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The Development of Halal Tourism and its Impact on Economic Growth in North Sumatra

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ABSTRACT

This study examines the effect of halal tourism development on economic growth in North Sumatra during the 2020–2025 period. Halal tourism development is represented by the growth of halal certification and the accommodation and food service sector, while economic growth is measured using the growth rate of Gross Regional Domestic Product at constant prices. The study employed a quantitative descriptive-associative design using secondary data from 33 regencies and municipalities, resulting in 198 observations. Data obtained from Statistics Indonesia and the Halal Product Assurance Organising Agency were analysed using SPSS through multiple linear regression, partial and simultaneous tests, and the coefficient of determination. The findings indicate that halal certification growth and the growth of the accommodation and food service sector have positive and statistically significant effects on economic growth. Simultaneously, both variables significantly influence regional economic growth and explain 64.3% of its variation. These findings highlight the importance of strengthening halal certification and tourism-supporting services to promote regional economic development.

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INTRODUCTION

The halal tourism industry has developed into a strategic segment of the global tourism sector, driven by the increasing number of Muslim travellers and the growing demand for travel services that comply with Islamic principles (Sulong *et al.*, 2024). Halal tourism is not limited to the provision of halal-certified food and beverages but also encompasses the availability of prayer facilities, Muslim-friendly accommodation, information on halal products, and services that provide travellers with safety and convenience (Ilham, Ismail and Al-ayubi, 2024). The *Global Muslim Travel Index* reported that international Muslim tourist arrivals reached approximately 176 million in 2024 and are projected to increase to 245 million by 2030, with travel expenditure estimated at approximately USD230 billion. This substantial market potential has encouraged many countries to develop destinations that accommodate the needs of Muslim travellers (Alimin *et al.*, 2025). Indonesia has also strengthened its position as one of the world's leading halal tourism destinations, particularly after ranking first

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among Muslim-friendly destinations in 2019, 2023, and 2024. This commitment is further reflected in the development of the *Indonesia Muslim Travel Index*, which serves as an instrument for assessing the preparedness of Muslim-friendly tourism destinations at the national level. (api.kemenpar.go.id)

North Sumatra is one of the Indonesian provinces with considerable potential to support the development of halal tourism (N. Nasib *et al.*, 2026). The province offers diverse tourism attractions encompassing natural landscapes, culture, history, religion, and culinary heritage (Fathoni *et al.*, 2025). Lake Toba, Samosir Island, Berastagi, Bukit Lawang, Medan City, Barus, Nias, and various tourism villages represent important tourism assets capable of attracting both domestic and international visitors. The implementation of Muslim-friendly tourism has gradually become evident through the provision of halal food, prayer facilities, accommodation that meets the needs of Muslim travellers, and the increasing certification of halal products produced by micro, small, and medium-sized enterprises (Putra *et al.*, 2025). The development of these services has also begun to reach potential destinations such as North Nias through the promotion of Muslim-friendly tourism and the halal certification of local products. As of 29 July 2025, 85,552 halal certificates covering 187,208 products had been issued in North Sumatra. This achievement indicates that the province's halal ecosystem continues to expand and has the potential to strengthen the tourism sector (BPHPH, 2025).

The development of tourism activities in North Sumatra can also be observed from the increasing number of international tourist arrivals. Data published by Statistics Indonesia indicate that international tourist arrivals increased from 198,240 in 2023 to 250,413 in 2024. The number further increased to 292,481 arrivals in 2025. The development of international tourist arrivals and economic growth in North Sumatra is presented in Table 1.

