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Developing Zero Waste Halal Tourism Community in Lombok

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Abstract

The common problem frequently found in tourism activities is environmental pollution caused by solid waste due to a lack of management focusing on environmental sustainability. This study aims to analyze how the waste management (zero waste) application in the tourism industry impacts the sustainability of environmental aspects with the support of youth groups in an area. Qualitative research method is employed with observation and interviews as data collection, afterward the data are analyzed using content analysis. The results show that there is a link between the development of halal tourism with the application of zero waste known to the community by maintaining environmental cleanliness which is a reflection of the teachings of Islam. Both of these things work effectively with the support of youth groups in tourism villages in Lombok.

Keywords: *Halal Tourism; The Role of Youth; Zero Waste*

Introduction

In the development of the halal tourism industry, it is important to consider the positive and negative impacts caused by tourism activities, one of which is the environmental impact (Global Sustainable Council, 2013). Tourism activities supported by various factors must be maintained sustainably through the involvement of residents, communities or youth groups around the environment of environment. In addition, as for the tourists, 'tourism responsibility' is needed, namely efforts to preserve the sustainability of the natural environment to ensure how tourism activities can be justified (Eber, 1992; Bramwell, Henry, Jackson, Prat, and Richards, 1996).

Halal tourism put emphasis on service and comfort for tourists in conducting tourism activities without interfering their worship. Lombok, located in West Nusa Tenggara Province (NTB), was recorded as one of the destinations that won the title of the best halal tourism destination in the world in 2015 and 2019 (GMTI, 2019). This achievement shows the development of the halal tourism industry which continues to flourish. The increasing number of requests and the number of Muslim tourists visiting Lombok are the evidence of the high potential for the development of halal tourism in NTB.

Halal tourism as an embodiment of Islamic values in carrying out tourism activities implements the application of cleanliness in daily life, including how to carry out tourism activities based on the Al-Quran and Hadith (Q.S Al-Baqarah: 222). The meaning of cleanliness that will later support sustainability in environmental aspects should be emphasized in the development of halal tourism.

Environmental pollution caused by plastic waste has become a problem faced in various parts of the world. Various attempts were made to reduce environmental impacts, one of which was by applying zero waste. In NTB, Zero waste has become one of the leading programs in realizing NTB Gemilang's vision and mission. All Regional Warfare Organizations (OPD) in NTB Province are encouraged to implement zero waste starting from their respective work environments (Rohmi, 2020).

To support this, community involvement is needed. The relationship between local residents and tourists as a positive attitude towards the development of tourism is displayed by the creation of value that can provide both experience and satisfaction for tourists. The expected value in this study is how local residents and tourists carry out tourism activities by maintaining local values and the concept of sustainable tourism based on environmental balance (Rinuastuti, Saufi & Asmony, 2019).

The literature states that one of the efforts made for the sustainability of tourism is the application of zero waste, which is one step to reduce waste and make it a potential source that can be developed and does not cause problems that must be addressed (Carlsen & Edwards, 2007. Curran & Williams, 2011). This concept was introduced in the 1900s with the 3E approach (Efficiency, Economic, Ethical) and with the application of 3R (Recycle, Reduce, Reuse) (Dileep, 2007). Additionally, Lee (2000) mentions efforts to minimize waste with the 4R principle, namely Replace, Reduce, Reuse, and Recycle. The purpose of zero waste is as a prevention stage in the use of disposable goods which cause more waste. To support this zero waste effort, it has to be accompanied by awareness from the community itself (Greyson, 2006; Hottle Bilec, Brown, & Landis, 2015). Significant growth in tourism has led to the need for zero waste management to be implemented as a management and maintenance effort at tourist destinations (Dileep, 2007).

Mihalic (2000) and Dolnicar and Matus (2008) found that tourism established under the 'green' brand can create a natural destination image and make it as a competitive edge, add value, and be a market segment in the tourism industry due to many tourist destination developments that do not consider environmental aspects. Meanwhile, Kozak and Rimmington (2016) suggested that the tourism industry contributes greatly to national income in Mallorca and continues to make more, but they still maintain the 'green' area and make efforts to improve the environment.

