

A systematic literature review on halal tourism policy in West Nusa Tenggara: Toward sustainable tourism development

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Abstract

Purpose: This study aims to evaluate the effectiveness of halal tourism policies in West Nusa Tenggara Province (NTB), Indonesia, as part of its strategic agenda to become a Muslim-friendly tourism destination.

Methodology/approach: Using a Systematic Literature Review (SLR) of 32 scholarly articles published between 2021 and 2025, the study employs the CIPP evaluation framework (Context, Input, Process, Product) to analyze policy aspects. The review was conducted with halal tourism policies and how these policies contribute to sustainable tourism development.

Results/findings: The findings reveal that NTB possesses strong geographical, cultural, and demographic advantages supporting halal tourism. However, challenges persist in human resource capacity, institutional coordination, and equitable distribution of outcomes. Policy formulation aligns well with both local and global demands, but implementation and monitoring require significant improvements.

Conclusion: While NTB's halal tourism policies have a solid foundation, enhancing execution and oversight is crucial for maximizing sustainable development benefits.

Limitations: This study is limited by its reliance on secondary data from existing literature, which may not capture the most recent policy dynamics or on-the-ground realities.

Contribution: The research contributes to public policy scholarship by providing a conceptual and evaluative synthesis of halal tourism policy effectiveness, highlighting areas for strategic improvement in Indonesia's sustainable tourism development.

Keywords: *CIPP Policy Evaluation, Halal Tourism, West Nusa Tenggara*

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1. Introduction

Tourism development has become a strategic agenda in many countries, especially those with abundant natural and cultural resources (Rahman & Zitri, 2023). Indonesia, with its archipelagic geographical characteristics and deep cultural diversity, has long recognized the great potential of the tourism sector as a major contributor to economic growth, job creation and cultural diplomacy (Sukmana, Brahmantyo, & Hira, 2019). Among the various tourism segments, halal tourism has been growing rapidly in the past decade, driven by the increasing demand from Muslim travellers for services that conform to Islamic values. This demand has fuelled the birth of religious value-based tourism policies, both in terms of infrastructure, branding, and destination operational standards.

In the Indonesian context, halal tourism not only reflects the Muslim-majority demographic composition but is also a strategy for strengthening global tourism competitiveness. The province of West Nusa Tenggara (NTB), which covers the Lombok and Sumbawa regions, has positioned itself as one of the pioneers of halal tourism in Indonesia (Jaya et al., 2023). With its Muslim-majority population and alluring natural wealth, NTB has gained national and international recognition, including the highest ranking in the Global Muslim Travel Index (GMTI). To realize this vision, the NTB Provincial Government enacted Regional Regulation No. 2/2016 on Halal Tourism, which aims to create a Muslim-friendly tourism ecosystem through the provision of halal-certified services, worship facilities, and sharia-compliant accommodation.

However, the implementation of this policy faces several challenges. Inadequate halal infrastructure, limited certification mechanisms, a lack of human resources who understand the concept of halal tourism, and low participation of local communities are serious obstacles (Apriliya, Widiyanto, & Rahmadanik, 2024). Furthermore, weak coordination among government stakeholders, the private sector, religious leaders, and the community has resulted in partial policy implementation and suboptimal results (Sulianti, Sunardi, & Supenawinata, 2024). This discrepancy between policy formulation and implementation creates an implementation gap that needs to be studied in depth in the future. The existing literature on halal tourism in West Nusa Tenggara (NTB) Province is generally still descriptive and emphasizes promotional aspects, destination branding, and increasing the number of tourist visits (Rahman & Zitri, 2023). Many previous studies have highlighted the government's strategy of making Lombok a leading halal tourist destination through image strengthening and marketing campaigns at the national and international levels. However, most of these studies tend to stop at the surface and have not delved deeper into how the implementation of halal tourism policies is carried out in the field (Rachman & Sangare, 2023).

Only a few studies link halal tourism to the principles of sustainable tourism as a whole. In fact, the sustainability approach does not only cover the economic dimension by increasing regional income and business actors, but also concerns environmental conservation, strengthening local cultural values, and empowering communities as the main actors in the tourism ecosystem. In this context, few studies have evaluated the long-term impact of halal tourism policies on social structures, local community dynamics, and the sustainability of natural resources, which are the region's main attractions. The lack of evaluative studies that integrate aspects of policy, sustainability, and socio-cultural impacts is a significant gap in academic studies related to this topic. Most analyses are still sectoral and do not use a comprehensive policy evaluation framework. Therefore, a more systematic and critical approach is needed to understand whether halal tourism policies contribute to the achievement of sustainable development goals in NTB. This research, through the Systematic Literature Review approach, is expected to fill this void by compiling a more comprehensive synthesis of knowledge regarding the effectiveness, challenges, and prospects of halal tourism policies in NTB from various perspectives.

The existing literature on halal tourism in NTB tends to focus on promotional strategies, destination branding, and specific case studies without a comprehensive policy evaluation. In addition, research linking halal tourism with sustainable tourism goals, such as economic sustainability, social inclusion, cultural preservation, and environmental sustainability, is still very limited. The absence of this integrative analysis creates a research gap that hinders a thorough understanding of the effectiveness of the policy and the sustainability of NTB as a halal destination. This research aims to address these gaps by using a Systematic Literature Review (SLR) approach, which allows researchers to synthesize various academic studies to build a cohesive understanding of the actual conditions of halal tourism policy implementation in NTB. Theoretically, this research relies on the CIPP (Context, Input, Process, Product) evaluation model developed by Stufflebeam. This model is a comprehensive and systematic evaluative approach that has been widely applied in the evaluation of public programs, education, and social policy.

