

ARTICLE INFORMATION

Received: September, 11, 2024

Revised: February, 02, 2025

Available online: February, 03, 2025

at : <https://ejurnal.malahayati.ac.id/index.php/minh>

Islamic hospital tourism in Indonesia: A literature review

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Abstract

Background: Islamic hospital tourism refers to the practice of seeking medical treatment in healthcare facilities that adhere to Islamic principles, offering services that align with the cultural and religious values of Muslim patients. The Islamic hospitals provide worship facilities and guidance for patients, visitors, and employees, ensure halal and safe nutrition for patients, and offer medical treatment services that respect gender-specific needs.

Purpose: To provide an in-depth analysis of the current state of Islamic hospital tourism in Indonesia, highlighting its benefits and challenges.

Method: The type of research used is *library research*. Secondary data from earlier research investigations was used in this investigation. The selected journals are journals related to Islamic hospital tourism in Indonesia.

Results: Based on the results of the article analysis, ten articles were found to be appropriate. Four articles were about public preferences for Islamic sharia hospitals, three articles were about halal medical tourism, two articles were about international Islamic standards for medical tourism providers and one article was waqf in the health sector.

Conclusion: The benefits of Islamic hospital tourism in Indonesia are halal healthcare services, sharia-based facilities, patient satisfaction and loyalty, competitive advantage, and positive sentiment and business potential. Challenges of Islamic hospital tourism in Indonesia are lack of standardization, infrastructure and capacity, regulatory framework, and integration with tourism industry.

Keywords: Hospital; Islamic; Tourism.

INTRODUCTION

In the era of globalization, restrictions between countries for the movement of goods, services, capital, people, technology, information, markets, cultural practices and many other things become meaningless. Globalization can be both an opportunity and a threat to the field of hospitality in Indonesia because the market mechanism will be increasingly dominated by companies over business organizations that are able to provide services or produce superior products that have high competitiveness. The ASEAN Free Trade Area (AFTA) has made ASEAN countries more open in trading goods and services. This gave birth to medical tourism where foreign tourists come to do tourism and health checks simultaneously (Intaman & Sulistiadi, 2022).

Because international travel is so convenient and reasonably priced, medical travel abroad is growing more and more prevalent (Dalen & Alpert, 2019). Additionally, the expansion of the healthcare industry globally has made it possible for medical tourists to access a wider range of better healthcare services (Lunt, Mannion, & Exworthy, 2013; Tapia, Dieste, Royo, & Calvo, 2022). Meeting medical tourists' expectations with the services offered to medical tourism service providers presents a number of difficulties. The capacity to recognize the factors that affect medical tourists' expectations is even more difficult (Overby, Woodruff, & Gardial, 2005). Halal-friendly healthcare has become a significant component of the overall healthcare delivery system in recent years. Global demand for halal-friendly

health services has increased (Naserirad, Tavakol, Abbasi, Jannat, Sadeghi, & Bahemmat, 2023), in keeping with the growth of halal travel in general (Al-Qital, Sunarya, & Rusydiana, 2022).

The halal tourism sector has become a significant subset of the international travel business, serving the needs of Muslims in terms of both lifestyle and religious adherence (Wulandari, Marcelino, Baharta, & Taufiq, 2023). Islamic hospital tourism, a unique and growing phenomenon in Indonesia, has garnered significant attention in recent years as a distinct segment within the broader healthcare tourism industry. As the world's largest Muslim-majority country, Indonesia has a significant domestic market for this specialized form of tourism, driven by the increasing demand for halal-compliant healthcare services among Muslim travelers (Widiasih, Hermayanti, Maryati, & Solehati, 2021). Muslim patients who travel to locations outside of their typical surroundings to receive medical care that complies with Islamic principles and values are becoming more and more known as halal medical tourists (Rahman, Sarker, & Hassan, 2021). Since that Muslims comprise 25% of the world's population, halal medical tourism has significant growth potential and is expected to continue to rise (Alfarajat, 2022). It has been demonstrated that halal tourism alone significantly boosts economic growth in Indonesia and other nations. However, in the context of Muslim travel, efforts to draw Muslim medical tourists must take into account consumer happiness and brand perception (Arefi, Feiz, Beishami, & Zarei, 2018).

