



Strategy for Development of Halal Tourism Products and Activities in Indonesia

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ABSTRACT

As a country with the largest Muslim population globally, Indonesia is one of the world's most important halal tourism markets. Domestic tourism actors must realize this because developing sustainable halal tourism can significantly increase all actors engaged in it. Therefore, this study aims to describe product development strategies and the implementation of halal tourism activities in Indonesia so that Indonesia can become the world's leading halal tourism destination. This study uses a descriptive method to depict the object under study. The study results indicate that Indonesia is a potential and significant tourism market, so a product development strategy and activities for halal tourist attractions are needed so Muslim tourists can better know Indonesia. The strategy has emphasized the development of halal tourism marketing and promotion strategies. Marketing strategy can be done by determining the identity of tourist attractions, identifying the target market, in this case, Muslim tourists, setting prices, and making the differentiation. Meanwhile, the promotion strategy for halal tourism can be done through direct and indirect marketing.

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1. INTRODUCTION

Tourism contributes to various social and environmental factors, including economic, socio-political, socio-cultural, regional, and environmental aspects (Dredge, 2001; Hashimoto, 2014). Over the past decade, tourism has emerged as a rapidly growing economic sector, playing a significant role in global trade. This expansion has been accompanied by competition within and among tourism destinations (Atan & Arslanturk, 2012; Gunn & Var, 2020). Economically, tourism significantly contributes to local income and the income of the communities involved in tourism activities by providing employment opportunities and maintaining high employment levels (Fayissa et al., 2008; Gökovali & Bahar, 2006).

From a socio-political perspective, tourism also efficiently fosters and strengthens patriotism, unity, and national solidarity (Banjarnahor et al., 2021; Syamsiah & Purwandani, 2019). In terms of socio-cultural impact, the increasing global recognition of Indonesia's natural and cultural wealth has also sparked national pride and become an effective instrument in enhancing Indonesia's image on the international stage (Astiti, 2014; Wibowo et al., 2021). Additionally, tourism's multi-sectoral and cross-regional nature drives the development of tourism infrastructure and facilities, stimulating investment and regional development (Rozy & Koswara, 2017; Sutiarto, 2018).

Tourism is a highly promising industry for global economic growth as it is resilient amidst global crises. International travel began its positive trajectory in 1950 with 25 million tourist arrivals, escalating to 278 million in 1980 and 528 million by 2014, with an expected surge to 1.1 billion by 2025 (Ratman, 2016). According to (Chanin et al., 2015), the tourism industry is substantial and is regarded as a sector contributing significantly to economic growth. The consequences of the expanding tourism industry, marked by increasing tourist arrivals and government revenue, can also aid in local livelihoods, leading to heightened competitiveness among regions and tourist attractions in attracting visitors.

The World Travel & Tourism Council released a report on the global economic impact of travel and tourism in 2018. By 2017, the travel and tourism industry contributed 10.4 per cent to the global Gross Domestic Product (GDP) and employed 131 million people, accounting for about 9.9 per cent of the global workforce (Ihsan, 2020). These statistics underscore the volume and significance of the tourism sector's contribution to the economies of various countries worldwide. Maldives, Macau, and many other nations have made tourism the primary engine of their economies, contributing more than 25% of the national GDP (Wibowo, 2020).

As more people perceive travel as a necessity and technology enhances access to tourism information, domestic and global tourist numbers are expected to rise, profoundly impacting the tourism business. Using smart tourism will enhance the industry's competitiveness in the eyes of travellers (Boes et al., 2016; Buhalis & Amaranggana, 2015). Smart tourism encompasses various information and communication technology applications to obtain tourism-related information (Gretzel et al., 2015; Li et al., 2017), accelerating economic growth (Pavithra et al., 2019). In this scenario, smart tourism presents a concept that can emulate natural, cultural, and artificial tourist attractions. One such booming and sought-after form of smart tourism in Indonesia is halal tourism. Being a country with the largest Muslim population, Indonesia has positioned halal tourism as a key contributor to national foreign exchange earnings.