CIPP serves as a framework for assessing policies not only in terms of outcomes but also from the planning stage to implementation on the ground (Kurniawati, 2020). The four main components of this model complement each other and present a holistic picture of the policy cycle. First, Context

Evaluation assesses the reasons, needs, and environmental conditions behind the emergence of a policy. In the context of halal tourism in NTB, this evaluation includes an analysis of the demographics of the Muslim community, regional tourism potential, and the urgency of expanding the Sharia-based tourism segment. Second, Input Evaluation examines the extent to which the required resources, strategies, and supporting structures are available to implement the policy. This includes the readiness of halal infrastructure, regulations such as Perda No. 2 of 2016, human resource capacity, and the availability of halal assistance and certification institutions. Third, Process Evaluation assesses the effectiveness of policy implementation. This includes program implementation, inter-agency coordination, stakeholder involvement, and the success of socialization to industry players and the community. Fourth, Product Evaluation focuses on the outputs and outcomes produced, including short-term impacts such as increased halal facilities and long-term impacts on community economic empowerment, preservation of local culture, and the image of NTB as a sustainable halal destination. With this approach, the research will not only assess the achievements of the policy, but also reveal the obstacles to implementation that arise, so as to be able to provide recommendations that are based on a comprehensive evaluation and oriented towards future policy improvements.

The novelty of this research lies in the comprehensive integration of halal tourism discourse with a sustainable tourism framework, resulting in a multiperspective analysis that bridges theory with practice. Unlike previous studies that tend to take a sectoral or promotional view, this study assesses policy as a dynamic instrument that simultaneously involves religious, economic, socio-cultural, and environmental dimensions. Based on this framework, the main problems raised in this study are as follows: How can the halal tourism policy in West Nusa Tenggara Province realize sustainable tourism development goals? The main objectives of This study systematically reviews the effectiveness of halal tourism policies in NTB, identifies existing limitations, and formulates strategic recommendations to strengthen its contribution to long-term sustainability and global competitiveness.

2. Literature review

Halal Tourism Halal tourism is a tourism concept that provides services and facilities in accordance with the principles of Islamic sharia. This includes the provision of halal food and beverages, Muslim-friendly accommodations, adequate worship facilities, and tourist activities that uphold Islamic values. This concept is becoming increasingly relevant as the global Muslim population increases and economic growth occurs in the Organisation of Islamic Cooperation (Jomud et al.) countries. According to Iqbal, Supriono, Husaini, Pangestuti, and Wulandari (2021), halal tourism is not only limited to fulfilling spiritual needs but must also be part of an inclusive, competitive, and sustainable destination development strategy. In the Indonesian context, halal tourism development is a form of public policy innovation that seeks to respond to global demand while strengthening the nation's Islamic identity. NTB Province became a pioneer in formally implementing this policy through the Regional Regulation No. 2 Year 2016. Some studies, such as Wahyudin, Randa, El Karimah, and Santoso (2022), state that halal tourism in NTB has had a positive impact in terms of increasing the number of Muslim tourists, but the effectiveness of its implementation is still affected by various structural and social constraints.

Sustainable Tourism Development Sustainable tourism development refers to an approach that balances three main dimensions: economic, social, and environmental. In the long run, tourism should improve the welfare of local communities and preserve cultural heritage and the natural environment. The World Tourism Organization (UNWTO) emphasizes that sustainability is a basic principle for future tourism destinations. Sumaiya and Abdullah (2022) confirmed that halal tourism can be part of a sustainability strategy, especially if developed through the principles of inclusivity, community engagement, and respect for local values. In NTB, sustainable halal tourism faces challenges due to limited infrastructure, human resource capacity, and low intersectoral integration. Therefore, it is important to understand how halal tourism policies can contribute to sustainability in terms of economic empowerment, strengthening local culture, and environmental conservation.

CIPP Evaluation Model The Context, Input, Process, Product (CIPP) model developed by Stufflebeam is a comprehensive analytical tool for evaluating public policies. In this study, the CIPP model was used to understand the effectiveness of halal tourism policies in NTB as a whole. Context evaluation was

used to examine the urgency of the policy and the socio-cultural conditions of the people of NTB. Input evaluation analyses policy readiness in terms of human resources, regulation, and infrastructure. Process evaluation assesses policy implementation, including coordination and monitoring. Meanwhile, product evaluation assesses policy achievements both quantitatively (number of tourists, halal facilities) and qualitatively (tourist satisfaction and socio-economic impact).

This model is relevant because it allows researchers to examine policy implementation in a layered and structured manner and identify weak points that can be improved. In addition, the CIPP approach can bridge the gap between strategic planning and the real impact of policies on society and regional development. By combining halal tourism theory, sustainability, and the CIPP evaluation model, this study has a strong theoretical basis for conducting an in-depth analysis of the policies implemented in NTB.

3. Methodology

This research applied the Systematic Literature Review (SLR) approach by referring to the four main stages developed in the PRISMA framework: identification, screening, due diligence, and inclusion (Kitchenham et al., 2010). In the identification stage, researchers used the Publish or Perish application to collect article data from the Google Scholar database using a combination of keywords and Boolean operators such as: ("Halal Tourism" AND "Public Policy") OR ("Islamic Tourism" AND "Policy Implementation") OR ("Halal Tourism" AND "Sustainable Development"). With this formulation, the search was focused on retrieving articles that explicitly addressed the linkages between halal tourism, public policy, and sustainability.

In the screening stage, the titles and abstracts of the articles found were independently reviewed to evaluate the suitability of the theme to the research focus, halal tourism policy in a sustainability framework. Articles that only discussed the commercial or promotional aspects of tourism without linking them to the policy process or impact evaluation were excluded from the list. The exclusion criteria were also applied to publications that did not use an academic approach or did not undergo a peer-review process. The exclusion criteria applied in the summary were as follows: 1). Non-policy-related: Articles that only discussed the commercial or promotional aspects of tourism without linking them to the policy process or impact evaluation were excluded. This means that the article must discuss how policies affect halal tourism or evaluate their impacts. 2). Non-Academic/Non-Peer-Reviewed Approach: Publications that did not use an academic approach or did not undergo a peer-review process were also excluded. This means that the article must be based on scientific research and reviewed by other experts in the field.

