

Halal Tourism Development Strategy in Indonesia

Husni Pasarela¹, Andri Soemitra², Zuhri M Nawawi³

^{1,2,3} Universitas Islam Negeri Sumatera Utara, Indonesia

Abstract

The tourism industry has several goals, including to meet the physical, spiritual and intellectual needs of every tourist with recreation and travel and can improve the community's economy in order to realize the welfare of the community. Development Strategy Halal tourism is an alternative for the tourism industry in Indonesia along with the development of halal tourism which is part of the global Islamic economy industry. The rapid development of tourism has given rise to a new trend of developing halal tourism. However, its development still faces several obstacles and becomes a challenge in various parts of Indonesia. This study aims to describe the obstacles and challenges in the development of halal tourism in Indonesia and propose strategies that can be used to overcome these obstacles and challenges. This study uses a qualitative descriptive approach for data collection and uses content analysis techniques. The results of the study show that the obstacles to the development of halal tourism are the unprepared human resources and the lack of in-depth understanding of stakeholders and the community regarding the concept of developing halal tourism, community participation, which lacks innovation in promotional programs and inadequate facilities. Meanwhile, the challenges are the absence of regulations regarding the development of halal tourism in Indonesia and the lack of halal certification from the Indonesian Ulema Council.

Keywords

development strategy;
halal tourism;
Indonesia



I. Introduction

The development of economic activities in general continues to increase, inseparable from the natural, cultural and artificial beauty of each country and can be the main capital for tourism development to become the driving force of the economy. The role of the national tourism sector shows an increasingly positive attitude towards the development of the Indonesian economy. One of them is contributing to regional income, regional development, investment and employment, as well as community business development in various regions. Part of Indonesia. Good tourism is related to tourism activities through the mechanism and support of the economic sector related to the tourism sector, including the availability of multiplier effects such as hotels, restaurants, transportation, crafts, etc. Means to stimulate the growth of the sector.

The government will make a tourism development program which will be realized in various policies which include the development of tourism marketing strategies and characteristics, the development of tourism marketing cooperation, and the development of tourism promotion. All these strategies are implemented with the aim of achieving tourism growth. The aim is to empower local businesses in the tourism industry and employ the local workforce needed to reduce poverty in the region.

The tourism industry has several goals, including meeting the physical, mental and intellectual needs of all tourists through recreation and travel, and improving the community's economy to realize the common good. The Halal Tourism Marketing Strategy is an alternative to the Indonesian tourism industry in line with the trend of Halal Tourism which is part of the global sharia economic industry. Halal tourism in Indonesia has good economic prospects as part of the country's tourism industry. The tourism industry wants to not only equip tourists themselves with physical and psychological aspects, but also contribute to increasing the country's income. Halal tourism is not exclusive, but is intended for all tourists (Muslim and non-Muslim). The essence of halal tourism emphasizes sharia principles in tourism management and courteous and friendly service to all tourists and their surroundings Halal tourism in Indonesia has good economic prospects as part of the country's tourism industry. This finding support Tourism is an industrial sector which is currently got a lot of attention from many countries in the world (Nasution, 2021). The tourism sector has become one of the leading sectors in various countries in the world, including Indonesia as one of the prima donna for foreign exchange earners (Hakim, 2021). Tourism is an industrial sector which is currently got a lot of attention from many countries in the world (Sinulingga, 2021).

The tourism sector is growing rapidly in various regions. In fact, the last few years in the tourism sector have introduced a new trend towards the development of halal tourism or Muslim tourist-friendly tourism. Basically, the development of halal tourism is aimed at all tourists, both Muslim and non-Muslim, not only Muslim tourists in particular. The World Tourism Organization (WTO) reveals that sharia tourism consumers, but also non-Islamic communities who want to enjoy local wisdom (Adinugraha et al., 2018). There are three things that form the basis for seeing the development of halal tourism. Irawan (2019) & Zaini (2021) show that the world's Muslim population is very large. The Pew Research Center surveyed the world's Muslim population, reaching 1,571,198,000 in 2019 and 1.7 billion in 2021. Second, the level of expenditure of the world's Muslim population in the travel and food sector. According to the Thomson Reuters Global Islamic Economic Report 2017/2018, the world's largest Muslim consumption occurs in the food, clothing, tourism, pharmaceutical, media and cosmetic sectors. So that it can be said that the Muslim population is the largest and the largest consumer in the world. Irawan (2019) also has a lot of Muslim tourists traveling all over the world. Therefore, this can be a great opportunity for the tourism sector to develop tourism that caters to Muslim tourists from various countries. So that it can be said that the Muslim population is the largest and the largest consumer in the world. Irawan (2019) also has a lot of Muslim tourists traveling all over the world. Therefore, this can be a great opportunity for the tourism sector to develop tourism that caters to Muslim tourists from various countries. So that it can be said that the Muslim population is the largest and the largest consumer in the world. Irawan (2019) also has a lot of Muslim tourists traveling all over the world. Therefore, this can be a great opportunity for the tourism sector to develop tourism that caters to Muslim tourists from various countries.

