

The Role of Sharia Tourism Business Towards Economic Growth in Indonesia and Nigeria

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Abstract

The increasingly significant development of global tourism indirectly also has a positive impact on developing countries such as Indonesia and Nigeria. The purpose of this research is to demonstrate the development of sharia tourism in halal business, and its role in supporting the sustainable development goals (SDGs) program in Indonesia and Nigeria. The method used in this research was qualitative. Data collection techniques used by the literature from various sources. The analysis technique used is descriptive qualitative, outlining the development and potential for developing sharia tourism in Indonesia and Nigeria. Then outlines the role of its tourism in supporting the SDGs program. The results show that the sharia tourism sector has a role to support SDGs, based on its characteristics and the halal process involves many parties, so it has an impact on many parties, involving transportation service providers, ticket sales/travel agents, lodging and hotels, culinary, souvenirs and handicrafts, so move many economic actors. Sharia tourism supports SDGs, and welfare reduces poverty, food security, and economic growth provides employment, provides infrastructure, provides justice, and can build partnerships globally. In addition, Indonesia seems to be more productive than Nigeria in leading sharia tourism. Thus, the tourism sector plays an important role in the world economy because it is considered one of the contributors to economic growth in Indonesia and Nigeria.

Keywords: Sharia Tourism, Economy, Indonesia, Nigeria

INTRODUCTION

Sharia law provides rules related to products, services, and management that are in line with Islamic teachings that encourage benefits for humans. With sharia-based business and management policies, support and synergy from stakeholders will be easily achieved so that business and management resiliencies become stronger during fierce competition and business sustainability can also be created.

Business is part of an aspect of human economic life that also provides blessings. Sharia provisions are indeed very compliant to be used as a basis for finding solutions to the challenges of trying in the era of globalization (Sofyan, 2011). The potential of Islamic products globally is very promising. The consumption value of halal products (food and beverages), pharmaceuticals or medicines and body care, and cosmetics) in 2010 has reached US \$ 2.3 trillion per year. It is indisputable that the Muslim market segment or Islamic market is very large. Companies with global brands should be more consensual in some segments. Indonesia has the largest Muslim population in the world, so it is very conducive to welcoming Muslim tourists. Supported by the fact that the sharia industry and trade in Indonesia are increasing, halal guarantees, and sharia compliance are increasing. In addition, there have been Islamic tourism industry players who are quite well-established and professional. One form of sharia tourism that is perceived to be very inherent and even integrated is religious tourism, pilgrimage tourism, spiritual tourism, and tourism to introduce Islam to the public along with historical relics and mosque buildings spread almost throughout the archipelago. Tourism development in a particular area needs to involve residents so that they can play a role and benefit from these activities. Tourism development requires capital. Capital can come from the government as well as the private sector. In this situation, the government must work with very limited resources, it is hoped that the private sector can play a greater role by participating in funding infrastructure development, especially those directly related to the development of objects or tourist destinations. This means that in the future it can be expected that the tone of cooperation between the government and the private sector will support the tourism sector (Priyadi, 2020).

Sharia tourism must be run by sharia principles. Sharia tourism destinations are geographical areas located in one or more administrative areas in which there are tourist attractions, worship and public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism by sharia principles. The development of sharia tourism needs to be carried out, one of which is by conducting various studies. Until now, research related to sharia tourism is still limited, especially in Indonesia. One of the studies that may be carried out is related to the perception of non-Muslim tourists towards halal services (Paramarta, 2021). The sharia tourism sector that is currently developing can make a real contribution to economic development both regionally and nationally. The growing Islamic tourism sector will not stand alone in tourism but will help grow other sectors such as the travel agency sector, hotels and lodging, halal food, local products, handicrafts, clothing, and other sectors that indirectly meet the needs of tourists in sharia tourism. Encouraging sharia tourism will contribute to development, and job creation, because every tourist who visits tourism when the destination is not only for visiting but needs lodging or hotels, then ticketing, hunting for the typical foods of the area until the completion of the tour will bring the fruits of the tour. So that this sharia tourism will contribute to so many sectors. So, the existence of the Sharia tourism sector needs to be a concern and requires support from all parties to be developed even better. Indonesia as the largest. A Muslim country needs a tourism location that can guarantee the needs of a Muslim tourist. Such as proper means of worship that are clean and holy, halal food, free from non-halal drinking, then lodging that is friendly to Muslim tourists. Currently, several regions have developed sharia tourism, namely Aceh province and West Nusa Tenggara (NTB) province and will also be followed by other regions. Similarly, there are many efforts to develop halal tourism globally, for tourists from abroad. Halal tourism does not mean that the tourist location is only for Muslims, but for anyone, only the provisions are adjusted to sharia provisions. As per as the sharia tourism sector in the