Tahap kelayakan (*eligibility*) dilakukan melalui telaah teks penuh, dengan menekankan pada metodologi yang jelas, relevansi substansial terhadap evaluasi kebijakan pariwisata halal, serta penggunaan kerangka teori yang terstruktur terutama yang berkaitan dengan governance, partisipasi pemangku kepentingan, dan prinsip pariwisata berkelanjutan (Kitchenham et al., 2010). Only articles that explicitly examined public policy in the context of Sharia-based tourism and/or multi-actor implementation strategies were retained for further analysis. At the inclusion stage, 32 scientific articles were obtained that fulfilled all the criteria and served as the basis for the qualitative synthesis in this study. This rigorous selection process aimed to increase the validity of the review and minimize selection bias (Kitchenham et al., 2010); Liberati et al., 2009). Thus, the feasibility stage of the article was evaluated through a full-text review, focusing on three main aspects: clear and structured research methodology, significant relevance to the evaluation of halal tourism policies, and the use of a structured theoretical framework, especially those related to governance, stakeholder participation, and the principles of sustainable tourism.

In addition to the PRISMA stage, this study used VOSviewer software to map the keyword co-occurrence network of the reviewed literature. VOSviewer was chosen for its ability to visualize thematic clusters and bibliographic connections in a density-based manner, which is useful for exploring the halal tourism field's intellectual structure. The visualization results revealed several dominant clusters, such as sustainability policies, the role of religion in tourism, stakeholder participation, and

Muslim-friendly destination development. The publication period chosen for analysis was 2021-2024, which reflects a decade of significant development of halal tourism discourse and policies globally and nationally. This period also encompasses an important moment in the post-COVID-19 pandemic, when the tourism sector underwent restructuring and local governments, including NTB, began to reformulate more inclusive and sustainable tourism strategies. The PRISMA stages are visualized in the systematic review flowchart in Figure 1.

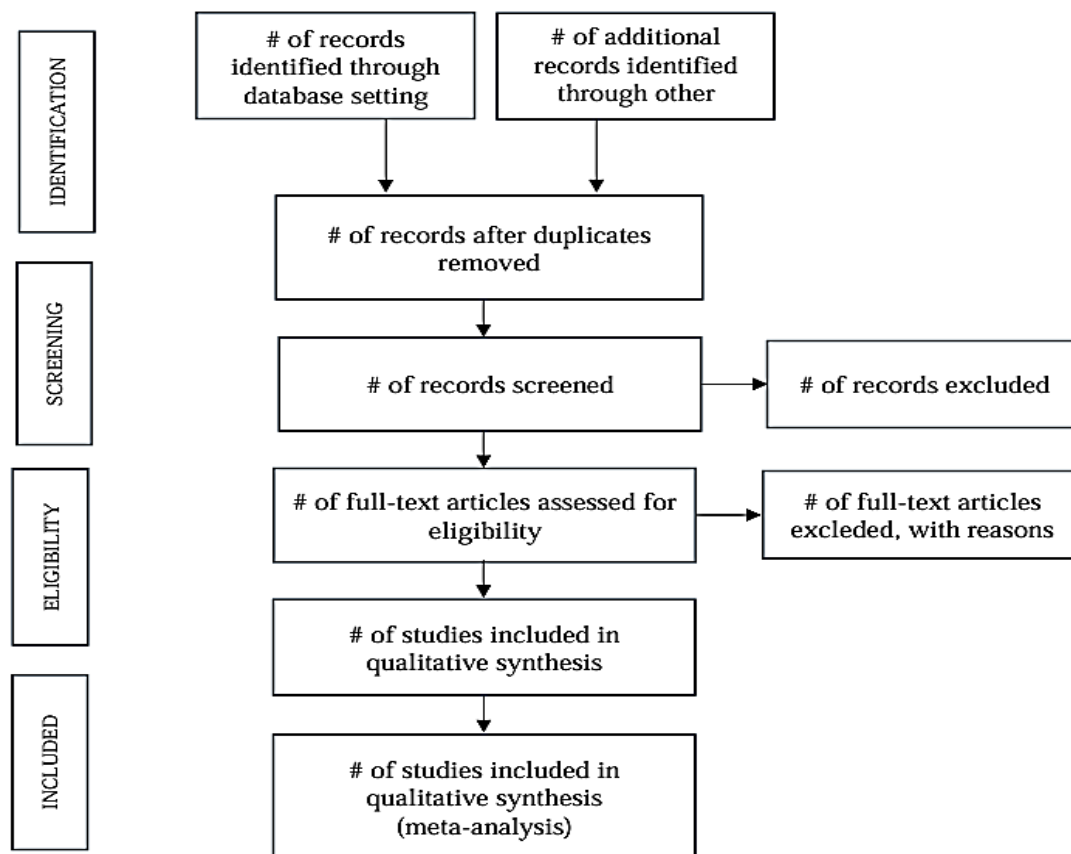


Figure 1. PRISMA Flow Diagram for Study Selection Process
Source: (Kitchenham et al., 2010)

Figure 1 depicts the standardised PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) framework that served as the main methodological foundation for this study. The diagram systematically presents the four key sequential stages of the literature review process: identification, screening, eligibility assessment, and final inclusion. These four stages form a transparent, replicable, and methodologically rigorous workflow, ensuring the integrity of the literature selection process used in this study. This figure also represents the conceptual architecture underlying the literature search and screening strategy, with an emphasis on the consistency of methods in identifying, evaluating, and selecting academic publications relevant to the topic of halal tourism policy and its development within a sustainability framework.

Figure 2 presents an empirical visualization of how the PRISMA framework was operationally implemented in this study. The flowchart shows the number of articles searched at the initial stage, obtained through the Publish or Perish application-based academic search engine from the Google Scholar database, using a combination of keywords and Boolean operators such as: ("*Halal Tourism*" AND "*Public Policy*") OR ("*Islamic Tourism*" AND "*Sustainable Development*") OR ("*Halal Tourism*" AND "*Policy Implementation*"). This process resulted in 2,181 articles, which were then filtered in stages through duplication removal, screening by title and abstract, and full content evaluation to determine thematic and methodological appropriateness. Finally, 35 articles fulfilled all the inclusion criteria and served as the basis for the qualitative synthesis and bibliometric analysis.

Juxtaposing these two visualizations provides readers with two complementary perspectives. Figure 1 provides a methodological context that emphasizes systematic and transparent standards for literature review preparation, whereas Figure 2 shows the practical application of such standards in quantitative literature selection and screening. This dual presentation reinforces the study's commitment to methodological transparency and provides confidence in the validity and scope of the findings generated in this systematic review.