Table 1. International Tourist Arrivals and Economic Growth in North Sumatra

Year	International Tourist Arrivals	Change in Arrivals	Economic Growth in North Sumatra
2023	198,240 arrivals	Base year	5.01%
2024	250,413 arrivals	Increased by 26.32%	5.03%
2025	292,481 arrivals	Increased by 16.80%	4.53%

Source: Statistics Indonesia, North Sumatra Province, 2024–2026. (sumut.bps.go.id)

Table 1 demonstrates that the number of international tourists visiting North Sumatra increased continuously throughout the 2023–2025 period. The 26.32% increase recorded in 2024 and the subsequent 16.80% increase in 2025 indicate the strengthening attractiveness of North Sumatra as one of Indonesia's tourism destinations. During the same period, the provincial economy grew by 5.01% in 2023 and slightly increased to 5.03% in 2024. However, economic growth slowed to 4.53% in 2025. The differing patterns between tourist arrivals and economic growth suggest that an increase in visitor numbers does not automatically generate higher regional economic growth. This may occur because economic growth is influenced by various industries and is not determined solely by the tourism sector.

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Halal tourism has the potential to contribute to North Sumatra's economy through increased tourist expenditure, MSME activity, regional revenue, and employment creation (Nasib *et al.*, 2026).Tourist arrivals generate demand for hotels, restaurants, transportation, culinary products, souvenirs, tour guide services, and other creative economy products (Harefa *et al.*, 2026). This increase in demand may expand markets for MSMEs, enhance the income of local businesses, create employment opportunities, and increase government revenue from hotel taxes, restaurant taxes, tourism-site charges, and other tourism-related economic activities (Nasib, Osman and Fathoni, 2025). Several indicators associated with tourism activities and the halal ecosystem in North Sumatra are presented in Table 2.

Table 2. Indicators of Tourism Activities and the Halal Ecosystem in North Sumatra

No.	Indicator	Value/Achievement
1	Growth of the accommodation and food service industry	11.98%
2	Room occupancy rate of classified hotels	49.33%
3	Room occupancy rate of classified hotels	44.43%
4	Average length of stay of international and domestic guests in classified hotels	1.31 days
5	Average length of stay of international and domestic guests in classified hotels	1.24 nights
6	Halal certificates issued in North Sumatra	85,552 certificates
7	Products covered by halal certification	187,208 products
8	Facilitation quota for halal certification of micro and small enterprises	88,384 certificates

Source: Statistics Indonesia, North Sumatra Province 2025–2026.

The data presented in Table 2 indicate that the accommodation and food service industry grew by 11.98% in 2024. This represented the highest growth rate among the industries contributing to North Sumatra's Gross Regional Domestic Product during the same year. Such growth reflects the expanding economic activities associated with hotels, accommodation providers, restaurants, culinary businesses, catering services, and tourism-supporting services. The development of these activities may expand the market for MSMEs, increase demand for local products, create employment opportunities, and stimulate economic activities among communities located near tourism destinations.

The expansion of tourism activities is also supported by the development of the halal product ecosystem. As of 29 July 2025, North Sumatra had recorded the issuance of 85,552 halal certificates covering 187,208 products. The government, in cooperation with the Halal Product Assurance Organising Agency, also committed to facilitating 88,384 halal certificates for micro and small enterprises across 33 regencies and municipalities in North Sumatra in 2025. This development reflects increasing attention to halal product assurance, consumer protection, and the competitiveness of MSMEs (Ekka and Bhardwaj, 2024). Halal certification may strengthen tourists' confidence in culinary products and services used during their journeys, thereby increasing tourist expenditure and broadening the economic benefits generated by tourism (Salqaura and Nasib, 2025).

