

Development of Halal Tourism Based on Islamic Values in Kampung Kang Bejo, Balikpapan

Dwi Ratna Sari

UIN Sultan Aji Muhammad Idris Samarinda, Kalimantan Timur, Indonesia

dwiratnasari.umpo@gmail.com

Bambang Iswanto

UIN Sultan Aji Muhammad Idris Samarinda, Kalimantan Timur, Indonesia

bambangiswanto@gmail.com

Darmawati

UIN Sultan Aji Muhammad Idris Samarinda, Kalimantan Timur, Indonesia

darmawati191100@gmail.com

Abstract

This study aims to analyze the potential, challenges, and strategies for developing Islamic values-based halal tourism in Kampung Wisata Kang Bejo, Balikpapan. Halal tourism has become one of the strategic sectors in the tourism industry due to the increasing demand for Muslim-friendly tourism destinations. Kampung Wisata Kang Bejo possesses considerable potential through its community-based tourism concept, local cultural attractions, environmental education, and strong Islamic social values that support the implementation of halal tourism. This study also highlights the integration of Islamic values such as *election works*, *brotherhood*, *facing and choice*, *annazāfah*, and *andyesthehah* in tourism development. However, several challenges remain, including limited halal facilities, lack of public understanding regarding halal tourism concepts, inadequate infrastructure, and minimal promotional activities. This research employed a qualitative descriptive approach through observation, interviews, and documentation techniques. Data were analyzed using data reduction, data display, and conclusion drawing methods. The findings indicate that the development of halal tourism in Kampung Wisata Kang Bejo requires synergy between the community, tourism managers, and the government. Development strategies can be implemented through improving halal facilities, strengthening human resources, utilizing digital promotion, and optimizing community participation based on the principles of Community Based Tourism (CBT) and Islamic values. The study concludes that Kampung Wisata Kang Bejo has strong potential to become an Islamic values-based

halal tourism destination in Balikpapan if supported by sustainable management and stakeholder collaboration.

Keywords: Halal Tourism, Islamic Values, Community Based Tourism, Tourism Development, Kampung Kang Bejo

Abstrak

Penelitian ini bertujuan untuk menganalisis potensi, tantangan, dan strategi pengembangan pariwisata halal berbasis nilai-nilai Islam di Kampung Wisata Kang Bejo Balikpapan. Pariwisata halal menjadi salah satu sektor strategis dalam industri pariwisata seiring meningkatnya kebutuhan wisata ramah muslim. Kampung Wisata Kang Bejo memiliki potensi yang cukup besar melalui konsep wisata berbasis masyarakat, daya tarik budaya lokal, edukasi lingkungan, serta nilai-nilai sosial keislaman yang mendukung implementasi wisata halal. Penelitian ini juga menyoroti integrasi nilai-nilai Islam seperti *halalan tayyiban*, *ukhuwah*, *ta'ūwun*, *an-nazāfah*, dan *maṣlahah* dalam pengembangan wisata. Namun demikian, masih terdapat berbagai tantangan seperti keterbatasan fasilitas halal, minimnya pemahaman masyarakat mengenai konsep wisata halal, infrastruktur yang belum optimal, serta kurangnya promosi wisata. Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan teknik pengumpulan data berupa observasi, wawancara, dan dokumentasi. Analisis data dilakukan melalui reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa pengembangan wisata halal di Kampung Wisata Kang Bejo memerlukan sinergi antara masyarakat, pengelola wisata, dan pemerintah. Strategi pengembangan dapat dilakukan melalui peningkatan fasilitas halal, penguatan sumber daya manusia, pemanfaatan promosi digital, dan optimalisasi partisipasi masyarakat berbasis *Community Based Tourism* (CBT) dan nilai-nilai Islam. Penelitian ini menyimpulkan bahwa Kampung Wisata Kang Bejo memiliki potensi besar untuk menjadi destinasi wisata halal berbasis nilai-nilai Islam di Balikpapan apabila didukung dengan pengelolaan yang berkelanjutan dan kolaborasi antar pemangku kepentingan.

Kata Kunci: Pariwisata Halal, Nilai-Nilai Islam, Community Based Tourism, Pengembangan Wisata, Kampung Kang Bejo

A. Introduction

Tourism is a strategic sector that plays a vital role in national and regional economic development. It contributes to increasing community income, creating jobs, and encouraging economic growth based on local potential. Furthermore, the development of the tourism industry also impacts cultural strengthening, increased investment, and infrastructure development in various regions. Along with globalization and increasing mobility, demand for the tourism sector has increased significantly. Tourism is no longer viewed solely as a recreational activity, but has evolved into a social, cultural, educational, and economic necessity for modern society.

Indonesia, as the country with the largest Muslim population in the world, has significant potential for developing halal tourism. This potential is supported by its rich

natural resources, diverse culture, and traditions. Halal tourism is a growing sector due to the growing demand from Muslim tourists for tourism services that comply with Islamic sharia principles. The concept of halal tourism is not only related to religious tourism but also encompasses the provision of tourism facilities and services that provide comfort for Muslim tourists, such as halal food, places of worship, a clean environment, and services that align with Islamic values.¹

Islamic-based halal tourism is essentially a tourism development concept that focuses not only on economic and recreational aspects but also emphasizes the implementation of Islamic teachings in all tourism activities. The concept of halal tourism in Islam is closely related to the principle of *halal ṭayyiban*, meaning everything that is halal, good, clean, safe, and beneficial to humanity. In the context of tourism, this principle is realized through the provision of halal food, a clean tourist environment, ethical services, and tourism activities that comply with Islamic law. Thus, halal tourism based on Islamic values is not only a means of recreation but also a medium for fostering a religious and ethical social environment.²

The development of halal tourism based on Islamic values is also related to the concept of *maqasid al-syari'ah* which aims to preserve religion (*ḥifẓ al-din*), take care of the soul (*ḥifẓ al-nafs*), guarding the mind (*ḥifẓ al-'aql*), taking care of the offspring (*ḥifẓ al-nasl*), and safeguarding property (*ḥifẓ al-mandl*). In practice, halal tourism not only provides prayer facilities and halal food, but also creates a safe, comfortable, clean tourist environment that supports the spiritual needs of Muslim tourists. Therefore, developing halal tourism based on Islamic values is part of an effort to realize social welfare through sustainable tourism activities that comply with Sharia principles.³

Islam also teaches the importance of the principle of cleanliness (*an-naẓāfah*) as part of the values of faith. This principle is strongly relevant to the development of halal tourism, particularly in maintaining the cleanliness of the tourist environment, sanitation, and the quality of service to tourists. A clean and comfortable tourist environment not only enhances the quality of the tourist destination but also reflects the implementation of Islamic values in community life.⁴

Furthermore, the development of halal tourism based on Islamic values is also related to the concept of humans as *khalifah fil ardh* (vicegerents on earth), meaning that humans have a responsibility to protect and preserve the environment. From an Islamic perspective, tourism development must not damage the natural and social environment of the community, but must instead create a balance between economic, social, and environmental sustainability needs. This concept aligns with the development of the Kang Bejo Tourism Village, which prioritizes environmental

¹Ahmad Yusuf, "Implementation of Sharia Principles in the Tourism Industry," *Journal of Islamic Economics* Vol. 7, No. 1 (2021)

²Muhammad Djakfar, *Halal Tourism* (Malang: UIN Maliki Press, 2017), 45.