Islamic economy is concerned, it can take part in playing a key role in economic development. See table 1 below:

Table 1. Total Halal Product Shopping in the World 2018

No.	Halal Industry Sector	USD, Miliar	Portion
1	Food	173	77,23
2	Travel	11	4,91
3	Fashion	21	9,38
4	Media and Recreation	10	4,47
5	Pharmacy	5	2,23
6	Cosmetics	4	1,78
7	Amount	224	100

Source: Processed Data

Table 1 shows the share of each halal product spent globally in 2018. The largest sector in halal product spending, namely the Halal Food and Drink sector took the largest portion, namely 77.23 percent, then the halal fashion sector at 9.38 percent, and halal travel at 4.91 percent. From this condition, various halal sectors still have great opportunities and potential to be developed globally, with various support from various parties so that the halal industry can develop and compete in the global arena. Indonesia is the world's largest Muslim country, everything needs a decision on the legality of the item so that, it can be used and consumed safely, comfortably, and calmly. The potential of halal products to be accepted in the global realm can continue to grow with support from the government and other industries. However, it requires a lot of capital funds to support its development. In this position, the Islamic financial industry as an institution can support the development of the real sector, including the halal industry sector, and MSMEs. This is an opportunity for Islamic banks and Islamic finance to be able to increase their productive portion, not just increase consumption. In addition, the hotel business is gaining its impact. Sharia hotels are part of supporting halal tourism, an accommodation service that operates based on Islamic sharia principles. A hotel itself means a building that is provided to the public commercially for the service of guests who want to get staying services, food or drinks, and other services (Sadiah, 2019).

The sharia tourism system can help the community, managers, and local government in terms of maintaining, being responsible. For instance, the level of community welfare in Lombok can be said to be prosperous. Increasing tourist visits which was very significant from 2015 until now becomes a benchmark for increasing people's income due to the large number of tourists who visit, the community's income will also feel the increase (Ramadhany & Ridlwan, 2018)

The increasingly significant development of global tourism indirectly also has a positive impact on developing countries with the majority of Muslim people, including Indonesia and Nigeria. Geographically, Indonesia is the largest archipelagic country in the world with more than 17,508 islands. The coastal area certainly has attractive tourism potential. The cultural wealth also a great potential to develop the halal tourism industry. However, it needs to be reiterated that there must be cultural boundaries that can be accepted by sharia by referring to halal standards and the purpose of sharia, the diversity of natural resources, and a large number of human resources. The increase in Indonesia's ranking on a global scale shows that many tour packages have provided Muslim-friendly facilities (Syariah, 2018). Otherwise, Nigeria makes some efforts to promote sharia tourism, for example through halal products leading to high demand in Nigeria (Annabi & Wada, 2016). This condition helps spur economic growth in Nigeria. Sharia tourism is a study that has begun to develop in recent years. The use of terminology related to halal tourism is also diverse and is still a matter of debate. Likewise, the principles and or main requirements for halal tourism have not been agreed upon. However, the availability of halal food, products that do not contain pork, drinks that are not intoxicating (contain alcohol), the availability of worship room facilities including ablution places, the availability of the Qur'an and worship equipment (prayers) in the room, Qibla instructions and polite staff clothing are conditions that can create a Muslim-friendly atmosphere. The increase in Muslim tourists

from year to year is an opportunity and challenge for the tourism sector to develop halal tourism. Many countries (both Muslim and non-Muslim majority) are trying to develop halal tourism. However, judging from the existing concepts and principles of halal tourism, these countries generally only try to create a Muslim-friendly atmosphere (Muis, 2020). Therefore, the development of halal tourism is a very interesting field of study in Muslim countries. Its contribution needs to be expressed to the economy and the Sustainable Development Goals (SDGs).