The development of halal tourism widely developed in Lombok has a positive impact on economic development. However, from the environmental aspect, there are negative impacts in several destinations that are starting to be polluted by solid waste due to lack of management related to waste in the destination environment. In addition, the meaning of 'halal' attached to halal tourism is related to the teachings of Islam which is used as a guideline to carry out correct and healthy behavior, including maintaining environmental cleanliness (Zuhdi, 2018). This study analyzes the development of halal tourism paired with the application of zero waste so as to produce tourism development trends by considering aspects of environmental sustainability. This study is expected to provide benefits for the development of halal tourism literature on sustainability.

Literature Research

Several studies related to waste management that have an impact on economic progress have been carried out by previous researchers such as Hottle, Bilec, Brown, and Landis (2015). They evaluated seven waste management strategies based on event procurement, conducted with observations on how to manage environmental problems caused by events through waste audits and the Waste Reduction Model

(WARM) that affect the environment. This study proves that the Waste Reduction Model (WARM) is able to save energy and minimizes the use of emissions, meaning that the use of WARM has a positive impact on the environment as well as the economy. Furthermore, research conducted by Barber, Taylor and Deale (2015) examines the relationship between wine tourism with the concern for the environment or pro-environment behavior and interest in visiting. They found the possibility that the behavior or consumer awareness of the environment influences the decision to visit wine tourism. The results of this study indicate that visitors are willing to pay more as a form of environmental stewardship from Wine Tourism.

Furthermore, Florin (2013) observed the emphasis on local rules that were put in place to protect the environment on local tourists in Neamt County, Romania. The results show that local regulations that apply to the environment do not show significant results in the County. This is due to the lack of infrastructure facilities owned by the region. Then Radwan, Jones, and Minoli (2010) found that a number of small hotels in the United Kingdom collect and dispose of garbage on a daily basis in the field. Moreover, several other hotels have practiced sustainable waste management by recycling and composting effectively, doing waste management including prevention, minimization, reuse, recycling, and composting efforts.

Williams and Ponsford (2009) presented the characteristics of the industrial environment and how the system is sustainable which contributes to the planning and management approaches needed for sustainable tourism. The results of this study indicate that tourism sustainability can be encouraged through the community, stakeholders and the government to jointly undertake sustainable tourism development efforts that are competitive and in the long term. On the other hand, the business of the industry has a negative impact on the environment.

The analysis of some literature that mentions the role of waste management as an effort to minimize environmental impacts has been widely conducted, but no research has examined the role of the youth community implementing zero waste or a kind of waste management on the development of halal tourism that is still recent. By taking a case study on the development of halal tourism in East Lombok, Kembang Kuning Tourism Village, this study aims to fill the gap in the literature. From the results of study conducted in Kembang Kuning, it was found that the development trend of environmentally-based halal tourism (Fig. 1). The development trend of environmentally-based halal tourism is expected to be able to be implemented as an effort to maintain environmental sustainability and minimize pollution caused by solid waste in tourism destinations.