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Despite its considerable potential, the development of halal tourism in North Sumatra continues to encounter several challenges. The knowledge of some MSME operators regarding the functions and benefits of halal certification remains limited, particularly among culinary businesses, restaurants, souvenir producers, and creative economy enterprises located near tourism destinations (Taufik *et al.*, 2022). This issue is reflected in the continued implementation of halal education, halal awareness programmes, assistance, and free certification facilitation for MSME operators in Medan, Deli Serdang, Langkat, and other areas. Moreover, the concept of halal tourism has generated differing perceptions and resistance in the Lake Toba area. Some community (Iskandar, 2022) have expressed concerns that halal tourism may alter the cultural identity and social characteristics of local communities. Such perceptions arise because halal tourism is frequently interpreted as an attempt to transform a destination into a religiously oriented tourism area. In essence, halal tourism refers to the provision of additional services that meet the needs of Muslim travellers without eliminating local cultures, traditions, or identities (Wazin et al., 2024). Other challenges include the uneven availability of prayer facilities, information regarding halal food, human resources capable of delivering Muslim-friendly services, and the promotion of halal tourism destinations throughout North Sumatra.

Available tourism statistics continue to describe tourism activities in general through indicators such as international tourist arrivals, hotel room occupancy rates, average length of stay, and the development of the accommodation and food service industry (Kılıç, Seçilmiş and Özdemir, 2024). These publications do not specifically distinguish the number of Muslim tourists, the number of Muslim-friendly tourism businesses, the utilisation of halal facilities, or the contribution of halal tourism to North Sumatra's Gross Regional Domestic Product. This limitation creates an empirical gap because the development and economic contribution of halal tourism have not been measured directly and separately from general tourism activities.

Research on the development of halal tourism and its influence on economic growth in North Sumatra is essential because the increasing number of tourist arrivals, the growth of the accommodation and food service industry, and the expanding number of halal-certified products demonstrate economic opportunities that require further investigation. This study is intended to identify the development of halal tourism, analyse its influence on regional economic growth, and assess its contribution to MSME income, employment opportunities, regional revenue, and local economic activities (Wang *et al.*, 2024). The findings are expected to provide empirical evidence for local governments and tourism industry stakeholders in formulating inclusive and sustainable halal tourism policies that respect local cultural diversity and generate broader economic benefits. Based on these considerations, this study is entitled "The Development of Halal Tourism and Its Influence on Economic Growth in North Sumatra."

METHODS

This study employs a quantitative approach with a descriptive-associative research design to analyse the effect of halal tourism development on economic growth in North Sumatra Province during the 2020–2025 period (Gupta & Gupta, 2020). The population of this study

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comprises all administrative regencies and municipalities in North Sumatra Province, totalling 33 regions, consisting of 25 regencies and 8 municipalities. The sampling technique applied in this study is saturated sampling, also referred to as a census technique, in which all members of the population are included as the research sample. Accordingly, the study sample consists of 33 regencies and municipalities. Each regional unit was observed over a six-year period, from 2020 to 2025, resulting in a maximum of 198 panel data observations, calculated by multiplying 33 regions by six years of observation. The study uses secondary data in the form of panel data, which combine cross-sectional data across regions and time-series data across years. The data were collected through documentation from Statistics Indonesia of North Sumatra Province and the Halal Product Assurance Organising Agency. Halal tourism development, as the independent variable, is measured by the annual growth in the number of halal-certified products or certificates and the growth of the accommodation and food service sector. Economic growth, as the dependent variable, is measured using the annual growth rate of Gross Regional Domestic Product at constant prices. The data were analysed using panel data regression, beginning with descriptive statistical analysis and model selection procedures through the Chow test, Hausman test, and Lagrange Multiplier test. Subsequently, diagnostic tests were conducted, including tests of normality, multicollinearity, heteroscedasticity, autocorrelation, and cross-sectional dependence. Hypothesis testing was performed using the partial test, simultaneous test, and coefficient of determination to assess the effect of halal tourism development on economic growth in North Sumatra.

RESULTS AND DISCUSSION

Descriptive Statistical Analysis

Descriptive Statistical Analysis Was Conducted To Describe The Characteristics Of Each Research Variable Based On The Number Of Observations, Minimum Value, Maximum Value, Mean, And Standard Deviation.