Regional reports on the development of Muslim-friendly tourism show that the contribution of the development of the halal tourism sector to the national economy is increasing, in line with the contribution of tourism which is commonly observed over the last five years. The contribution to the arrival of foreign and local Islamic tourists shows a positive trend (Soedigno et al., 2020). Even though Indonesia is a Halal tourist destination, there are still some obstacles and challenges in the development of Halal tourism. Therefore,

this article aims to explain the obstacles and challenges in the development of Indonesian halal tourism and propose strategies to overcome the obstacles and challenges in the development of Indonesian halal tourism.

II. Research Method

This study uses a qualitative descriptive approach, by means of a literature study for data collection, namely from previous studies from journals, proceedings, books, or news. Sources of data obtained from secondary data, namely data obtained from the second person or from previous research. The focus of this research is to analyze the similarities of obstacles and challenges to the development of halal tourism and the concepts of developing halal tourism. This study also uses content analysis techniques to answer the problem formulation.

Krippendorff (2004) in Kholid et al. (2020) defines content analysis as a research technique for making replicable and valid conclusions from the text to the context of its use. The use of content analysis as a research method aims to provide new insights and improve understanding of a particular phenomenon, to describe a broader and more concise phenomenon, as well as to describe and measure a phenomenon (Moldavska & Welo, 2017). Elo & Kyngas (2008) in Kholid et al. (2020) and Moldavska & Welo (2017) say that there are three stages in content analysis techniques, namely the preparation, organization and reporting stages of results.

Content analysis at the preparation stage of this research includes data collection from secondary data, namely by literature studies from journals and proceedings. Then understand the data and determine the unit of research analysis, namely the concept of halal tourism development. The organizational stage in this research is analyzing the data by grouping, categorizing or coding the findings from the literature study based on the obstacles and challenges of developing halal tourism. Finally, reporting the results of this study is in accordance with the research objectives, namely to describe the obstacles and challenges in the development of halal tourism in Indonesia and propose strategies that can be used to overcome these obstacles and challenges.

To formulate alternative models, it is necessary to analyze the needs based on the identified barriers and challenges. Needs analysis to formulate alternative models means a strategy to overcome obstacles and avoid challenges or is referred to as a defensive strategy. This needs analysis is very important to do as in the development of a batik tourism village in Babagan Village which uses a needs analysis to study its relation to the progress of developing a batik tourism village (Muarifuddin et al., 2016).

III. Discussion

3.1 Halal Tourism Development

Based on the results of the literature search, 20 studies were obtained on the development of halal tourism spread across several regions of Indonesia. Some of these studies reveal the obstacles and challenges in the development of halal tourism. Table 1 presents the research database used to describe the barriers and challenges to the development of halal tourism that are still often found in various regions in Indonesia.

Table 1. Halal Tourism Development Research Database

No.	Writer	Title
1.	A. Muchaddam Fahham	Challenges of Halal Tourism Development in West Nusa Tenggara

2.	Mariska Ardilla Faza	SWOT Analysis of Halal Tourism in Nusa Tenggara Province West
3.	Muhammad Endriski Agraenzopati Haryanegara,	The Role of the Halal Tourism Label as a Tourist Attraction Culture in Lombok, West Nusa Tenggara
	Muhammad Adibagus Ilham Akbar & Evi Novianti	
4.	Muttaqillah, H. Zailan Abidin & Lalu Adi Permadi	Strategy Analysis to Build Halal Tourism Brand Image, Sambelia District, East Lombok Regency
5.	Feriyadin, Ahmad Saufi & Baiq Handayani Rinuastuti	Development of Halal Tourism in Setanggor Village
6.	Hadi Santoso & Adi Hidayat Argubi	Potential Development of Sharia-Based Tourism (Halal <i>tourism</i>)in Bima Kota
7.	Muis	Development of Tourism Opportunities and Challenges in Aceh
8.	Muhammad Ghafur Wibowo	Halal Tourism Index (Implementation of Fatwa DSN MUI Regarding Guidelines for Tourism Implementation Based on Sharia Principles in Bukittinggi City)
9.	Pepy Afrilian & Latifah Hanum	Application of Sharia Tourism in Nagari Pariangan West Sumatra According to DSN-MUI No. 108 Year 2016
10.	Hafielda Rasyifa, Diah Zulianingrum, Deni Lubis & Marhamah Muthoharoh	Strategic Development of Halal Tourism Village Kampung Batik Cibuluh Bogor (KBCB) as a Socio-Cultural Destinations in Indonesia
11.	Marceilla Suryana & Sherly Raka Siwi Putri Utomo	Identification of Halal Tourism Development Potential in Lebak Muncang Tourism Village, Bandung Regency
12.	Anisah Noviyantini F, Muhammad Yunus & Shindu Irwansyah	Fatwa Analysis of the National Sharia Council-Indonesian Ulema Council Number 108/DSN-MUI/X/2016 concerning Guidelines for the Implementation of Sharia Tourism Based on Sharia Principles on Tourism in Garut Darajat Area
13.	Tareq Azia Yanma & Muchammad Zaenuri	Analysis of the Potential of Pulesari Tourism Village Towards a Village Halal Tourism in 2020
14.	Yulfan Arif Nurohman & Rina Sari Qurniawati	Menggoro Tourism Village Development Strategy as Halal Tourism
15.	Syahirul Alim, Zaim Mukaffi, M. Nanang Choiruddin	Potential and Strategy for Sharia Tourism Development in Indonesia Banyuwangi
16.	Khoirun Nasik	Reading the Barriers to the Implementation of Halal Tourism Bangkalan
17.	Sudirman Suparmin & Yusrizal	Halal Tourism Development Strategy in North Sumatra Province
18.	Anton Minardi, Dewi Astuti & Suhadi	Indonesia as the Best Halal Tourism Destination Impacts to Muslim's Travelers Visit
19.	Nidya sane Sayekti	Halal Tourism Development Strategy in Indonesia
20.	Fahrur Ulum	Sharia Tourism Innovation in Indonesia: Fatwa analysis MUI No. 108/MUI-DSN/X/2016