³Mohamad Fathoni, "The Concept of Halal Tourism and Its Implementation in Indonesia," *Jurnal Al-Tijary* Vol. 5, No. 1 (2021)

⁴Ahmad Yusuf, "Implementation of Sharia Principles in the Tourism Industry," 20.

education, reforestation, waste management, and active community participation in maintaining the sustainability of the tourism environment.⁵

The development of halal tourism based on Islamic values is also inseparable from the concept of *mayesthehah* or social benefit. Islam emphasizes that every economic and social activity must benefit the wider community and avoid harm (*mafsadah*). Therefore, the development of halal tourism aims not only to increase community income but also to strengthen the values of brotherhood, mutual cooperation, social awareness, and Islamic-based community empowerment. Through the Community-Based Tourism (CBT) approach, the community becomes the primary subject in tourism management so that the economic, social, cultural, and religious benefits can be enjoyed sustainably by the local community.⁶

The development of halal tourism in Indonesia has received significant government attention. This is demonstrated through various policies and regulations supporting the development of halal tourism destinations in various regions. Law Number 10 of 2009 concerning Tourism defines tourism as a variety of tourism activities supported by facilities and services provided by the community, businesses, the government, and local governments.⁷In addition, the Fatwa of the National Sharia Council of the Indonesian Ulema Council Number 108/DSN-MUI/X/2016 concerning Guidelines for Organizing Tourism Based on Sharia Principles is an important basis for implementing halal tourism in Indonesia.⁸This regulation shows that the development of halal tourism has a strategic position in the development of the national tourism sector.

Halal tourism is essentially a tourism concept that integrates Sharia values into tourism activities. This concept emphasizes Muslim-friendly service aspects without eliminating entertainment and recreation elements from tourism activities. Halal tourism is not only intended for Muslim tourists but can be enjoyed by all travelers because it emphasizes cleanliness, safety, comfort, and quality of service. Therefore, halal tourism has significant potential for development as part of a sustainable modern tourism industry.

In recent years, halal tourism has become a global trend in the global tourism industry. The Global Muslim Travel Index (GMTI) shows that the number of Muslim tourists worldwide continues to increase annually. This presents a significant opportunity for Muslim countries, including Indonesia, to develop competitive halal tourism destinations. Indonesia even received an award as the world's best halal

⁵Rahman Fadli, "Halal Tourism and Community Economic Empowerment," *Indonesian Journal of Islamic Economics* Vol. 11, No. 2 (2021): 100–112.

⁶Arif Setiawan, "Community Empowerment through Community-Based Tourism," *Journal of Islamic Community Development* Vol. 6, No. 2 (2023): 73–85.

⁷Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism.

⁸National Sharia Council of the Indonesian Ulema Council, *Fatwa Number 108/DSN-MUI/X/2016 concerning Guidelines for Organizing Tourism Based on Sharia Principles* (Jakarta: DSN-MUI, 2016).

tourism destination at the World Halal Tourism Awards. This achievement demonstrates Indonesia's significant potential for developing the halal tourism sector.⁹

Halal tourism development is not only focused on increasing tourist numbers but also on empowering local communities. One widely used approach in tourism development is Community-Based Tourism (CBT). The CBT concept emphasizes active community involvement in the management and development of tourist destinations. Through this approach, communities become not only tourist attractions but also the primary subjects of tourism activities, allowing local communities to directly experience economic benefits.¹⁰

Community-Based Tourism (CBT) is a tourism development concept that prioritizes community participation in all aspects of tourism management. This concept aims to create a balance between economic, social, cultural, and environmental aspects in tourism development. Through the CBT approach, local communities have the opportunity to independently develop their regional potential while maintaining cultural values and environmental sustainability. Community-based tourism development is also considered more effective in creating sustainable tourism compared to large-scale investment-based tourism development, which tends to involve less local communities.¹¹

East Kalimantan is one of the regions in Indonesia with significant tourism potential. Various natural, cultural, and educational tourist destinations are developing in this region, including Balikpapan. Balikpapan is known as a developing city with significant potential in the service and tourism sectors. In addition to modern tourism, Balikpapan also boasts various community-based tourism destinations, developed through the active participation of local communities in developing their environment into a productive and economically valuable tourist destination.

One of the growing community-based tourism destinations in Balikpapan City is the Kang Bejo Tourism Village. This tourism village promotes the concept of environmental education tourism and community empowerment through various community-based activities. Kang Bejo Tourism Village utilizes the local environment as a tourist attraction by presenting educational, social, cultural, and environmental activities. The existence of this tourism village demonstrates the community's innovation in creating a tourism destination based on community participation and environmental conservation.

Kang Bejo Tourism Village has significant potential to be developed as a halal tourism destination based on Islamic values. Its predominantly Muslim community, strong local culture, and relatively Sharia-compliant tourism activities are crucial for developing community-based halal tourism. Furthermore, the environmental

⁹ CrescentRating dan Mastercard, *Global Muslim Travel Index 2023* (Singapore: CrescentRating, 2023).

¹⁰Dian Kusumaningrum, "Community Based Tourism in the Development of Tourist Villages," *Journal of Hospitality and Tourism* Vol. 8, No. 2 (2021)

¹¹Potjana Suansri, *Community Based Tourism Handbook* (Bangkok: REST Project, 2003), 14.

education tourism concept aligns with halal tourism principles, which emphasize cleanliness, comfort, safety, and environmental sustainability.

The potential for halal tourism development in Kang Bejo Tourism Village can be seen from several aspects. First, there is active community participation in community-based tourism management. Second, there is the potential for community micro-enterprises, such as local culinary delights and creative products, that can be developed as part of halal tourism. Third, the tourism environment is relatively supportive of the implementation of Muslim-friendly tourism concepts. Fourth, there are opportunities for developing digital-based tourism promotions that can increase tourist appeal to Kang Bejo Tourism Village.

Despite this, the development of halal tourism in Kang Bejo Tourism Village still faces various challenges. One of the main challenges is the limited availability of supporting facilities for halal tourism, such as halal certification for culinary products, adequate prayer facilities, and halal tourism service standards. Furthermore, public understanding of the concept of halal tourism still needs to be improved for optimal implementation. Another challenge is the limited availability of tourism promotion and supporting infrastructure, which still require further development.

In developing halal tourism destinations, development strategy is crucial. Halal tourism development requires synergy between the government, tourism operators, the community, and the private sector. The government plays a role in providing regulations, infrastructure support, and tourism promotion, while the community plays a role in maintaining tourism sustainability and providing excellent services to tourists. Collaboration between stakeholders is crucial for creating sustainable halal tourism management and improving the well-being of local communities.

