



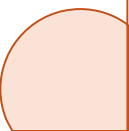
BPS - STATISTICS
INDONESIA

The Provision of Data on Muslim-Friendly Tourism Services in Indonesia

Jakarta, 5 Nov

2025

*Presented at Expert Group Meeting (EGM) On
Developing of Islamic Tourism Indicators
Framework*





BACKGROUND



The global potential for Muslim-friendly tourism is rapidly increasing, fueled by a growing Muslim population and projected to reach 230 million visits and up to USD 225 billion in spending by 2028. As a top-ranked halal tourism destination, Indonesia has significant potential to become a global hub in this sector, making these guidelines



Definition

- ✓ A specialized tourism segment that provides services and facilities in accordance with Islamic (Sharia) principles and caters to the specific needs of Muslim travelers.



Alternative Terms

- ✓ Often referred to as "Halal Tourism" or "Muslim-Friendly Tourism."



Core Principle

- ✓ It is not just about religion; it's about providing a "peace of mind" travel experience that allows Muslims to practice their faith without

Key Focus Areas :

The entire travel ecosystem, from planning and transit to accommodation, food, and activities.



1. Guidelines of the Minister of Tourism and Creative Economy/ Head of the Tourism and Creative Economy Agency of the Republic of Indonesia Number PDM/5/HK.01.04/MK/2024 Concerning on Basic Muslim-Friendly Tourism Services.
2. Muslim-friendly tourism is a set of additional amenities, attractions, and accessibility services aimed at and provided to fulfill the experiences, needs, and desires of Muslim tourists.





The ACES Framework (Based on GMTI)

A widely recognized model for evaluating a destination's Muslim-friendliness

A

A-Access

Ease of travel for Muslim tourists (transport, visa, connectivity).

C

C-Communication

Outreach and marketing to the Muslim market (awareness, digital presence, guides).

E

E-Environment

The general safety, security, and cultural environment (safety, family-friendliness, local acceptance).

S

S-Services

The availability of core faith-based and recreational services.





CORE INDICATORS

Basic services for Muslim-friendly Tourism

1 Halal Food & Beverages

This is the most critical non-negotiable indicator for most Muslim travelers

1 **Halal Certification:** Availability of restaurants, cafes, and hotels serving certified Halal food

2 **Clear Labeling:** Easy identification of Halal options (e.g., in supermarkets, room service menus).

3 **"Pork-Free" & "Alcohol-Free":** Establishments that do not serve pork or alcohol are highly preferred

4 **Proximity:** Easy access to Halal-certified food establishments near major tourist attractions and hotels.

5 **Ramadan Services:** Special provisions for *Suhoor* (pre-dawn meal) and *Iftar* (breaking of the fast).



CORE INDICATORS

Basic services for Muslim-friendly Tourism

2 Prayer

Facilities

Facilitating the five daily prayers is a fundamental need

- 1 **Public Prayer Rooms:** Availability of clean and accessible prayer rooms (*musalla*) in: Airports, Shopping Malls, Theme Parks, Train Stations
- 2 **Mosques:** Proximity and ease of access to local mosques, especially for Friday congregational prayers.
- 3 **Hotel Facilities:**
 - Prayer direction (*Qibla*) clearly marked in the room.
 - Provision of a prayer mat (*sajadah*).
 - Availability of the Quran.
 - Timetables for local prayer times.



CORE INDICATORS

Basic services for Muslim-friendly Tourism

3 Water-Friendly

Washrooms

Islamic teachings place a strong emphasis on cleanliness and purification (*taharah*).

- 1 **Ablution (*Wudhu*) Facilities:** Designated areas for performing ritual washing before prayer, often adjacent to prayer rooms.
- 2 **Water in Toilets:** Availability of water for personal cleansing in all washrooms (e.g., bidet, hand shower, or jug) is essential.
- 3 **Gender Segregation:** Separate washroom and ablution facilities for men and women where possible.



CORE INDICATORS

Basic services for Muslim-friendly Tourism

4 Accommodation & Hotel Services

Hotels are a key touchpoint for the Muslim-friendly experience

- 1 **Food & Drink:** Halal-certified hotel restaurants, Alcohol-free minibar in the room, No bars or nightclubs on the premises.
- 2 **Privacy & Recreation:** Gender-segregated facilities (e.g., separate swimming pools, spa/sauna times, or gyms for men and women), Private pools in villas
- 3 **In-Room Features:** Qibla direction, prayer mats, Room and bathroom design that respects Islamic modesty (e.g., toilets not facing the Qibla).
- 4 **Entertainment:** No adult or pornographic TV channels, Access to Islamic or family-friendly channels.



CORE INDICATORS

Basic services for Muslim-friendly Tourism

5 Destination & Activities

The overall environment of the destination plays a crucial role.

- 1 **Family-Friendly Environment:** Destinations that are safe, secure, and suitable for families.
- 2 **Halal Activities:** Tours that focus on Islamic history, art, and culture. Nature and sightseeing tours.
- 3 **Avoidance of Non-Halal Elements:** An environment free from overt displays of activities considered *haram* (forbidden), such as gambling (casinos), public intoxication, or red-light districts
- 4 **Cultural Sensitivity:** Respect for modest dress codes, Staff (e.g., tour guides) trained in the cultural and religious needs of Muslim guests



CORE INDICATORS

Basic services for Muslim-friendly Tourism

6 Supporting Services

Services that complete the Halal ecosystem.