Halal tourism is one of the emerging types of tourism in Indonesia. Scholars define halal tourism differently. (Duman, 2011) defines halal tourism as all tourism activities conducted by Muslims motivated by Islam and adhering to Sharia norms. (Henderson, 2010) defines halal tourism as all developments and promotions targeting Muslim consumers. (El Gohary, 2016)

defines halal tourism as any activity, event, or experience following Islam. Sharia-compliant tourism is defined by (Shakiry, 2018).

Halal tourism is gaining popularity as Muslim travellers venture into countries with non-Muslim majorities and struggle to find halal food and worship facilities (Nurdin, 2019). Meanwhile, the number of Muslim visitors from the Middle East, in particular, is on the rise. Providing halal tourism by countries worldwide, especially those with the largest non-Muslim populations, presents a significant economic opportunity (Subarkah, 2018). Indonesia, with a majority Muslim population, must continue to develop halal tourism to attract more international visitors and demonstrate its excellence in providing halal tourism to the world. The halal tourism industry is growing regarding halal products (such as non-alcoholic beverages and pork-free options) and halal services (Mahardika, 2020). Halal tourism has been growing more than other types of tourism since 2015. Naturally, as the market share grows, it is crucial to advance or innovate to enhance the quality of tourism.

Halal tourism has emerged as one of the fastest-growing forms globally over the past decade. It has become a significant factor in boosting the arrivals and expenditures of foreign visitors at various sites in several countries. In recent years, the Muslim tourism market has witnessed significant changes and is lauded worldwide for its rapid technological innovation pace, vibrant social activity spirit, and diverse visitor population. This expansion necessitates a change in how halal tourism businesses function in response to evolving travel trends (Seyfi et al., 2019; Shafaei & Mohamed, 2015).

According to the 2019 Mastercard-Crescent Rating Global Muslim Travel Index (GMTI) Report, global Muslim visitors are projected to reach 160 million in 2020, spending USD 220 billion, with an annual market growth of 27%. This growth is expected to reach USD 300 billion by 2026. The substantial growth rate of Muslim tourists far exceeds the 2018 WTTC projection of 6.4%. The increasing growth of Muslim tourists has spurred many Muslim and non-Muslim countries, such as Malaysia, Turkey, and the Middle East, to pursue halal tourism significantly. According to the 2019 GMTI Report, Indonesia has become the top halal tourism destination among the Organization of Islamic Cooperation (OIC) countries, attracting many Muslim visitors worldwide. In 2019, Indonesia rose one rank from the previous year's second-place ranking. As the most Muslim-friendly tourism destination, Indonesia requires clear guidelines for all stakeholders, especially halal tourism industry players.

With its natural beauty, cultural richness, and the largest Muslim population, Indonesia has been identified as a potential global hub for halal tourism (Hanifah, 2020). The Ministry of Tourism has made various efforts to promote Indonesia as a centre for halal tourism. However, it is crucial to note that strong laws must support halal tourism to succeed globally. Establishing these regulations will assist the industry, destinations, and local governments in meeting the needs of Muslim travellers in developing responsible tourism (Millatina et al., 2019). Indonesia's weakness lies in the lack of appropriate standards for the development of halal tourism. However, businesses, destinations, and local governments have yet to establish regulations for halal tourism. Based on the above description, researchers are interested in studying halal tourism in Indonesia. Building on the background above, this research will provide an overview of strategies for developing halal tourism products and organizing activities suitable for implementation in Indonesia, ultimately aiming to make Indonesia a leading global halal tourism destination. This research also holds potential for use by academic researchers, corporate actors, and tourism industry players in enhancing halal tourism in Indonesia.

2. METHODS

Through exploring Indonesia's halal tourism potential, the main objective of this research is to describe strategies for developing halal tourism products and organizing activities in Indonesia, thus making Indonesia a leading halal tourism destination globally. A qualitative method with descriptive analysis is highly suitable for this research to obtain the best strategies for developing halal tourism products and organizing activities in Indonesia. Information in this research is gathered from scholarly journals as well as interviews with key informants in the field of halal tourism. Qualitative research is a relatively new research style established on post-positivist ideology, stating that there is meaning behind things that are not immediately apparent (Moleong, 2007). This research employs a descriptive qualitative research approach to provide a detailed overview of dynamic and egalitarian national and international phenomena (Sholikhah, 2016).

