

DEVELOPMENT OF HALAL TOURISM POTENTIAL AND PARTICIPATION OF THE ULAMA DEVELOPMENTAL ASSEMBLY (MPU) IN A PUBLIC ADMINISTRATION PERSPECTIVE

Payumi¹⁾, Siti Hajar²⁾ *, Obed Bida³⁾

¹ Master of Public Administration Student, Universitas Terbuka – Indonesia

² Universitas Muhammadiyah Sumatera Utara - Indonesia

³ Universitas Terbuka - Indonesia

Corresponding Author: sitihajar@umsu.ac.id

ABSTRACT

The development of halal tourism potential has become a strategic issue and main focus in efforts to attract tourism attractions in various destinations, including Gayo Lues Regency. From a public administration perspective, the role of the Ulama Consultative Council (MPU) is very important in directing and ensuring that the development of halal tourism is in accordance with local religious and cultural values. The aim of this research is to determine MPU participation which can influence the development of halal tourism potential from a public administration perspective. The method used in this research is a qualitative analysis approach. The research results show that MPU's active participation in the development of halal tourism is by contributing to decision making that takes into account local religious and cultural values, even though a specific policy regarding halal tourism in Gayo Lues Regency has not yet been formulated. Apart from that, in making decisions, the MPU also participates in promoting and socializing tourism development in Gayo Lues Regency, playing a mediator role between the government, industry players and the community in an effort to create an environment that supports the development of halal tourism.

Keywords: Potential Halal Tourism, Participation MPU, Public Administration, Collaboration

ABSTRAK

Pengembangan potensi wisata halal telah menjadi isu strategis dan fokus utama dalam upaya menarik daya tarik pariwisata di berbagai destinasi, termasuk Kabupaten Gayo Lues. Dalam perspektif administrasi publik, peran Majelis Permusyawaratan Ulama (MPU) menjadi sangat penting dalam mengarahkan dan memastikan bahwa pengembangan wisata halal sesuai dengan nilai-nilai keagamaan dan budaya setempat. Tujuan penelitian ini untuk mengetahui partisipasi MPU yang dapat mempengaruhi pengembangan potensi wisata halal dalam perspektif administrasi publik. Metode yang digunakan dalam penelitian ini adalah pendekatan analisis kualitatif. Hasil penelitian menunjukkan bahwa partisipasi aktif MPU dalam pengembangan wisata halal dengan memberikan kontribusi terhadap pengambilan keputusan yang mempertimbangkan nilai-nilai keagamaan dan budaya setempat, walaupun kebijakan khusus tentang pariwisata halal di Kabupaten Gayo Lues belum tersusun. Selain, dalam pengambilan keputusan maka MPU juga ikut dalam mempromosikan dan mensosialisasikan tentang pengembangan pariwisata di Kabupaten Gayo Lues yang berperan mediator antara pemerintah, pelaku industri dan masyarakat dalam upaya menciptakan lingkungan yang mendukung pengembangan wisata halal.

Kata Kunci: Potensi Wisata Halal, Partisipasi MPU, Administrasi Publik, Kolaborasi

INTRODUCTION

Tourism is a manifestation of the cultural-social and natural riches of a country which is classified as dynamic and always undergoing transformation, including Indonesia. One of the transformations that is currently being actively echoed from a global perspective is the existence of Halal Tourism or what is known as Halal Tourism. Halal tourism has become a global phenomenon that has received increasing attention in recent years. This is due to the many demands and needs of Muslim tourists for the tourist destinations they visit.

The increase in the number of Muslim tourists looking for sharia-friendly destinations has significantly encouraged the development of the halal tourism industry. In accordance with data obtained from research results (Ferdiansyah, 2020) through the Master Card-Crescent Rating Global Muslim Travel Index (GMTI) in its latest report in 2017, that in 2020 Muslim tourist trips are expected to increase by around 156 million trips with average expenditure amounting to 220 million USD and is expected to reach expenditure of 300 billion in 2026. In line with this data, (Pulumodoyo, 2017) states that Muslim tourist visits to Indonesia reached 1,270,437 people per year coming from Saudi Arabia, Bahrain, Malaysia, Brunei, and Singapore.