This study seeks to look at the role of sharia tourism in developing countries (Indonesia and Malaysia) and how it can be a source of income for their nation. The remaining sections of this study are designed as follows. Section 2 presents the method and section 3 describes the results and discussion. The final section is a conclusion

METHOD

This research is qualitative and will employ library research. It also seeks to interpret the development of sharia tourism in Indonesia, as well as the pattern of the role of sharia tourism to enhance the sustainable development Goals (SDGs) program. The type of data used is secondary data. The data collection technique used in this research is documentation by studying several sources that are relevant to the research theme. Data presented by the National Economic and Financial Committee (KNEKS) and other data relating to the development of the sharia tourism sector in Indonesia, as well as the contribution of the sharia tourism sector in supporting the SDGs in Nigeria. The analysis technique used in this study is descriptive qualitative. The data analysis used is reduction, display, and conclusion drawing. At the reduction stage, this study sorts data on the development of halal tourism, the SDGs, and the role of tourism in supporting the SDGs. After that, the data results are presented and discussed to produce conclusions.

RESULTS AND DISCUSSION

The Contribution of Sharia Tourism to the Indonesian Economy

Since 2015 the Ministry of Tourism of the Republic of Indonesia has designated three provinces in Indonesia as halal tourist destinations. The three provinces are West Nusa Tenggara (NTB), West Sumatra, and Aceh. Out of the three provinces, NTB is seen as having great potential to develop halal tourism in Indonesia. There are three reasons why NTB Province has great potential in developing halal tourism. First, the natural beauty possessed by NTB is not inferior to that owned by the Province of Bali. Second, the majority of NTB's population is Muslim. Third, NTB has a unique religious culture and traditions. The efforts of the NTB Regional Government in developing halal tourism are to make regional regulations on Halal Tourism a legal umbrella for the NTB Regional Government, business actors, and the community. This bylaw regulates the halal tourism industry which includes accommodation, travel agencies, restaurants, and SPA. The management of the halal tourism industry must follow the provisions that have been set by the National Sharia Council of the Indonesian Ulema Council. Even though it has received awards as World's Best Halal Tourism and World's Best Halal Honeymoon Destination and already has a legal umbrella to develop halal tourism, the NTB Regional Government still faces various challenges, among which are, first; convincing its citizens about the urgency of developing halal tourism in NTB, second, preparing competent human resources, third, accelerating halal certification for hotels and restaurants. Fourth, the synergy between stakeholders in the halal certification process. And fifth, halal tourism needs to be supported by a set of laws and regulations that can synergize between stakeholders involved in the halal certification process (Fahham, 2017).

Tourism is a very promising sector that grows the world economy because tourism sector is also a sector that is resistant to global crises, judging from the development of world travel which has experienced positive developments since 1950 with 25 million tourist trips, 1980 reached 278 million people, in 1995 it reached 528 million people, and in 2014 it

reached 1.1 billion people. Chanin, Sriprasert, Abdul Rahman, & Don (2015) explain that the tourism industry is large and is seen as a sector that accelerates economic growth. The implications of the development of the tourism industry increase tourist visits, and government revenue, and can also provide benefits to local communities as a livelihood. In 2017, the contribution of the tourism sector reached 5% of the national GDP (Kemenpar, 2018). Foreign tourists (foreign tourists) visited Indonesia in 4 years from 10.23 million in 2015 to 15.81 million people in 2018. The increase in tourists has implications for the increase in foreign exchange contributions provided, from Rp. 175.71 trillion to Rp. 229.5 trillion. The number of workers absorbed by the tourism sector reached 12.7 this resulted in high competence between regions and tourist destinations to attract tourists.

In Indonesia itself, tourism is the fastest-growing sector. The Ministry of Tourism (2015) in its report noted that 13 provinces are ready to become halal tourist destinations, namely Aceh, Banten, West Sumatra, Riau, Lampung, DKI Jakarta, West Java, Yogyakarta, East Java, South Sulawesi, Central Java, Nusa Tenggara. West (NTB), and Bali. The Ministry of Tourism of the Republic of Indonesia has been developing and promoting service businesses in the fields of hotels, restaurants, travel agencies, and spas in 12 sharia tourist destinations. Development is carried out in several cities, namely Aceh, West Sumatra, Riau, Lampung, Banten, Jakarta, West Java, Central Java, Semarang, East Java, NTB, and South Sulawesi (Alamsyah, I. E, 2018). The halal tourism market is one of the fastest contributors to the growth of the tourism segment. It is projected that in 2020 the contribution of halal tourism is targeted to contribute 35% or \$ 300 million to the global economic sector and Indonesia). Indonesia also won the GMTI 2019 as the "World's Best Halal Tourist Destination" (Paramarta et al., 2021).