Halal branding has been identified as a successful strategy for growing the medical tourism sector since it can draw Muslim medical tourists' attention and encourage them to take advantage of Islamic medical services that are offered overseas. Together with the growing need for halal medical tourism, having a distinctive brand image is becoming more and more crucial in the context of Islamic medical tourism. In this sense, the industry's rapid expansion is fueled in large part by issues related to quality, availability, and cost of medical tourism. As a result, one of the key areas that needs creative solutions to deal with the many issues the travel and health sectors face is the medical tourism sector (Hamzah, Salleh, Dzulkifli, & Wook, 2022).

Indonesia, having the world's largest Muslim population, is an appealing destination for other

Muslim countries. Muslims engage in pilgrimages as a religious practice in Islam. However, there is a growing trend among Muslims to also undertake journeys for leisure purposes (Mohezar, Moghavvemi, & Zailani, 2017). The global Muslim population is at 1.9 billion, with Indonesia contributing 229 million individuals. Sharia tourism, also known as Halal or Muslim-friendly tourism, is a promising avenue for boosting a country's income from the tourism sector by integrating the principles of Islamic teachings with the notion of tourism. This potential is evident from the influx of tourists visiting Indonesia. Statistics indicate that the majority of international visitors who travel to Indonesia are primarily from ASEAN nations, particularly Malaysia and Singapore. Countries in the Middle East, such as Saudi Arabia and Qatar. While other countries in Europe include Russia, America, and Australia. The number of Saudi Arabian visitors visiting Indonesia increases every year, making them the top tourists from the Middle East region (Widiasih et al., 2021).

An Islamic hospital organization in Indonesia (Indonesian Islamic Health Effort Council) raised awareness among Islamic hospital activists in 2015 in order to actualize a comprehensive and integrative idea of incorporating Islamic values in the hospital's services and organizational structure. The organization issues hospital service standards which are an improvement on the National Hospital Accreditation Standards based on Islamic Sharia principles (Imaniyati, Jamilah, Respati, & Alamsyah, 2022). Sharia principles are incorporated into various aspects of management and services in hospitals. These include the establishment of a sharia supervisory board, the inclusion of sharia aspects in internal regulations, the development of a clear vision and mission with Islamic goals, the establishment of cooperation contracts with employees, patients, logistics suppliers, and sharia-based financial institutions. Additionally, human resources management, financial management, and accounting are all conducted in accordance with sharia principles. The hospitals also provide worship facilities and guidance for patients, visitors, and employees, ensure halal and safe nutrition for patients, and offer medical treatment services that respect gender-specific needs. The principle of *taharah* is applied to infection control and prevention. Furthermore, all employees are required to participate in religious activities and

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conflict management is based on sharia values (Sulistiyowati, Sukmana, Ratnasari, Ascarya, & Widiastuti, 2022).

The Arabic word for "Islam" denotes serenity and a person who voluntarily submits to God (Allah). On the other hand, tourism refers to individuals visiting other countries for leisure or business. A subset of tourism known as "Islamic tourism" is any travel that adheres to Islamic principles, such as abstaining from the consumption of any foods or beverages that are prohibited by Islam, such as pork or alcohol. Muslims typically travel for a variety of reasons, such as business, pleasure, medical treatment, and pilgrimage. Traveling is encouraged by Islam for the purpose of learning new things and seeing Allah's grandeur (*Subhanahu wa ta'ala*). When seeking Islamic medical care, Muslims prefer to go to places where Islam is the predominant religion (Rahman & Zailani, 2016).

RESEARCH METHOD

The type of literature research, in the form of a study of theories, references, and other scientific literature related to culture, values, and norms that develop in the social situation being studied. Articles in theory, legal basis, and new concepts/ideas that are used to study the research topic are the main focus of this research. Using a literature review as a preparatory approach, which includes the process of identifying, assessing, and interpreting all related research findings that have been seen by the researcher. Secondary data from previous research investigations are used in this study. The selected articles are articles related to Islamic hospital tourism in Indonesia. This literature review aims to provide an in-depth analysis of the current state of Islamic hospital tourism in Indonesia, highlighting its benefits and challenges.