- 1 **Finance:** Availability of Sharia-compliant financial services (e.g., Islamic banking, *Takaful* insurance).
- 2 **Healthcare:** Medical facilities with an understanding of Islamic modesty (e.g., same-gender doctors, Halal pharmaceuticals)
- 3 **Digital Access:** Apps and websites providing information on Halal food, prayer times, and mosque locations
- 4 **Tour Guides:** Sharia-aware guides who understand prayer times and food requirements



1. Muslim-friendly tourism is a set of additional services, amenities, attractions, and accessibility features that are designed and provided to fulfill the experiences, needs, and desires of Muslim tourists.

2. Regulations related to the halal certification of tourism products and services also support this guideline – for instance, through collaboration between the Halal

COVERAGE

Basic services for Muslim-friendly tourism include

- Availability of Halal Food and Beverages
- Availability of Clean Prayer Facilities
- Availability of Clean and Adequate Sanitation Facilities



Economic Census 2026:

Provision of Halal product



8. Nama dan Alamat Usaha/Perusahaan

- a. Nama usaha/perusahaan* :
- b. Nama komersial usaha/perusahaan* :
- c. Alamat usaha/perusahaan* :

Khusus usaha: 1) keliling; 2) usaha di luar bangunan tempat tinggal dengan lokasi tetap dan perlengkapan usaha dipindah/dibongkar pasang; 3) konstruksi perorangan, pertambangan dan penggalian perorangan; 4) persewaan rumah/kamar/kantor -> yang dicatat adalah **alamat tempat tinggal pemilik usaha**.

RT : RW : Nomor Telepon:

Kode Pos* : [][][][][] Kode area Nomor telepon Ekstensi

Email : [][][][] [][][][][][][][][][] [][][][]

Homepage/website : Nomor HP / whatsapp:*



Provide data on:

- Location of business
- ISIC
- Main Product

13. Kegiatan utama dan produk utama usaha/perusahaan:

a. Apa **kegiatan utama** usaha/perusahaan ini?*

Tuliskan selengkapnya.  [informasi](#)

Contoh:

membuat sosis dari ikan; jasa perdagangan besar mobil bekas; jasa penyedia konstruksi jembatan; jasa makan minum warung makan; jasa penyedia hotel bintang; jasa penyedia telekomunikasi internet tanpa kabel; jasa kunci duplikat; angkutan bus penumpang antarkota antarprovinsi

b. Pilih yang paling sesuai dengan kegiatan utama usaha/perusahaan ini:*

- 1 menjual barang/jasa sendiri
- 2 menjual barang yang dibeli dari pihak lain
- 3 menjual barang dengan pelayanan

c. **Di mana** usaha tersebut biasa dilakukan?*

Contoh: ruko mal; bangunan toko; los pasar; keliling di jalan; lewat internet/daring; kedai; warung; restoran

d. Apa **input** yang digunakan?*

Contoh: bambu; jagung pipil; kaca; kain; kulit sapi; kayu bulat; rotan; kunci polos

e. Bagaimana **proses** mengubah input tersebut menjadi produk output (beserta alatnya)?*

Contoh:

beli sosis mentah lalu digoreng sesuai pesanan dan disajikan ke pembeli; beli sosis mentah dari distributor lalu dijual dengan berkeliling; penggaraman

f. Apa **produk utama** yang dihasilkan?*

Tuliskan selengkapnya.

Contoh:

sosis ikan; jasa perdagangan besar mobil bekas; jasa konstruksi jembatan; jasa penyediaan makan minum; jasa penginapan hotel bintang; jasa telekomunikasi internet tanpa kabel; jasa kunci duplikat; produk karya seni (lukisan, patung, kerajinan, musik, tari, foto, film, ilustrasi, animasi, *board game*, dll); produk sastra (puisi, cerpen, novel, naskah drama, dll); produk desain (arsitektur, desain produk, desain interior, desain komunikasi visual, desain fesyen, dll.); produk teknologi (perangkat lunak (software), aplikasi digital, aplikasi gim, perangkat elektronik, inovasi berbasis kecerdasan buatan, dll.); produk warisan budaya (makanan tradisional, peralatan tradisional, obat tradisional, dll.)

g. **Kode KBLI**:*

[][][][][] Hasil API genAI

BLOK I : KETERANGAN USAHA/PERUSAHAAN (lanjutan)

Pertanyaan b1r13j hanya ditanyakan jika kategori lapangan usaha diisi I (akomodasi --> golongan kode 551).

j. Jika usaha/perusahaan merupakan akomodasi jangka pendek, apa klasifikasi usaha/perusahaan ini?* *[Lanjut ke Rincian 14a]*