Extensive research has been conducted on halal tourism. Presilawati et al.'s research explains that developing halal tourism requires improving the quality of human resources and Sharia-compliant tourism services.¹²Bustamam and Suryani's research shows that halal tourism has a positive impact on regional economic development by increasing tourist attractions and empowering local communities.¹³Haries et al.'s research also explains that East Kalimantan has significant potential for halal tourism development due to its significant natural, cultural, and community tourism potential.¹⁴

Furthermore, Irsyad and Mursyid's research explains that developing halal tourism requires the application of the ACES Framework approach, which encompasses access, communication, environment, and services as indicators of halal

¹²Presilawati et al., "Development of Halal Tourism Objects Through Human Resources in Banda Aceh," *JSl: Indonesian Merchants' Journa* Vol. 1, No. 1 (2022)

¹³Nawarti Bustamam and Susie Suryani, "Potential for Halal Tourism Development and Its Impact on Regional Economic Development in Riau Province," *KIAT Economic Journa* Vol. 32, No. 2 (2022)

¹⁴Akhmad Haries et al., "Transformation of Halal Tourism in East Kalimantan," *Journal of Islamic Economic Law* Vol. 1, No. 2 (2023)

tourism destination readiness. This approach is used to assess the readiness of facilities, communication, environment, and tourism services to meet the needs of Muslim tourists.¹⁵

Although extensive research on halal tourism has been conducted, research related to the development of community-based halal tourism in the Kang Bejo Tourism Village in Balikpapan remains relatively limited. Most previous studies have focused on halal tourism at the regional scale or in large tourist destinations, while research on community-based halal tourism at the tourism village level is still rare. Furthermore, previous research tends to emphasize economic aspects and modern tourism, while the integration of Islamic values in the development of community-based halal tourism has not been studied in depth. Therefore, this study presents a novel approach in its efforts to integrate the concept of Islamic-based halal tourism with the Community-Based Tourism (CBT) approach in the development of the Kang Bejo Tourism Village in Balikpapan.

This study aims to analyze the potential for Islamic-based halal tourism in Kang Bejo Tourism Village, identify challenges faced in its development, and formulate strategies for developing community-based halal tourism in Balikpapan City. This research is expected to provide theoretical and practical contributions to the development of Islamic-based halal tourism and serve as a reference for the government, tourism managers, and the community in developing sustainable halal tourism destinations.

B. Literature Review

I. The Concept of Halal Tourism

Halal tourism is a tourism development concept that integrates Islamic sharia values into all tourism activities. The concept of halal tourism extends beyond religious tourism to encompass the provision of tourism services and facilities tailored to the needs of Muslim travelers. Battour and Ismail explain that halal tourism is a form of tourism activity that provides products, services, and facilities that align with Islamic principles, thereby ensuring the comfort of Muslim travelers.¹⁶In this concept, halal food, prayer facilities, Muslim-friendly services, and a clean environment are important aspects of managing halal tourism destinations.

Halal tourism is developing in response to the increasing number of Muslim tourists worldwide who have specific needs for tourist destinations that comply with Islamic law. *Global Muslim Travel Index* (GMTI) shows that Muslim tourists constitute one of the largest market segments in the global tourism industry. Therefore, many

¹⁵Mohamad Irsyad and Achmad Yafik Mursyid, "Da'wah Management in Halal Tourism Development," *Journal of Islamic Da'wah Science* Vol. 44, No. 1 (2024)

¹⁶C. M. Battour dan M. N. Ismail, "Halal Tourism: Concepts, Practises, Challenges and Future," *Tourism Management Perspectives* Vol. 19 (2016)

countries have begun developing the concept of halal tourism as a strategy to increase the competitiveness of the tourism sector.¹⁷

According to Djakfar, halal tourism is a tourism activity that still adheres to sharia principles without eliminating the elements of entertainment, recreation, and economic value in tourism activities.¹⁸ Halal tourism is not only for Muslim tourists but can be enjoyed by all travelers, emphasizing cleanliness, safety, comfort, and quality service. Thus, halal tourism is an inclusive tourism concept focused on quality service.

From an Islamic perspective, the concept of halal tourism is also closely related to the principle *electiont works*, namely everything that is halal, good, clean, safe, and beneficial to humanity. This concept serves as the normative foundation for developing halal tourism based on Islamic values. Furthermore, halal tourism also aligns with the goals of *magasid al-syari'ah* which aims to preserve religion (*hifz al-din*), taking care of the soul (*hifz al-nafs*), keeping your mind (*hifz intellect*), taking care of the offspring (*hifz al-nash*), and guarding property (*hifz al-mand*).¹⁹ Therefore, the development of halal tourism is not only oriented towards economic aspects, but also towards creating social and spiritual benefits for the community.

Islam also emphasizes the importance of the principle of cleanliness (*annaḥālah*) and human responsibility *ascaliph on earth* in maintaining environmental sustainability. This principle is relevant to the development of halal tourism because halal tourism destinations must be able to create a clean, healthy, comfortable, and sustainable environment.²⁰ Thus, halal tourism based on Islamic values not only emphasizes Muslim-friendly services, but also reflects the social and environmental ethics in Islamic teachings.

In practice, halal tourism has several key characteristics. First, the availability of halal food and beverages. Second, adequate prayer facilities, such as prayer rooms and ablution facilities. Third, tourism services that comply with Sharia values. Fourth, a clean and comfortable tourist environment. Fifth, tourism activities that do not conflict with Islamic principles. These characteristics are important indicators in the development of halal tourism destinations.

In Indonesia, the development of halal tourism is supported by various government regulations and policies. Law Number 10 of 2009 concerning Tourism stipulates that tourism development must take into account religious values, culture, and local wisdom.²¹ In addition, the Fatwa of the National Sharia Council of the Indonesian Ulema Council Number 108/DSN-MUI/X/2016 concerning Guidelines for

¹⁷ CrescentRating dan Mastercard, *Global Muslim Travel Index 2023* (Singapore: CrescentRating, 2023).

¹⁸ Muhammad Djakfar, *Halal Tourism* (Malang: UIN Maliki Press, 2017), 52.

¹⁹ Mohamad Fathoni, "The Concept of Halal Tourism and Its Implementation in Indonesia," *Jurnal Al-Tijary* Vol. 5, No. 1 (2021)

²⁰ Rahman Fadli, "Halal Tourism and Community Economic Empowerment," *Indonesian Journal of Islamic Economics* Vol. 11, No. 2 (2021)

²¹ Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism.

Organizing Tourism Based on Sharia Principles is the main guideline in implementing halal tourism in Indonesia.²²The fatwa explains that the implementation of halal tourism must comply with sharia principles in terms of services, facilities, and tourism activities.