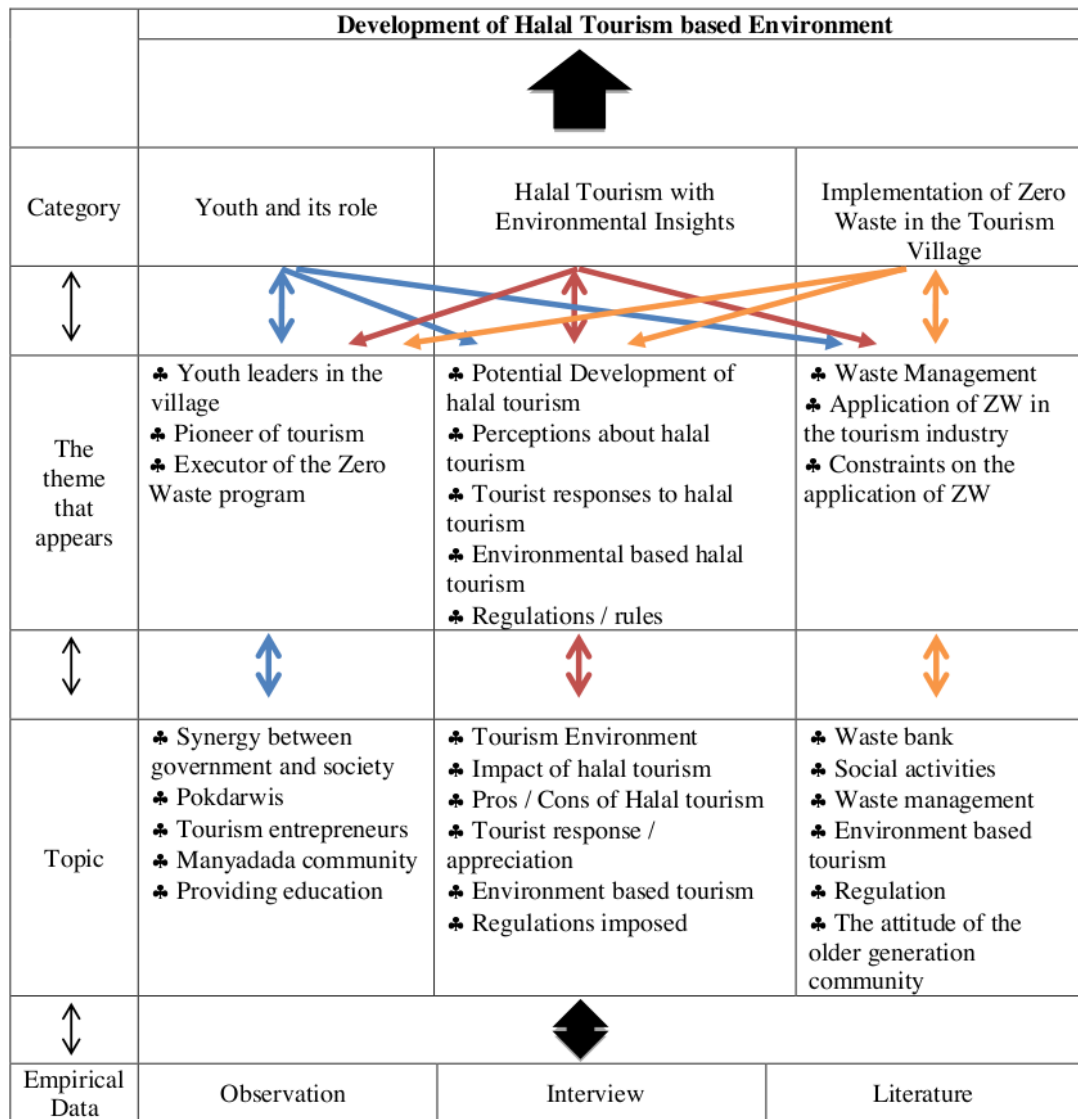
Research Methodology

This study uses a qualitative method. Data collection was carried out through a series of field observations over a period of 3 months by conducting in-depth interviews with 7 respondents from the components of the village apparatus, managers of tourist destinations, business people, community, and tourists. The interview process was carried out directly in Kembang Kuning Village, coordinating with the Village Head who directed the researcher to the recommended respondents. The collected data is then processed using the content analysis method by coding the results of the interviews to obtain information about how the zero waste program is run in the development of halal tourism in Kembang Kuning.

Research Result

From the results of research conducted in Kembang Kuning, it was found that the development trend of environmentally-based halal tourism (Fig. 1). The development trend of environmentally based

halal tourism is expected to be able to be applied as an effort to maintain environmental sustainability and minimize the occurrence of pollution caused by solid waste in tourism destinations.



Picture 1. Environmental-based Tourism Development Trend Model in Lombok Tourism Village

Youth and its role

In the Law of the Republic of Indonesia Number 40 of 2009 it is mentioned that the role of youth contains: "Youth play an active role as a moral force, social control and agents of change in all aspects of national development". One of the national development efforts is manifested in the form of halal tourism development that is inseparable from the role of youth in it. As individuals who are sensitive, the youths are socially responsible and able to solve their problems individually by reading opportunities in their

area and developing them so that they benefit the community as a whole (Wahab & Sapriya, 2011 in Bintari & Darmawan, 2016).

Youth play an active role in national development such as halal tourism by considering aspects of sustainability, in terms of economic, social, and environment and are encouraged to be creative and make a breakthrough (Haryati, Armawi & Supraja, 2016; GSTC, 2013). Creativity in developing sustainable tourism with a concern for the environment is manifested in environmentally friendly tourism. Youth plays the role of organizational leaders in villages, synergizes with the government and the community to realize tourism in Kembang Kuning, acts as a pioneer of tourism and builds environmental care through waste management that is applied in tourism activities (Hottle, Bilec, Brown & Landis, 2015).