Based on the research database above, if we look at taking case studies discussing the development of halal tourism, it can be grouped into 8 locations for taking case studies (provinces). Research 1 to 6 takes a case study in West Nusa Tenggara. 7th Research in Aceh. The 8th and 9th studies in West Sumatra. The 10th to 12th research in West Java. The 13th research in the Special Region of Yogyakarta (DIY). The 14th research in Central Java. The 15th and 16th research in East Java. The 17th study in North Sumatra. Meanwhile, the 18th to 20th research discusses the development of halal tourism in Indonesia.

In addition, when viewed based on the research objectives of the database presented, it can be grouped into 7 research objectives. Fahham (2017), Nasik (2019) and Muis (2020) whose research aims to analyze the barriers or challenges to the development of halal tourism. Faza (2019), Rasyifa et al. (2021) the purpose of this research is to analyze the strengths, weaknesses, opportunities and threats of halal tourism using the SWOT analysis technique. Nurohman & Qurniawati (2021), Sayekti (2019) and Suparmin & Yusrizal (2018) the purpose of this research is to analyze and formulate a strategy for developing halal tourism. Haryanegara et al. (2021) the research objective is to determine the role of the halal tourism label. Muttaqillah et al. (2018) his research aims to develop a marketing strategy to build a halal tourism brand image. MG Wibowo (2020), Ulum (2019), F et al. (2021) and Afrilian & Hanum (2020) the purpose of their research is to develop halal tourism based on DSN-MUI Fatwa No: 108 of 2016. Suryana & Utomo (2020), Yanma & Zaenuri (2021), Feriyadin et al. (2021), Alim et al. (2020), Santoso & Argubi (2018) and Minardi et al. (2021) his research aims to identify the potential for developing halal tourism.

3.2 Barriers and Challenges to Halal Tourism Development

Halal tourism development has been widely developed in various regions of Indonesia, but not all halal tourism developments can go according to plan or obstacles and challenges are often found in the development process. Even several provinces that have been selected as priority and superior halal tourism destinations in Indonesia cannot be separated from the obstacles and challenges of developing halal tourism.

The first obstacle is found in the institutional aspect in the provision of human resources who are not ready to carry out halal tourism development and lack of in-depth understanding of the concept of halal tourism development. Based on the results of the literature, these obstacles occur in the Province of West Nusa Tenggara, North Sumatra and in the Regency of Bandung, West Java. Santoso & Argubi (2018), Suparmin & Yusrizal (2018) and Fahham (2017) reveal that inadequate institutional aspects can hinder the development of halal tourism.

The second obstacle is. The low community participation at the planning and decision-making stages is an obstacle to the development of halal tourism in Setanggor Village, thus indicating that the readiness of human resources (especially youth) is still inadequate in the development of halal tourism (Feriyadin et al., 2021). The lack of community participation and the number of security disturbances such as pickpocketing are also obstacles to the management of halal tourism development in the Menggoro Tourism Village (Nurohman & Qurniawati, 2021). Muttaqillah et al. (2018) revealed that the suboptimal community contribution is thought to have occurred due to weak communication to spread awareness about tourism among stakeholders in Sambelia District, East Lombok Regency. In addition, the lack of cooperation between parties, the change of position.