This research adopts a case study research strategy. The research strategy focuses on cases considered interesting and special (unusual). It requires various forms or data collection methods to thoroughly and comprehensively explore research data about strategies for developing halal tourism in product development strategies and tourism activity organization. The data sources used in this research are classified as primary and secondary. In their original form, primary data is collected from individuals or groups of individuals, such as through interviews or questionnaires, the primary source for this research. Various literary sources provide content and theories related to the researched issue. Secondary data collection consists of primary data that has been processed and presented in the form of tables or graphs by primary data collectors or third parties. In this research, data collection is conducted through interviews and Focus Group Discussions (FGDs) with five representatives from the Deputy of Tourism Product and Event Organization of the Ministry of Tourism and Creative Economy of the Republic of Indonesia, two representatives from the Bureau of Communication of the Ministry of Tourism and Creative Economy/Indonesia Tourism and Creative Economy Agency, and one representative from the NTB Tourism Office. The selection of the NTB Tourism Office is based on data indicating that Lombok is the area with the best halal tourism according to the World Halal Tourism Award in Dubai 2017 and the Muslim Travel Index in 2019 (GMTI) (Disbudpar, 2021).

3. Results

The Focus on Halal Tourism in Indonesia

Based on research findings, halal tourism combines the concepts of tourism and halal, which align with the teachings of Islam. Here, halal encompasses all permissible and conforms to Islamic law (Battour & Ismail, 2016), defining halal as practices or activities permitted by Islamic teachings. The antonym of halal is haram, with halal referring to things deemed permissible by Sharia, while haram denotes things expressly forbidden by Sharia. The root words for halal and haram are Arabic. The corresponding terms for haram and halal in Turkish are *yasak* (forbidden) and *yasak olmayan* (permissible). Besides Islam, there are also "allowed" and "not allowed" aspects in Christianity and Judaism. The words "Licite" and "illicite" in French, "halal" and "prohibited, forbidden" in English, and "tahur" and "tame" in Hebrew are terms corresponding to Halal and Haram (Boğan & Sarıışık, 2019). The scope of the term "Halal" is not limited to food and beverages alone (El-Gohary, 2016). Thus, it is an Islamic term that comprehensively impacts every aspect of Muslims' daily lives. The Quran, the holy book of Islam, or the sayings of Prophet Muhammad (PBUH), are the basis for determining an activity or something as halal. Therefore, halal and haram are based on Quranic verses and the sayings of the Prophet.

According to informants, Islamic religion, which influences many aspects of Muslims' daily lives, also affects their views on tourism and travel. The term halal influences the travel decisions of Muslim (especially conservative) travelers (Mohsin et al., 2016). During tourism activities, Muslims seek to adhere to the will of God or things not permitted by Islamic law. Hence, terms like halal tourism, Islamic tourism, or Muslim-friendly tourism reflect these desires in the tourism industry. In previous studies on Halal tourism, it is interesting to note that terms like 'Islamic tourism, Halal tourism, Islamic tourism, religious tourism, Muslim-friendly tourism' have been interchanged (Battour & Ismail, 2016; Boğan & Sarıışık, 2019; El-Gohary, 2016; Henderson, 2010). Even though the outlines of these terms cannot be precisely defined, the differences among them are attempted to be explained in the subsequent sections of this research. Different definitions of halal tourism by different researchers are provided. However, the most important similarity between previous research definitions and the current research findings is that halal tourism focuses on activities or products that comply with Islamic law. Halal tourism is defined by the (World Tourism Market, 2007) as a type of religious tourism that represents activities allowed according to Islamic teachings in terms of behaviour, clothing, conduct, and food. From this similarity, it is important to emphasize in this definition that halal tourism is considered a type of religious tourism. However, (Boğan & Sarıışık, 2019) indicate that halal tourism is a sense of tourism rather than a type of tourism. This understanding of tourism encompasses the idea that all types of tourism must adhere to Islamic principles and rules.