(Pinem et al., 2021) also stated that Indonesia is a country with the highest Muslim population and has the opportunity to develop halal tourism, where in 2021, 86.9% of Indonesia's population of 273.32 million people will be Muslim and spending Indonesian Muslim tourism reaches \$9.7 billion per year. According to (Subarkah, 2018); (Tuti, 2021) with the increase in the number of Muslim tourist visits to tourist destinations, it has greatly influenced the development of halal tourism in various tourist attractions in Indonesia. This is also related to the results obtained from the Global Muslim Travel Index (GMTI), which is an institution that focuses on The development of world halal tourism explains that halal tourism is tourism that is carried out in accordance with Islamic principles with the aim of providing facilities and services that are friendly to Muslim tourists.

Halal tourism is a growing trend throughout the world, especially among Muslim communities. The concept of halal tourism does not only include religious aspects, but also involves ethical, social and cultural values that are in accordance with Islamic principles. (Nasution, 2021) that halal tourism offers a friendly tourism experience that suits the needs of Muslims, including facilities, services and activities that comply with Islamic rules. The importance of halal tourism does not only lie in the religious aspect, but also represents a significant economic opportunity. As more and more tourist destinations realize the market potential of Muslim tourists, they are starting to develop Muslim-friendly infrastructure and services. This

includes accommodation that provides halal food, prayer facilities, and an environment that supports a lifestyle in accordance with Islamic principles.

The development of halal tourism is not only profitable for countries with a majority Muslim population, but is also an attractive business opportunity for various tourist destinations throughout the world. By adapting to the needs and preferences of Muslim tourists, tourism destinations can increase their appeal and expand their visitor base. So, in developing halal tourism first, the government can identify tourism potentials that can support halal tourism in a sustainable manner so that it can face challenges in this era of globalization.

Halal tourism is a global phenomenon that has grown rapidly in recent years. Increasing awareness of the needs of Muslim tourists for tourist destinations that are in accordance with the principles of the Islamic religion has opened up new opportunities for developing halal tourism potential. (Siregar, 2021) that in this context, the role of the Ulama Consultative Council (MPU) as a religious authority has a significant impact in ensuring the conformity of tourist destinations with sharia principles. From a public administration perspective, MPU's active participation can be the key to success in developing halal tourism potential.

The development of halal tourism potential has become a serious concern in recent years, not only as a growing form of tourism but also as a means to promote cultural diversity and improve the economy in various countries. Developing halal tourism potential also requires active community involvement, so MPU can play an important role in providing education to the community about the importance of halal tourism and its positive impact on the local economy. Training and education programs that involve local communities in understanding and applying sharia principles in tourism services will improve the quality and sustainability of the destination. From a public administration perspective, synergy between the government and the MPU is crucial. The government needs to understand the role of MPU as a strategic partner in developing halal tourism potential. MPU's involvement in the planning process, infrastructure development and promotion of tourist destinations can create project sustainability and success. This partnership not only creates trust among Muslim tourists but also improves the country's image as a trustworthy halal tourist destination.

MPU has a central role in determining the halalness of a tourist destination. As a religious authority, the MPU can provide fatwas and guidelines that lead to the development of halal tourism. By being actively involved in this process, MPU can ensure that the infrastructure, services and policies implemented in tourist destinations comply with sharia principles. MPU's participation

does not only cover religious aspects but also includes collaboration with the government, private sector and community to create an environment that supports halal tourism.