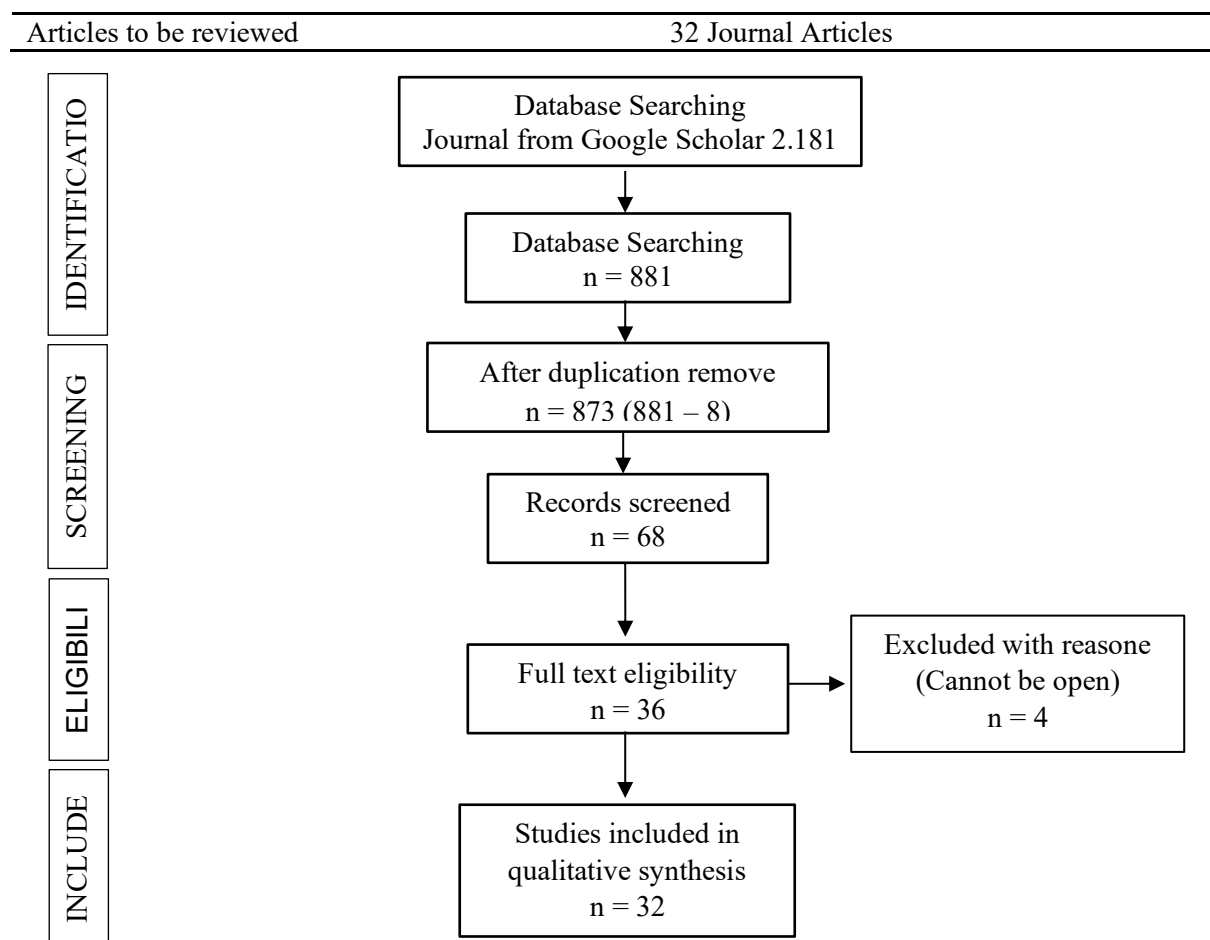


Figure 2. PRISMA Framework

Figure 2 concretely maps the rigorous application of the PRISMA framework in this study, showing the systematic and methodological stages from the extensive literature search process to the final selection of articles on which the analysis is based. This flowchart illustrates how the initial pool of 2,181 articles retrieved from the Google Scholar database was gradually filtered through a process of duplicate removal, initial screening by title and abstract, and thorough evaluation of the full content of the articles. Only articles that met the substantive and methodological inclusion criteria were retained for further analysis. This careful curation process not only enhanced the validity of the systematic literature review but also strengthened the reliability of the thematic synthesis and bibliometric findings presented in the next section.

After establishing a strong and transparent methodological foundation in the literature selection process, this study focuses on an in-depth analysis of the 35 selected articles. The following section presents a comprehensive thematic description and synthesis, with the aim of illustrating conceptual developments in the study of halal tourism policy and its relationship with sustainable tourism development at the regional level, especially in the NTB Province. This analysis highlights publication trends and dominant clusters in research and synthesizes key thematic dimensions, including the role of public policy in

shaping the halal tourism ecosystem, stakeholder engagement, inclusive development strategies, and social and environmental sustainability implications.

To complement the qualitative synthesis, a bibliometric analysis was conducted using VOSviewer software. This application is used to visualize keyword co-occurrence networks, identify the main research clusters, and map thematic relationships between selected articles. This approach enables a deeper understanding of the intellectual structure of the field of study, research trends, and the evolving thematic focus on halal tourism in the context of public policy and sustainable development. This bibliometric mapping also provides additional insights into the evolution and interconnectedness of topics in related studies.

4. Results and discussion

4.1. Results

This section presents the findings of the Systematic Literature Review (SLR) process conducted to evaluate the implementation of halal tourism policies in West Nusa Tenggara (NTB) Province within the framework of sustainable development. The literature search process was conducted through the Google Scholar database by applying a combination of relevant keywords, such as "Halal Tourism," "Public Policy," "Sustainable Tourism," and "NTB." Based on the selection process that refers to the PRISMA principle, 32 scientific articles were selected and further analyzed because they met the inclusion criteria in terms of substance, methodology, and relevance to the research focus.