Furthermore, based on research findings, halal tourism also refers to or focuses on the freedom of Muslims to purchase halal goods based on their religious beliefs. This study concludes that the scope of halal tourism focuses on Sharia finance, halal food, Muslim clothing, halal cosmetics, halal tourism, and other related industries as examples of this rapid expansion. Additionally, based on research results, halal tourism is becoming increasingly prominent, especially in countries with the largest Muslim populations like Indonesia. This is due to various factors such as the lifestyle of Muslims, the growing trend of Sharia or Islam-based businesses worldwide, and the strengthening economy of Islamic countries influencing the global market. These research findings also align with what was explained in (COMCEC, 2016), citing three main reasons for the increased interest in halal tourism, namely as a form of religious commitment. The reasons mentioned are: First, Lifestyle. Muslims believe that Islam is a "way of life" that encompasses all aspects of their lives, including consumption, and that they are responsible for it. They value halal food, family values, religious traditions, accommodations, gender interaction intricacies, and modest clothing. As a result, only goods and services permissible to Muslims should be promoted. Second, the rapid economic growth of Muslim countries impacts their increasingly affluent middle-class society. As the incomes of middle-class Muslim societies rise, they become interested in utilizing their earnings to enjoy halal tourism following their religious teachings. This trend is supported by the major economies of predominantly Muslim countries like Malaysia, Saudi Arabia, Turkey, and the UAE. Third, spirituality is a significant and growing market factor for Muslim clients. Additionally, close cooperation among Muslim countries has increased trade, as evidenced by trade cooperation among member countries of the Organization of Islamic Cooperation. Many Muslim tourists fly to major Muslim countries such as Turkey, Malaysia, and Dubai because they value their safety and comfort, such as family-friendly environments and prayer facilities.

As explained by (COMCEC, 2016), this research also identifies six criteria that need to be met for halal tourism to meet the main requirements. The various criteria that serve as

references for the Indonesian Ministry of Tourism and Creative Economy (Kemenparekraf RI) in meeting the ideal halal tourism are: 1) Halal food/ no non-halal food. The most important service sought by Muslim visitors is halal cuisine. The acceptance of various halal food assurances varies. Acceptability varies according to the origin of Muslim tourists. Muslim tourists from Southeast Asia and Western Europe prefer to eat at certified Halal restaurants. Local authorities usually certify halal. 2) Prayer facilities are available in every halal area or location. Islamic worship is based on the five pillars of Islam, and prayer is one of them. Muslim-friendly services and facilities should provide separate prayer rooms for men and women to meet this need. Wudhu rituals are also a factor. Wudhu is the first step in a Muslim's prayer. Wudhu facilities must be provided in every mosque. 3) Special Ramadan services. While most Muslims do not travel during the month of Ramadan, there is a possibility that some may choose to do so, especially if it coincides with holidays. More Muslims also take leave for the two major Islamic holidays, Eid al-Fitr and Eid al-Adha. The capacity of hotels in tourist areas to serve halal meals before dawn is a key service needed during this period (suhour). 4) Muslim-friendly bathrooms. Water plays a crucial role in cleanliness and purity for Muslims. Both are fundamental religious doctrines. Being a Muslim emphasizes cleanliness, so bathrooms are carefully cleaned. This requires water in toilets, which can be uncomfortable for Muslim travellers. 5) No Haram Activities. Some activities are considered 'haram' by Muslims. When it comes to sightseeing, they prioritize family-friendly environments. As a result, some Muslim travellers avoid bars, nightclubs, and casinos. 6) Restriction of recreational services between men and women. These include beaches that provide separate areas for men and women to enjoy or maintain privacy.

Based on this research, the Ministry of Tourism and Creative Economy (Kemenparekraf RI) routinely coordinates and monitors areas that have become the focus of halal tourism development to continuously commit to meeting the criteria or demands mentioned above to create an ideal halal tourism following Islamic teachings. Various regions, including Lombok, continue to maintain their commitment and requirements to be halal tourist destinations by ensuring the sale of halal food, prayer facilities available in every area and location (easily accessible), special Ramadan services, clean and water-friendly toilet facilities, absolutely no activities that contradict Islamic teachings, such as clubbing, selling alcoholic beverages, or gambling, and most importantly, providing Sharia-compliant accommodations (halal for married couples). Therefore, proof of marriage such as a marriage certificate must be presented when wanting to stay.