1 Hotel Bintang 1

3 Hotel Bintang 3

5 Hotel Bintang 5

2 Hotel Bintang 2

4 Hotel Bintang 4

6 Lainnya (hotel melati, vila, dll)

Pertanyaan b1r13k hanya ditanyakan jika kategori lapangan usaha diisi KBLI dari BPJPH (Lampiran 2).

k. Apakah usaha/perusahaan ini menghasilkan produk bersertifikat halal yang dikeluarkan BPJPH?*

1 Ya --> *[Lanjut ke Rincian k1,k2]*

2 Tidak --> *[Lanjut ke Rincian k2]*

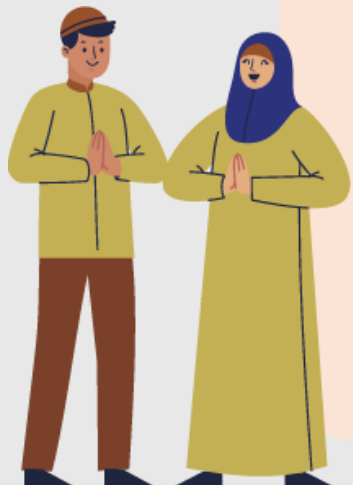
k1. Berapa jumlah varian produk yang sudah bersertifikat halal?

k2. Berapa jumlah varian produk yang belum bersertifikat halal?



Collected data from economic census 2026 can be used to capture the business entity which produce halal product.

- Spatial analysis on the availability of halal product
- Match the availability of halal product with the location of tourist destinations
- Data on Halal Product by Categories such as



Survey on Tourist Attraction:

Provision of Muslim-friendly facilities at Tourist Destinations



RAHASIA



VDTW2025

REPUBLIK INDONESIA
SURVEI DAYA TARIK WISATA KOMERSIAL
TAHUN 2025

Tujuan : Mendapatkan informasi mengenai karakteristik usaha/perusahaan daya tarik wisata komersial
Dasar Hukum : Pelaksanaan kegiatan ini berdasarkan Undang-undang Nomor 16 Tahun 1997 tentang Statistik

222.	Fasilitas yang tersedia untuk pengunjung :		
a.	Pusat informasi (<i>information center</i>)	<input type="checkbox"/> 1 Ya	<input type="checkbox"/> 2 Tidak
b.	Interpretasi daya tarik wisata	<input type="checkbox"/> 1 Ya	<input type="checkbox"/> 2 Tidak
c.	Prosedur kerja penyelenggaraan kegiatan (SOP)	<input type="checkbox"/> 1 Ya	<input type="checkbox"/> 2 Tidak
d.	SOP kelayakan operasional wahana wisata	<input type="checkbox"/> 1 Ya	<input type="checkbox"/> 2 Tidak
e.	Prosedur keamanan dan keselamatan pengunjung	<input type="checkbox"/> 1 Ya	<input type="checkbox"/> 2 Tidak
f.	Sarana prasarana mitigasi bencana (jalur evakuasi)	<input type="checkbox"/> 1 Ya	<input type="checkbox"/> 2 Tidak
g.	Jasa pramuwisata	<input type="checkbox"/> 1 Ya	<input type="checkbox"/> 2 Tidak
h.	Internet publik (<i>Free Wifi</i>)	<input type="checkbox"/> 1 Ya	<input type="checkbox"/> 2 Tidak
i.	Area parkir	<input type="checkbox"/> 1 Ya	<input type="checkbox"/> 2 Tidak
j.	Asuransi pengunjung	<input type="checkbox"/> 1 Ya	<input type="checkbox"/> 2 Tidak
k.	Fasilitas disabilitas/lansia	<input type="checkbox"/> 1 Ya	<input type="checkbox"/> 2 Tidak
l.	<i>Sistem Visitor Management</i> (pembatasan pengunjung)	<input type="checkbox"/> 1 Ya	<input type="checkbox"/> 2 Tidak
m.	Toilet umum	<input type="checkbox"/> 1 Ya	<input type="checkbox"/> 2 Tidak
n.	Posko kesehatan	<input type="checkbox"/> 1 Ya	<input type="checkbox"/> 2 Tidak
o.	Restoran/rumah makan	<input type="checkbox"/> 1 Ya	<input type="checkbox"/> 2 Tidak
p.	Paket wisata di area daya tarik wisata	<input type="checkbox"/> 1 Ya	<input type="checkbox"/> 2 Tidak
q.	Toko/kios cinderamata	<input type="checkbox"/> 1 Ya	<input type="checkbox"/> 2 Tidak
r.	Tempat ibadah	<input type="checkbox"/> 1 Ya	<input type="checkbox"/> 2 Tidak

The Tourist attractions which

- provide prayer room
- Have adequate sanitation facilities

Indicator: The distribution of Tourist attractions which support Muslim-Friendly Tourism



Developing the Islamic tourism indicators in Indonesia

- Utilize the concept of Muslim-friendly tourism
- Deploy Economic census 2026 as one data source to provide a frame of business which produce halal product
- Usage the data on location of business entity to inform the availability of halal product at province, region or tourist attractions.
- Provide information on availability of prayer room and adequate sanitation at

THANK YOU



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www.bps.go.id or [Allstats BPS](#)