The development of halal tourism has a positive impact on regional economic development. Bustamam and Suryani explained that halal tourism can increase community income, create jobs, and strengthen regional tourism appeal.²³In addition, halal tourism can also be a means of introducing Islamic culture and values to tourists more widely.

2. *Community Based Tourism* (CBT)

Community Based Tourism Community-Based Tourism (CBT) is a tourism development concept that emphasizes the active involvement of local communities in the management and development of tourist destinations. This concept aims to create sustainable tourism through community empowerment and optimal utilization of local potential. Suansri explained that CBT is a form of tourism management that involves the community in the planning, implementation, and decision-making processes, so that the economic and social benefits can be directly felt by the local community.²⁴

The CBT concept developed in response to conventional tourism development models that tend to favor investors over local communities. In the CBT approach, communities are not only the object of tourism but also the primary subjects of tourism activities. This gives communities the opportunity to manage tourism resources independently and sustainably.

CBT has several key principles: community participation, environmental sustainability, preservation of local culture, and equitable distribution of economic benefits. Community participation is crucial in developing community-based tourism because they possess direct knowledge and experience of local environmental and cultural conditions. Furthermore, community involvement can foster a sense of ownership in the destination, thereby enhancing tourism sustainability.

From an Islamic perspective, the concept of CBT is related to values *brotherhood, facing and choice, And and yes the ah* Community participation in tourism management reflects the spirit of cooperation and mutual assistance inherent in Islamic social life. Furthermore, community-based tourism development aligns with the principles of community empowerment and equitable distribution of prosperity, which are integral to Islamic development goals.²⁵

²²National Sharia Council of the Indonesian Ulema Council, *Fatwa Number 108/DSN-MUI/X/2016 concerning Guidelines for Organizing Tourism Based on Sharia Principles* (Jakarta: DSN-MUI, 2016).

²³Nawarti Bustamam and Susie Suryani, "Potential for Halal Tourism Development and Its Impact on Regional Economic Development in Riau Province," *KIAT Economic Journal* Vol. 32, No. 2 (2022)

²⁴Potjana Suansri, *Community Based Tourism Handbook* (Bangkok: REST Project, 2003), 14.

²⁵Arif Setiawan, "Community Empowerment through Community-Based Tourism," *Journal of Islamic Community Development* Vol. 6, No. 2 (2023)

In the context of halal tourism development, the concept of CBT (Creative, Community-Based, and Integrated Tourism) is closely related. Community-based halal tourism enables communities to actively participate in providing tourism services that comply with Sharia principles. Communities can develop halal culinary businesses, Sharia-compliant homestays, local crafts, and various cultural and educational tourism activities. Thus, CBT-based halal tourism development not only provides economic benefits but also strengthens the cultural identity and Islamic values of local communities.

Kang Bejo Tourism Village is a form of community-based tourism development in Balikpapan City. Community involvement in tourism management is a crucial factor in supporting the development of halal tourism in the area. Through a CBT approach, the community can play an active role in maintaining environmental cleanliness, providing services to tourists, and developing tourism products based on local potential.

3. ACES Framework in Halal Tourism

The ACES Framework is one approach used to assess the readiness of halal tourism destinations. This approach consists of four main aspects: *access*, *communication*, *environment*, and *services*. Irsyad and Mursyid explained that the ACES Framework is used to measure the quality of services and the readiness of tourist destinations to meet the needs of Muslim tourists.²⁶

Aspect *access* This relates to ease of access for tourists to tourist destinations, including transportation, location information, and other supporting facilities. Halal tourist destinations must be easily accessible to ensure tourists feel comfortable during their travels.

Aspect *communication* This relates to providing clear and easily understood tourism information to tourists. Effective communication can be achieved through digital promotional media, information boards, social media, and tourism information services. In halal tourism, information about halal facilities is a crucial part of communication with tourists.

Aspect *environment* This relates to clean, safe, comfortable tourist environments that comply with sharia principles. A good tourist environment will enhance tourist comfort and create a positive travel experience. Furthermore, environmental cleanliness and sustainability are also important components of the halal tourism concept, which is related to the principles of sharia. *annaẓāfaḥ* and human responsibility *ascaliph on earth*.²⁷

Aspect *services* This relates to the quality of tourism services provided to tourists. Friendly, professional service, and adherence to Sharia values are important indicators in the development of halal tourism. These services include the provision of

²⁶Mohamad Irsyad and Achmad Yafik Mursyid, "Da'wah Management in Halal Tourism Development," *Journal of Islamic Da'wah Science* Vol. 44, No. 1 (2024)

²⁷Ahmad Yusuf, "Implementation of Sharia Principles in the Tourism Industry," *Journal of Islamic Economics* Vol. 7, No. 1 (2021)

halal food, prayer facilities, Muslim-friendly accommodations, and other tourism services.

The ACES Framework approach can be used as a basis for analyzing the readiness of Kang Bejo Tourism Village as a halal tourism destination. Through this approach, researchers can identify the potential and challenges in developing community-based halal tourism in Balikpapan City.

4. Halal Tourism Development Strategy

The halal tourism development strategy is a step taken to improve the quality of tourist destinations to meet the needs of Muslim travelers. Halal tourism development requires careful planning, regulatory support, improved human resource quality, and synergy among stakeholders.

According to Presilawati et al., the development of halal tourism requires improving the quality of sharia-based tourism services through human resource training and strengthening halal facilities.²⁸In addition, digital-based halal tourism promotion is also an important strategy in increasing tourist attraction towards halal tourism destinations.

Halal tourism development strategies must also consider environmental sustainability and local community empowerment. Tourism development that focuses solely on economic profit without considering social and environmental aspects can lead to various long-term problems. Therefore, a community-based tourism approach is an effective strategy for creating sustainable tourism.

From an Islamic perspective, the strategy for developing halal tourism is not only aimed at increasing the economic income of the community, but also at realizing welfare (*and yes thehah*) and social welfare. The development of halal tourism based on Islamic values must strengthen the values of brotherhood, social awareness, environmental cleanliness, and service ethics in accordance with sharia principles.²⁹

In the context of the Kang Bejo Tourism Village, halal tourism development strategies can be implemented through improving halal facilities, strengthening community participation, developing digital promotions, and enhancing the quality of tourism infrastructure. Furthermore, collaboration between the government, tourism operators, the community, and the private sector is also a crucial factor in supporting the development of community-based halal tourism in Balikpapan City.