Table 3. Descriptive Statistics

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Halal Certification Growth	198	-18.42	167.35	42.6804	39.74015
Growth of the Accommodation and Food Service Sector	198	-21.73	29.41	7.2618	8.83027
Economic Growth	198	-4.76	7.88	3.9415	2.47361
Valid N (listwise)	198				

Source: Data processed using SPSS, 2026

As presented in Table 3, halal certification growth had a minimum value of -18.42 and a maximum value of 167.35. The variable recorded a mean of 42.6804 and a standard deviation of 39.74015. The growth of the accommodation and food service sector ranged from -21.73 to 29.41, with a mean of 7.2618 and a standard deviation of 8.83027. Economic growth had a minimum value of -4.76 and a maximum value of 7.88, with a mean of 3.9415 and a standard deviation of 2.47361.

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Normality Test

The Normality Test Was Performed On The Unstandardized Residuals Using The One-Sample Kolmogorov–Smirnov Test.

Table 4. One-Sample Kolmogorov–Smirnov Test

Description	Unstandardized Residual
N	198
Normal Parameters[a,b] – Mean	0.0000000
Normal Parameters[a,b] – Std. Deviation	2.11984231
Most Extreme Differences – Absolute	0.058
Most Extreme Differences – Positive	0.041
Most Extreme Differences – Negative	-0.058
Test Statistic	0.058
Asymp. Sig. (2-tailed)	0.200

Source: Data processed using SPSS, 2026.

Test distribution is Normal

Calculated from data

The *Asymp. Sig. (2-tailed)* value was 0.200, which exceeded the significance level of 0.05. This result indicates that the residuals in the regression model were normally distributed.

Multicollinearity Test

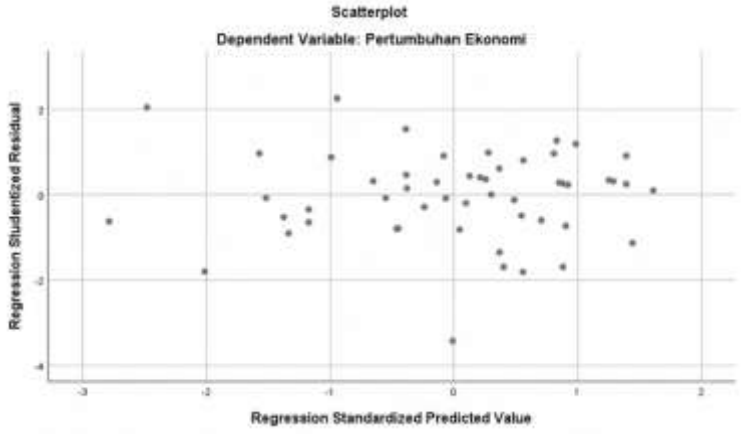
Table 5. Multicollinearity Test Results

Model	Variable	Tolerance	VIF
1	(Constant)		
	Halal Certification Growth	0.919	1.088
	Growth of the Accommodation and Food Service Sector	0.919	1.088

Source: Data processed using SPSS, 2026.

The multicollinearity test results indicate that both independent variables had a tolerance value of 0.919 and a VIF value of 1.088. Since the tolerance values exceeded 0.10 and the VIF values were below 10, the regression model did not exhibit multicollinearity.

Heteroscedasticity Test



Source: Data processed using SPSS, 2026.

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Based on the scatterplot, the residual points were randomly distributed above and below the zero line and did not form a discernible pattern, such as a narrowing, widening, or wave-like pattern. Accordingly, the regression model did not indicate the presence of heteroscedasticity.

Multiple Linear Regression Analysis

Table 5. Multiple Linear Regression Results

Model	Variable	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.624	0.487		3.335	0.001
	Halal Certification Growth	0.012	0.005	0.141	2.400	0.017
	Growth of the Accommodation and Food Service Sector	0.238	0.039	0.456	6.103	0.000

Source: Data processed using SPSS, 2026.