Developing halal tourism potential is an important step in meeting the needs and expectations of Muslim tourists. From a public administration perspective, MPU's active participation is the key to success in integrating sharia principles in the development of tourist destinations. The synergy between the government, MPU and society needs to be strengthened to create a supportive and friendly environment for Muslim tourists. By working together, they can create a friendly environment for Muslim tourists and expand the halal tourism market globally. While there are challenges that need to be overcome, the growth potential of the halal tourism industry is enormous, and with the right approach, it could become a significant economic driver for many countries around the world.

LITERATURE REVIEW

This literature review provides a comprehensive overview of the concept of halal tourism, the development potential of this sector, the role of MPUs, and their participation from a public administration perspective. With a comprehensive and synergistic approach, the development of halal tourism can become a significant economic driver, while ensuring sustainability and balance between religious values and global tourism development. In the context of public administration, MPU participation can be seen as a necessary collaboration between religious institutions, government and tourism industry players. The government has an important role in providing policy and infrastructure support needed for the development of halal tourism. This involves creating regulations that support halal certification, incentives for industry players who adhere to halal tourism standards, and global promotional efforts to attract Muslim tourists. MPU is an authoritative institution in religious matters in Gayo Lues Regency which has an important role in supporting the development of halal tourism. MPU can also provide guidance and direction to the government regarding policies that support the development of halal tourism.

The potential for halal tourism is enormous, especially considering the Muslim population of more than one billion worldwide. (Aji et al., 2021) that destinations that have natural resources, cultural heritage and historical riches can be made into attractive halal tourist destinations. The increasing number of Muslim tourists looking for holiday experiences in line with their beliefs opens up significant economic opportunities for areas that are able to develop their halal tourism potential, including Gayo Lues Regency. (Prayag, 2020); (Peristiwo, 2020) that the term halal tourism refers to a holiday experience that complies with Islamic sharia principles, involving

aspects such as halal food, prayer facilities, and an atmosphere that is in accordance with religious values. This is due to Muslim Travelers becoming increasingly aware of their need to maintain religious values in their travels, creating significant demand for tourism destinations and services that comply with halal tourism principles.

The main challenge in developing halal tourism involves limited understanding of the needs and preferences of Muslim tourists among tourism industry players. Education and training efforts are needed to increase awareness and understanding of halal tourism. In addition, clear regulations and law enforcement are needed to ensure that halal tourism standards are consistently followed. However, there is also a huge opportunity to develop the halal tourism industry further, with increasing awareness of the importance of halal tourism among the government, industry players and the general public, there is potential for significant growth in this sector, especially the MPU Institution in Gayo Lues Regency. Thus, to support the concept of halal tourism potential in increasing MPU participation in a public administration perspective, there are several theories that are relevant in this context, namely:

1. Public administration theory, includes various approaches to government management and public organizations. In this context, public administration theory can be used to understand how administrative policies and practices can be designed to support the development of halal tourism potential. Public administration theories can provide guidance on resource management, policy planning, and interactions between government and private institutions. (Saputra, 2022)
2. Halal tourism theory, which refers to an understanding of the characteristics of halal tourism, the motivation of Muslim tourists, and the importance of meeting needs and preferences in the tourism industry. The concept of halal tourism involves providing services that comply with the principles of Islamic sharia, which includes aspects such as halal food, prayer facilities, and an environment that conforms to religious values. Implementing this theory requires active collaboration between government, the private sector, and religious institutions to ensure that halal tourism standards are met. (Ryan, 2016); (Rusli et al., 2018); (Rasul, 2019)
3. Community involvement theory, which states that it is important to involve the community in the decision-making process and policy implementation. In the context of halal tourism potential, involving MPU can be considered a form of community involvement in formulating halal tourism policies and practices. The involvement of the MPU can help

ensure that the policies implemented take into account Islamic religious values and views. (Sidiq & Resnawaty, 2017); (Ahmad & Abu Talib, 2015)

