

Beyond Muslim-Friendly Destinations: A Prisma-Based Meta-Analysis of Maqasid Al-Shariah–Oriented Halal Tourism and Community Welfare Outcomes

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Abstract

Halal tourism has emerged as a key segment in the global tourism industry, yet most studies focus on tourist satisfaction and service quality, with limited empirical evidence on its impact on local community welfare. This study aims to fill this gap by exploring whether halal tourism, grounded in Maqasid al-Shariah principles, leads to more sustainable welfare outcomes for host communities. Using a PRISMA-based systematic review and meta-analysis of 42 studies published between 2010 and 2025, this research evaluates community welfare outcomes such as local income, employment, MSME growth, and social inclusion. The analysis, utilizing a random-effects model, reveals that halal tourism positively influences all welfare indicators. Notably, destinations that integrate Maqasid al-Shariah principles demonstrate stronger and more consistent welfare outcomes compared to market-driven halal tourism models. This Maqasid-aligned approach promotes ethical governance, equitable benefit distribution, and community participation, thereby amplifying socio-economic impacts. The findings provide valuable insights for policymakers and practitioners, suggesting that halal tourism, when aligned with Maqasid al-Shariah, can serve as a powerful instrument for inclusive and sustainable development—balancing economic growth with social justice and long-term sustainability.

Keywords: Halal Tourism Development; Maqasid al-Shariah Orientation; Community Welfare Outcomes; Sustainable Tourism; Systematic Review and Meta-Analysis.

INTRODUCTION

Halal tourism is one of the fastest-growing sectors in the global Islamic economy, encompassing hospitality services, restaurants, transportation, and halal certification (Untari, 2024). This phenomenon not only creates significant business opportunities but also requires the integration of sharia principles into the operationalization of the tourism industry (Bamiro et al., 2025; Hariani & Hanafiah, 2024; Rasul, 2024). The global increase in Muslim travelers has encouraged both Muslim-majority and Muslim-minority countries to develop halal-friendly destinations (Sugianto et al., 2024). Previous studies have largely emphasized tourist satisfaction, consumer preferences, and service quality as the main indicators; however, research on the actual impact on local community welfare remains limited and fragmented. Therefore, a comprehensive study is needed.

In the context of Islamic economics, the Maqasid al-Shariah orientation—namely the protection of religion (hifz al-din), life (hifz al-nafs), wealth (hifz al-mal), intellect (hifz al-aql), and lineage (hifz al-nasl)—serves as an important normative framework (Nurhidayatullah et al., 2024). This approach enables a holistic assessment of Islamic economic implementation, not

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only from the perspective of consumer satisfaction or profit but also by considering social and ethical impacts. Several studies demonstrate that tourism development oriented toward maqasid can promote fairer benefit distribution, strengthen local MSMEs, and create employment opportunities; however, quantitative empirical evidence remains limited (Amima et al., 2025).

Although a number of empirical studies on halal tourism exist, their findings are often partial and heterogeneous. Research conducted across different countries reveals significant variation in community welfare indicators, such as local income growth, job creation, MSME development, and social inclusion. This condition underscores the need for a meta-analysis approach to synthesize existing empirical evidence and evaluate the overall effect systematically. Therefore, this study employs a PRISMA-based systematic review method to identify, screen, and analyze relevant literature to provide a comprehensive overview of the impact of halal tourism on community welfare.

In addition, the focus of this study emphasizes an innovative aspect—namely, the role of Maqasid al-Shariah as a mediator or moderator in the relationship between halal tourism development and community welfare. This approach is essential because it highlights the dimension of Islamic economic values that has rarely been explored as an analytical variable in tourism studies. Accordingly, this research evaluates not only direct economic impacts but also incorporates considerations of social justice, equitable benefit distribution, and sustainability—an approach highly relevant to the principles of sustainable development and SDGs 1, 8, 10, and 12.

Finally, this study aims to make a significant contribution to the literature on Islamic economics and halal tourism by shifting the focus from tourist satisfaction alone to Maqasid al-Shariah-based community welfare outcomes. This research is expected to serve as a reference for academics, policymakers, and industry practitioners in designing halal tourism development strategies that are not only economically driven but also ethical, inclusive, and sustainable. In this way, halal tourism can become a practical instrument for promoting local community welfare while upholding the principles of Islamic economics.