The third obstacle is the lack of innovation in halal tourism promotion programs. Rashifa et al. (2021), Santoso & Argubi (2018), Ulum (2019) and Muis (2020), reveal that the lack of innovation in halal tourism promotion or marketing programs can be an inhibiting factor in the development of halal tourism. The lack of availability of adequate information about halal tourist sites in Lombok, West Nusa Tenggara Province has resulted in the element of digital presence as an effort to identify elements that have low points (Haryanegara et al., 2021). Meanwhile, there are several issues that can cause the weakness of the tourism sector in Aceh Province, namely geographical factors that are not transit routes, demographic factors which state that there are fanatical elements in Islamic law, infrastructure factors.

The fourth obstacle was found in the provision of inadequate facilities. Rashifa et al. (2021), Alim et al. (2020), and Santoso & Argubi (2018) reveal that apart from the less than optimal institutional aspects of human resources, the provision of inadequate halal tourism infrastructure can be an obstacle to the development of halal tourism. For example, in the provision of worship facilities that are still inadequate, ablution places are limited and far to reach and the cleanliness of the prayer room is still low which is an obstacle to the development of halal tourism in Pulerasi Tourism Village (Yanma & Zaenuri, 2021). The provision of services that have not been optimal can also be an obstacle to the development of halal tourism, such as in the province of West Nusa Tenggara (Faza, 2019).

In addition to finding obstacles in the development of halal tourism, there are also several challenges in the development of halal tourism. The first challenge is the absence of regulations regarding the development of halal tourism in Indonesia. Based on the results of the literature study, it occurred in the Province of West Nusa Tenggara, Bandung, and Bangkalan Regency. Minardi et al. (2021), Suryana & Utomo (2020), Nasik (2019), Santoso & Argubi (2018), Suparmin & Yusrizal (2018) and Fahham (2017) reveal that the challenges of developing halal tourism in Indonesia are due to the absence of comprehensive regulations regarding a set of laws and regulations regarding the development of halal tourism in Indonesia,

The second challenge is the lack of halal certification in food and beverage products as well as in hotels and restaurants. Santoso & Argubi (2018), Fahham (2017), MG Wibowo (2020), Afrilian & Hanum (2020), F et al. (2021), Yanma & Zaenuri (2021), Faza (2019), stated that challenges can also be caused by the lack of halal certification in hotels, restaurants, food and beverage products from the Indonesian Ulema Council (MUI) in halal tourism destinations. In addition, the implementation of the use of Islamic Financial Institutions in providing tourism services, including banks, insurance, financial institutions, guarantee institutions, and pension funds has also become an obstacle to tourism development in Bukittinggi (MG Wibowo, 2020).

3.3 Alternative Halal Tourism Development Model

Based on the findings of the obstacles and challenges to the development of halal tourism in various regions in Indonesia, it is necessary to take several actions to be able to overcome the existing obstacles and challenges. The solution can be seen in table 2 which presents a needs analysis to formulate alternative models based on the obstacles and challenges found.

Table 2. Needs Analysis & Model Alternatives

No	Obstacles & Challenges	Needs Analysis	Alternative Model
Obstacle			
1	Institutional aspects of providing human resources that are not ready to develop halal tourism and lack of in-depth understanding of the concept of development halal tourism.	Improving the readiness of human resources and increasing understanding of the concept of halal tourism development	Guidance and Training for Stakeholders and the Community
2	Lack of community participation.	Increase community participation in tourism development Halal	Guidance for Stakeholders and the Community
3	Lack of innovation in halal tourism promotion programs	Improving the innovation of halal tourism promotion programs in Indonesia Indonesia	<i>Branding</i> Halal
4	Provision of good facilities inadequate	Improved supply halal tourism facilities	Procurement of Facilities According to the Halal Concept
Challenge			
1	There is no regulation regarding the development of halal tourism in Indonesia.	Procurement of regulations as a basic reference for the development of halal tourism in Indonesia	Halal Tourism Development based on DSN-MUI Fatwa standardization NO: 108/DSN-MUI/X/2016
2	Lack of halal certification in food and beverage products as well as in hotels and restaurants restaurant.	Increasing halal certification in food and beverage products as well as at hotels as well as restaurants	Procurement of Halal Product Certification

Alternative models proposed include the following:

- 1 Guidance and Training to Stakeholders and Community Activities can be in the form of seminars, discussions, or socialization as well as conducting training in the management of halal tourism development, so that people can understand the concept of halal tourism development. Basically, tourism development does require the involvement of intervention or full contribution from the community, in addition to the contribution of the village head as a stakeholder. The goal is that the community can feel the benefits directly from the impact of halal tourism development, especially the positive benefits regarding improving the economy of the community around tourism. Public awareness of the importance of providing adequate services to tourists can occur due to the socialization program (Sayekti, 2019). Procurement of guidance to the community can also be used to overcome obstacles to the lack of community participation in the development of halal tourism. Soetomo (2008: 441) in Muarifuddin et al. (2016) stated that "... community participation is one of the factors supporting the success of development such as the implementation

of local potential-based village development". Community participation is the key that must be done for the success of rural tourism development in Indonesia by bringing up local community initiatives and it is also necessary to build networks between stakeholders involved in rural tourism development so as to accelerate the growth of independence (Musthofa, 2019). Therefore,