The discussion in this section is classified based on the four main components of the CIPP evaluation model (Context, Input, Process, Product). The context dimension discusses the social, cultural, and economic backgrounds that underlie the need for halal tourism policies in NTB. The input dimension evaluates the readiness of resources, legal instruments, and institutional capacity to support policy implementation. The process dimension examines the extent to which a policy is implemented, including the participation of the community and other stakeholders. Meanwhile, the product dimension focuses on the achievements of the policy, both in terms of the growth of the halal tourism sector, tourist satisfaction, and its impact on local community empowerment and environmental sustainability.

This finding is strengthened by bibliometric analysis, which provides an overview of the thematic structure, interrelationships between concepts, and the author's contribution to the academic discourse on halal tourism. With this approach, the results and discussion not only outline the position of the policy in scientific discourse but also reflect the dynamics of its implementation in the field so that it can be used as a basis for formulating more inclusive and sustainable policy strategies in the future. First, the researcher presents supporting analyses in this study and conducts bibliometric mapping using VOSviewer (VOS) software to identify academic actors who have made significant contributions to the development of literature on halal tourism policy. The focus of the analysis is directed at the author dimension (author analysis) based on the number of citations and the strength of the link between authors (total link strength), which reflects the relevance and connectedness in the scientific network.

Table 1. List of Authors Related to Halal Tourism Policy Based on Bibliometric Analysis

No	Author	Documents	Citations	Total Link Strength
1	Marina Ramadhani	1	23	0
2	Mahyuddin Mahyuddin	1	14	12
3	Muhammad Alhada Fuadilah Habib	1	14	12
4	Muhammad Arief Satrio	1	14	0
5	Ending Solehudin	1	13	38

Source: Results of Researcher Analysis using VOSviewer

The visualization results show several authors with the highest citation rates, indicating that their work is widely referenced in the literature related to halal tourism, public policy, and sustainability. One of the authors with the highest number of citations is Marina Ramadhani, who, despite having only one document, obtained 23 citations, indicating a strong academic impact. Meanwhile, authors such as

Ending Solehudin, Mahyuddin Mahyuddin, and Muhammad Alhada Fuadilah Habib were noted to have a higher total link strength, indicating that their work has thematic and methodological linkages with many other articles in the same cluster. Next, the researcher presents the results of the institutions that issued the most articles on halal tourism.

Table 2. Author's Institution of Origin Based on Bibliometric Analysis

No	Institusi	Jumlah Dokumen	Jumlah Sitasi	Total Link Strength
1	Institut Agama Islam Negeri Bengkulu	2	27	3
2	Airlangga University	2	16	0
3	Universitas Gadjah Mada	1	23	0
4	Institut Agama Islam Negeri Parepare	1	14	3
5	IAIN Kudus	1	14	3

Source: Results of Researcher Analysis using VOSviewer

Bibliometric analysis based on institutional affiliation provides an overview of institutional contributions to the development of halal tourism policy and sustainability literature. Based on Table 2, it can be seen that Institut Agama Islam Negeri (IAIN) Bengkulu is the institution with the highest contribution, both in terms of the number of documents (2) and the number of citations (27), and has a moderate level of network connectedness (total link strength: 3). This indicates that the institution is quite active and connected to relevant academic discourse in this research area.

Furthermore, Airlangga University also listed two documents, with a total number of citations of 16, although without citation links to other institutions (TLS = 0), indicating an independent contribution to the field. Gadjah Mada University has one document with a high number of citations (23), indicating significant academic influence despite fewer contributions. Other institutions, such as IAIN Parepare, IAIN Kudus, and UIN Satu Tulungagung, each recorded one document with an identical number of citations (14) and the same level of network connectedness (TLS = 3), suggesting a thematic or methodological relationship between the literature originating from these institutions. These results show that halal tourism discourse in Indonesia is not only monopolized by large national universities but also involves geographically dispersed Islamic-based campuses. This shows serious attention and cross-institutional contributions to scientific development in the fields of religious and sustainability-oriented public policy.

Thus, the results of the institutional analysis show that the contribution of literature on halal tourism policy in Indonesia is not only centered on major national universities but also actively involves Islamic education institutions in the regions that show thematic linkages in academic discourse. This pattern of connection and distribution of contributions is important to understand, not only in the context of mapping knowledge actors, but also as a reference for expanding cross-institutional research collaboration in the future. To provide a more comprehensive picture of the structure of the relationships between the literature elements, the following section presents the visualization results from the VOSviewer tool, which represents keyword relationships in the form of network visualization. This visualization highlights the frequency of occurrence of elements and shows thematic clusters formed based on conceptual proximity, allowing readers to understand the intellectual landscape that shapes the study of halal tourism policy and its sustainability implications in Indonesia.

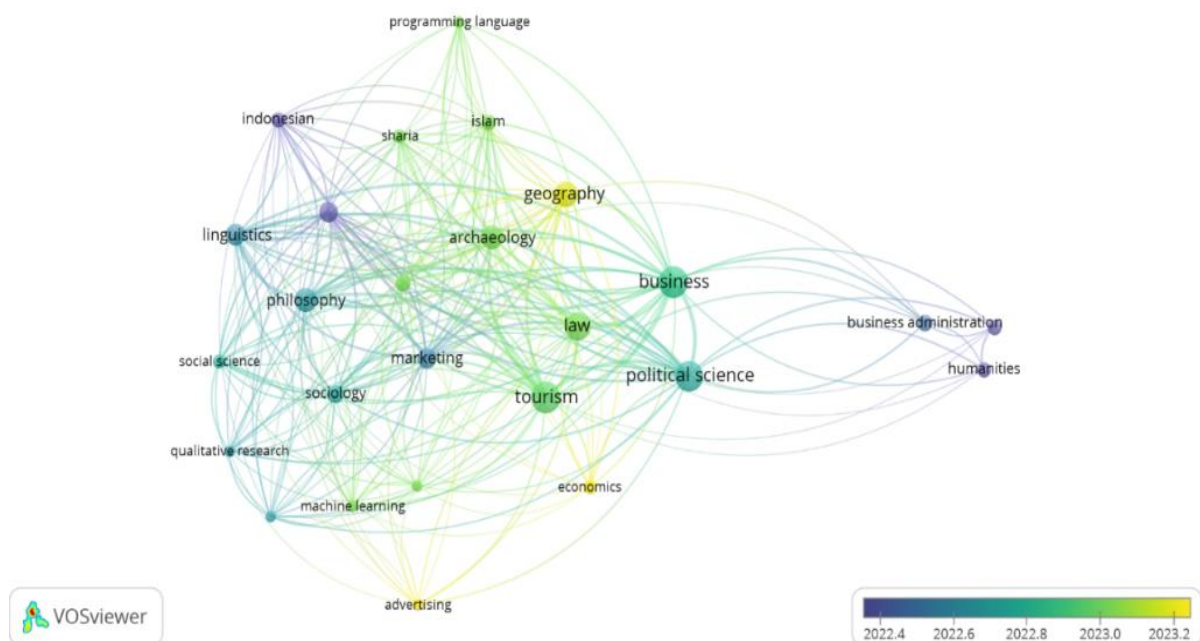


Figure 3. Keyword Network Visualisation Based on Publication Year (Overlay Visualisation)
Source: Results of Researcher Analysis using VOSviewer