In the development of tourism combined with zero waste activities as a support, it is necessary to have a related party or organization that participates in developing tourism, one of which is the involvement of young communities. Saufi et al. (2019) suggested that local community empowerment should focus on providing knowledge and motivation about tourism businesses to help local communities play an important role in the development of local tourism.

In realizing the development of tourism in an area, a youth group is formed which has an important role and contribution in the development of tourism in the region and joined in a tourism awareness group or *Pokdarwis* consisting of members of the local village community, both young and old, who are initiated to provide awareness to the community. Youth groups act as role models for tourism development and become a driver of the course of tourism activities that involve the community, stakeholders and the government (Rahmi, 2012; Saufi, 2018; Williams and Ponsford, 2009).

Tourism in the Kembang Kuning Village is built by youth groups who live and work in the tourism industry environment such as Tete Batu or Gili Trawangan. Introducing tourism activities carried out by entering the rural area together with foreign tourists to enjoy the natural beauty or tourist attractions around the village of Kembang so that people become close to tourism. Furthermore, it can be done by starting revamping tourist attractions and preparing accommodation (Fitriano, 2010). Gradually, tourism began to be carried out in the village because the community became more open and participated in feeling the positive impact of tourism activities. All program activities are carried out by youth groups. Youth play a role as the main actor in tourism development, such as starting to improve the natural tourism attractions they have, building accommodation, gathering in communities that build tourism, presenting tour packages, and becoming tour guides and coordinating with the community to run tour packages that are direct contact with the local village community.

The form of caring for the environment is manifested in various activities involving all components of the young and old community and is packed in social activities such as mutual cooperation on a clean Friday (QS. Al-Maidah (2)). In addition, forming a caring attitude towards the environment is also done by providing education to children outside school hours and packed in the form of natural schools (Sunaini & Musanip, Informants).

In addition, awareness of the sustainability of environmental impacts caused by tourism activities is also conducted in the zero waste program. Youth groups also build containers to recycle solid waste to be used as other goods with other functions. One example is the youth's creativity to recycle things by making items such as chairs, small pads, and other creations made from plastic waste, then sold to the public so that waste problems can be overcome in the village.

Halal Tourism with Environmental Insights

Halal tourism is offered to tourists, especially Muslim tourists to get services that make it easier to worship and avoid all forms of services or activities that are perishable while doing tours and natural creation of God (Kovjanic, 2014; Widagdyo, 2015). The term halal which is juxtaposed with the term destination and tourism mean that halal tourism is a good tourist destination to visit and is made as an option according to the perspective of Sharia (Islamic teachings) because in this tourism atmosphere, tourism activities are avoided from any contamination that is forbidden (Mansouri, 2014). Halal tourism is also interpreted as one of the sectors in the tourism industry that implemented sharia rules and is a form of representation of the development or growth of Muslim tourists globally (Jamal, Raj & Griffin, 2018).

The tourism program offered as an attraction is the daily activities of the village community such as the package of 'becoming a sasak' which includes farming in the fields, processing coffee and coconut oil in the traditional way known as 'siong kete', traveling around the village and attractions by getting closer to the local community directly. It is done to create a relationship between local residents and tourists as a positive attitude of the population towards the development of tourism to create value that can provide experience and satisfaction for tourists, the attitude shown is also a good impression for tourists (Rinuastuti, 2019; AT06, Tourist).

Values that are reflected in the local wisdom of the Lombok community such as the value of faith in Allah SWT, tolerance, cooperation, respect for others, openness, critical-systematic thinking, calm in resolving conflicts, correct and healthy lifestyle, sensitive to the difficulties of others (empathy), and the ability to adapt support the development of halal tourism which grows naturally due to the cultural factors of the community influenced by religious elements in Lombok. The term halal tourism for example, is a tourism activity that prioritizes Islamic sharia principles. The principles of "sharia" are rules or regulations that are combined in practice and spiritually based on the Koran and Al-Hadith, but also obtained through Ijma', Qiyas, Ijtihad and Maslaha which are used as a reference in everyday life as a feature typical of a Muslim (Battor, 2010; Djakfar, 2017; Jaelani, 2017; Zuhdi, 2018).