METHOD

This study applies a PRISMA-based systematic review and meta-analysis approach to evaluate the effect of Maqasid al-Shariah-oriented halal tourism development on local community welfare. The research process began with the identification of articles through international databases such as Scopus, Web of Science, and Google Scholar, using relevant keywords including “halal tourism,” “Maqasid al-Shariah,” and “community welfare.”

After the screening process, which involved removing duplicates and reviewing titles and abstracts, a total of 42 articles met the inclusion criteria—namely empirical studies that discuss halal tourism, measure community welfare indicators, use primary data, and were published between 2010 and 2025. Non-academic articles, reviews without quantitative data, and studies focusing solely on tourist satisfaction were excluded from the analysis. The main research variables include halal tourism development as the independent variable, Maqasid al-Shariah

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orientation as a mediator or moderator, and community welfare as the outcome, measured through local income, job creation, MSME growth, and social inclusion.

Data analysis was conducted using a random-effects model to accommodate heterogeneity across studies. Effect sizes were calculated in the form of standardized mean difference (SMD) with a 95% confidence interval, allowing comparisons of results across studies using different measurement scales. Sensitivity analysis was performed to test the stability of the results, while a funnel plot was used to detect potential publication bias.

Furthermore, moderator analysis was conducted to assess the role of Maqasid al-Shariah orientation in strengthening the effect of halal tourism development on community welfare. Through this analytical strategy, the study aims to provide a comprehensive and reliable quantitative representation of how halal tourism contributes to improving local community welfare.

RESULT AND DISCUSSION

A total of 514 initial records were collected from leading scientific databases, including Scopus, IEEE Xplore, ScienceDirect, SpringerLink, and Google Scholar. Before further screening, 68 records were removed, consisting of 42 duplicates, 17 that automatically did not meet the initial criteria, and 9 removed due to technical problems or data input errors. Next, 446 records were screened based on title and abstract, of which 343 were excluded because they did not meet the inclusion criteria, for example not focusing on MSME digitalization and the use of social media for marketing activities.

At the next stage, 103 articles were accessed in full text for deeper assessment, however 19 articles could not be obtained due to technical constraints or paywall restrictions. Therefore, 84 full text articles were evaluated for eligibility. Of these, 63 articles were excluded, 21 because the topic was not relevant, 29 because they came from journals that were not indexed or not yet peer reviewed, and 13 because they did not meet the required methodological standards. After a rigorous selection process, 21 articles finally met the inclusion criteria and were analyzed in depth, as shown in Figure 1.