The assessment of the development of Muslim-friendly tourism is carried out with measurements that have been carried out in ten (10) provinces. The ten provinces are targeted for Muslim-friendly tourism destinations in Indonesia. Overall, these destinations have made progress when it comes to obtaining halal certification for restaurants and several other businesses. Several provinces such as West Nusa Tenggara (Lombok), Aceh, and West Sumatra have made plans to improve their air connectivity. Most provinces also plan to raise their service and governance standards by global standards. Various differentiation efforts in branding and promotion have also been carried out to highlight their respective advantages. This is done by prioritizing tourism products and their tourism branding that are by Islamic regulations and can effectively attract the attention of Muslim tourists, especially foreign Muslim tourists (KNEKS & IAEI, 2020).

The development of halal businesses supports economic empowerment through the development of halal value chains, including the application of diverse partnership-based business models, from MSMEs to large corporations, which also increases economic inclusiveness. Muslim-majority countries, or member states of the Organization of Islamic Cooperation (OIC), are described as playing an important role in driving the halal economy, from product consumption to trade and investment opportunities. The halal economy is a trillion-dollar opportunity that includes Muslims' basic spending based on their beliefs. The global halal economy illustrates the power of spending from global Muslims towards lifestyle products and basic services that are structurally most influenced by Islamic values. The halal economic sectors covered by this report are halal food and beverages, halal pharmaceuticals, halal cosmetics, polite fashion, and services such as Muslim-friendly travel, Islamic-themed media and recreation, and Sharia/Islamic finance. Tourism is an important focus sector for the Indonesian government, especially Muslim-friendly tourism. The sector consists of independent hotels, several hotel chains as well as travel agencies specializing in Hajj and Umrah travel. The industry has been hit hard by the pandemic but with PSBB restrictions eased and domestic travel reopening, the industry should be recovering strongly. Implementing a comprehensive halal economic strategy that relies on the capabilities of Indonesia can seriously encourage the production of products related to the halal economy and contribute an additional \$5.1 billion to its economy (Centre, 2022).

In a prior study, Tourists view Aceh as an MFT positively so it has the potential to be developed as one of the main MFT in Indonesia professionally (Musa, Halim, Khalidin, & Ibrahim, 2021). Aceh is the capital of Aceh Province which is one of the regions that enforces Islamic Sharia in Indonesia. The development of the sharia-based tourism sector in Banda

Aceh City is increasing, this is marked by an increase in the contribution of the tourism sector to the regional economic sector which can be seen from the structure of the GRDP of Banda Aceh City. For this reason, related elements, in this case, local governments, entrepreneurs and the community must work more optimally in optimizing the existence of the tourism sector. Synergistic cooperation is needed to realize good tourism management in all supporting fields, which in turn will increase local income and contribute to the increase in the country's foreign exchange. The city of Banda Aceh must have a clear and targeted agenda related to improving the quality of sharia-based tourism services. Optimization should be carried out in all aspects supporting the implementation of sharia tourism, such as the subsector of restaurants/restaurants, inns, and travel agents. Every tourist has the right to get comfort and guarantees for their activities, with a commitment to the primacy of the halal concept for all sectors supporting sharia tourism, especially in Banda Aceh City. This aims to realize Banda Aceh City as a civil city as well as a world Islamic tourist destination (Rahmi, 2017). Almost every region in Aceh province has growing tourism potential and is a tourist destination for every local and foreign tourist. The establishment of Islamic law in Aceh Province is not a barrier to tourism development in Aceh, it has even become a barometer in the development of sharia tourism in other provinces in Indonesia (Harnedi, 2021).

Sharia Tourism and SDGs

Development is a process of change towards a better and continuous direction to achieve the goal, namely realizing an Indonesian society that is just, competitive, developed, and prosperous in the container of the Unitary State of the Republic of Indonesia. Development should be directed in such a way that each stage is getting closer to the goal. Poverty is a problem faced by all countries in the world, especially developing countries. Poverty is a complex problem that is influenced by various interrelated factors, including people's income levels, displacement, health, education, access to goods and services, location, geography, gender, and environmental location (Safuridar & Damayanti, 2018).

The Sustainable Development Goals (SDGs) will be implemented until 2030. The Millennium Development Goals (MDGs) that have been implemented during the period 2000-2015 have indeed brought various progress. About 70 percent of the total indicators measuring the MDGs targets have been successfully achieved by Indonesia. Indonesia as one of the countries that have agreed on the implementation of the Sustainable Development Goals (SDGs) is committed to the success of the implementation of the SDGs through various activities and has taken strategic steps. Some steps that have been taken by Indonesia until the end of 2016 include (i) mapping between the goals and targets of the SDGs and national development priorities, (ii) mapping the availability of data and SDGs indicators on each target and objective including proxy indicators, (iii) preparing operational definitions for each indicator of the SDGs, (iv) drafting presidential regulations related to the implementation of the sustainable development goals, and (v) prepare national action plans and regional action plans related to the implementation of the SDGs in Indonesia (Badan Pusat Statistik, 2016).