According to Kemenparekraf RI, the existence of halal tourism is evidence of the involvement of Islamic teachings in every aspect of activities. This aligns with previous research, which states that every activity, including tourism, is part of activities that must be associated with Islamic teachings because Islam is a comprehensive religion. The fundamental belief of Muslims is that Islam has a holistic and comprehensive concept and provides solutions to various problems and needs of Muslims through the implementation of various values contained within it. The terminology of halal has an implementation scope that includes human relations, ethical dressing and behaviour, social and business transactions, trade, services and investments, and other aspects following the principles and directives outlined in Islam, including travel needs that do not violate the provisions set in Islam. So, in essence, this research also concludes that the implementation of halal tourism will not disadvantage non-Muslim tourists. Some comforts and satisfactions can be enjoyed by participating in halal tourism. Halal tourism is now favoured by Muslim communities and people worldwide who appreciate the comfort provided by halal tourism.

Strategy for Development of Halal Tourism Products and Activities in Indonesia

The strategy of developing halal tourism products and activities in Indonesia in this study can be conducted through halal tourism marketing and promotion strategies. Based on the results of this research, the marketing strategy used by the Ministry of Tourism and Creative Economy (Kemenparekraf RI) is to develop strategies called DOT (Destination, Origin, and Time), BAS (Branding, Advertising, and Selling), and POS (Paid Media, Own Media, and Social Media) (Haryono, 2016). Various basic strategies from Kemenparekraf RI are then developed according to the objectives of halal tourism, thus becoming a strategy that can be explained as follows:

a. Halal Tourism Marketing Strategy

Marketing is an activity that facilitates the transaction process between service providers/products and their customers, while tourism marketing is described as an effort to make tourism transactions more convenient for various groups. In this context, marketing is also a management process because tourism businesses persuade tourists to visit their destinations. Marketing is an activity that facilitates the transaction process between service providers/products and their customers. In addition, tourism marketing is described as efforts to make tourism transactions more convenient for various groups. In this context, marketing is also a management process because tourism businesses persuade tourists to visit their destinations.

Based on research, marketing strategies, especially in tourism, must be developed considering the abundance of competitors. The applied marketing strategies will inform tourists of new and popular destinations. Furthermore, with the right marketing plan, halal tourism locations will become more popular and attract larger customer bases. This technique enables tourists to obtain comprehensive information about halal tourism destinations. Despite the above, marketing tactics contribute to more effectively monitoring halal tourism locations. Tourism managers want to continue developing halal tourism destinations, which require improvement to create comfortable halal tourism spots. This marketing strategy helps narrow down the focus of halal tourism destinations.

According to the Ministry of Tourism and Creative Economy (Kemenparekraf RI), many factors must be considered when designing a marketing plan for products or services. This is related to the policy of increasing public access to halal tourism sites so operators can benefit. The following is a halal tourism marketing plan aimed at packaging tourist destinations for Muslim visitors: First, Establish the Destination Identity; halal tourism managers can use this technique to gather information about what will be offered to Muslim tourists. Additionally, managers should learn what sets their tourist attractions apart from others. To create a halal tourism destination, extensive information about the history and purpose of the tourist attraction is needed. Identifying these halal tourism attractions can pique the interest of tourists who are curious about the tourist spot's history. With a distinctive identity, tourist locations target those who can visit them. For example, in various halal tourism areas in Indonesia, such as Lombok, determining the right marketing strategy always starts with identifying what makes the tourist destination stand out and can be sold to the public.

Second, Identifying the Target Market: Setting sales targets allows managers to choose who to market their tourist attractions to. The target market significantly impacts the sustainability of a halal tourism destination. Properly defining the target market significantly affects the number of Muslim visitors. A well-defined target market will assist in the marketing process and help increase the number of tourists. Incorrect market segmentation can have fatal consequences. It can result in the tourist destination becoming deserted.

Hopefully, managers can collaborate with various parties to determine the right target market for the tourist destination.