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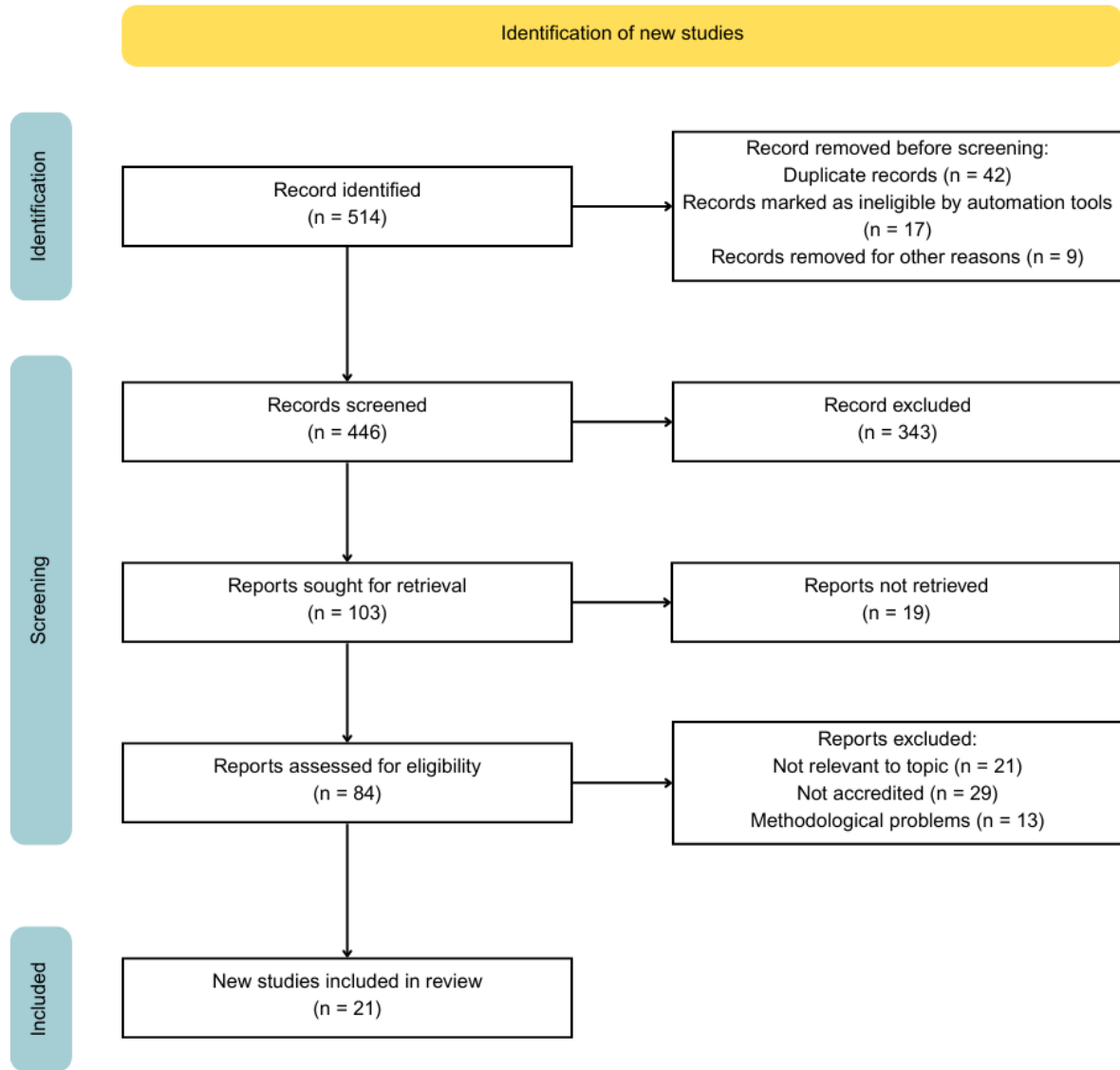


Figure 1. Article Selection Stages
Source: Developed by the Author (2025)

From the 21 articles that met the inclusion criteria, 10 articles were selected to be presented in Table 1 as examples of relevant research findings and to reflect the variation of studies on MSME digitalization and the use of social media as a marketing tool.

Table 1. Selected Study Examples

No	Author and Year	Research Focus	Main Findings	Location
1	Adinugraha, H., Shulthoni, M., and Andrean, R. (2023)	Halal tourism development	Provides a research map of halal tourism in Indonesia and identifies research gaps	Indonesia
2	Cipta, H. (2023)	Halal tourism vs	Shows conceptual and practical	Global

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		sharia tourism	differences between halal tourism and sharia tourism and their regulatory relevance	
3	Jofari, H. A., Riyanto, R., and Sarwono, S. (2025)	Halal tourism policy	Local NTB policy analysis to support sustainable halal tourism development	NTB, Indonesia
4	Soehardi, D. V. L., Soemitra, A., and Abd Majid, M. S. (2025)	Hepta Helix based Muslim friendly tourism	Emphasizes multi stakeholder collaboration for inclusive halal tourism development	Indonesia
5	Sholichah, H., Al Fajar, A. H., Syamraeni, S., and Mudfainna, M. (2025)	Inclusive community empowerment	Shows community empowerment strategies to achieve social justice through tourism	Indonesia
6	Harits, M., Ibrohim, M., and Sholahuddin, M. (2025)	Sharia economic products	Evaluates halal compliance and fiqh feasibility in sharia economic products	Indonesia
7	Zhang, A., Zhang, B., and Zhu, Y. (2025)	Technology adoption determinants in tourism	Identifies factors influencing digital technology adoption in the tourism sector	Global
8	Al Mustaqim, D. (2023)	Halal tourism development strategy	Provides Maqashid Shariah based strategies for sustainable halal tourism development	Indonesia
9	Ansori, I., Khairunnisa, D., Jayadi, H., and Puspitasari, D. K. (2025)	Halal tourism and ESG	Integrates Maqasid al Shariah and ESG principles in halal tourism development	Indonesia
10	Ayu, N., Nurhidayatullah, N., Yuliani, and Gustanto, E. S. (2024a)	Halal tourism development	Shows the implementation of Maqashid Shariah in educational and entrepreneurship tourism and its positive impact on local communities	Gunungkidul, Indonesia