The Government of Indonesia through the Presidential Regulation of the Republic of Indonesia No. 59 of 2017 has committed to participate with the United Nations to make global commitments a success in the framework of the Sustainable Development Goals (SDGs). When the Indonesian government focuses on implementing the SDGs, the country also gets a demographic bonus with an estimated productive figure that will touch 67% and has the potential to advance the nation as an implementation of the national interest. At the same time, challenges and threats to national resilience arising from socio-political and economic conditions at the global, regional, and national levels are in front of the Indonesian nation (Irhamisyah, 2019).

The existence of the Islamic economy and its components has an important role in achieving the SDGs (Trimulato, Syarifuddin, & Lorenza, 2022). It is addressed to achieve welfare and poverty alleviation. Islamic banks as intermediary institutions for collecting and distributing funds can contribute to the SDGs. Through productive financing owned by

Islamic banks, it can help customers to obtain business capital with profit-sharing agreements, especially for Micro and Medium Small Enterprises. There is a form of concern for fellow human beings. The Islamic economy with its set, especially Islamic economic financial institutions, has similarities with the SDGs to achieve prosperity for all (Trimulato et al., 2022).

To achieve and answer the objectives of the SDGs, efforts can be made are to increase the number of entrepreneurs to increase employment. Poor means having limited job opportunities, and limited opportunities to develop a business. Self-employment offers more opportunities to create and increase income. Entrepreneurs through microenterprises are the largest group of business actors (99%), with the largest contribution to GDP (95.94%), and the largest absorption of labor (90.77%)(Ferawati, 2018).

Sharia tourism (halal tourism) in Indonesia is one of the priority programs of the Ministry of Tourism. Halal tourism in Indonesia has good economic prospects as part of the national tourism industry is facing various challenges in the industrial era 4.0 (Noviantoro & Zurohman, 2020).

Sharia tourism can be used as an alternative to improving the regional economy because the market potential continues to increase, and millennial tourists with these characteristics can meet indicators in meeting the needs of facilities and services for Muslim tourists, with the main target market for Middle Eastern tourists who spend money on tourism quite high. However, it is worth reminding that halal tourism is not only intended for Muslim tourists, non-Muslim tourists can also enjoy halal tourism products, facilities, and services (Nuraini, Saputra, & Kholisiah, 2019).

Making Tourism a leading sector implemented through an integrated movement for tourism development. Coordination Meetings with Provincial, Regency/City Governments and Stakeholders related to Halal Tourism Socialization for Tourism Stakeholders. Providing subsidies for the management of Halal Certification for industry (restaurants/ restaurants (Rimet, 2019). Sharia tourism is a tour that prioritizes Islamic values and norms by Islamic law as the basic foundation. Tourists and local people have a good perception (Mukarromah, 2021).

Sharia tourism (halal tourism) in Indonesia is one of the priority programs of the Ministry of Tourism. Halal tourism in Indonesia has good economic prospects as part of the national tourism industry is facing various challenges in the industrial era 4.0. This tourism industry aims not only to provide material, spiritual and psychological aspects for tourists themselves but also to contribute to increasing government revenue. The concept of sharia tourism emphasizes the principles of sharia in tourism management, polite and friendly services for all tourists, and the surrounding environment. In practice, sharia tourism chooses tourist destinations that uphold Islamic rules, and this is the main consideration. Every sharia tourist destination throughout Indonesia that will become a destination must be by Islamic rules (Noviantoro & Zurohman, 2020).

The sharia tourism sector involves many other sectors and does not stand alone, so that, the development of this sector will support various other sectors. The Sharia tourism sector involves travel services and agencies, lodging/hospitality, food and beverages, clothing, and the MSME sector. The development of tourism will contribute directly to the activities of the real sector and involve many parties so that the involvement of many sectors will encourage national economic growth. Sharia tourism can take a role in supporting development programs, the Sustainable Development Goals (SDGs) program, especially in supporting development realized in the economic sector. Out of the 17 goals of the SDGs, some can be supported by the presence of the tourism sector. Halal tourism can support the SDGs, welfare, reducing poverty, food security, and economic growth in providing employment opportunities, providing infrastructure, providing justice, and can build partnerships globally.