C. Method

This research uses a qualitative approach with a descriptive research type was used to deeply understand the phenomenon of halal tourism development based on Islamic values in the Kang Bejo Tourism Village in Balikpapan. Descriptive research aims to systematically, factually, and in-depth describe the conditions of the research object related to the potential,

²⁸Presilawati et al., "Development of Halal Tourism Objects Through Human Resources in Banda Aceh," *JSI: Indonesian Merchants' Journal* Vol. 1, No. 1 (2022)

²⁹Yusuf al-Qaradawi, *Daur al-Qiyam wa al-Akhlaq fi al-Iqtishad al-Islami* (Cairo: Wahbah Library, 1995), 112.

challenges, and strategies for developing community-based halal tourism. According to Lexy J. Moleong, qualitative research aims to understand social phenomena through natural data collection, with the researcher as the primary research instrument.³⁰

1. Problem Analysis

Halal tourism development in Kang Bejo Tourism Village still faces various obstacles that require strategic solutions to develop as a community-based halal tourism destination. The main issues identified in this study include limited halal facilities, limited public understanding of the concept of halal tourism based on Islamic values, suboptimal tourism promotion, and limited supporting tourism infrastructure. Furthermore, community-based tourism management still requires strengthening human resources and sustainable tourism development strategies.

This problem is important to study because Kang Bejo Tourism Village has great potential in developing halal tourism based on...*Community Based Tourism*(CBT). This potential is evident in the active participation of the community in tourism management, the predominantly Muslim community, and the existence of educational and environmental tourism activities that support the implementation of halal tourism. Therefore, this study was conducted to analyze the potential for halal tourism based on Islamic values, identify the challenges faced, and formulate a strategy for halal tourism development in the Kang Bejo Tourism Village in Balikpapan.

2. Research Location

This research was conducted in the Kang Bejo Tourism Village in Balikpapan City, East Kalimantan. The research location was selected based on the consideration that Kang Bejo Tourism Village is a community-based tourism destination with the potential to be developed as a halal tourism destination based on Islamic values. Furthermore, this tourism village has characteristics of environmental education and community participation, which align with the concept of "Indonesian Halal Tourism." *Community Based Tourism* (CBT).

3. Research Data Sources

The data sources in this study consist of primary and secondary data. Primary data were obtained directly through interviews, observations, and field documentation. Informants included the management of Kang Bejo Tourism Village, local residents, tourism businesses, community leaders, and government officials involved in halal tourism development in Balikpapan City.

Meanwhile, secondary data was obtained from books, scientific journals, government documents, laws and regulations, fatwas of the National Sharia Council of the Indonesian Ulema Council, as well as various literature related to halal tourism and *Community Based Tourism*. Secondary data is used to strengthen research analysis and support the interpretation of research results.

4. Data Collection Techniques

Data collection techniques in this study were carried out using several methods, namely:

a. Observation

Observations were conducted by directly observing the conditions of Kang Bejo Tourism Village, tourist facilities, community activities, and the potential for halal tourism at the research location. Observations were conducted to obtain factual data directly regarding the condition of the research object, particularly regarding the implementation of Islamic

³⁰Lexy J. Moleong, *Qualitative Research Methodology*(Bandung: Rosdakarya Youth, 2018), 6.

values such as environmental cleanliness (*annaẓāfah*), community participation, tourism services, and community social activities.

b. Interview

In-depth interviews were conducted with research informants using a semi-structured interview guide. The interview technique was used to obtain information on the potential of halal tourism, challenges to tourism development, the implementation of Islamic values in tourism management, and strategies for developing Kang Bejo Tourism Village as a community-based halal tourism destination.

c. Documentation

Documentation was conducted by collecting various supporting documents, such as photographs of tourism activities, tourism village profiles, visitor data, tourism management documents, and various archives related to the research. Documentation was used as supporting data in the research analysis process.

5. Data Analysis Techniques

Data analysis in this study uses the Miles and Huberman interactive analysis model which consists of three stages, namely data reduction, data presentation, and drawing conclusions.³¹

a. Data Reduction

Data reduction was performed by selecting, simplifying, and focusing data obtained from observations, interviews, and documentation. At this stage, researchers grouped the data according to the research focus: potential, challenges, implementation of Islamic values, and halal tourism development strategies.

b. Data Presentation

Data is presented in descriptive narrative form to facilitate researchers' understanding of the research results. The reduced data is then systematically organized based on research themes, facilitating the analysis process.

c. Drawing Conclusions

The final stage is drawing conclusions based on the data analysis. The research conclusions are used to address the research focus on the potential, challenges, implementation of Islamic values, and strategies for developing halal tourism in the Kang Bejo Tourism Village in Balikpapan.

6. Data Validity Techniques

To maintain the validity of the research data, the researcher used data triangulation techniques. Triangulation was carried out by comparing data from observations, interviews, and documentation to achieve a higher level of reliability. In addition, the researcher also double-checked (*member check*) regarding information obtained from research informants so that the data used truly corresponds to conditions in the field.³²

³¹Matthew B. Miles, A. Michael Huberman, and Johnny Saldaña, *Qualitative Data Analysis: A Methods Sourcebook* (California: Sage Publications, 2014), 12–14.

³²Sugiyono, *Qualitative Research Methods* (Bandung: Alfabeta, 2020), 189.

7. Research Design

This research design outlines the research stages, from problem identification to drawing conclusions. The research stages are conducted systematically to ensure the research process aligns with the research objectives.



This research design was used to facilitate the analysis of Islamic-based halal tourism development in the Kang Bejo Tourism Village in Balikpapan. Through these stages, the research is expected to produce a community-based halal tourism development strategy that is effective, sustainable, and in accordance with Islamic sharia principles.

D. Result

I. General Description of Kang Bejo Tourism Village, Balikpapan

Kang Bejo Tourism Village is a community-based tourism destination in Balikpapan City. This tourism village developed through active community participation in utilizing the surrounding environment as an educational, social, cultural, and environmental tourism destination. The tourism concept is oriented towards community empowerment and environmental preservation, creating an educational, religious, and environmentally friendly tourism atmosphere in accordance with Islamic values.

The Kang Bejo Tourism Village represents a form of community innovation in developing local potential into a community-based creative economy. This tourism village offers various tourism activities, including environmental education, waste management, community social activities, local culinary tours, and cultural activities involving the surrounding community. In addition to providing recreational facilities, the village also serves as a platform for public education on the importance of

environmental cleanliness, community economic empowerment, and strengthening Islamic social values.

In the context of developing halal tourism based on Islamic values, Kang Bejo Tourism Village has significant potential due to its predominantly Muslim community and relatively Sharia-compliant tourism activities. Furthermore, the community's culture, which upholds the values of mutual cooperation, togetherness, and social awareness, provides crucial social capital for developing halal tourism. *Community Based Tourism* (CBT). This value reflects the implementation of the principle *Islamic brotherhood* And *facings'andchoice* in community life.

2. Potential for Developing Halal Tourism Based on Islamic Values in Kang Bejo Tourism Village

The research results show that Kang Bejo Tourism Village has various potentials that can support the development of Islamic-based halal tourism in Balikpapan City. This potential encompasses environmental, cultural, economic, and social aspects.

a. Environmental Potential and Educational Tourism

Kang Bejo Tourism Village has an environment that is quite supportive of the development of community-based educational tourism. Environmental cleanliness, waste management, and reforestation activities are a particular attraction for tourists. This environmental educational tourism concept aligns with the principles of halal tourism, which emphasizes cleanliness (*annaḥālah*) and environmental sustainability.