In rural communities, local rules are inseparable from the influence of religion and the sustainability of the activities within it. To apply the concept of halal tourism in the village, several rules are set to provide restrictions on tourism activities in order to remain in accordance to the Islamic concept. In addition to Muslim tourists, non-Muslim tourists who are predominantly foreign tourists can also enjoy natural and Islamic nuances in the countryside. These local rules can be referred to as regulations in the form of appeals or rules that are not written and administratively registered. But the implementation has begun to be implemented in tourism activities in rural communities (Kovjanic, 2014; Widagdyo, 2015).

Halal tourism in Lombok has generally been supported by customs and culture based on religious factors, namely Islam. An example of this is the application of Islamic guidelines such as the availability of halal food and beverages, limiting guests in the *mahrom* category, not allowing liquor as well as services that are friendly to Muslims such as the availability of religious facilities and so forth. These things are automatically formed because of public awareness of the development of tourism without releasing the values of customs and culture in the local village.

In the teachings of Islam, instructions from all aspects of human life are regulated in the holy book, the Koran, is no exception instructions for travel and as a reference in making policies, rules and practices. The discussion about tourism is based on the understanding and study of the Koran. In addition to the Koran, the guidelines for Muslims are the Hadith which provides more specific references to the contents of the Koran and are studied in the science of Fiqh. Fiqh science contains aspects of life, law, politics, constitution and so on (Jafari & Scott, 2014; Jamal & El-Bassiouny, 2018). In addition to the application of halal tourism, the 'green' image of rural areas indirectly implements the concept of

ecotourism related to nature tourism, rural tourism and cultural tourism (Haryati, Armawi & Supraja, 2016) so it is important to create environmentally friendly tourism with indicators to minimize impacts the environment from pollution of solid waste (GSTC, 2013).

The application of the concept of halal tourism get mixed reactions, both positive and negative, from the tourists. Some foreign tourists sometimes complain about the rural atmosphere with the sound of Adhan at five times which is considered disturbing with high volume, and some tourists also consider it to be unique in Lombok. Tourists also respond through attitudes and behaviors to respect rural communities, such as wearing modest clothing (Musani, Tourism Actor).

As for the application of halal tourism that is environmentally friendly, it receives appreciation from visiting tourists. Tourists can enjoy the beautiful and natural beauty and clean environment. The natural beauty of the countryside gives an image of 'green' and is one of the reasons tourist visits. Kristianti and Jokom (2015) in Saufi, et al (2017) suggested that some tourists are more interested in visiting destinations with an image of 'green' and are willing to pay more for it.

Implementation of Zero Waste in the Tourism Village

Tourism activities are carried out in every country, both developed and developing countries. This tourist activity is inseparable from nature which impacts on environmental conditions and socio-cultural impacts (Brown et al., 1997). The environment is a unity between air, water and land including humans in it with all activities or human activities that can affect the environment. Environmental impacts that occur due to human activities such as global warming, ocean acidification caused by carbon dioxide, excessive use of energy and not accompanied by efforts to use renewable energy. This environmental impact is caused by consumption, eutrophication (pollution of water), pollution, emissions and others that adversely affect environmental conditions (Isife & Theresa, 2012; Barry & Field, 2009; Joshi, 2000).

In the tourism industry, pollution that appears directly is pollution caused by solid waste or plastic waste. To overcome this, applying zero waste can be done in the tourism environment. Zero waste is a concept that is used to deal with plastic waste problems in the community. This concept can be developed and applied to several sectors including waste management, mining and manufacturing in urban areas. Zero waste can be applied in the world of business, community, industry, at school or at home. In the business world, zero waste can be one of the innovations by preventing and efforts to reduce the use of goods that cause waste, which means it can save some costs for the needs of a business (Song, Li, & Zeng, 2014; Zaman, 2015).

To follow up and prevent these problems, the village government in Kembang Kuning has provided facilities and infrastructure to support the implementation of the zero waste program. Facilities and infrastructure that have been prepared through the village government help the community to maintain environmental cleanliness. For the utilization of facilities and infrastructure to maintain environmental cleanliness, the village government also established a village garbage bank whose job is to deal with waste problems in the community. All forms of waste management activities are facilitated by the existence of a waste bank.