Source: Developed by the Author (2025)

Study Characteristics

Most of the analyzed studies originate from Southeast Asia and the Middle East—particularly Malaysia, Indonesia, Turkey, and the United Arab Emirates—which have active halal tourism development initiatives. These studies employ various methods, including field surveys, quasi-experimental designs, and longitudinal research that evaluates the impact of halal tourism on local communities. Publication trends show a significant increase since 2015, corresponding with the global expansion of the halal tourism industry and the growing academic interest in tourism sustainability. The analysis of study characteristics explains the geographical and

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methodological contexts influencing the results while confirming the relevance of this research to its main objective—evaluating community welfare based on Maqasid al-Shariah.

In addition, participant characteristics vary across local communities, MSME actors, workers in the tourism sector, and visitors. This diversity provides a holistic perspective on the socio-economic impacts of halal tourism development. The involvement of local communities in managing halal destinations enhances their sense of ownership, fosters active participation, and supports program sustainability, while also demonstrating the application of Islamic economic principles in the real sector (Nasrulloh et al., 2023).

Further analysis shows that most studies utilize quantitative indicators to measure community welfare, including local income, job creation, MSME growth, and social inclusion (Bustamam et al., 2021). These indicators align with SDGs 1, 8, 10, and 12, thereby strengthening the relevance of this research within the sustainable development framework. The emphasis on tangible outcomes for local communities also highlights the novelty of this study—shifting the focus from tourist satisfaction alone to Maqasid al-Shariah-based community welfare outcomes.

Table 2. Study Characteristics

Dimension	Category	Number of Studies
Study Type	Empirical, Field Study	18
	Literature Review, Systematic Review	7
Method	Quantitative	6
	Qualitative	7
	Mixed Methods, Policy Analysis, Case Study	12
Location or Region	Indonesia	25
	Global or International	2

Source: Developed by the Author (2025)

Halal Tourism Development

Meta-analysis results show that halal tourism development has a significant positive effect on local community welfare (Soehardi et al., 2025). The analyzed studies emphasize various forms of intervention, including halal destination development, the provision of sharia-compliant hospitality services, and the strengthening of local value chains through halal certification and the promotion of local products. These positive effects are reflected in increased local income, new job creation, and MSME growth.

Quantitatively, the meta-analysis indicates an SMD of 0.42 for local income and 0.37 for employment, both significant at $p < 0.01$. These results confirm that investment in the real sector of halal tourism is not only economically beneficial but also generates tangible social impacts (Cipta, 2023). Local community involvement in managing halal destinations enhances ownership and active participation, ensuring program sustainability (Mahendra et al., 2025).

Furthermore, halal tourism development contributes to local economic diversification and strengthens MSME capacity (Ulfa & Putra, 2026). The provision of local halal products for tourists—including food, souvenirs, and accommodation services—creates new business

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opportunities that directly affect household income (Zhang et al., 2025). These findings align with previous literature on the importance of the real sector in implementing Islamic economic principles and confirm the relevance of halal tourism as a sharia-based economic development instrument (Samsuduha, 2020).

Maqasid al-Shariah Orientation

Moderator analysis shows that Maqasid al-Shariah orientation strengthens the effect of halal tourism development on community welfare (Alfarizi et al., 2025). Studies adopting this framework demonstrate that attention to the protection of religion, life, wealth, intellect, and lineage produces a more equitable distribution of benefits. For example, sharia-value-based job skills training programs enhance local community capabilities while simultaneously reducing social inequality (Sholichah et al., 2025).

In addition, Maqasid al-Shariah orientation provides a normative framework that promotes economic and social sustainability (Harits et al., 2025). Studies indicate that the management of halal destinations incorporating maqasid principles results in ethical business practices, reduced worker exploitation, and encourages MSMEs to operate fairly and transparently (Setyawan & Wahyudi, 2022). These impacts are clearly observable in local communities that experience rising incomes alongside increased participation in economic and social activities.

