

Tourism sustainable development: The application of halal hospitality in Bilebante Tourism Village, Lombok Island

N Y Harnika¹ and I W A Gunada^{2*}

¹ Universitas Udayana, Denpasar, Indonesia

² Universitas Pendidikan Ganesha, Singaraja, Indonesia

*Corresponding author email: agus.gunada@student.undiksha.ac.id

Abstract

This study aims to determine the application of halal hospitality services to tourists with the principle of halal tourism, generally in Lombok Island. The award received by Lombok Island as the best halal tourist destination in the world in 2015 makes Lombok Island apply the halal concept in all services in tourism. Bilebante Green Tourism Village has friendly services but still based on halal principles that can be developed to support halal tourism. The service is not only for Muslim tourists but also for non-Muslim tourists. This research uses qualitative methods with a descriptive approach to explain the application of halal tourism. Based on the study and the results of data analysis, it was found that halal hospitality services are implemented through the provision of local cuisine that uses halal rules and standards. The availability of places of worship for Muslim tourists is also a strengthening of halal tourism services, the existence of adequate sanitation facilities as a form of management responsibility to improve hygiene standards, and improving the economy of the local community, which has an impact on efforts to preserve the culture of the local area as a tourist destination. It is hoped that this study can illustrate the implementation of a pilot halal tourism project on the island of Lombok, catering for both Muslim and non-Muslim tourists. It is also hoped that this study will be useful to become a library for relevant research in the future, especially studies for the development of advanced tourism in Lombok Island.

Keywords

Tourism sustainable development, Halal hospitality, Lombok island

Introduction

Halal tourism has become a trend and lifestyle among travelers today. This is due to the need for halal products and services in tourism [1]. The awareness of the Indonesian people in general and the people on Lombok Island in particular is becoming aware of the halalness of the facilities and service products they use and utilize. The development of the Halal lifestyle trend is supported by the increasing growth of the Muslim population. Based on data from the Pew Research Center's Forum on Religion & Public

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Life, 2014 estimates that the world's Muslim population will increase from 1.7 billion in 2014 to 2.2 billion in 2030, or grow by 26.4 percent [2][3]. On the other hand, halal tourism, which is identical to millennial tourists, is influenced by the growth of the average age of Muslims based on data from The Future of World Religions and PEW Research reaching 29 percent of the world's young people aged 15-29 years are Muslims in 2023 [4].

Lombok Island as one of the regions awarded as The Best Halal Tourism and Best Honeymoon Halal Destination in 2015 in the United Arab Emirates (UAE) [5]. The award makes Lombok Island one of the halal tourism development areas. It is also supported by the largest Muslim population and has a slogan as the Island of a Thousand Mosques. This makes Lombok Island one of the areas with great potential in the development of halal tourism. Halal tourism that is developing in Lombok has also been regulated in the Governor's Regulation Number 51 of 2015 and Regional Regulation Number 2 of 2016 on Halal Tourism.

Existence. Tourism Village in Lombok Island As one of the tourist destinations, Tourism Village shows various uniqueness and characteristics as well as the life of the village community. This uniqueness is able to attract tourists to come and buy products from the community around the Tourism Village. Each Tourism Village has its own uniqueness such as natural beauty, local culture.

One of the tourism villages that has a variety of uniqueness in Central Lombok Regency is Bilebante Tourism Village. This tourist village was established on the basis of the Central Lombok Regent Decree regarding 60 tourist villages in Central Lombok Regency. It has a uniqueness in the form of natural beauty and Sasak Islamic culture that is still traditional. It is also supported by the majority of the population who are Muslim. It has a great opportunity to be developed into a halal tourism village.

However, in practice, Bilebante Tourism Village has not applied the concept of halal tourism as a whole. This is evident from the fact that the zoning plan has not been completed. Another problem that arises is the existence of halal tourism, which is identical to the teachings of Islamic Sharia, which is different from conventional tourism, which is identical to hurrah, fun, identical and worldly. Halal tourism guided by Sharia is more identical to the existence of tourist villages on the island of Lombok. On the other hand, there is a lack of halal certificates for products and services. Therefore, it is important to map the potential of halal tourism. Therefore, it is important to map the potential of halal tourism. Therefore, based on this, it is important to carry out research and studies on tourism aspects in Bilebante Tourism Village, considering that tourism initiated is important for people's economic development as an effort to build the future of society through sustainable tourism.

Methods

The research method in this study is descriptive qualitative, descriptive qualitative is a type of research conducted with a focus approach to explain the specifics of the object of research in accordance with its natural environment, which means that the study is conducted by clearly explaining the facts and realities that occur in the field [6-8]. To obtain data, it is carried out with data collection techniques using observation, namely the process of observing the object of research to record and understand all aspects that occur in the object of research [9][10], related to the data in this study, observations are made to observe tourist attractions in the form of natural attractions and artificial attractions, halal accommodation, amenities, ancillary services, namely regarding the management of destinations in Tourism Villages Bilebante.

Second using interviews, interviews are a process of dialogue and question and answer conducted by researchers to resource persons as the main technique in qualitative research [11][12], in this study the interview process is conducted on tourism stakeholders. The final data collection technique is the use of literature review, which is the process of analysing relevant references or literature related to Bilebante Tourism Village. The data obtained will then be analysed through the process of qualitative data analysis, the data analysed will then be interpreted in the form of narrative descriptive text.

Results and Discussion

The potential of tourist villages adopts the theory of tourism components proposed by Cooper, consisting of tourist attractions, accessibility, amenities and ancillary services [13], which suggests that there are four components that must be met by a tourist destination and in the components of a tourist village.