Sharia Tourism in Nigeria

The phenomenon of religious or spiritual tourism has evolved what has been described as a 'sacred places economy', in which faith-based journeys and their associated rites have become a crucial source of livelihoods and jobs for an expanding number of

people, even beyond the religious places. This form of tourism certainly brings the benefits of commerce to the travel and aviation, hospitality, catering, transportation, and telecommunications sectors. And, the proceeds from tourist spending have ripple and multiplier effects across the economy, from agriculture to transactions through financial institutions.

A foremost instance of how religious tourism is a vital force in the fortunes of nations is evident in the Kingdom of Saudi Arabia, which is the location of one of the largest religious tourism activities in the world – the Hajj and Umrah pilgrimages. As stated by Rainey et al (2022) in *Previous Times*, these see to the visit of between two to three million people yearly (besides 2020 when the COVID-19 restriction was fully in place), adding about \$12 billion to the country's GDP annually. This is about 20% of the Kingdom's non-oil GDP and 7% of the yearly GDP. In 2017, over 900,000 new jobs were created as a result of tourism, which is also projected to earn about \$15 billion this year.

Isezuo et al (2022) then stated that it is interesting to note that five spots are being considered World Islamic Heritage Sites in Nigeria, and these include Hubbaren Shehu, which is Sheikh Usman Danfodio's house in Sokoto State (an outstanding example of Islamic traditional architecture). There is equally the Gobarau Minaret in Katsina (a unique structure of its kind), the Sheikh Alimi Mosque complex in Ilorin, the Mbormi Battle Ground in Gombe, and Fanisau Palace Mosque in Kano. These are sites already proposed to the World Islamic Heritage Committee for official recognition. The great extent of interest these attractions will induce and the journeys they will inspire are certainly not too difficult to imagine.

With increased tourist inflows into and within Nigeria as motivated by religious tourism, this is set to expand economic activities, increase jobs, and grow incomes and livelihoods, while also enhancing government revenues directly and indirectly through multiplier effects. More so, the inflow of much-needed foreign exchange will increase with the continuous appeal of Nigeria's sacred destinations and spiritual attractions.

With the increasing pull of religion as a major category of tourism in the country, it is vital for the gamut of tourism practitioners in the country to pay greater attention to this ascendant form and partner with religious bodies to produce remarkable products and packages around it. Great lessons in this regard can be learned from countries that have made huge successes in their economies of sacred places. This will go a significant way in enhancing Nigerian tourism while creating a durable economic mine out of it.

If this is extrapolated over the number of such activities routinely being hosted by the numerous denominations and religious groups, even within traditional worship, it speaks to the huge economic potential of Nigerian religious tourism. And, if these possibilities are enlarged through the anticipated development of certain religious heritage sites, which are bound to become hubs of interest, the immense prospects of religious tourism in the country will be on the uptick.

According to Okonkwo (2015), religious tourism is recognized to be able to contribute to the growth of the economy. The establishments of the National Hajj Commission of Nigeria (NAHCON) for Muslims are visible measure directed toward the development of religious tourism in Nigeria.

CONCLUSION

Halal tourism in Indonesia and Nigeria has been developed into a national program by the Ministry of Tourism. The tourism sector plays an important role in the world economy because it is considered one of the contributors to a job and economic growth in any country. So, tourism can also be seen as one of the most significant sources of the Gross Domestic Product (GDP). The increase in Muslim tourists is both an opportunity and a challenge to improve the tourism sector. The halal tourism sector has a role in supporting the level of economy in Indonesia and Nigeria. Halal tourism which involves many parties has an impact on many parties, involving transportation service providers, ticket sales/travel agencies, lodging and hotels, culinary, souvenirs, and handicrafts, thus driving many business actors. Halal tourism can support the SDGs, welfare, reducing poverty, food

security, and economic growth in providing employment, providing infrastructure, providing justice, and can build partnerships globally.

The tourism sector can be developed better. Indonesia is the largest Muslim country and has extraordinary natural beauty. With the diversity and diversity of tribes and cultures and many locations, it can make a tourist destination. Meanwhile, Nigeria which has eighty million Muslim consumers can grab and capitalize on the increased demand for halal products. This finding impacts the development of the body of knowledge in the context of sharia tourism. The role of sharia tourism in the two countries has been supported by stakeholders in the area of business. For further study, the role of sharia tourism should be identified in the aspect of examination between the effect of sharia business and the growth of the national economy.

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