



Halal Tourism: Roles and Opportunities for Indonesian Muslim Women

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Indonesian Muslim Women in Tourism

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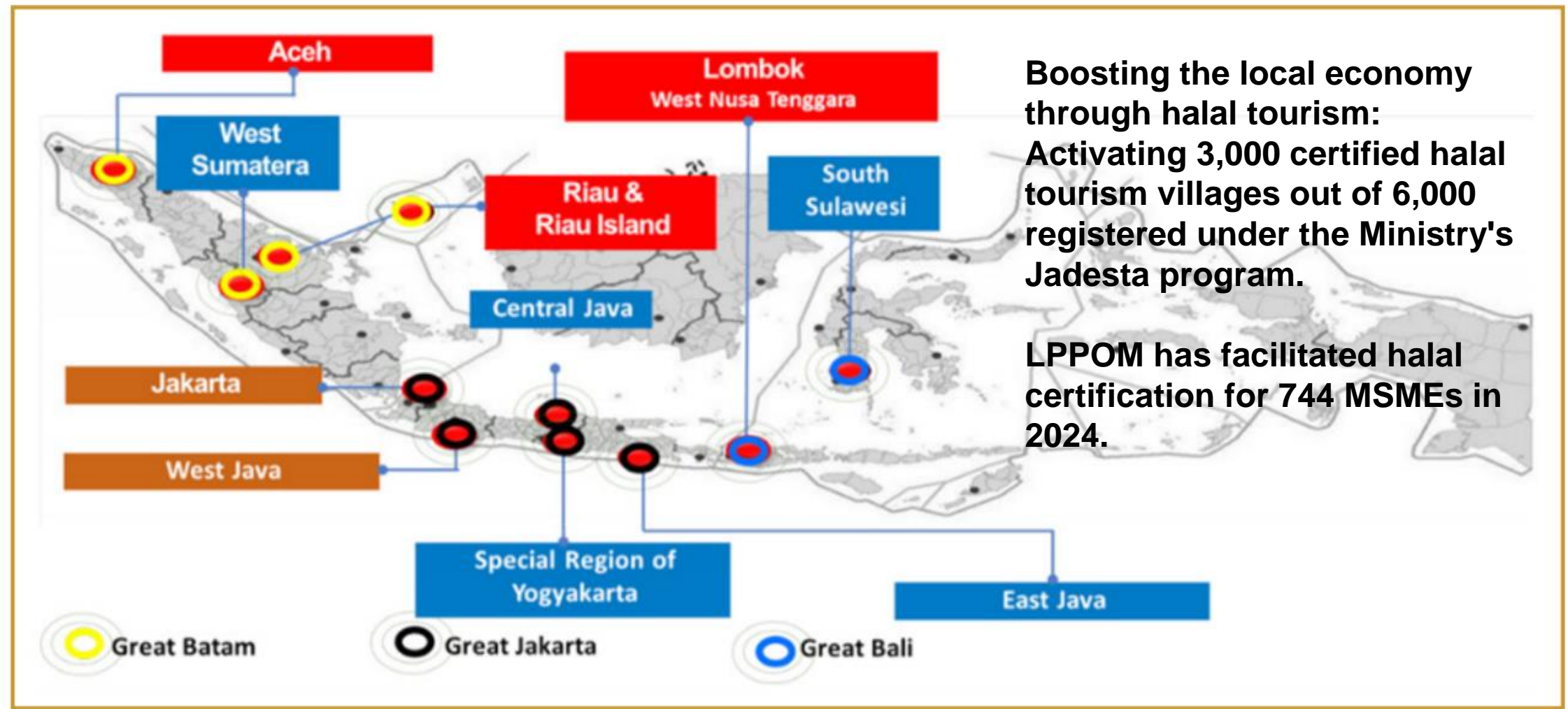


Halal Tourism in Indonesia

- The Top Muslim Friendly Destination 2023 (Mastercard Crescent Rating Global Muslim Travel Index/GMTI 2023).
- Successfully won 12 out of 16 awards at the World Halal Tourism Award 2016 in Abu Dhabi.
- Targeting to accommodate 8.5 million tourists through halal tourism.
- The launch of Indonesia Muslim-friendly Tourism (IMFT) Microsite.

Source: Various media

Indonesia's Top Halal Tourism Destinations



**Boosting the local economy through halal tourism:
Activating 3,000 certified halal tourism villages out of 6,000 registered under the Ministry's Jadesta program.**

LPPOM has facilitated halal certification for 744 MSMEs in 2024.

What are the opportunities and roles of Indonesian Muslim women in Halal tourism?



Entrepreneurial/ Business Ventures

Halal restaurants/ Halal food products

Modest fashion for Muslim travellers

Travel agencies, tour operations

Halal hotels/ accommodation services.

Halal-certified beauty products.

What are the opportunities and roles of Indonesian Muslim women in Halal tourism?



Job creation & skills development

Employment Opportunities

Halal tourism creates jobs in sectors like hospitality, travel agencies, and retail, offering diverse career paths for women.

Women can gain valuable skills in customer service, management, marketing, and tourism, enhancing their employability and career prospects.



What are the opportunities and roles of Indonesian Muslim women in Halal tourism?



Leadership Roles

Halal tourism empowers women to take on leadership roles in their communities and the tourism industry

Successful Muslim women in Halal tourism inspire others to pursue careers in the sector

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Promotion of Cultural Heritage

Muslim women can promote and preserve Indonesian Islamic heritage by organising tours of historical and religious sites and working as cultural guides, educating tourists about Islamic traditions and local customs.





What are the opportunities and roles of Indonesian Muslim women in Halal tourism?

Cultural Affinity

Their cultural insights and understanding of Islamic practices enable them to provide authentic and respectful services to Muslim travelers.

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Community Development

Women in Halal tourism boost the local economy, supporting community development and improving living standards

Women promote inclusive tourism, ensuring benefits are shared equitably within their communities.



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Global Reach/ International Appeal

Indonesia, with its rich Islamic heritage and diverse attractions, can draw Muslim travelers globally.

Women entrepreneurs can tap into this Halal-friendly market, expanding their businesses beyond national borders.

Indonesian Muslim women as the agent of social change in Halal tourism

Raise awareness about the importance and benefits of Halal tourism

Create and manage businesses that cater to Halal tourism

Advocate for sustainable and ethical practices within Halal tourism

Influence the development and implementation of policies that support Halal tourism through their participation in policy-making and advisory roles

Engage with local communities to involve them in the Halal tourism industry

Contribute to the academic and educational aspects of Halal tourism through research, publication, teaching and training.

Serve as cultural ambassadors by showcasing the rich Islamic heritage and traditions of Indonesia



Serve as role models and inspire other women to participate in and contribute to the Halal tourism industry.

Thank You

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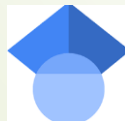


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