2 *Branding* Halal

Branding is an important thing that must be done in the tourism sector, especially in halal destination branding. Halal destination branding is an effort to create a positive image of a tourist destination with the aim of attracting tourist visits, as well as providing a memorable experience for visitors (Subarkah et al., 2020). The follow-up to the branding process is intensive promotions to introduce the features, uniqueness, and advantages of halal tourism compared to other tourism through several halal tourism promotion events based on Islamic principles (Destiana & Kismartini, 2020). Where tourist destinations must avoid all attractions and art performances that contradict such as engineered stories,

Branding

This halal is one of 3 halal tourism marketing programs listed in the Indonesia Muslim Travel Index (IMTI). Where the promotion strategy lies in branding, advertising and selling, so that Indonesia can be better known and this program has a significant effect on residents around tourism (Sayekti, 2019). Branding activities were also carried out on Penyengat Island, in order to increase the number of foreign tourist visits. Where tourism promotion activities are carried out at national and international levels utilizing various online and offline media (Destiana & Kismartini, 2020). Therefore, halal branding can be used to overcome the barriers to lack of innovation in promotional programs.

3 Procurement of Facilities in accordance with the Halal Concept

The process of developing halal tourist destinations needs to also pay attention to the provision of facilities that are friendly to Muslim tourists and in accordance with the needs and desires of tourists, in order to get a good impression.

Interesting and willing to visit again. A number of countries with Muslim minority populations have proven that the provision of friendly facilities for Muslim tourists can increase tourist visits to halal tourism destinations (Destiana & Kismartini, 2020). In the halal concept, the provision of facilities that must exist and be attached to or become part of halal tourism is the existence of adequate worship facilities. Basically, this is in accordance with the criteria of the DSN-MUI Fatwa, that tourist destinations are required to have religious facilities that support both in terms of quality and quantity and ensure the availability of halal food and drinks consumed which are protected from things that can damage the trust of Muslims. In addition, the services provided must also avoid elements that can make visitors commit immorality. The provision of other supporting facilities must be protected from elements of inciting and inconvenience to tourists. However, the provision of facilities must be based on sharia elements and friendly to Muslim tourists, so that tourists can feel comfortable, calm,

4 Halal Tourism Development is based on the standardization of DSN-MUI Fatwa NO:108/DSN-MUI/X/2016 concerning Guidelines for Tourism Implementation Based on Sharia Principles.

In order for Indonesia to exist and continue to follow trends in the tourism sector, the development of halal tourism can refer to the DSN-MUI Fatwa NO: 108/DSN-

MUI/X/2016 concerning Guidelines for Tourism Implementation Based on Sharia Principles. Ulum (2019), in his research stated that the DSN-MUI Fatwa NO:108/DSN-MUI/X/2016 has regulated most aspects of sharia tourism in Indonesia and is a sign for the implementation of sharia tourism in Indonesia. So that the use of the DSN-MUI Fatwa as a standard or reference for the development of halal tourism villages in Indonesia is said to be able to provide a fairly accurate measurement.

This DSN-MUI fatwa has the principle that tourism is obligatory: 1) Avoid polytheism, immorality, evil, tadzir/israf and evil deeds, 2) Create benefits and benefits both materially and spiritually. The provisions of tourist destinations in the development of halal tourism consist of 11 criteria which are divided into 3 things, namely as follows:

1. Tourist destinations must be directed at efforts to: a) Realize the general benefit, b) Enlightenment, refreshment and calming, c) Maintain trust, safety and comfort, d) Realize universal and inclusive goodness, e) Maintain cleanliness, nature conservation, sanitation and the environment, f) Respecting socio-cultural values and local wisdom that do not violate sharia principles.
2. Tourist destinations must have: a) worship facilities that are suitable for use, easy to reach and meet sharia requirements, b) halal food and drinks that are guaranteed to be halal with the MUI Halal Certificate.
3. Tourist destinations must avoid: a) polytheism and superstition, b) immorality, adultery, pornography, liquor, drugs and gambling, c) performing arts and culture as well as attractions that are contrary to sharia principles.

In addition, the DSN-MUI Fatwa itself does not only present provisions for development of tourist destinations, but there are several provisions regulated in it, including provisions related to parties and contracts, provisions related to sharia hotels, provisions related to tourists, provisions for spas, saunas and massage, provisions related to sharia travel bureaus, and provisions related to sharia tour guides.

5. Procurement of Halal Product Certification

Halal product certification is very influential on the concept of halal tourism development, which can create special characteristics of halal tourism compared to tourism in general. The procurement of halal product certification has been regulated in the Law of the Republic of Indonesia No. 33 of 2014 concerning Halal Product Guarantee. This law states that halal certification is an acknowledgment of the halalness of a product issued by BPJPH based on a written halal fatwa issued by the Indonesian Ulema Council (MUI). The implementation of halal product guarantees aims to provide comfort, security, safety, and certainty of the availability of halal products for the public in consuming and using products and to increase added value for business actors to produce and sell halal products.