4. Sustainable development theory, in developing halal tourism potential, aspects of sustainable development, both economic, social and environmental, need to be taken into account. These concepts can guide how to integrate halal tourism by considering the long-term impacts on society and the environment. (Suardana, 2013); (Larik & Singh, 2017)

RESEARCH METHODS

The method used in the research is a qualitative research method. (Creswell, 2014) that qualitative research methods are an approach used to understand social phenomena from a deeper and more complex perspective, especially regarding the development of halal tourism potential and the participation of the Ulama Consultative Council (MPU) in the context of public administration which focuses on interpretation, meaning and context. (Abdillah et al., 2023) that data collection techniques are carried out by observation, interviews and analysis of relevant documents. Interviews were conducted with MPU members and related stakeholders which focused on asking about their perceptions, knowledge and hopes regarding the development of halal tourism potential. Then, record interactions, decision-making processes, and factors that influence MPU participation. In this research, data analysis was carried out using a qualitative analysis approach, namely identifying patterns, themes and relationships between concepts that emerged from the data, interpreting the results of the analysis by summarizing the main findings, then drawing conclusions related to the potential for halal tourism development and MPU participation in administration public.

RESULTS AND DISCUSSION

Gayo Lues Regency, as one of the regions in Indonesia which is rich in culture and Islamic values, has great potential to develop halal tourism and is also one of the districts in Aceh Province, $\pm 60\%$ of its area is the Gunung Leuser National Park area which cannot be accessed. used as residential, plantation and industrial areas. So, the potential that Gayo Lues Regency has to develop the tourism sector is very large, then it can become a source of regional income in sustainable development. The tourism sector developed in Gayo Lues Regency must receive more attention from all parties, especially the development of halal tourism because it can support the symbol of Aceh, namely the Veranda of Mecca. In accordance with Gayo Lues Regency Qanun Number 4 of 2016 concerning Tourism, it is stated that the types and tourist attractions in the Garo Lues Regency area include:

(a) Pilgrimage/religious and cultural tourist attractions; (b) Natural tourist attractions; and (c) Artificial tourist attractions. Tourist objects and attractions based on Gayo Lues Regency Qanun No. 4 of 2014 can be seen in the table below:

Table 1. Tourist Objects and Attractions in Gayo Lues Regency Based on Qanun no. 4 of 2014

No	Tourist Attraction Name	Kategori			Location
		Pilgrimage/Religion and Culture	Nature	Artificial	
1	Makam Datok Pining	✓			Kec Pining
2	Makam Datok Sere	✓			Kec Blangkejeren
3	Mesjid Asal	✓			Kec Blangkejeren
4	Mesjid Asal	✓			Kec Blangjerango
5	Tongra Persada		✓		Kec Terangun
6	Kolam Biru		✓		Kec Tripe Jaya
7	Kedah Penosan		✓		Kec Blangjerango
8	Genting		✓		Kec Pining
9	Kampung Inggris		✓		Kec Blangkejeren
10	Berawang Lopah			✓	Kec Blangjerango
11	Berawang Tasik			✓	Kec Blangjerango
12	Kala Pinang			✓	Kec Blangkejeren

The table shows several tourism potentials of Gayo Lues Regency which are grouped based on type categories, namely pilgrimage/religious/cultural, natural and artificial. From this type of tourism potential category, halal tourism development in Gayo Lues Regency can be developed, by increasing participation from all stakeholders including the Ulama Consultative Council (MPU). This MPU institution is a partner of the regional government in Gayo Lues Regency which operates in the field of Islamic law. Through this MPU it is hoped that it can provide input and direction as well as opinions regarding the direction of tourism development policy, especially regarding halal tourism. The regional government of Gayo Lues Regency really hopes that there will be fatwas and

recommendations given by the MPU so that it can support the formulation of halal tourism policies based on Islamic teachings. Because one of the sub-optimal halal tourism in Gayo Lues Regency is caused by the absence of regulations that specifically regulate halal tourism, resulting in halal tourism not being implemented in various destinations.