RESEARCH RESULTS

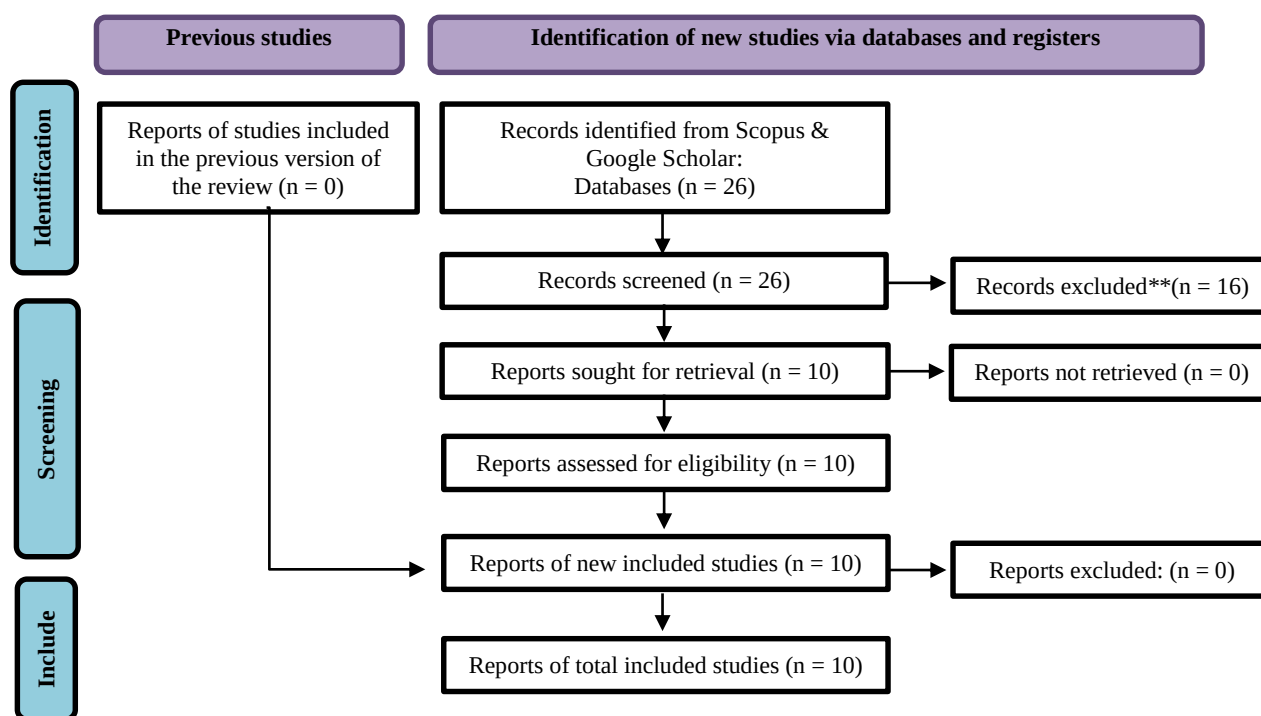


Figure PRISMA flow chart

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Table Main Characteristics of Included Studies