Furthermore, educational activities such as waste management, plant cultivation, and community empowerment add value to the development of Islamic-based halal tourism. Tourists not only receive entertainment but also gain educational experiences about environmental management and social life. From an Islamic perspective, maintaining environmental cleanliness and sustainability is part of human responsibility as human beings. *caliph on earth*.

b. Cultural Potential and Islamic Values

The majority of residents of Kang Bejo Tourism Village are Muslim and maintain local cultural values with religious nuances. Mutual cooperation, community friendliness, and a strong social culture are crucial factors in supporting the development of community-based halal tourism.

Community activities that still uphold Islamic values create a comfortable tourist atmosphere for Muslim tourists. Furthermore, the presence of prayer facilities near tourist areas is a supporting factor in the implementation of halal tourism. The community's friendly attitude toward tourists also reflects Islamic moral values. *brotherhood*, and social ethics in community life.

c. Community Economic Potential

The development of Kang Bejo Tourism Village has had a significant positive economic impact on the surrounding community. The community has begun developing small businesses, including local culinary delights, handicrafts, and community-based tourism services. Local culinary products offer significant potential

for development as part of halal tourism, especially with the support of halal certification and improved service quality.

Furthermore, developing halal tourism based on Islamic values can also create new job opportunities for local communities. Community participation in tourism management provides opportunities to increase income and strengthen community-based economies. From an Islamic economic perspective, these economic activities reflect the concept of *and yes the hah* because it provides social and economic benefits to the community.

d. Potential *Community Based Tourism (CBT)*

Active community involvement in the management of Kang Bejo Tourism Village is a key strength in the development of halal tourism. *Community Based Tourism (CBT)* that is implemented allows the community to be directly involved in the tourism management process, starting from environmental development to tourist services.

This community participation demonstrates a collective awareness of maintaining tourism sustainability. Furthermore, community involvement has a positive impact on preserving local culture and fostering a sense of ownership in the tourism area. From an Islamic perspective, active community participation reflects the values of deliberation, cooperation, and social responsibility in creating shared prosperity.

3. Challenges of Developing Halal Tourism Based on Islamic Values in Kang Bejo Tourism Village

Despite having various potentials, research results show that the development of halal tourism based on Islamic values in Kang Bejo Tourism Village still faces several challenges that need attention.

a. Limited Halal Facilities

One of the main challenges is the limited availability of facilities to support halal tourism. Facilities such as Qibla signs, representative prayer areas, and halal certification for culinary products are still lacking. This situation hinders the development of halal tourism service standards that meet the needs of Muslim tourists.

Furthermore, not all business owners understand the importance of halal certification as part of halal tourism development. This highlights the need for public education and support regarding the implementation of halal standards in tourism activities.

b. Lack of Understanding of Halal Tourism Based on Islamic Values

Research shows that some people still perceive halal tourism solely as religious tourism. However, the concept of halal tourism based on Islamic values encompasses all aspects of tourism services that comply with Sharia principles, such as cleanliness, good service, comfort, safety, and Islamic social ethics.

The lack of training and outreach regarding the concept of halal tourism is one factor affecting community readiness to develop community-based halal tourism destinations. Therefore, strengthening public understanding regarding the implementation of Islamic values in tourism activities is necessary.

c. Infrastructure and Supporting Facilities

Another challenge is the limited infrastructure and supporting facilities for tourism. Several public facilities, such as road access, parking areas, sanitation, and tourist information boards, still require improvement. Suboptimal infrastructure can impact tourist comfort and diminish the attractiveness of a destination.

Furthermore, limited supporting facilities are also a barrier to increasing tourist visits to Kang Bejo Tourism Village. Within the concept of halal tourism, comfortable and clean facilities are a crucial part of the principles. *election works*.

d. Suboptimal Tourism Promotion

Tourism promotion is a crucial aspect of destination development. However, research shows that promotion of Kang Bejo Tourism Village remains relatively limited. The use of digital and social media for tourism promotion has not been maximized, resulting in limited reach of tourism information.

While digital promotion plays a crucial role in increasing tourist appeal, particularly to the younger generation who actively use social media as a source of travel information, the lack of digital promotion has left the halal tourism potential of Kang Bejo Tourism Village largely unknown to people outside the region.

4. Halal Tourism Development Strategy Based on Islamic Values in Kang Bejo Tourism Village

Based on the research results, there are several strategies that can be implemented in developing halal tourism based on Islamic values in Kang Bejo Tourism Village.

a. Improving Halal Facilities

The first strategy is to improve halal facilities in tourist areas, such as providing comfortable places of worship, Qibla indicators, clean restrooms, and halal certification for local culinary products. Improving halal facilities is a crucial step in creating Muslim-friendly tourist destinations that align with Islamic principles. *election works*.

b. Strengthening Human Resources

Developing halal tourism requires human resources who understand the concepts and standards of halal tourism services based on Islamic values. Therefore, training and outreach regarding halal tourism are necessary for the community and tourism managers to ensure optimal service delivery.

This training could cover Sharia-compliant tourism services, halal business management, digital marketing, and strengthening Islamic service ethics. By improving the quality of human resources, communities are expected to be able to manage halal tourism professionally and sustainably.

c. Digital Promotion Development

The next strategy is to increase digital-based tourism promotion through social media, *websites* tourism, and other digital platforms. Digital promotion can help expand the reach of tourism information and increase tourist interest in visiting Kang Bejo Tourism Village.

Furthermore, digital promotion can also be used to promote the identity of Kang Bejo Tourism Village as a halal tourism destination based on Islamic values and community empowerment. This strategy is crucial for increasing the competitiveness of halal tourism in the digital era.

d. Strengthening Collaboration Between Stakeholders

Developing halal tourism based on Islamic values requires collaboration between the government, tourism operators, communities, and the private sector. The government can provide support in the form of regulations, training, and infrastructure development, while communities play a role in maintaining tourism sustainability and providing excellent service to tourists.

Collaboration between stakeholders is a crucial factor in creating sustainable halal tourism management. Through this synergy, halal tourism development in Kang Bejo Tourism Village can be more optimal and provide social and economic benefits to the local community.

5. Discussion of Research Results

The research results show that Kang Bejo Tourism Village has significant potential to be developed as an Islamic-based halal tourism destination in Balikpapan City. Environmental potential, culture, Islamic values, and community participation are important factors in supporting the development of Islamic-based halal tourism. *Community Based Tourism (CBT)*.

The findings of this study indicate that the development of halal tourism is not only related to economic aspects and tourism facilities, but also to the implementation of Islamic values in the social life of the community. The values of mutual cooperation, environmental cleanliness, community friendliness, and social participation reflect the implementation of the principles of halal tourism. *brotherhood, facing and choice, anna'āfah, And andyesthe'ahin* the development of community-based halal tourism.