The multiple linear regression equation can be formulated as follows:

$$Y = 1.624 + 0.012X_1 + 0.238X_2 + e$$

The regression coefficient for the growth of the accommodation and food service sector was 0.238, indicating that a one-unit increase in this variable would increase economic growth by 0.238 units, assuming that halal certification growth remained constant.

Partial Test

Table 6. Partial t-Test Results

Model	Variable	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.624	0.487		3.335	0.001
	Halal Certification Growth	0.012	0.005	0.141	2.400	0.017
	Growth of the Accommodation and Food Service Sector	0.238	0.039	0.456	6.103	0.000

Source: Data processed using SPSS, 2026.

Halal certification growth obtained a t-value of 2.400 and a significance value of 0.017. Since the significance value was lower than 0.05, halal certification growth had a positive and statistically significant effect on economic growth. The growth of the accommodation and food service sector obtained a t-value of 6.103, with a significance value reported as 0.000 ($p < 0.001$). Thus, the growth of the accommodation and food service sector had a positive and statistically significant effect on economic growth.

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Simultaneous Test

The Simultaneous Test Was Conducted To Determine The Joint Effect Of Halal Certification Growth And The Growth Of The Accommodation And Food Service Sector On Economic Growth.

Table 7. ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	320.614	2	160.307	35.341	0.000[b]
Residual	884.693	195	4.537		
Total	1,205.307	197			

As shown in Table 7, the F-value was 35.341, with a significance value reported as 0.000 ($p < 0.001$). Since the significance value was below 0.05, halal certification growth and the growth of the accommodation and food service sector jointly exerted a statistically significant effect on economic growth.

Coefficient Of Determination

The coefficient of determination was evaluated using the following *Model Summary* results.

Table 8. Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin–Watson
1	0.802[a]	0.643	0.631	2.209	2.409

The coefficient of determination results indicate an $RSquare$ value of 0.643, demonstrating that halal certification growth and the growth of the accommodation and food service sector explained 64.3% of the variation in economic growth. The remaining 35.7% was attributable to other variables not included in the research model. The *Adjusted R Square* value of 0.631 indicates that, after adjustment for the number of independent variables and observations, the model explained 63.1% of the variation in economic growth.

The Effect Of Halal Certification Growth On Economic Growth

The partial hypothesis test results demonstrate that halal certification growth has a positive and statistically significant effect on the economic growth of regencies and municipalities in North Sumatra Province. This finding is evidenced by a regression coefficient of 0.012, a t-statistic of 2.400, and a significance value of 0.017, which is below the 0.05 threshold. Accordingly, the first hypothesis, which states that halal certification growth affects economic growth, is accepted. The positive coefficient indicates that an increase in halal certification is associated with an increase in economic growth, holding the other variable constant.

This positive effect suggests that halal certification serves not merely as a means of fulfilling administrative requirements but also as an instrument for strengthening economic activity (Amelia, Devi and Rosidah, 2024). Halal certification assures consumers that products comply with established halal standards throughout the production process. Such assurance can enhance consumer confidence, strengthen business reputation, and broaden marketing opportunities among tourists and the wider community (Afisa and Andni, 2024). The Halal

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Product Assurance Organising Agency also positions halal certification as an instrument for increasing consumer confidence, expanding market access, and enhancing product value.

An increase in the number of halal-certified products can generate economic benefits for micro, small, and medium-sized enterprises operating in the culinary, processed food, beverage, souvenir, catering, and creative economy sectors (Rojak, Luthfy and Jati, 2025). Halal-certified products possess a competitive advantage because their raw materials and production processes comply with recognised standards. This condition can improve the competitiveness of local products and facilitate business access to broader marketing networks (Juliana *et al.*, 2024)

The practical implementation of this finding in North Sumatra requires greater facilitation of halal certification for businesses operating in and around tourism destinations. Such facilitation should not be limited to the financing of certification fees but should also include administrative assistance, the preparation of raw-material documentation, the implementation of halal product processes, packaging improvement, and digital marketing development. Regency and municipal governments should prioritise culinary businesses and food service providers that directly serve tourists because these enterprises constitute an integral component of the tourism experience.