Figure 3 shows the results of the keyword co-occurrence network visualization generated through bibliometric analysis using the VOSviewer software with the overlay visualization mode. This visualization illustrates the relationship between keywords that often appear together in academic publications related to halal tourism, public policy, and sustainable development, based on the publication time span from 2022 to early 2023. The colors in the visualization show the chronology of the dominance of topics in the literature, with the bluish-purple color representing the most prevalent topics in early 2022, while the yellowish-green color marks the more dominant or emerging topics in 2023. Keywords such as "political science," "law," "business," "tourism," and "geography" appear as large nodes with many connections (dense nodes and edges), indicating that these fields are the main focal points in the discourse of halal tourism policies integrated with sustainability and regional economies. The presence of terms such as Sharia, "sharia", "islam", and "qualitative research" reinforces the relevance of research with an Islamic values approach and qualitative-based policy analysis methods. Meanwhile, the connection with topics such as "sociology," "marketing," and "economics" reflects that halal tourism is not only studied from a religious aspect but also through an interdisciplinary perspective involving social and economic sciences.

Interestingly, the appearance of keywords such as "machine learning," "programming language," and "advertising" in lighter colors indicates an expansion of the research dimension towards more technological and applied approaches in more recent publications. This indicates that the trend in academic literature is starting to adopt innovative and cross-disciplinary approaches to examine policy effectiveness, the digital promotion of halal destinations, and data utilization for traveller analysis. Overall, this visualization provides a comprehensive overview of the thematic landscape and direction of research developments in halal tourism policy and shows that an interdisciplinary approach is key to framing public policies relevant to the demands of sustainability and global dynamics.

Thus, the results of the bibliometric analysis through the visualization of keyword networks, authors, and institutions not only provide an overview of the intellectual structure and key actors in halal tourism policy research but also reveal the thematic dynamics and direction of study development in academic literature. These findings strengthen the understanding that the issue of halal tourism does not stand alone but is closely connected to the discourse of public policy, sustainable development, governance, and contemporary digital approaches. This mapping is an important foundation for deepening the content review of the literature. After visually describing the thematic landscape, the next section

presents a substantive analysis of the content of 32 scientific articles obtained through a systematic review using the Systematic Literature Review (SLR) approach. This analysis is structured by referring to the four components of the CIPP evaluation model (Context, Input, Process, Product) to identify how halal tourism policies are understood, designed, implemented, and evaluated within the framework of sustainable development.

The main focus of this section is to elaborate on how halal tourism policies in various local and national contexts have contributed to sustainability goals, implementation challenges that arise, and policy strategies recommended in the literature. The findings from these 32 journals will be used to support empirical and conceptual assessments of the effectiveness of halal tourism policies in West Nusa Tenggara (NTB) Province, resulting in a picture that is not only theoretical but also contextual and applicable.

Table 3. Classification of 32 Articles based on the CIPP Evaluation Model

Cipp Indicator	Number of Articles	Source Author	Description
Context	7	(Adinugraha, Shulthoni, & Masyhadi, 2023; Hariani & Hanafiah, 2024; Ramadhani, 2021; Raya, 2022; Ruhaeni, YUSDiansyah, & Aqimuddin, 2024; Saputra, Hafidhudin, & Ayuniyyah, 2024; Wiryanto, Walujo, Nuryana, Adnan, & Hutapea, 2024)	Discusses the background, regulations, needs, and social and legal context of halal tourism in various regions.
Input	8	(Fithriyah, 2022; Huda, Gani, Rini, Rizky, & Ichsan, 2022; Huda, Rini, Muslikh, & Hidayat, 2021; Kurniawan, Islam, Gazi, & Hossain, 2025; Munir, 2022; Sina & Zaenuri, 2021; Solehudin, Ahyani, & Putra, 2024; Wahyuni & Nuraeni, 2023)	Describes the strategies, resources, regulations, and actors involved in supporting the implementation of halal tourism policies.
Process	9	(Andrayani, Mintashardi, & Nazwin, 2024; Anshori, Prasetyo, & Kamil, 2023; Cahyono, Fahrurrozi, & Sukarnoto, 2023; Farisma, Sunariyah, & Rohman, 2023; Hennida, Nauvarian, Saptari, & Sugianto Putri, 2024; Jaelani, Luthviati, Hayat, & Rohim, 2023; Malindir & Rahman, 2023; Satrio, 2021; Syamsurrijal et al., 2023)	Describe the dynamics of policy implementation, coordination between actors, implementation barriers, and the strategy adjustment process.
Product	9	(Bahrudin, 2022; Habib & Mahyuddin, 2021; Huda et al., 2021; Istiqomah, Rahmi, Pratama, & Hidayat, 2025; Lumbanraja & Saraan, 2025; Rachman & Sangare, 2023; Richards, 2021; Yasin et al., 2025; Zitri, Gushadi, & Subandi, 2023),	Evaluate the final results of halal tourism policy, both in terms of economic, social, traveller experience, and environmental sustainability.

Source: Created by Author (2025) based on a Systematic Literature Review from Google Scholar database (2021-2025).

After classifying the 32 articles using the CIPP (Context, Input, Process, Product) evaluation framework, the next step was to conduct an in-depth analysis of the study content based on each indicator, as follows. The CIPP model developed by Stufflebeam provides a systematic evaluative approach for assessing public policies, especially in the context of halal tourism in Indonesia.