Tourist attractions

Tourist attractions are components of tourist destinations, be they tourist villages in the form of tourist attractions, so that they can attract tourists to engage in tourist activities. In this case, every tourist village has tourist attractions in the form of natural, cultural and community attractions.

Halal tourism, a fast-growing segment of the global travel industry, is gaining significant attention for its potential to promote cultural attractions in a responsible and sustainable way. Halal tourism, which caters to the needs of Muslim tourists, emphasizes adherence to Islamic values and principles. This type of tourism has the potential to attract many visitors, as Muslims make up more than 25% of the world's population.

Cultural attractions play an important role in halal tourism as they offer tourists the opportunity to learn about local culture and traditions. These attractions not only educate, but also provide immersive experiences that allow tourists to connect with the

local community. Some popular cultural attractions that serve halal tourism are historical sites, museums, art galleries and traditional markets.

Traditional markets are another popular cultural attraction for halal tourists. These markets offer tourists the opportunity to experience the local culture by interacting with locals and tasting traditional food. In Bilebante Green Tourism Village, there are cultural attractions in the form of traditional markets that offer a variety of traditional products in the form of processed products from the community in the form of traditional herbs, processed cassava, traditional foods served while still adhering to the concept of halal tourism, free from prohibited foods.

Accessibility

Accessibility is an attribute in Tourism Villages that can show tourism potential in terms of ease of access to Tourism Village destinations and facilities. This potential is the most important component, especially with the aim of providing convenience to tourists, both local and foreign tourists, in terms of access to tourism villages.

Accessibility in halal tourism refers to the ease and comfort of Muslim tourists in fulfilling their religious obligations while travelling. This is an important factor in attracting and retaining halal tourists, as it ensures that they can practice their faith comfortably and without inconvenience.

Halal tourism is a fast-growing segment of the global tourism industry, with an estimated market size of \$220 billion by 2019. This growth is being driven by the increasing number of Muslim tourists, which is expected to reach 220 million by 2025. It is imperative that destinations and tour operators prioritize accessibility in halal tourism to cater for this growing market.

Accessibility in Bilebante Green Tourism Village is the existence of access or roads that make it easier for tourists to visit Bilebante Tourism Village. Access obtained by Muslim tourists and non-Muslim tourists is a bay pass road that connects tourist villages with Lombok International Airport, good roads to downtown Mataram and the seaport sheet.

Amenities

Amenities in the potential of halal tourism in Bilebante Tourism Village are about the facilities and availability of halal accommodation to be able to support the needs of Muslim and non-Muslim tourists.

1. Halal accommodation

In Central Lombok, where the majority of the population is Muslim, and in Bilebante Green Tourism Village, where most of the population adheres to Islam, halal accommodation is available in the form of accommodation that is friendly to both Muslim and non-Muslim tourists. Halal accommodation in the form of homestay is managed by the local community. Facilities provided in the homestay in the form of prayer mats, Al-Quran and Qibla directions.

2. Muslim worship facilities

Another potential found in Bilebante Tourism Village is the existence of Muslim places of worship such as mosques and prayer rooms. With a majority Muslim population, this facility is intended for Muslim tourists to easily perform worship.

3. Halal health facilities

Healthcare is an important aspect of halal tourism for Muslim tourists who want to ensure their well-being while travelling. Bilebante should develop health facilities such as clinics or hospitals that provide medical services in line with Islamic values, such as modesty in dress for medical staff or separate facilities for male and female patients where necessary. The village can also develop health centers that offer traditional treatments based on Islamic medical principles such as acupuncture or herbal remedies from local plants that can be used for healing purposes under the guidance of qualified practitioners who follow Islamic principles regarding health care practices such as modesty during treatment or avoidance of alcoholic beverages during treatment sessions and others. Promoting halal environmental conservation practices. The natural beauty of Bilebante makes it an attractive destination for eco-tourists who value environmental conservation practices in line with Islamic values such as preserving natural resources for future generations while avoiding wasteful practices such as littering or pollution caused by non-biodegradable materials, etc. This village can promote environmental conservation practices such as recycling programs implemented through community-based initiatives or educational programs aimed at raising awareness of environmental conservation among locals and tourists through workshops on organic farming techniques or seminars on sustainable living practices.

Ancillary services

Ancillary services are a component included in the potential of tourist villages. In this case, in addition to the human resources needed to manage other tourism potential, there are tourism systems and institutions.

The tourist village of Bilebante has a natural potential that is now a tourist attraction, namely the charm of green rice fields that can be enjoyed by bicycle. For this reason, communication skills are needed by the local community to support the progress of tourism. Communication skills are needed to support the ability of the community to interact with Muslim tourists, especially through the use of Arabic. In addition, the community's ability in terms of communication, in addition to mastering Arabic, is also in mastering English with the aim of supporting the arrival of Muslim and non-Muslim tourists.

In the institutional system, a Halal Tourism Council is to be formed. This council will be responsible for developing policies and strategies to promote halal tourism in the village and to ensure that all tourism activities and facilities are in line with Islamic values and principles. The council should consist of local government representatives, religious leaders, tourism industry stakeholders and community members.

Conclusion

Based on the initial objectives of the research conducted to describe the development of halal tourism in Bilebante Tourism Village, the overall development of halal tourism in Bilebante Tourism Village requires a holistic approach that covers all aspects of tourism from accommodation to transportation, culinary to shopping, cultural activities to religious activities, while prioritizing environmental conservation practices that are in line with Islamic values such as preserving resources Power nature for future generations while avoiding unwanted things. wasteful practices such as littering or pollution caused by non-biodegradable materials. The 4A concept is a system or way of exploring the potential of halal tourism.

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