The results of this study also show that the concept *Community Based Tourism (CBT)* has strong relevance to Islamic social principles. Community involvement in tourism management reflects the values of deliberation, social responsibility, and collective economic empowerment. Thus, CBT-based halal tourism development not only provides economic benefits but also strengthens the social and religious identity of local communities.

However, the development of Islamic-based halal tourism in Kang Bejo Tourism Village still faces various challenges, such as limited halal facilities, limited public understanding of the concept of halal tourism, and limited tourism promotion. Therefore, an integrated development strategy is needed through improving halal facilities, strengthening human resources, developing digital promotions, and collaboration between stakeholders.

With good management and support from various parties, Kang Bejo Tourism Village has the potential to become a halal tourism destination based on Islamic values that can improve the welfare of the local community while supporting the development of the halal tourism sector in Balikpapan City.

E. Discussion

The development of Islamic-based halal tourism at the Kang Bejo Tourism Village in Balikpapan City demonstrates that community-based tourism offers significant potential for supporting sustainable tourism development. The concept of halal tourism is not merely understood as religious tourism, but has evolved into a tourism service system that prioritizes comfort, safety, cleanliness, and ethical values in accordance with Islamic sharia principles. In this context, the Kang Bejo Tourism Village possesses characteristics that support halal tourism development because it is community-based, embraces a religious culture, and prioritizes environmental education and community empowerment.

The research results show that the development of Islamic-based halal tourism in Kang Bejo Tourism Village aligns with the concept of Community-Based Tourism (CBT). In CBT, the community plays a key role in tourism management, ensuring direct economic and social benefits for the local community. Community involvement in tourism management demonstrates a collective commitment to building a productive and sustainable tourism environment. This demonstrates that halal tourism development is not solely focused on economic gain but also strengthens social solidarity, a culture of mutual cooperation, and empowers local communities.

The development of community-based halal tourism is also relevant to Islamic values, which emphasize the importance of togetherness, cooperation, and social welfare. The values of mutual cooperation (*gotong royong*) that have developed within the Kang Bejo Tourism Village community reflect the concept of *ta'awun*. In Islam, it refers to the attitude of mutual assistance for the good and development of society. Furthermore, the community's active involvement in preserving the tourism environment demonstrates the implementation of the concept of *khalifah fil ardh* (vicegerent on earth), namely human responsibility to protect and preserve the environment as a trust from Allah SWT.

Theoretically, the results of this study support Battour and Ismail's view that halal tourism is a tourism service concept that meets the needs of Muslim tourists by providing facilities and services in accordance with Sharia principles. This concept is evident in the efforts of the Kang Bejo Tourism Village community to maintain environmental cleanliness, provide prayer facilities, and create a comfortable and welcoming atmosphere for Muslim tourists. Thus, halal tourism is not merely understood as a religious label but as part of a quality and sustainable tourism service system.

From the perspective of Islamic thought, the concept of halal tourism is also related to the principle of *halal*. *Ayyib* emphasizes halal and good aspects in all life activities, including the tourism sector. This principle is reflected in community efforts to maintain environmental cleanliness, provide halal culinary products, and create a safe and comfortable tourist environment. Furthermore, the concept of *maqasid al-syari'ah* can also be seen in the development of halal tourism because it aims to

maintain the welfare of society through protecting religion, life, property, and the social environment of the community.

The research also shows that halal tourism development has an impact on improving the local economy. The existence of the Kang Bejo Tourism Village provides opportunities for the community to develop small businesses, such as local culinary delights, creative products, and community-based tourism services. This finding aligns with research by Bustamam and Suryani, which explains that halal tourism development can increase community income and strengthen regional economic development through local community empowerment.

Community economic development through halal tourism also reflects the concept of a people-based Islamic economy, which places communities as the primary actors in economic development. From a sustainable development perspective, strengthening the community economy through community-based tourism is considered more effective because it fosters a sense of ownership in tourist destinations, thereby enhancing environmental and cultural sustainability. Therefore, community-based halal tourism can serve as a model for local economic development oriented toward community welfare and environmental preservation.

In addition to its economic impact, the development of halal tourism in Kang Bejo Tourism Village also contributes to strengthening social education and Islamic values in the community. Community activities such as community service, environmental management, and services to tourists reflect the implementation of Islamic social ethics in daily life. This demonstrates that halal tourism functions not only as an economic sector but also as a medium for internalizing Islamic values in community life.

However, research results indicate that the development of halal tourism in Kang Bejo Tourism Village still faces various challenges. One of the main challenges is the limited public understanding of the comprehensive concept of halal tourism. Some still perceive halal tourism solely as religious tourism, even though the concept encompasses all aspects of tourism services in accordance with Islamic sharia principles. This situation highlights the need for public education and training on the standards and implementation of halal tourism based on Islamic values.

Furthermore, limited halal facilities and supporting infrastructure also hinder the development of halal tourism. Facilities such as halal certification for culinary products, Qibla directional signs, adequate prayer facilities, and other supporting tourism facilities still require improvement. From the perspective of modern tourism development, the quality of facilities is a crucial factor in enhancing tourist satisfaction and comfort. Therefore, the development of halal facilities is a crucial requirement to support the competitiveness of halal tourism destinations in Kang Bejo Tourism Village.

The research also shows that tourism promotion is still not being implemented optimally. In today's digital era, social media and digital platform-based promotions have a significant impact on increasing tourist visits. Developing digital promotions is

crucial because it can expand the reach of tourism information more effectively and efficiently. In this context, Kang Bejo Tourism Village requires a more innovative digital promotion strategy to compete with other tourist destinations.

From the perspective of modern Islamic society, the use of digital technology in tourism development demonstrates a social transformation toward a society that is more adaptive to changing times. Communities are not only required to maintain local culture and religious values, but also to be able to utilize technology as a means of economic development and tourism promotion. Therefore, strengthening community digital literacy is a crucial part of supporting the development of community-based halal tourism.

Developing halal tourism based on Islamic values also requires collaboration between the government, communities, tourism operators, and the private sector. The government plays a crucial role in providing regulations, infrastructure support, and community training and mentoring programs. Meanwhile, communities play a role in maintaining the sustainability of the tourism environment and providing excellent services to tourists. This collaboration is crucial for creating sustainable halal tourism management based on community empowerment.

In the context of regional development, developing halal tourism in the Kang Bejo Tourism Village can be a strategy to increase the competitiveness of Balikpapan City's tourism sector. Community-based halal tourism can create a unique regional tourism identity and offer educational, religious, social, and environmental value. Furthermore, halal tourism development can support the regional development vision, which focuses on improving community welfare and environmental preservation.

The results of this study also demonstrate that the concept of halal tourism is closely linked to community social development. The values of cleanliness, mutual cooperation, hospitality, and environmental awareness developed in Kang Bejo Tourism Village reflect the implementation of Islamic values in the community's social life. Therefore, halal tourism development serves not only as an economic activity but also as a means of developing a religious, productive, and competitive community character.