The implementation of a halal guarantee system can maintain the sustainability of halal products, ensure product halalness, provide spiritual peace to Muslims, prevent discrepancies that cause non-halal products, protect themselves from all things that can harm, and increase consumer loyalty to halal products (Zakariah et al. , 2020). Therefore, the existence of halal certification for food and beverage products, lodging and restaurants can improve and provide halal assurance to tourists from products, activities and facilities that are halal certified and based on sharia principles.

IV. Conclusion

Based on the results of the discussion in this study, it can be concluded that the obstacles found in the process of developing halal tourism in various regions of Indonesia include the unpreparedness of human resources and the lack of in-depth understanding of stakeholders and the community regarding the development of halal tourism, lack of community participation in the development of halal tourism. , lack of innovation in halal tourism promotion programs and the provision of facilities that have not been fully supported. some challenges that are still found in the development of halal tourism, namely the unrealized regulations regarding the development of halal tourism in Indonesia and the lack of halal certification from the Indonesian Ulema Council (MUI).

1. Provide training to involved communities on halal tourism in order to overcome barriers to human resources and lack of in-depth understanding
2. Branding halal to overcome the barriers to the lack of innovation in promotional programs. Halal branding can create a special attraction, uniqueness, and advantages in halal tourism compared to tourism in general.
3. Procurement of facilities in accordance with expectations to overcome obstacles, namely the renewal of inadequate facilities. Procurement of halal tourism facilities must be based on sharia principles and friendly
4. Halal tourism development based on DSN-MUI Fatwa standardization
5. Procurement of halal product certification that can be used in food and beverage products, lodging and restaurants.

References

- Adinugraha, H. H., Sartika, M., & Kadarningsih, A. (2018). Desa Wisata Halal: Konsep dan Implementasinya di Indonesia. *Human Falah*, 5(1), 28–48.
- Afrilian, P., & Hanum, L. (2020). Penerapan Pariwisata Syariah pada Nagari Pariangan Sumatera Barat Menurut DSN-MUI No. 108 Tahun 2016. 1st Annual Conference on Ihtifaz: Islamic Economics, Finance, and Banking, 283–294. <http://www.seminar.uad.ac.id/index.php/ihatifaz/article/view/3634>
- Aji, R. R., Pramono, R. W. D., & Rahmi, D. H. (2018). Kontribusi Sektor Pariwisata Terhadap Ekonomi Wilayah di Provinsi Jawa Timur. *Jurnal Planoeath*, 3(2), 57–62. <https://doi.org/10.31764/jpe.v3i2.600>
- Alim, S., Mukaffi, Z., & Choiruddin, M. N. (2020). Potensi dan Strategi Pengembangan Wisata Syariah di Banyuwangi. 1st Annual Conference on Ihtifaz: Islamic Economics, Finance, and Banking, 307–342.
- Aponno, C. (2020). Kontribusi Sektor Pariwisata dan Pertumbuhan Ekonomi di Provinsi Maluku. *Intelektiva : Jurnal Ekonomi, Sosial & Humaniora*, 2(05), 111– 118.
- Destiana, R., & Kismartini. (2020). Pengembangan Pariwisata Halal di Pulau Penyengat Provinsi Kepulauan Riau. *Dialogue: Jurnal Ilmu Administrasi Publik*, 2(1), 51–65. <https://ejournal2.undip.ac.id/index.php/dialogue/article/view/8272>
- F, A. N., Yunus, M., & Irwansyah, S. (2021). Analisis Fatwa Dewan Syariah Nasional-Majelis Ulama Indonesia Nomor 108/DSN-MUI/X/2016 Tentang Pedoman Penyelenggaraan Pariwisata Syariah Berdasarkan Prinsip Syariah terhadap Wisata di Kawasan Darajat Garut. *Prosiding Hukum Ekonomi Syariah*, 617–620.
- Fahham, A. M. (2017). Tantangan Pengembangan Wisata Halal di Nusa Tenggara Barat. *Aspirasi*, 8(1), 65–79.