This finding is consistent with (Nasib, Syaifuddin and Rusiadi, 2023) who reported that halal certification has a positive and significant effect on halal supply-chain resilience, competitive advantage, and the financial Performance of MSMEs in Indonesia. The present finding also supports (Lubis *et al.*, 2025) who identify MSMEs as an essential component of halal tourism development and demonstrate that stronger marketing communication and Islamic financial inclusion are associated with improved MSME performance in the halal tourism sector.

The policy implication of this finding is that local governments should incorporate halal certification into comprehensive business development programmes rather than treating it merely as a quantitative target for certificate issuance. Programme effectiveness should be evaluated based on increases in turnover, market expansion, employment growth, and business sustainability following certification. MSME operators should likewise utilise halal certification as an instrument for strengthening consumer confidence and product identity rather than merely displaying the halal logo on product packaging.

The Effect Of Accommodation And Food Service Sector Growth On Economic Growth

The partial hypothesis test results indicate that the growth of the accommodation and food service sector has a positive and statistically significant effect on the economic growth of regencies and municipalities in North Sumatra. This variable recorded a regression coefficient of 0.238, a *t*-statistic of 6.103, and a significance value reported as 0.000, which is below 0.05. Accordingly, the second hypothesis is accepted. The positive coefficient indicates that increased activity in the accommodation and food service sector is associated with higher regional economic growth, holding halal certification growth constant.

The accommodation and food service sector is directly connected to tourism activity (Ilham, Ismail and Al-ayubi, 2024). An increase in tourist arrivals generates greater demand

for hotels, lodging establishments, restaurants, food stalls, catering services, local culinary products, and various supporting services (Priescu, 2022). This expansion in demand increases business revenue while simultaneously stimulating purchases of raw materials, labour utilisation, transportation services, commercial activity, and demand for agricultural and fisheries products (Rao, Rao and Acharyulu, 2021)Tourism activity may therefore produce a multiplier effect because tourist expenditure is not confined to accommodation providers and restaurants but also circulates among local suppliers and workers.

The relatively large coefficient of the accommodation and food service sector indicates that this variable has a stronger relationship with economic growth than halal certification growth (Belanio, 2022). This finding is understandable because transactions involving hotels, restaurants, food establishments, and culinary enterprises directly generate economic value added. The accommodation and food service sector also constitutes one of the industries contributing to Gross Regional Domestic Product (Zuo *et al.*, 2024). Consequently, its growth is inherently associated, from an accounting perspective, with changes in total GRDP.

The implementation of this finding in North Sumatra requires improvements in the quality of accommodation and culinary services capable of meeting the needs of Muslim tourists without diminishing local cultural characteristics. Hotels and lodging establishments may provide accessible information regarding prayer times and locations, the direction of the qibla, halal food, facility cleanliness, and nearby tourism destinations. Restaurants and food establishments should strengthen raw-material assurance, processing hygiene, service quality, price transparency, and the clarity of their halal status. Such improvements may enhance tourist comfort, extend the average length of stay, and increase visitor expenditure during travel.

This finding supports the tourism-led growth hypothesis, which holds that tourism development can stimulate economic growth through business revenue, investment, employment creation, and intersectoral linkages. (Giliberto and Labadi, 2023) identified evidence of a causal relationship between tourism development and economic growth through time-series analysis. The finding is also consistent with (Setiawan, Afifah and Mustaruddin, 2024) who founf the existence of tourism multiplier effects across Indonesian provinces. The magnitude of these multiplier effects is influenced by value added and employment in agriculture, manufacturing, trade, and transportation, thereby allowing the economic benefits of tourism to extend across multiple industries.