Third, Setting Prices reflects the facilities provided to guests and the types of visitors who can enjoy the halal tourism sites. The costs incurred by guests when they visit tourist attractions become a special concern. Not all Muslim travellers come from wealthy families. This emphasizes the importance of pricing for operators. Fourth, differentiation is crucial in halal tourism as it allows managers of halal tourism attractions to understand the uniqueness of their attractions. This uniqueness will attract many visitors.

Additionally, identifying managers of tourist locations who understand persuasive methods to convince people to visit their attractions. Differentiation can be achieved by exaggerating the uniqueness of these tourist destinations and offering affordable entrance fees. Each strategic point is interrelated with each other. Consequently, it is important to pay attention to the decision-making and formulation of each issue. Mistakes in marketing methods can result in few or almost no visitors to tourist locations due to poor marketing strategies.

b. Halal Tourism Promotion Strategy

Based on the research findings, every halal tourism site in Indonesia uses promotion to market their products and services. Besides serving as a means of communication between businesses and consumers, the activity can also assist consumers in purchasing/using products that meet their needs. This is done using promotional tools. The research findings are also in line with (Tjiptono, 2008) explanation of promotion as a key factor in the success of a program. Promotion is a marketing strategy to inform, educate, and motivate consumers to purchase products from ethically run companies. Promotion is a top priority in informing consumers that the company has new products to encourage them to purchase. Promotion is one of the most important variables in a company's marketing strategy. Besides functioning as a means of communication between businesses and consumers, the activity can also assist consumers in purchasing or using products that meet their needs by promoting products that consumers like and then selling them (Sukirno, 2013).

Marketing strategy is one of the processes in marketing management that companies use to present a product, whether goods or services, to consumers. Promotional activities involve communication and engagement between businesses and consumers. The main objective of promotion is to educate, influence, and persuade people to continue buying goods and services. Also, to maximize personal selling and advertising marketing operations. A promotion strategy is a marketing management action. It means every marketing activity in promoting halal tourism sites. Well-planned and targeted promotion should provide information and influence the desires of Muslim tourists to visit. Promotion is one of the actions halal tourism managers use to increase product sales. So, we need a strategy. This will increase product sales and target the right market.

Halal tourism must possess certain qualities for promotion. When selling their products, halal tourism management must consider the following: 1) Promotion strategies must be able to inform Muslim visitors about the products through communication that is acceptable and relevant to halal tourism management; 2) When promoting locations or tourism brands, managers must emphasize the provision of services to attract Muslim tourists based on the value and quality of tourism attractions; 3) Invitations, one measure of the success of the plan is the ability to invite tourists to purchase tour packages and generate revenue.

Halal tourism strategies can be built through activities. These actions can be carried out in various ways, including 1) Direct selling is a face-to-face promotional activity between halal

tourism destination managers and Muslim tourists. Direct marketing of halal tourism products will be conducted to achieve sales volume for specific products. Typically, managers of halal tourism sites will develop trial systems to familiarize consumers with the products before visiting; 2) Advertising is a technique carried out indirectly or directly. Advertising is used to promote products and services through various online and offline media. Advertising promotes halal tourism by segmenting the market according to tourist characteristics and encouraging the launch of halal tourism products; 3) Publicity is a form of indirect strategy. Unlike advertising, publicity involves marketing products through print, electronic, and other media containing commercial content or advertisements. The benefits of the product will be discussed in hard and soft selling.

From this research, it can be concluded that every halal tourism destination requires a marketing plan. Well-executed strategies must achieve several objectives, from providing information to promoting a product. Promoting these halal tourism locations requires a lot of promotion, including providing information, highlighting the advantages of a product, and encouraging tourists to attend.

4. Conclusion

As the country with the largest Muslim population in the world, Indonesia can potentially be a key player in the global halal tourism industry. This has already been demonstrated by winning the award for the best halal tourism destination in the world in 2019. This award signifies that halal tourism in Indonesia can be considered ideal and can serve as a benchmark for other regions in Indonesia that have not yet developed halal tourism. This research has identified marketing strategies for halal tourism and promotion strategies for halal tourism. The development of marketing strategies for halal tourism can be achieved by establishing the identity of the tourism destination, identifying target markets, setting prices, and differentiation. Meanwhile, direct and indirect selling can be employed in the development of promotion strategies for halal tourism, such as through advertisements and publicity.

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