Author	Variables	Results
Wulandari (2015) (Indonesia)	Independent Variable: Halal Tourism Moderating Variable: Religiosity Dependent Variable: Tourist Satisfaction	Religiosity has a major moderating impact on halal tourism and tourist satisfaction. Tourist satisfaction would boost national revenue from the tourism industry while also assisting tourism resort managers in maintaining tourist contentment and getting new insights into recruiting muslim tourists with strong religious values.
Yasmeenela (2020) (Indonesia)	Sharia economic institution products for sharia hospitals	According to the complications of Islamic economic law, in the standardization of Islamic hospitals against sharia principles, that the principles of contracts used in Islamic hospitals. The contract made by the parties aims to realize the benefits of both parties and does not cause harm and burdensome, the contract is carried out in the context of prosperity does not contain elements of entrapment, the contract is carried out in accordance with Islamic sharia and does not conflict with the law.
Ratnasari et al. (2021) (Indonesia-Malaysia)	Sustainable medical tourism	The perception of patients using health services regarding medical tourism services based on medical tourism in Indonesia and Malaysia demonstrates: trust, communication interactions, excellent service, affordable medical costs, modern medical technology, holistic service, increased patient expectations, short distances, and an Interesting Tourism object.
Kamassi et al. (2021) (Malaysia)	The need of international Islamic standards for medical tourism providers	The establishment of international Islamic accreditation body becomes necessary nowadays as the response of the growing of Islamic medical tourism market. Creating standards based on Islamic laws and ethics may assess medical tourism providers when dealing with Muslim medical tourists. Furthermore, the most important benefit of Islamic accreditation is the development of uniform standards for Islamic medical tourismpractices that combines health care and tourism services together.

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Author	Variables	Results
Ramli (2021) (Malaysia)	Halal medical tourism	The growing concerned among the Muslim patient to choose a Sharia'h compliant products and services has created the venue for the Shari'ah compliant healthcare services. This had resulted into the growth of halal medical tourism sector. Halal medical tourism industry has a big potential and may be able to attract more Muslim travellers, nevertheless, among the main challenge faced by these healthcare institutions is there is no coordination and standardization of Standard Operating Procedure (SOP) for the staff and medical practitioners to rely on to ensure that they are actually complying with various Shari'ah requirements
Maksum et al. (2022) (Indonesia)	Sharia service as an added value	The majority of respondents gave a positive response towards the application of sharia standards. Sharia standards are added value services in sharia hospitals. The results of this study is implicated in the management of sharia compliance in hospitals and the need for regulatory support for the implementation of sharia in hospitals.
Sulistiyowati et al. (2022) (Indonesia – Malaysia)	Waqf in the health sector	The findings highlight the key themes: human resources, finance, collaboration and coordination, legal issues, basic healthcare insufficiency, data and digitalization, accountability and sustainability and infrastructure. The following are the proposed solutions: capacity building program (CBP), hybrid waqf scheme, big data connectivity, specific legal framework, refocusing and reallocating of resources for the health sector during and after the pandemic
Maulida & Marlina (2022) (Indonesia)	Halal medical tourism	The results of the study found that positive sentiment was the highest with a percentage of 47%, followed by neutral sentiment with 36% and positive sentiment with a percentage of 17%. The increasing demand for halal trends, positive Muslim-friendly innovations and large business potential are reasons for positive sentiment. Meanwhile, there is no international sharia standard for providers

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Author	Variables	Results
		<i>medical tourism</i> and related community literacy <i>halal medical tourism</i> still very low to be a negative issue.
Andini & Darmawan (2023) (Indonesia)	Independent Variables: age, gender, occupation, income, domicile, level of knowledge, attitudes Dependent Variables: Community preferences towards sharia hospital	Factors that significantly influence the preference of the public towards Shariah hospitals are age, gender, employment, income, domicile, level of knowledge and attitudes.
Alfarizi & Arifian (2023) (Indonesia)	Independent Variables: Sharia facilities, doctor-nurse services, medical expertise, and administrative Dependent Variable: Patient satisfaction	Sharia facilities, doctor-nurse services, medical expertise, and administrative conduct as indicators of halal health services affect patient satisfaction in Sharia hospitals. However, there is resistance to the influence of the medical facility atmosphere on satisfaction caused by the concentration of patients in medical services and solving health problems. Patient satisfaction affects loyalty which in turn gives a positive word-of-mouth effect.