(Zulfahmi, 2018); (Eckerd & Heidelberg, 2019) explains that from a public administration perspective, participation has a central role because it involves the active involvement of the community in the decision-making process and policy implementation. In a public administration perspective, participation includes various forms of interaction between government and society, creating dynamics that lead to better public services, justice and sustainability. Thus, MPU participation has a role in providing legitimacy and authority to policies of a religious and societal nature. Apart from that, MPU also plays a role as a consultant for the government in making policies related to religious and moral matters so that with their presence they can become a valuable source of information and input for the government in formulating policies that reflect religious values, including halal tourism development policies in the Regency. Gayo Lues. However, this role does not work as it should, because the role and participation of the MPU in Gayo Lues Regency is still oriented towards da'wah specifically for religious programs in the community but is not yet oriented towards developing halal tourism.

MPU's involvement in halal tourism development can be a strategy to accelerate the development of halal tourism policies in Gayo Lues Regency, in accordance with what was stated by (Siregar, 2021) that the participation of special institutions in regional government can increase understanding of local needs and expectations, as well as ensure policy taken is more relevant and accepted by the local community. (Destiana et al., 2020) also argue that stakeholder participation must be accompanied by mechanisms that ensure that the policies taken reflect the interests of the public as a whole and that their implementation can be accounted for. Then, (Huda et al, 2022) also emphasized the importance of community participation or stakeholder parties related to halal tourism, regarding the solutions provided to overcome the problem of cultural and religious disagreements. Thus, it can be concluded that community participation, especially from religious institutions, can play an active role in overcoming administrative challenges related to the development of halal tourism through formulating policies that aim to maintain a balance between culture and religion so that they can focus on improving community welfare.

The non-optimal involvement of the MPU in the development of halal tourism in Gayo Lues Regency is also caused by the lack of programming of activities carried out by the MPU in the community related to halal tourism. The activities carried out by MPU are still generally about

developing religious values in the community as religious da'wah and broadcasts in Gayo Lues Regency, especially Islamic religious teachings. The involvement of the MPU in the development of halal tourism is highly expected because the MPU is an institution whose members are ulama or ustadz in Gayo Lues Regency, and has a secretariat like the legislative body.

From a public administration perspective, MPU participation in the development of halal tourism is very important. Through effective regulation, certification, education and supervision, MPU can ensure that the halal tourism industry develops sustainably, in accordance with Islamic religious principles, and provides maximum benefits for local communities and the country's economy. In this way, the potential for halal tourism in Gayo Lues Regency can be optimized to support the overall growth of Indonesian tourism. Based on the results of interviews conducted with several MPU members, there are several steps that MPU has implemented in its involvement in developing halal tourism potential in Gayo Lues Regency, as follows:

1. Determination of halal standards

MPU has a key role in establishing halal standards for services and products in the tourism industry. MPU can formulate guidelines and fatwas regarding halal in the hotel, restaurant, transportation and other tourism activities sectors in Gayo Lues Regency. This standard will be the basis for halal certification and monitoring throughout the tourism industry.

2. Training and education

MPU can provide training and education for local business actors in the tourism sector. This includes understanding the needs and preferences of Muslim tourists, procedures for providing halal food, and increasing awareness of Islamic values in tourism services. This training will help improve the quality of halal tourism services and products in Gayo Lues Regency

3. Establishment of a collaboration forum

MPU can play a role as a facilitator to form a collaboration forum between local governments, tourism businesses and local communities. Through this forum, joint ideas and initiatives can be developed to increase the potential of halal tourism, including the development of tour packages, joint promotions, and efforts to empower local communities.

4. Promotion of halal tourism

MPU plays a role in promoting halal tourist destinations in Gayo Lues Regency through various media, including social media, official websites and tourism

exhibitions. This promotion aims to increase awareness and interest of Muslim tourists in visiting Gayo Lues Regency.