4.2. Discussion

Through this model, researchers can thoroughly explore how halal tourism policies are formed (context), what resources support them (input), how the policy is implemented (process), and what the impact or end result is (product). These four dimensions are described thematically based on the findings of the 32 selected articles to determine the extent to which halal tourism policies, especially in West Nusa Tenggara Province, support the achievement of sustainable tourism development goals. The analysis starts from the first dimension, namely, context, which discusses the social, cultural, and regulatory background, as well as the objective needs that underlie the birth of halal tourism policies in NTB and various other regions in Indonesia.

4.2.1. Context Indicator

The Context indicator in the CIPP evaluation model aims to identify the initial conditions, needs, opportunities, and problems behind the emergence of a policy. In the context of this research, halal tourism policies in various regions of Indonesia, including NTB, were not born in a vacuum but rather as a response to various social, economic, cultural, and political dynamics at the national and global levels. For example, Saputra et al. (2024) raised the importance of halal tourism development as a strategic potential in Raja Ampat, West Papua, which has not been optimally touched by Sharia-based tourism segmentation. This shows that the need for Muslim-friendly tourism arises not only in Muslim-majority regions but also in leading tourism areas that want to expand their appeal globally. Meanwhile, Wiryanto et al. (2024) underline how the issuance of DSN-MUI Fatwa No. 108 of 2016 became an important turning point that influenced the direction of halal tourism policy in Indonesia. This fatwa provides normative legitimacy that strengthens the urgency of integrating Sharia principles into tourism services, including in NTB.

However, Ramadhani (2021) highlighted the existence of a regulative dilemma in the policy's implementation, mainly due to overlapping central and regional policies and the absence of a standardized legal framework regarding halal tourism nationally. This indicates serious problems in the context of institutional and political policies. Hariani and Hanafiah (2024) examined the competitiveness of Indonesia's halal destinations from a Sharia market perspective. They emphasized that the success of NTB's branding and positioning as a halal destination is strongly influenced by global perceptions of consistent halal services and guarantees. In this context, context is not only a domestic issue but also includes international dynamics. Raya (2022) offers a different perspective through an ethnographic study of how Bali, which is predominantly non-Muslim, tries to reconstruct a new halal destination identity through packaging local culture (Wali Pitu). This shows that the socio-cultural context greatly influences the approach of each region in designing halal tourism policies.

More broadly, Ruhaeni et al. (2024) framed Indonesia's halal tourism policy in the context of service trade liberalization under the General Agreement on Trade in Services (GATS) framework. They show that without strengthening a standardized and integrated policy framework, Indonesia will find it difficult to compete in the global market. Finally, Adinugraha et al. (2023) discuss how the framework of state and religious law can strengthen each other or create dualism in policy implementation. This is important, especially in the context of NTB, which is a halal policy laboratory and often becomes a national reference for halal policies. From these studies, it can be concluded that in the context indicator, halal tourism policies in NTB and other regions are influenced by a combination of internal factors (potential, cultural values, majority of the population) and external factors (fatwa, global perceptions, service trade regulations). Evaluation at this stage is important to understand the foundation of the designed policy and why the policy is considered necessary for implementation.

4.2.2. *Input Indicator*

Input indicators in the CIPP evaluation model focus on various resources, strategies, policies, and institutional readiness used to support the implementation of a program or policy. In the context of halal tourism policy, inputs include supporting infrastructure, human resources, regulations, and stakeholder participation in the early stages of its implementation. Several articles show that the availability and readiness of human resources are among the main factors for the success of halal tourism policy inputs. For example, Sina and Zaenuri (2021) emphasized the importance of strengthening the capacity of human resources in the tourism sector, especially the understanding of Sharia principles in tourism services. Training and education are crucial for ensuring that the services provided meet the expectations of Muslim travellers. In line with this, Solehudin et al. (2024) highlighted the importance of applying Islamic business ethics principles to the governance of halal tourism businesses.

This study shows that the absence of understanding of the basic principles of Sharia can be an obstacle in creating tourism experiences that are in accordance with Islamic values; therefore, human resources are not only a matter of technical skills but also value competencies. In terms of regulations and institutions, Fithriyah (2022) underlines the importance of multi-stakeholder collaboration or the pentahelix model as the main strategy for preparing and implementing halal tourism policies. In this model, synergy among the government, academia, business, community, and media is a prerequisite for policies to be widely accepted and implemented with collective support. Huda et al. (2022), using a group model building approach, identified various stakeholder perceptions of policy success factors in Makassar City. The results confirm that the involvement of religious leaders, business associations, and certification bodies such as MUI are important inputs that determine the direction of halal tourism policies. In the context of communication planning and strategy, Wahyuni and Nuraeni (2023) examine the Central Jakarta government's efforts to build a "Muslim-friendly tourism" brand through strategic communication planning. Ineffective communication has proven to be an obstacle in conveying messages in favor of Muslim tourists; therefore, the input aspect here also includes policy communication strategies. Furthermore, Munir (2022) emphasized that a people-based policy approach in Lombok can be a powerful input, rooted in community participation. The participatory model is considered effective in building a sense of ownership and responsibility of the community towards a developed halal destination.

In terms of knowledge and scientific base, Kurniawan et al. (2025) used a bibliometric approach to map the direction of halal tourism research in Indonesia. The results show that a weak knowledge base at the beginning of implementation is one of the challenges in policy input; therefore, long-term investment in strengthening halal tourism literacy among academics and policymakers is needed. Overall, it can be concluded that the inputs in halal tourism policy include aspects of human resources, multi-actor collaboration strategies, supporting regulations, effective communication strategies, and institutional readiness in providing a halal tourism ecosystem. As a pioneer province of halal tourism, NTB needs to continue to strengthen this dimension to ensure that policies do not only run on paper but can be operationalized concretely in the field with strong support from all stakeholders.