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DISCUSSION

The advancement of Islamic medical institutions in Indonesia has seen a huge increase over the years. This situation indicates that the ummah's dedication to pursue treatment in Islamic hospitals is intensifying, serving as evidence of the ummah's increased awareness in their quest for health services and overall well-being. In this context, Islam as a religion encompasses principles and concepts that govern human existence in a comprehensive and universal manner, relating both to the relationship with the creator (*habluminallah*) and interpersonal relationships (*habluminannas*) (Yasmeenela, 2020). Shariah-compliant hospitals are becoming increasingly essential as the modern global Muslim community grows more aware of health services that adhere to Shariah principles. Governments in countries with a Muslim majority are beginning to focus on Shariah-compliant hospitals to address this emerging demand. In Indonesia, the government's interest in Shariah-compliant hospitals was initiated in 2016 with the release of Indonesia Ulama Council Fatwa No. 107/DSN-MUI/X/2016, which outlines the Guidelines for Organizing Hospitals Based on Shariah Principles (Maksum, Wahyuni, Farida, Hasanah, & Fuad, 2022). By 2022, the number of hospitals certified under Sharia principles in Indonesia had grown to 72, reflecting a significant expansion of this sector across the archipelago. These hospitals are distributed from Sabang in the west to Merauke in the east, showcasing a nationwide reach. This increase indicates a growing recognition and adoption of Sharia-compliant healthcare practices, catering to the needs of Muslim patients who seek medical services aligned with their religious principles. The widespread distribution of these certified hospitals also highlights the expanding infrastructure and commitment to integrating Islamic values into healthcare services throughout Indonesia (Indonesian Islamic Health Effort Council, 2022).

The development of Islamic hospitals in Indonesia is increasing along with the increasing need for people to get health services in Islamic hospitals, and this is an indicator of the high public awareness to get health services and blessings (Sunawi, 2012). Islamic hospitals provide guarantees of services in accordance with sharia, rescue of Islamic beliefs and implementation of sharia-based management (Indonesian Islamic Health Effort Council, 2019).

Nursing services are one form of health services where nursing plays an important role in providing services to patients and has the responsibility to provide services according to professional nursing care standards (Syakuro, 2010; Wulandari, 2015). The main problem in health service institutions with sharia principles is whether it will match the expectations of customers or patients. This makes health service providers, namely hospitals, will always be required to improve the quality of service so that the level of patient satisfaction can be achieved (Sulistiadi & Rahayu, 2016). With the principles provided as expected, which have been regulated in the guidelines for implementing minimum service standards and mandatory quality indicators in the field of sharia hospital nursing (Indonesian Islamic Health Effort Council, 2019).

Sharia hospitals are hospitals that provide health services based on Maqashid Sharia which consists of preserving religion, soul, offspring, mind and property. One of the standards in sharia hospital certification is the existence of minimum service standards and mandatory sharia quality indicators. Sharia Hospitals apply the principles of Islam in every aspect of service separation between male and female patients, the use of salam in interaction, daily worship guidance, and scheduling of elective operations that do not collide with prayer times. In addition, Sharia Hospitals use sharia contracts in various transactions, such as sharia finance, zakat, infaq, sodaqoh, and waqaf (Indonesian Islamic Health Effort Council, 2020). Sharia Hospitals do not differentiate patients based on religion. In its services, the Sharia Hospital applies sharia principles in every aspect, but this policy does not differentiate between patients who are Muslim and those who are not. High quality services and a sharia-based approach are provided to all patients, whether they are Muslim or non-Muslim. Shariah obligations, as mentioned earlier, only apply to Muslims who require services in accordance with Islamic religious principles. This includes matters such as daily worship guidance, talqin assistance, scheduling of elective surgeries that observe prayer times, and sharia contracts in various transactions. Sharia Hospitals are committed to providing friendly and high-quality services to all patients, regardless of their religion. The sharia principles they apply are more concerned with fulfilling the spiritual needs and principles of the

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Islamic religion for Muslims who seek it, while general medical care and universal ethical principles are also an integral part of their approach to healthcare (Andini & Darmawan, 2023).

Benefits of Islamic Hospital Tourism in Indonesia

The field of medical tourism is a rapidly growing industry with significant potential for expansion. The recent increase can be attributed mostly to the escalating expenses of healthcare, extended waiting times, and deficiencies in the medical system (Kamassi, Manaf, & Omar, 2021). Benefits for the expansion of the halal market, halal branding, and economic growth are presented by halal medical tourism. The expansion of halal medical tourism is also being driven by significant considerations related to healthcare services' quality, availability, and cost. This elucidates the ample prospects for the advancement of halal medical tourism in the future (Ramli, 2021; Medhekar & Haq, 2018).