- Fatwa Dewan Syariah Nasional-Majelis Ulama Indonesia No: 108/DSN- MUI/X/2016 Tentang Pedoman Penyelenggaraan Pariwisata Berdasarkan Prinsip Syariah.
- Faza, M. A. (2019). Analisis Swot Pariwisata Halal Provinsi Nusa Tenggara Barat. *Jurnal Manajemen Indonesia*, 19(1), 10–29. <https://doi.org/10.25124/jmi.v19i1.1992>
- Feriyadin, Saufi, A., & Rinuastuti, B. H. (2021). Pengembangan Pariwisata Halal Desa Setanggor. *Jurnal Magister Manajemen Unram*, 10(1a), 1–12. <https://doi.org/10.29303/jmm.v10i1a.628>
- Hakim, M.A.A., Suryantoro, A., and Rahardjo, M. (2021). Analysis of the Influence of Tourism Growth on Economic Growth and Human Development Index in West Java Province 2012-2018. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal) Vol 4 (1): 160-169.*
- Haryanegara, M. E. A., Akbar, M. A. I., & Novianti, E. (2021). Peran Label Pariwisata Halal sebagai Daya Tarik Wisata Budaya di Lombok, Nusa Tenggara Barat. *Journal of Sustainable Tourism Research*, 3(1), 35–39.
- Irawan, E. (2019). Konsep Pengembangan Desinasi Wisata Halal Berbasis One Village One Product di Kabupaten Sumbawa (Studi Literatur). *Nusantara Journal of Economics (NJE)*, 01(02), 13–26.
- Jumiyanti, K. R., Yusuf, B. R., & Novriansyah, M. A. (2020). Analisis Kontribusi Sektor Pariwisata terhadap Penyerapan Tenaga Kerja di Kabupaten Gorontalo. *Proceedings of IICSDGs*, 88–97.
- Khoir, F., Ani, H. M., & Hartanto, W. (2018). Kontribusi Sektor Pariwisata terhadap Pendapatan Asli Daerah Kabupaten Jember Tahun 2011-2017. *Jurnal Pendidikan Ekonomi: Jurnal Ilmiah Ilmu Pendidikan, Ilmu Ekonomi Dan Ilmu Sosial*, 12(2), 199–206. <https://doi.org/10.19184/jpe.v12i2.8320>
- Kholid, I., Saufi, A., & Rinuastuti, B. H. (2020). Penerapan Analisis Konten pada Pola Pengembangan Pariwisata Halal Berbasis Masyarakat di Geosite Lembah Sembalun. *Jurnal Magister Manajemen Unram*, 9(4a), 68–80. <https://doi.org/10.29303/jmm.v9i4a.608>
- Kustanto, A. (2019). Pariwisata: Sebagai Salah Satu Upaya Memperoleh Devisa bagi Pemerintah Indonesia. *Jurnal Ilmiah Ilmu Hukum Qistie*, 12(1), 13–21.
- Mastercard-CrescentRating, Indonesia Muslim Travel Index (IMTI) 2019.
- Minardi, A., Astuti, D., & Suhadi. (2021). Indonesia as the Best Halal Tourism Destination and its Impacts to Muslim’s Travelers Visit. *European Journal of Theology and Philosophy*, 1(3), 43–50. <https://doi.org/10.24018/theology.2021.1.3.30>
- Moldavska, A., & Welo, T. (2017). The Concept of Sustainable Manufacturing and its Definitions: A Content-Analysis Based Literature Review. *Journal of Cleaner Production*, 166, 744–755. <https://doi.org/10.1016/j.jclepro.2017.08.006>
- Muarifuddin, Mulyono, S. E., & Malik, A. (2016). Analisis Kebutuhan Pengembangan Desa Wisata Batik Kecamatan Lasem Kabupaten Rembang. *Journal of Nonformal Education*, 2(1), 57–70. <https://doi.org/10.15294/jne.v2i1.5313>
- Muis. (2020). Perkembangan Peluang dan Tantangan Wisata Halal di Aceh. *Jurnal Adabiya*, 22(1), 41–55. <https://doi.org/10.22373/adabiya.v22i1.7456>
- Musthofa, B. M. (2019). Strategi Mengembangkan Inisiatif dan Partisipasi Masyarakat Lokal untuk Mengembangkan Wisata Perdesaan bagi Peningkat Kesejahteraan Masyarakat. *Journal of Vocational Program University of Indonesia*, 7(2), 1–11.