4.2.3. *Process Indicator*

Process indicators in the CIPP evaluation model aim to assess how policy implementation is conducted in the field. This includes aspects such as the suitability of implementation with planning, the involvement of implementers, the dynamics of inter-agency coordination, implementation barriers, and the effectiveness of supervision in the process of running the policy. In the context of halal tourism in NTB and other regions in Indonesia, the implementation process is a crucial part that determines the success or failure of policy. One study that directly evaluates the policy implementation process is (Malindir & Rahman, 2023). In their study at the NTB Provincial Tourism Office, they found that internal coordination between sectors and external coordination with tourism industry players is still sporadic.

The processes of supervision, training, and certification do not run systematically, resulting in a low number of halal-certified facilities. Jaelani et al. (2023) it also shows that although there are fiscal incentives in the form of tax policies for the halal tourism sector, the implementation of these policies

still faces obstacles in bureaucratic procedures and has not been fully utilised by local tourism businesses. This reflects the suboptimal implementation process in utilizing the regulatory support that is already available. Meanwhile, Anshori et al. (2023) highlighted regional strategies for utilizing halal tourism to increase regional income and economic growth. The study found that the implementation process requires consistent supervision and strengthening of local industry players to adapt to the established halal standards.

The purpose of the above statement is to examine the impact of Sharia-based policies in Lombok on regional economic growth (REG). Research results indicate that the implementation of these policies at the regional level is hampered by a lack of structural and cultural readiness within the bureaucracy, resulting in their ineffective implementation. From a regional development perspective, Andrayani et al. (2024) evaluated the process of developing tourism villages in NTB. They found that a lack of community involvement in the planning and decision-making process led to low levels of participation and suboptimal policy implementation. Cahyono et al. (2023) examined the halal tourism campaign process in Lombok and found that the socialisation process often did not touch the public education aspect, so that changes in perception were slow. Farisma et al. (2023) emphasized the importance of strategies to improve community welfare through Muslim-friendly tourism as part of the local empowerment process.

Overall, these articles show that the implementation process of halal tourism policy in NTB faces various challenges, such as weak coordination, limited socialization, cultural resistance, and uneven support from implementing actors. Although the policy is available, the implementation process is still far from ideal in terms of effectiveness, inclusiveness, and sustainability of the involvement of various parties. Product indicators in the CIPP evaluation model focus on the results or effects of policy implementation. Evaluation at this stage aims to determine whether the initial objectives of the policy have been achieved, both in the short term (output) and long term (outcome and impact). In the context of halal tourism policies in NTB and other regions, this indicator includes aspects such as increasing the number of tourists, local economic growth, sociocultural changes, tourist experience, and its contribution to sustainable development. Lumbanraja and Saraan (2025) showed that the halal tourism policy in the Lake Toba region has a positive impact on local economic development and the utilization of natural resources in a more planned manner. This impact can be seen in the increased participation of small and medium enterprises and the growth of the community-based tourism industry. Similarly, Istiqomah et al. (2025) highlighted that halal tourism policies significantly contribute to increasing the income of local communities. They consider this policy effective in boosting the informal sector and creating new jobs in tourist areas.

5. Conclusions

5.1. Conclusion

This study shows that the halal tourism policy in West Nusa Tenggara (NTB) Province is an innovative strategy that aims to position NTB as a Muslim-friendly tourist destination on a national and global scale. This policy was born from the synergy between local potential, the encouragement of religious values, and the dynamics of the international tourism market, which increasingly accommodates the needs of Muslim tourists. Through a Systematic Literature Review (SLR) of 32 relevant scientific articles, this study evaluates the effectiveness of the policy using the Context, Input, Process, Product (CIPP) evaluation model.

The analysis shows that from the context aspect, NTB has strong cultural, religious, and geographical legitimacy to become a halal tourism pioneer. However, challenges such as overlapping regulations, diverse community perceptions, and the absence of uniform national standards persist. In terms of input, this policy still requires strengthening in terms of human resource readiness, provision of supporting infrastructure, and synergy between actors from the government, private sector, and local communities. Collaborative approaches, such as the pentahelix, are considered important for strengthening the foundation of policy implementation.

The process aspect reveals that halal tourism policy implementation has not been fully coordinated. Weak communication, lack of socialisation, and low capacity of implementing institutions are the main obstacles. The sectoral implementation process often hinders the achievement of the overall policy objectives. Meanwhile, in terms of products, several positive achievements have been made, such as an increase in Muslim tourist visits and the emergence of new Islamic value-based destinations. However, challenges in equitable distribution of economic benefits, social acceptance from non-Muslim communities, and ensuring the quality of halal services are still homework that needs to be resolved. Overall, this study confirms that although the halal tourism policy in NTB has great potential and has made some progress, its effectiveness in supporting sustainable tourism development still needs to be improved. Reformulation of implementation strategies, institutional strengthening, and integration of sustainability aspects in every stage of the policy are key so that NTB is not only known as a halal destination, but also as a model of successful value-based tourism policies that are inclusive, adaptive and sustainable.

5.2. Limitations

This study has several limitations. First, the analysis relies exclusively on secondary data obtained from 32 selected journal articles, so it may not fully capture the latest developments, local dynamics, or implementation nuances of halal tourism policies in NTB. Second, the scope of reviewed literature is limited to publications indexed in Google Scholar between 2021 and 2025, which may exclude relevant grey literature, government reports, or unpublished field studies. Third, the use of the CIPP framework provides a systematic lens but may overlook other dimensions such as political economy, digital transformation, or post-pandemic socio-cultural shifts that influence policy outcomes. Finally, since the research adopts a qualitative synthesis approach, it does not provide quantitative measurements of policy impacts on economic, social, or environmental indicators.

5.3. Suggestions

Future studies should complement this systematic literature review with field-based empirical research, such as surveys, interviews, or case studies with local stakeholders (government agencies, communities, and business actors). This will enrich the understanding of how halal tourism policies are perceived, implemented, and sustained at the grassroots level. Comparative studies across different provinces or countries with similar halal tourism agendas could also offer valuable insights into best practices and transferability of policy models. Moreover, integrating mixed-method approaches, including quantitative evaluations of economic growth, community empowerment, and environmental conservation, will strengthen evidence on the real impact of halal tourism policies. Finally, future research should explore the role of digitalisation, innovation, and global collaboration in enhancing NTB's position as a sustainable and inclusive halal tourism destination.

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