Islamic hospital tourism in Indonesia offers several significant benefits, particularly for Muslim patients seeking medical care while adhering to Islamic principles. Here are the key advantages:

Halal Healthcare Services; Islamic hospitals in Indonesia ensure that all food and drinks provided are halal, free from haram ingredients like pork or alcohol. This guarantee of halal food significantly enhances patient comfort and satisfaction, as Muslim patients are very concerned about the food they consume during their treatment (Alfarizi & Arifian, 2023).

Sharia-Based Facilities; The presence of Sharia-based facilities such as prayer rooms within the hospital allows patients to perform their religious obligations without leaving the premises. This ensures that patients feel comfortable and secure, as they can easily carry out their worship without feeling uncomfortable or unsafe (Alfarizi & Arifian, 2023).

Patient Satisfaction and Loyalty; Medical services in Islamic hospitals are based on Islamic principles like integrity, fairness, and providing holistic care. This approach enhances the overall patient experience, making patients feel valued and assured during their treatment. The quality of doctors' medical skills and knowledge also affects patient satisfaction. Doctors with competence and expertise in diagnosing diseases, providing appropriate treatment, and clearly explaining conditions and treatment plans to patients will provide effective treatment and produce positive results (Alfarizi & Arifian, 2023).

Competitive Advantage; Indonesia can competitively attract Muslim medical tourists by emphasizing its Islamic credentials and providing facilities that cater to their religious needs. This strategy can attract a significant market segment from countries with high Islamic populations, such as Indonesia and the Middle East (Maulida & Marlina, 2022).

Positive Sentiment and Business Potential; The demand for halal trends and Muslim-friendly innovations contributes to positive sentiment around halal medical tourism. This positive sentiment, coupled with the large business potential, encourages the development of halal medical tourism services in Indonesia. The increasing demand for halal medical tourism is driven by positive Muslim-friendly innovations and the large business potential, which are reflected in the positive sentiment analysis of scientific publications (Maulida & Marlina, 2022).

Challenges of Islamic Hospital Tourism in Indonesia

Islamic hospital tourism in Indonesia faces several challenges that need to be addressed to ensure its sustainable development and effectiveness. Here are some of the key challenges (Ratnasari et al., 2021).

Lack of Standardization; The absence of standardized international Islamic accreditation for medical tourism providers poses a significant challenge. This lack of standardization can lead to variability in the quality of services provided, which may not meet the expectations of Muslim medical tourists.

Infrastructure and Capacity; Indonesia's medical infrastructure, although improving, still faces challenges in terms of capacity and quality. Ensuring that hospitals have the necessary facilities and equipment to provide high-quality medical care is crucial for attracting and retaining medical tourists.

Regulatory Framework; The legal framework supporting medical tourism in Indonesia is still evolving. Strengthening the legal infrastructure through the 1945 Constitution concerning tourism and health is essential for creating a conducive environment for medical tourism.

Integration with Tourism Industry; Effective integration with the tourism industry is crucial. Collaboration between the Ministry of Tourism, local governments, and private parties is necessary to establish attractive tourist destinations that also offer high-quality medical services.

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CONCLUSIONS

Benefits of Islamic hospital tourism in Indonesia are halal healthcare services, sharia-based facilities, patient satisfaction and loyalty, competitive advantage, and positive sentiment and business potential. Challenges of Islamic hospital tourism in Indonesia are lack of standardization, infrastructure and capacity, regulatory framework, and integration with tourism industry. The potential development that does not yet exist from Islamic hospitals in Indonesia in supporting hospital tourism is to obtain international certifications such as ISO 9001 and ISO 13485 so as to increase the recognition of the quality of Islamic hospital services in the eyes of international patients. This is very important because the patients targeted for hospital tourism come from abroad.

ACKNOWLEDGMENT

The authors would like to sincerely thank all persons who have contributed invaluable support in composing and revising this article.

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DOI: <https://doi.org/10.33024/minh.v7i11.654>