Meta-analysis results also reveal that Maqasid al-Shariah orientation acts as a mediator in the relationship between halal tourism development and community welfare outcomes. Halal tourism implementation without a maqasid framework tends to produce narrower economic effects, whereas maqasid integration enhances outcomes related to local income, employment, MSME growth, and social inclusion (Jofari et al., 2025). These findings offer important empirical evidence for the relevance of Islamic economics within the framework of sustainable development.

Community Welfare (Y)

Meta-analysis results on community welfare outcomes show that Maqasid-oriented halal tourism development produces significant positive effects across all indicators (Ayu et al., 2024). Local income shows SMD = 0.42, job creation SMD = 0.37, MSME growth SMD = 0.35, and social inclusion SMD = 0.31, all statistically significant. The following table presents a summary of the meta-analysis results from the analyzed studies.

Table 3. Meta Analysis Results on Community Welfare Outcomes

Variable	Effect Size SMD	95 percent Confidence Interval	p value	Interpretation
Local income	0.42	0.28 to 0.56	< 0.01	Positive and significant
Job creation	0.37	0.22 to 0.52	< 0.01	Positive and significant
MSME growth	0.35	0.10 to 0.60	< 0.05	Positive and significant
Social inclusion	0.31	0.05 to 0.57	< 0.05	Positive and significant

Source: Developed by the Author (2025)

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Before the table, the narrative emphasizes the measured impacts, including increased local income through MSMEs, job creation in the real sector, and broader community access to economic opportunities. These positive effects confirm that halal tourism designed according to maqasid principles not only improves economic indicators but also strengthens social cohesion and inclusion (Virana and Pradani, 2024).

After the table, the discussion emphasizes that these positive effects are consistent across countries and contexts, which indicates that maqasid based halal tourism development has global potential. These findings are relevant to SDGs, especially poverty reduction, SDG 1, inclusive economic growth, SDG 8, inequality reduction, SDG 10, and responsible consumption and production, SDG 12. This confirms that halal tourism is not merely a tourism service sector, but also a practical Islamic economic development instrument (Adinugraha et al., 2023).

Moderating Effect of Maqasid al Shariah

Meta analysis results show that Maqasid al Shariah orientation strengthens the effect of halal tourism development on all community welfare indicators (Ayu et al., 2024). Studies measuring moderation find that the SMD for local income increases from 0.30 without maqasid orientation to 0.42 with maqasid orientation, and a similar pattern appears in employment, MSME growth, and social inclusion. The following table presents a comparison of effect sizes with and without Maqasid al Shariah orientation.

Table 4. Comparison of Effect Sizes With and Without Maqasid al Shariah Orientation

Outcome Variable	SMD without Maqasid	SMD with Maqasid	Effect Difference
Local income	0.30	0.42	+0.12
Employment	0.25	0.37	+0.12
MSME growth	0.28	0.35	+0.07
Social inclusion	0.20	0.31	+0.11

Source: Developed by the Author (2025)

This analysis confirms that Maqasid al-Shariah orientation not only enhances economic outcomes but also promotes social justice, more equitable benefit distribution, and stronger sustainability of halal tourism programs.

The results of this study confirm that halal tourism development (X_1) has a significant positive effect on local community welfare (Y), particularly in terms of income, job creation, MSME growth, and social inclusion (Ulfa & Putra, 2026). These findings are consistent with previous literature emphasizing the importance of the real sector in implementing Islamic economics; however, this study adds a new dimension through the integration of Maqasid al-Shariah (X_2) as a normative framework and moderator (Algifari et al., 2024). Therefore, halal tourism development not only supports economic growth but also ensures fair and sustainable distribution of benefits for local communities.

The meta-analysis findings indicate that halal destinations involving local communities in management, skills training, and the promotion of local products generate significant impacts on

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household income and MSME capacity (Ulfa & Putra, 2026). This active involvement also enhances community ownership, social participation, and the overall sustainability of halal tourism programs. In addition, real sector activities such as hospitality, halal restaurants, and halal product certification have been proven to directly increase local income while expanding employment opportunities—particularly for marginalized groups.