The policy implication of this finding is that local governments should strengthen the integration of the accommodation and food service sector with local products. Hotels, restaurants, and tourism service providers should be encouraged to utilise food ingredients, handicrafts, processed foods, and labour sourced from local communities. This strategy can increase the proportion of economic benefits retained within the region and reduce income leakage to other areas. An increase in tourist arrivals without the participation of local Suppliers And Workers May Generate Only Limited Benefits For The Regional Economy.

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The Effect Of Halal Tourism Development On Economic Growth

The simultaneous hypothesis test results demonstrate that halal certification growth and the growth of the accommodation and food service sector jointly have a statistically significant effect on economic growth in North Sumatra. This finding is evidenced by an F-statistic of 35.341 and a significance value reported as 0.000, which is below the 0.05 threshold. Accordingly, the hypothesis stating that halal tourism development simultaneously affects economic growth is accepted.

The joint effect indicates that the economic contribution of halal tourism is generated through the interaction between product assurance and the availability of tourism services. Halal certification builds confidence in the products consumed by tourists, whereas the accommodation and food service sector provides the primary channels through which tourist expenditure occurs (Fauzi and Battour, 2024). These two components are complementary. Halal certification without a developed tourism market and adequate tourism services may generate limited economic benefits. Conversely, the expansion of hotels and restaurants without reliable halal product assurance may reduce the attractiveness of a destination to certain Muslim tourists (Abror *et al*., 2024).

The results indicate an $RSquare$ value of 0.266 and an *Adjusted R Square* value of 0.258. These values demonstrate that halal certification growth and the growth of the accommodation and food service sector explain 25.8% of the variation in economic growth after adjustment for the number of variables and observations. The remaining 74.2% is explained by other factors not included in the research model. This result indicates that halal tourism development constitutes one of the factors contributing to economic growth, although it is not the sole determinant.

Other factors that affect regional economic growth include investment, government expenditure, manufacturing, agriculture, trade, infrastructure quality, labour productivity, unemployment, tourist arrivals, and tourists' average length of stay (Alimusa *et al*., 2024). The 2020–2025 research period also encompasses the COVID-19 pandemic and the subsequent economic recovery, meaning that annual variations in economic growth cannot be explained exclusively by halal tourism indicators. Research on the effects of the pandemic on Indonesian tourism demonstrates that a decline in tourism demand can affect household income and regional economic performance through intersectoral linkages (Marlinda *et al*., 2023).

The simultaneous findings are consistent with (Nasib and Salqaura, 2025), who emphasise that halal tourism development requires support from MSMEs, marketing communication, financial literacy, and access to finance to improve business performance. The findings (Sihombing, Siburian and Surya, 2025) who demonstrate that the economic effects of tourism are determined by linkages between tourism activity and the agricultural, industrial, trade, and transportation sectors. Consequently, halal tourism development cannot be implemented through a single, isolated programme but requires the integration of product certification, tourism services, infrastructure, marketing, and business capacity development.

The policy implication is that the Government of North Sumatra Province, together with regency and municipal governments, should formulate an integrated halal tourism development strategy. Halal certification programmes should be linked to destination

development, MSME assistance, culinary promotion, accommodation quality improvement, the provision of prayer facilities, and marketing cooperation. Halal tourism development in North Sumatra should also be implemented inclusively and with due respect for cultural diversity.

CONCLUSION

The findings demonstrate that halal certification growth and the growth of the accommodation and food service sector have positive and statistically significant effects on economic growth in North Sumatra, both partially and simultaneously. These results confirm that strengthening the halal ecosystem and expanding tourism-supporting activities can contribute to regional economic development. The research model explains 64.3% of the variation in economic growth, while the remaining 35.7% is attributable to factors outside the model. Accordingly, halal tourism development should be supported through broader halal certification, improved tourism service quality, MSME empowerment, and greater utilisation of local products and labour.

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