- Muttaqillah, Abidin, H. Z., & Permadi, L. A. (2018). Analisis Strategi Membangun Brand Image Halal Tourism Kecamatan Sambelia Kabupaten Lombok Timur. *Jurnal Magister Manajemen Unram*, 7(1), 70–82. <https://doi.org/10.29303/jmm.v7i1.242>
- Nasik, K. (2019). Membaca Hambatan Implementasi Pariwisata Halal Bangkalan. *Dinar: Jurnal Ekonomi & Keuangan Islam*, 6(2), 11–21.
- Nasution, S., Sinulingga, S., and Sufika, A. (2021). Perception of Country Tourism on Tourism Quality in Lake Toba North Sumatera 2020. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal) Vol 4 (1)*: 180-188.
- Nugroho SBM. (2020). Beberapa Masalah dalam Pengembangan Sektor Pariwisata di Indonesia. *Jurnal Pariwisata*, 7(2), 124–131.
- Nurhanisah, Y., & Syaifullah, A. (2019). Konsep Pengembangan Pariwisata Halal di Indonesia. Retrieved Oktober Jumat, 2021, from [Indonesiabaik.id](https://indonesiabaik.id): https://indonesiabaik.id/motion_grafis/konsep-pengembangan-pariwisata-halal-di-indonesia
- Nurohman, Y. A., & Qurniawati, R. S. (2021). Strategi Pengembangan Desa Wisata Menggoro sebagai Wisata Halal. *Jurnal Among Makarti*, 14(1), 1–14. <https://doi.org/10.52353/ama.v14i1.200>
- Rasyifa, H., Zulianingrum, Di., Lubis, D., & Muthohharoh, M. (2021). Strategic Development of Halal Tourism Village Kampung Batik Cibuluh Bogor (KBCB) as a Socio-Cultural Destination in Indonesia. *Jurnal Islam Dan Masyarakat Kontemporer*, 22(2), 1–15.
- Santoso, H., & Argubi, A. H. (2018). Potensi Pengembangan Wisata Berbasis Syariah (Halal Tourism) di Kota Bima. *Prosiding Seminar Nasional Lembaga Penelitian Dan Pendidikan (LPP) Mandala*, September, 229–245.
- Sayekti, N. W. (2019). Strategi Pengembangan Pariwisata Halal di Indonesia. *Kajian*, 24(3), 159–171.
- Sinulingga, S. (2021). Tourism & Covid-19 (Coronavirus Impact Inventory to Tourism Stakeholders in North Sumatera). *Budapest International Research and Critics Institute-Journal (BIRCI-Journal) Vol 4 (1)*: 170-179.
- Soedigno, V. R., Hidayat, Su. E., Beik, I. S., Sofyan, R., AHmad, H., Rahmoto, W., Hidayat, N., Sari, C. A., Nursali, Y., Dewandru, G., Quraisy, M., & Ayyash, Y. (2020). Laporan Perkembangan Pariwisata Ramah Muslim Daerah.
- Subarkah, A. R., Junita Budi Rachman, & Akim. (2020). Destination Branding Indonesia sebagai Destinasi Wisata Halal. *Jurnal Kepariwisata: Destinasi, Hospitalitas Dan Perjalanan*, 4(2), 84–97. <https://doi.org/10.34013/jk.v4i2.53>
- Suparmin, S., & Yusrizal. (2018). Strategi Pengembangan Pariwisata Halal di Provinsi Sumatera Utara. *Tansiq*, 1(2), 191–222.
- Suryana, M., & Utomo, S. R. S. P. (2020). Identifikasi Potensi Pengembangan Pariwisata Halal di Desa Wisata Lebak Muncang Kabupaten Bandung. *Jurnal Ilmiah Pariwisata*, 25(1), 40–52.
- Ulum, F. (2019). Inovasi Pariwisata Syariah di Indonesia: Analisis Fatwa MUI No. 108/MUI-DSN/X/2016. *Journal Tsaqafah*, 15(1), 103–118. <https://doi.org/10.21111/tsaqafah.v15i1.2905>
- Undang-Undang Republik Indonesia Nomor 33 Tahun 2014 Tentang Jaminan Produk Halal.
- Wibowo, M. G. (2020). Indeks Pariwisata Halal (Implementasi Fatwa DSN MUI Tentang Pedoman Penyelenggaraan Pariwisata berdasarkan Prinsip Syariah di Kota Bukittinggi). *Jurnal Ekonomi Syariah Indonesia*, X(2), 84–95.

- Wibowo, S., Rusmana, O., Zuhelfa, & Muslim, S. (2017). Pengembangan Ekonomi melalui Sektor Pariwisata. *Jurnal Kepariwisata: Destinasi, Hospitalitas Dan Perjalanan*, 1(2), 93–99. <https://doi.org/10.34013/jk.v1i2.13>
- Wijaya, L. H., & Sholeh, M. (2020). The Impact of Halal Tourism on Regional Economic Growth in Lombok, West Nusa Tenggara, Indonesia. *Al-Iqtishad: Jurnal Ilmu Ekonomi Syariah*, 12(2), 303–318. <https://doi.org/10.15408/aiq.v12i2.15127>
- Yanma, T. A., & Zaenuri, M. (2021). Analisis Potensi Desa Wisata Pulesari menuju Desa Wisata Halal Tahun 2020. *Jurnal Master Pariwisata (JUMPA)*, 7(2), 602–620. <https://doi.org/10.24843/jumpa.2021.v07.i02.p12>
- Zaini, M. (2021). Pengembangan Pariwisata Halal Berbasis Masyarakat untuk Meningkatkan Kesejahteraan. *MUSLIMPRENEUR*, 1(2), 94–102.
- Zakariah, M. A., Patimang, Nasution, A. H., & Zakariah, M. (2020). Metode Penyusunan Dokumen Manual Sistem Jaminan Halal Perusahaan Makanan dan Minuman dalam Konsep Pariwisata Halal di Kabupaten Kolaka. *Jurnal At-Taghyir*, 3(1), 65–82.