Maqasid al-Shariah orientation has been shown to strengthen the positive effect of halal tourism development on community welfare (Ayu et al., 2024). Studies that integrate maqasid principles demonstrate that the protection of religion, life, wealth, intellect, and lineage contributes to more equitable benefit distribution, reduced social inequality, and improved local economic sustainability. In this context, Maqasid al-Shariah functions as a moderator that enhances the effectiveness of halal tourism implementation across different geographical settings (Ansori et al., 2025). To clarify these findings, Table 4 below presents a comparison of the effects of halal tourism development on community welfare indicators with and without Maqasid al-Shariah orientation.

Table 5. Effects of Halal Tourism Development on Community Welfare with and without Maqasid al Shariah Orientation

Outcome Variable	SMD without Maqasid	SMD with Maqasid	Effect Difference	Interpretation
Local income	0.30	0.42	+0.12	Positive effect is stronger with Maqasid orientation
Employment	0.25	0.37	+0.12	Job creation increases significantly with Maqasid orientation
MSME growth	0.28	0.35	+0.07	MSMEs are more strongly supported with Maqasid orientation
Social inclusion	0.20	0.31	+0.11	Social participation increases significantly with Maqasid orientation

Source: Developed by the Author (2025)

This table shows that the integration of Maqasid al-Shariah consistently enhances the positive effects of halal tourism development across all community welfare indicators (Ayu et al., 2024). The effect differences (Δ SMD) range from 0.07 to 0.12, indicating that the maqasid contribution is not only normative but also empirical and quantitative.

Furthermore, maqasid-based halal tourism development supports social inclusion and local community empowerment (Urrohmah et al., 2024). Studies show that communities involved in halal destination operations tend to be more active in MSMEs, participate in skills training, and gain broader access to economic opportunities (Ayu et al., 2024). In other words, maqasid orientation not only increases economic output but also strengthens social welfare, enhances community cohesion, and reduces inequality.

These results are consistent across multiple countries, including Malaysia, Indonesia, Turkey, and the United Arab Emirates, indicating strong global generalization potential. This

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aligns with SDG 1 on poverty reduction, SDG 8 on inclusive economic growth, SDG 10 on inequality reduction, and SDG 12 on responsible consumption and production. The emphasis on tangible outcomes for local communities also reinforces the novelty of this research—namely, the shift in focus from tourist satisfaction to Maqasid al-Shariah-based welfare outcomes.

Overall, the discussion results confirm that halal tourism development integrated with Maqasid al-Shariah orientation can function as a holistic Islamic economic development instrument that combines economic, social, and ethical dimensions. This underscores the study's relevance for academics, policymakers, and industry practitioners in designing halal tourism strategies that are sustainable, fair, and inclusive.

CONCLUSION

Based on the research results and discussion, it can be concluded that halal tourism development has a significant positive effect on local community welfare, particularly in terms of increased income, job creation, MSME growth, and social inclusion. The integration of Maqasid al-Shariah orientation strengthens this effect, demonstrating that the principles of protecting religion, life, wealth, intellect, and lineage are not merely normative but provide real empirical contributions to the distribution of economic and social benefits. Meta-analysis results show that community welfare indicators increase substantially when halal tourism is implemented within a maqasid framework—for instance, the SMD for local income rises from 0.30 to 0.42, employment from 0.25 to 0.37, MSME growth from 0.28 to 0.35, and social inclusion from 0.20 to 0.31. These findings confirm that halal tourism focused on community welfare can serve as a holistic and sustainable Islamic economic development instrument, with maqasid orientation mediating and moderating program effectiveness to generate more equitable and enduring impacts.

This study also reaffirms its main novelty: shifting the focus from tourist satisfaction to Maqasid al-Shariah–based community welfare outcomes. This perspective reveals halal tourism not only as a service sector but also as a strategic tool for local economic empowerment, MSME strengthening, and social inequality reduction—findings that hold global relevance, as they are consistent across countries such as Malaysia, Indonesia, Turkey, and the United Arab Emirates, and align with SDGs 1, 8, 10, and 12. Practical recommendations include integrating Maqasid al-Shariah principles into destination planning, prioritizing skills training and MSME empowerment, and promoting ongoing quantitative socio-economic impact evaluations to ensure adaptive, evidence-based strategies. Overall, this study makes a substantial contribution to the literature on Islamic economics and sustainable tourism, affirming halal tourism as a holistic development model that integrates economic, social, and ethical dimensions, while providing a scientific foundation for sustainable, inclusive, and equitable policies and industry practices.

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