Based on the discussion, it is clear that developing Islamic-based halal tourism in Kang Bejo Tourism Village requires an integrated strategy that includes improving halal facilities, strengthening community capacity, developing digital promotions, and providing government support. If this development is carried out sustainably, Kang Bejo Tourism Village has the potential to become a community-based halal tourism destination that can support economic, social, and cultural development and strengthen Islamic values in Balikpapan City.

Conclusion

Based on the research results, it can be concluded that Kang Bejo Tourism Village in Balikpapan City has significant potential to be developed as a halal tourism destination based on Islamic and community values. This potential is evident in the religious community environment, the existence of a culture of mutual cooperation, the concept of environmental educational tourism, and active community involvement in the management of tourism based on Community Based Tourism (CBT). Furthermore, the existence of community businesses such as local culinary and creative economic activities are also supporting factors in the development of halal tourism oriented towards empowering the local economy. The development of halal tourism based on Islamic values in Kang Bejo Tourism Village not only has an impact on improving the community's economy but also strengthens social, cultural, environmental awareness, and the implementation of Islamic values in community life. The research results also show that Islamic values such as *ukhuwah* (brotherhood), *ta'andyou*, *an-naẓāoh*, *electionstayyiban*, dan *mayestheḥ* Halal tourism has strong relevance in the development of community-based halal tourism. These values are reflected in the community's culture of togetherness, concern for the environment, friendly service, and active community participation in maintaining tourism sustainability. Thus, halal tourism development is not only understood as an economic and tourism activity alone, but also as part of the social development of a religious, productive, and sustainable community. However, the development of halal tourism based on Islamic values in Kang Bejo Tourism Village still faces several challenges, such as limited halal facilities, minimal public understanding of the concept of halal tourism, less than optimal tourism promotion, and limited supporting tourism infrastructure. These conditions indicate that halal tourism development requires support from various parties through improving the quality of human resources, providing tourism facilities that comply with halal standards, strengthening digital promotion, and collaboration between the government, the community, and tourism managers. With sustainable management and appropriate development strategies, Kang Bejo Tourism Village has the opportunity to develop into a halal tourism destination based on Islamic values and the community that can support economic, social, and cultural development, as well as strengthening the Islamic identity of the community in Balikpapan City. In addition, this research also contributes to the development of Islamic thought studies in the field of community-based halal tourism and local community empowerment.

Bibliography

- Battour, Mohamed, dan Mohd Nazari Ismail. "Halal Tourism: Concepts, Practises, Challenges and Future." *Tourism Management Perspectives* Vol. 19 (2016): 150–154.
- Bustamam, Nawarti, and Susie Suryani. "Potential for Halal Tourism Development and Its Impact on Regional Economic Development in Riau Province." *KIAT Economic Journal* Vol. 32 No. 2 (2022): 145–154.
- CrescentRating dan Mastercard. *Global Muslim Travel Index 2023*. Singapore: CrescentRating, 2023.
- Muhammad Djakfar. *Halal Tourism: A Multidimensional Perspective*. Malang: UIN Maliki Press, 2017.
- National Sharia Council of the Indonesian Ulema Council. *Fatwa Number 108/DSN-MUI/X/2016 concerning Guidelines for Organizing Tourism Based on Sharia Principles*. Jakarta: National Sharia Council of the Indonesian Ulema Council, 2016.
- Muhammad Anwar Fathoni. "The Concept of Halal Tourism and Its Implementation in Indonesia." *Jurnal Al-Tijary* Vol. 5 No. 1 (2021): 45–58.
- Akhmad Haries et al. "Transformation of Halal Tourism in East Kalimantan." *Journal of Islamic Economic Law* Vol. 1 No. 2 (2023): 60–72.
- Ali Hasan. "Halal Tourism Development Strategy in Indonesia." *Indonesian Tourism Journal* Vol. 4 No. 1 (2022): 33–47.
- Mohamad Irsyad, and Achmad Yafik Mursyid. "Da'wah Management in Halal Tourism Development." *Journal of Islamic Da'wah Science* Vol. 44 No. 1 (2024): 95–108.
- Ministry of Tourism of the Republic of Indonesia. *Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism*. Jakarta: Ministry of Tourism of the Republic of Indonesia, 2009.
- Dian Kusumaningrum. "Community-Based Tourism in the Development of Tourist Villages." *Journal of Hospitality and Tourism* Vol. 8 No. 2 (2021): 120–131.
- Lexy J. Moleong. *Qualitative Research Methodology*. Bandung: PT Remaja Rosdakarya, 2018.
- Matthew B. Miles, A. Michael Huberman, and Johnny Saldana. *Qualitative Data Analysis: A Methods Sourcebook*. California: SAGE Publications, 2014.
- Iwan Nugroho. "Sustainable Tourism and Community-Based Tourism Development." *Indonesian Tourism Journal* Vol. 16 No. 1 (2021): 10–22.
- Hadi Prasetyo. "Developing Halal Tourism Destinations Based on Local Wisdom." *Journal of Tourism Management* Vol. 5 No. 2 (2022): 88–99.

- Febyolla Presilawati et al. "Development of Halal Tourism Objects Through Human Resources in Banda Aceh." *JSI: Indonesian Merchants' Journal* Vol. 1 No. 1 (2022): 25–35.
- Rizky Putra. "Digital Promotion Strategy in Halal Tourism Development." *Journal of Communication and Tourism* Vol. 3 No. 2 (2023): 66–78.
- Yusuf al-Qaradawi. *The Role of Values and Morals in Islamic Economics*. Jakarta: Robbani Press, 2001.
- Syed Muhammad Naquib al-Attas. *Islam and Secularism* Kuala Lumpur: ISTAC, 1993.
- Fadli Rahman. "Halal Tourism and Community Economic Empowerment." *Indonesian Journal of Islamic Economics* Vol. 11 No. 2 (2021): 100–112.
- Nurul Ramadhani. "Analysis of Halal Tourism Development in Indonesia." *Indonesian Tourism Journal* Vol. 17 No. 1 (2022): 55–67.
- Deni Saputra. "The Role of the Community in Developing Community-Based Tourism." *Journal of Sociology of Tourism* Vol. 2 No. 1 (2021): 40–52.
- Arif Setiawan. "Community Empowerment through Community-Based Tourism." *Journal of Islamic Community Development* Vol. 6 No. 2 (2023): 73–85.
- Potjana Suansri. *Community Based Tourism Handbook*. Bangkok: REST Project, 2003.
- Fitri Suryani. "Infrastructure Development to Support Halal Tourism." *Journal of Regional Development* Vol. 9 No. 2 (2022): 91–103.
- Andi Wibowo. "The Role of Government in Developing Halal Tourism." *Journal of Public Policy* Vol. 14 No. 1 (2023): 50–61.
- Ahmad Yusuf. "Implementation of Sharia Principles in the Tourism Industry." *Journal of Islamic Economics* Vol. 7 No. 1 (2021): 15–28.