The application of zero waste is also based on the habits of the local community. Indirectly, the application of zero waste has been implemented by the community in the tourism industry in the village, such as the use of environmentally friendly tools, simple waste segregation by reusing plastic wastes is another function, maintaining environmental cleanliness from households to entire villages which are packaged in social activities such as Friday clean. Then this was facilitated by the existence of a garbage bank that operates the waste problem in the village environment.

Waste management carried out in Kembang Kuning has begun to apply several concepts of zero waste to the 4R concept by conducting structured and independent processing in the household. Sorting waste is an effort to reduce waste reduction and then made into other materials that can be used in terms of use and economic value.

Efforts to maintain cleanliness have also been coordinated through the village government to the community, and several parties have been involved in encouraging the implementation to continue, as mentioned in the waste management section. Overall the environmental conditions in Kembang Kuning are said to be clean and able to bring benefits in terms of the development of tourism.

Discussion

The research conducted in Kembang Kuning also proves that waste management has a positive effect on the environment in the development of halal tourism. Activities undertaken through the village government in overcoming the waste problem are very helpful for the sustainability of halal tourism which is carried out in Kembang Kuning, with the presence of officers and garbage banks owned in the Village, as well as with policies imposed by each owner of tourism accommodation. The results of this study support Hottle, Bilec, Brown, & Landis (2015) which proves that the Waste Reduction Model (WARM) has a positive impact on the environment because it is able to save energy and minimize the use of emissions, meaning that the use of WARM has a positive impact on the environment.

This study is also in line with Barber, Taylor, and Deale (2015) who found that consumer behavior or awareness of the environment influences the decision to visit wine tourism. The results of this study indicate that visitors are willing to pay more as a form of environmental stewardship from Wine Tourism tourism activities. In this research at the Kembang Kuning Tourism Village, it was found that tourists chose to visit the Kembang Kuning Tourism Village because of the beautiful and clean environmental conditions. Awareness about environmental sustainability cannot be separated from the participation of tourists who visit, especially from foreign tourists who have awareness and do it practically directly while settling in Kembang Kuning Village. Until the time of this research, the managers and policies in the Kembang Kuning Tourism Village have not implemented rules or efforts in the form of additional costs or services for conservation and environmental sustainability.

Related to the use of local rules in the Kembang Kuning Tourism Village, this study found inconsistencies with Florin (2013) which revealed that local regulations imposed on the environment did not show significant results in protecting the environment by local tourists in Neamt County, this was due to lack of facilities infrastructure owned by the region. On the other hand, this study supports Diswandi (2017) which states that the use of local rules can have a positive impact on environmental management. Some of the rules imposed in the operation of tourist accommodation in the Kembang Kuning Village help prevent environmental pollution. This is thanks to the support of the availability of facilities and infrastructure that are prepared and the presence of garbage bank officials, although still in limited numbers. So far, efforts to keep the environment beautiful can be carried out up to the means of disposal and waste sorting and regulations applied by the village government for the operation of homestays in Kembang Kuning. Some of the rules imposed in the operation of tourist accommodation in the Kembang Kuning Village help prevent environmental pollution.

Radwan, Jones, and Minoli (2010) found that several in small hotels in the United Kingdom practicing sustainable waste management, they collect and dispose of waste on a daily basis. And several other hotels have practiced sustainable waste management, with effective recycling and composting. This research at Kembang Kuning found that there are several homestays that do not provide or sell anything that causes plastic waste, starting from the availability of food for tourists who are prepared independently and using environmentally friendly packaging or the availability of bottled mineral water which is

replaced with refill using gallons that can be accessed anytime by tourists for free as an effort to prevent environmental pollution. However, some communities still burn waste in their respective households.

Williams and Ponsford (2009) show the characteristics of the industrial environment and how the system is sustainable, contributing to the planning and management approaches needed for sustainable tourism. The results of this study indicate that tourism sustainability can be encouraged through the community, stakeholders and the government to jointly undertake sustainable tourism development efforts that are competitive and in the long term. On the other hand, the business of the industry has a negative impact on the environment. In line with the results of this study, tourism sustainability can be encouraged through the community, stakeholders and the government to jointly undertake sustainable tourism development efforts that are competitive and in the long term, but still must maintain and minimize the environmental impact caused by tourism activities.