5. Development of supporting infrastructure and facilities

MPU can participate in advocating and facilitating the development of infrastructure and supporting facilities for halal tourism. This includes the construction of mosques, clean toilets with ablution facilities, as well as the development of friendly transportation facilities for Muslim tourists. In this way, Gayo Lues Regency can become a more comfortable destination and suit the needs of Muslim tourists.

6. Evaluation and monitoring

MPU is involved in the evaluation and monitoring process of the implementation of the halal tourism development program in Gayo Lues Regency. Evaluations are carried out periodically to evaluate the success of the program and identify areas of improvement that are needed.

MPU's participation in developing halal tourism potential in Gayo Lues Regency is very important to ensure that tourism development based on Islamic values can be carried out in a structured and measurable manner. With MPU's involvement in various stages, Gayo Lues Regency can become a famous halal tourist destination that is in demand by Muslim tourists from within and outside the country. Thus, MPU has a central role in developing halal tourism in Gayo Lues Regency. MPU is responsible for establishing halal standards for products and services, including in the tourism sector. With the existence of fatwas from the MPU, the tourism industry can ensure that the services provided are in accordance with the principles of the Islamic religion. Apart from establishing halal standards, MPU can also work with the government and other related parties to develop regulations and certification systems that regulate halal tourism practices. This includes cleanliness standards, availability of worship facilities, as well as compliance with religious principles in the provision of food and beverage services.

The potential of halal tourism as a rapidly growing tourism sector requires support and participation from various parties, including religious institutions such as MPU. From a public administration perspective, MPU can play a significant role in establishing a legal and ethical foundation that supports the development of halal tourism. Through good collaboration between the government, the tourism industry and religious institutions, it is hoped that the potential of halal tourism can be optimized to support economic growth, cross-cultural understanding and maintenance of religious values in Muslim communities.

CONCLUSION

The Gayo Lues Regency Ulama Consultative Council (MPU) as a respected religious institution, has a crucial role in underlining sharia principles that must be followed by the tourism industry. From a public administration perspective, the presence of MPU can provide legitimacy and a strong legal basis for the development of halal tourism. By issuing fatwas and guidelines, the MPU helps create a conducive environment for investment and development of tourism infrastructure in accordance with Islamic values. Furthermore, in looking at the potential of halal tourism, it is important to understand that this concept is more than just offering products and services that meet halal standards. Halal tourism also includes sustainability, social responsibility and environmental preservation. Therefore, MPU can play a role in providing guidance regarding social and environmental responsibility in accordance with Islamic teachings. This will create a halal tourist destination that is not only economically profitable but also sustainable and ethical.

The potential for halal tourism is a huge opportunity that needs to be optimized by countries with significant Muslim populations. MPU participation in a public administration perspective can be the key to success in developing the halal tourism industry. Through the MPU's role in compiling guidelines and regulations, providing fatwas and religious guidance, educating the public, collaborating with the government, and strengthening cultural and religious identity, we can ensure that the development of halal tourism can be carried out in a sustainable manner and is beneficial for all parties involved. Thus, halal tourism is not only a source of economic income, but also a means of promoting culture and understanding between nations that enriches human values.

In accordance with the results of research on the development of halal tourism potential and MPU participation in a public administration perspective, there are several recommendations that can be given, namely:

1. Preparation of halal tourism guidelines and standards which include halal food standards, management of tourist attractions, and other relevant aspects
2. Establish a consultation forum related to the development of halal tourism potential as a forum for discussing, exchanging ideas and formulating joint policies that support the development of halal tourism.
3. Promotion through social media and marketing campaigns by showing natural beauty, cultural heritage and services in accordance with Islamic principles will increase the attractiveness of halal tourism.

4. Organizing tourism events based on Islamic values, including arts and culture festivals, religious seminars, and other activities that promote understanding and tolerance between nations.

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