, including the government, BUMN, BUMD, and the private sector channeled through corporate social responsibility programs. Second, there has been an

increase in the provision of religious facilities at tourist destinations. At the Kampung Ketupat tourist attraction, for example, it has been equipped with adequate worship facilities to provide comfort for Muslim tourists. Third, there is innovation in the development of tourism concepts that are in accordance with sharia principles, such as the idea of sports tourism without ikhtilat that applies the concept of shirkah in its management. Through five shirkah options that can be used, halal tourism in Banjarmasin City not only offers experiences that are in accordance with Islamic values, but also opens up opportunities for collaboration and community-based economic development. Overall, efforts to improve halal tourism facilities and infrastructure in Banjarmasin City have shown progress, creating a sustainable tourism environment that is in line with the principles of sharia tourism.

4. Halal Tourism Opportunities in Banjarmasin City

Based on the review of literature articles, various factors support the transformation of the tourism sector in creating destinations that comply with sharia principles and increase the attractiveness of Muslim tourists. First, there is a potential in developing halal sports tourism without ikhtilat that applies the principle of shirkah. The high demand from Muslim women to have a separate sports space from men is an opportunity for entrepreneurs to utilize unused land to build healthy and comfortable sports facilities in accordance with Islamic values. Second, there is strong institutional support through the existence of Tourism Awareness Groups (Pokdarwis), as seen in the management of the Habib Basirih Tomb tourist destination. In addition, the existence of Banjarmasin City Regional Regulation Number 2 of 2021 concerning Halal Tourism and the active involvement of academics in research and community service further strengthen the development of halal tourism in Banjarmasin city. Third, various programs and financial support also support the growth of this sector. The Banjarmasin city government has allocated a special budget for the development of halal tourism, coupled with contributions from state-owned enterprises, regional-owned enterprises, and the private sector through corporate social responsibility programs. In addition, Banjarmasin City also has various halal events that attract Muslim tourists. Fourth, the availability of adequate religious infrastructure in various tourist attractions, such as mosques and prayer rooms, further increases the comfort of tourists in carrying out worship. Overall, with the majority of the population being Muslim and having a strong religious culture, Banjarmasin City has bright prospects in the development of halal tourism. Regulatory factors, community support, and available facilities make this city a potential destination for the sustainable growth of sharia-based tourism.

5. Challenges of Halal Tourism in Banjarmasin City

Based on the results of the review of literature articles, there are several aspects that become challenges, which still need attention so that this sector can develop optimally in accordance with sharia principles. First, there are still obstacles in the application of halal certification to traders in tourist destinations, such as traders in tourist destinations at the Surgi Mufti Dome and Habib Basirih Tomb, especially MSMEs or small traders. The lack of understanding of managers and traders regarding the importance of halal certification, as

stipulated in DSN-MUI Fatwa Number 108 / DSN-MUI / X / 2016, causes delays in the implementation of halal standards in food and beverages sold, they assume that halal certificates are only required for large companies. Second, the aspect of accommodation that does not fully meet halal tourism standards is still an obstacle in the development of this industry. Some Islamic hotels and inns still face obstacles in providing halal food and beverage services and have not fully implemented a sharia-based financial system, because they still work with conventional financial institutions. Third, the implementation of Fatwa DSN-MUI Number 108/DSN-MUI/X/2016 still faces various obstacles, especially in terms of lack of socialization and the absence of clear technical guidelines for tourism managers and related stakeholders, which is important because it avoids different interpretations. Overall, the challenges in developing halal tourism in Banjarmasin City reflect the need to improve regulation, education, and supporting infrastructure so that the city can optimize its potential as a sustainable halal tourism destination.

D. CONCLUSIONS AND SUGGESTIONS

Based on the results of discussion and data analysis through the Systematic Literature Review (SLR) method, this study concludes that the development of halal tourism in Banjarmasin City has great potential, supported by clear regulations, government commitment, and the availability of adequate religious infrastructure. However, challenges such as the low awareness of business actors towards halal certification, limited tourist facilities that meet sharia standards, and the lack of socialization regarding the application of regulations such as the lack of socialization of the application of Fatwa DSN-MUI Number 108/DSN-MUI/X/2016 are still obstacles. In addition, the dominance of qualitative approaches in previous studies indicates the need for further exploration with quantitative or mixed-method methods in order to obtain more comprehensive empirical data. Therefore, it is recommended that the government and stakeholders increase socialization and education about halal standards, strengthen regulations and supervision, and develop a more complete halal infrastructure. Meanwhile, for academics and future researchers, it is recommended to conduct a quantitative or mixed-method based study to gain a deeper understanding of the effectiveness of halal tourism policies, as well as explore the social, cultural and economic factors that influence the development of this sector. Further research can also compare halal tourism development strategies in Banjarmasin with other regions that have succeeded in this sector. With these strategic steps, it is hoped that Banjarmasin City can become a major halal tourism destination in Indonesia that attracts domestic and international tourists.

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