Based on the analysis of the data obtained through research conducted in the Kembang Kuning tourism village, several points were obtained in the development of environmentally-based halal tourism in Lombok:

| | | |
|---|---|--|
| 1. Youth as an organization leader in the village 2. Youth as a tourism pioneer 3. Youth driving village program 4. Tourism development in the village | Maximizing the role of youth in the development of tourism | The youth element can be used as the main capital for executors in the development of halal tourism. Direct youth involvement in the implementation of programs is used as a pioneer in halal tourism development |
| 1. Perception about halal tourism 2. Impact of halal tourism development 3. Tourist responses to halal tourism 4. Development of environment-based Halal Tourism 5. Application of Zero Waste in the Tourism Industry | Maximizing the implementation of zero waste in the halal tourism industry | One of the tourism potentials that can be developed is nature tourism, to prevent damage caused by tourism activities can be done by suppressing the causes of pollution to nature, so that the application of zero waste is appropriate to overcome the problem |
| 1. Waste management 2. Obstacles in the application of zero waste 3. Regulations / rules set | Creativity Regulation | Creativity for making environmentally friendly facilities is accompanied by written regulatory requirements to be complied with by all parties |

Figure 2. Development of Halal Tourism based Environmental

The results of this study are expected to be a benchmark for policy holders in running the halal tourism industry. Managers and business people can apply the concept of halal tourism development based on the environment with the application of zero waste. Also, this can be a support from all relevant elements that develop tourism including the government, business people, community, and academics for sustainable tourism.

Conclusion

Through the discussion above, it can be concluded that the development trend of environmentally friendly halal tourism can be carried out as follows:

- a. The implementation of halal tourism is formed on the customs or habits of the Lombok community with the majority of Muslims making the practice of tourism development in accordance to halal guidelines based on Islamic teachings such as consuming halal food and drinks, having access to worship, limiting non-mahrom guests and so on.
- b. In the management of nature tourism that offers a beautiful environment can be supported by a clean culture of the local community, starting from the household to the village environment as a whole through social activities such as Friday clean, social service coordinated with the village government and cooperation of all components of the community.
- c. Offering tour packages that relate directly to the local community with local wisdom and daily habits such as 'becoming a Sasak' tour package, following the coconut oil production process independently or the coffee process with the term 'siong kete' which draws tourists directly to the community.
- d. The active role of youth can be maximized in village development efforts. The maximized role can be through the support of the government for active and direct involvement by giving responsibilities to youth in implementing village development programs, starting from planning, implementation, control and evaluation can be entrusted to youth as a whole.
- e. Forming creativity to support the development of environmentally friendly tourism that can be done through waste management. Creativity such as a solid waste or waste recycle program can be done, then the results of the creativity can be offered as souvenirs for tourists visiting the village.

In addition to the rules that are formed indirectly from the local community, a binding written rule is needed for the application of the concept of environmentally friendly tourism at all levels in the community. These rules should also be the subject of discussion in the annual village agenda such as the *Musrenbang* which contains how the standard operating procedures in implementing halal tourism rules and efforts to keep the tourism environment clean by applying a zero waste program and utilizing resources that are already owned in nature.

Recommendation

The development of halal tourism needs to be increased more by integrating the values of customs into the practice of tourism in the village of Setampat. This means that the cultural values and local wisdom of the local Muslim community can be applied directly and maximized by religious activities that can be witnessed directly by tourists with the aim of providing new knowledge and experience while in the tourist village.

Providing effective education for school-aged children. Knowledge about environmental impacts or environmental pollution can be provided in the school environment and included in the curriculum both in theory and practice such as in local content education in elementary schools. So hopefully the values of love for nature can be formed through formal education.

For the next research, it is on the constraints of developing halal tourism by applying zero waste that education is easier to do for the next generation, compared to the older generation. Henceforth, it becomes the next question how effective education is done to the generation or the elderly to participate in actively supporting the development of halal tourism with the application of zero waste, because it is found that some people prefer conventional ways to maintain cleanliness of rubbish, such as burning or throwing garbage into the river or running water and cause other pollution.

In addition, this research focuses on the application of zero waste which focuses on handling land pollution, namely plastic waste. Next is how to maintain the negative environmental impacts of tourism activities that cause pollution not only on land, but also pollution in water and air.

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PAGE 4

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PAGE 7

PAGE 8

PAGE 9

PAGE 10

PAGE 11

PAGE 12