



## Community-Based Tourism as a Development Concept of Halal Tourism in West Lombok District

Dipa Banyu Prastia; Akhmad Saufi; Baiq Handayani Rinuastuti

Master of Management Program, Faculty of Economics and Business, University of Mataram, Indonesia

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### **Abstract**

This study aims to determine how to implement the Community Based Tourism concept in building a halal destination in West Lombok with the potential of natural resources and local wisdom. The research method used is a qualitative method with content analysis. Data collection through in-depth interviews in three Tourism Villages in the West Lombok district. Determination of informants using purposive sampling where each tourist village selected three informants and one person from the tourism agency of West Lombok Regency. The study results indicate that the community can feel the implementation of community-based tourism in building a halal tourist destination. This fundamental principle forms a tourist village because the community's ability to act independently can create a sense of responsibility and a sense of ownership. Tourism development utilizes social capital through the support of all communities. The involvement of all elements of society is inseparable from mutual trust, solidarity, and unification of perceptions. Halal tourism plays a vital role in society as a social form that allows individuals and communities to work more efficiently. The presence can see this of all tourism activities sourced from local communities, starting from ideas, preparation, and implementation, to evaluation of tourism activities collectively.

**Keywords:** *Halal Destination Development Process; Community Based Tourism Concept*

### **Introduction**

The development of the tourism sector is significant in realizing the mission of sustainable development. Moreover, Lombok is included in the MP3EI corridor V area as a gateway for national tourism development with the existence of the Lombok International Airport and the Mandalika SEZ. Next, Lombok was chosen as the best halal tourist destination in Indonesia (Kementrian tourism, 2019). Other achievements at international events in 2015 - 2016, Lombok participated in the World Halal Travel Summit in Abu Dhabi; Lombok won the title of the world's best halal tourism destination, the world's best halal honeymoon tourism, and the best halal tourism site (IMTI Report, 2019). This achievement makes Lombok's position with its wisdom and supported by local people who are thick with Islamic culture

The Sasak culture is one of the destinations that have the potential to develop Halal tourism in Lombok. Halal tourism is a new concept in the tourism industry that opens up new and exciting opportunities. Lombok's position as a halal tourist destination is getting stronger at the national and international levels. It is inseparable from efforts to integrate the concept of tourism (community-based tourism) with halal tourism so that the idea of developing halal and sustainable tourism destinations appears. The concept of community-based tourism prioritizes a pattern of cooperation between the community and good managerial governance. Community-based tourism is important because it can integrate with halal tourism, prioritizing village potential, culture, local wisdom, and others (Cáceres et al. 2001). One of the most frequently used strategies is the promotion of community-based tourism (CBT). CBT is an activity that can effectively deal with a crisis when organized and managed locally. CBT can promote resilience by mobilizing community members and their resources

However, the critical thing that has not fully received the attention of the village government, tourism village managers, and other stakeholders is the concept of community-based tourism in the development of halal tourism in tourist villages. Whereas ignoring the community-based tourism factor can potentially lose togetherness and group strength in advancing tourist villages that are starting to grow and develop. In connection with this, researchers are interested in discussing the concept of community-based tourism in cooperation and community perceptions to create it.

This study found the importance of local characteristics of the Sasak people, whose activities are inseparable from religious factors, namely Islam. Islam as the basis of their philosophy of life and the concept of halal tourism as a strategic idea for the sustainability of tourism management, whose implementation is in maintaining local Muslim wisdom. It creates cultural experiences for Muslim and non-Muslim tourists. It is hoped that the results of this study can be a reference for village governments, communities, and stakeholders in the West Lombok district to answer the same challenges or problems in the development of halal tourism. Tourism villages develop tourism potential in the town by making village or regional development programs.

## ***Literature Review***

According to the Regulation of the Minister of Tourism of the Republic of Indonesia No. 14 of 2016, a travel activity carried out by a person or group of people by visiting certain places for recreational purposes, personal development, or studying the uniqueness of tourist attractions visited for a temporary period. Cooper (2016) argues that several essential components must learn before introducing and demonstrating tourist destinations to develop superior tourism. It shows that tourism is a human activity that travels to and lives in destination areas outside of their daily environment for no more than one year in a row for leisure, business, or other purposes.

Halal tourism is an activity of tourist visits to tourism destinations and industries that meet sharia elements. Overall, it is said that both terms sharia and halal have the same conception (Regulation of the Governor of West Nusa Tenggara Number 51 of 2015). According to Kemenparakraf (2019), the term sharia tourism in the literature is generally equated with terms such as sharia tourism, sharia travel, halal tourism, halal-friendly, halal tourist destinations, Muslim-friendly tourist destinations, halal lifestyle, and so on. From an industry perspective, Halal tourism is a complementary product and does not eliminate the conventional type of tourism. There are various new ways to develop tourism in Indonesia that uphold cultural and Islamic values without losing the uniqueness and originality of the region. Halal tourism is broader than religious tourism, namely tourism, which is based on Islamic Sharia values. It means that all tourism activities must always be guided by Islamic teachings, such as not providing a place for drunkenness, gambling, prostitution, and other harmful things.

According to Pasanchay and Schott (2021), Community Base Tourism is often described as alternative tourism aimed at combating mass tourism in developing countries and helping rural

communities in the Southern Hemisphere through grassroots development, local participation, empowerment, and capacity-building. Community Base Tourism has been widely recognized for its ability to boost the local economy and has been introduced in many countries. Where they interact directly with tourists and provide unforgettable experiences for tourists; Thus, residents with positive perceptions will become the main stakeholders in tourism planning and management (Jan and Lee: 2019). According to Curcija et al. (2019), Community Based Tourism (CBT) is one of the alternative forms of tourism development intended to create and maximize opportunities and benefits for local community members.

Community-Based Tourism can be defined as "tourism that is owned or managed by the community and is intended to benefit the wider community. Community-based tourism is a trip to a local indigenous community that invites outsiders to experience customs, food, lifestyle, and their chain of beliefs. For example, villagers may host tourists in their village, managing the scheme communally and sharing the profits. There are many community tourism projects, including many where the 'community' works with a commercial tour operator. Still, all community tourism projects must give local communities their fair share of benefits and a voice in deciding how tourism will come about.

### ***Method***

This study adopted a qualitative method (qualitative research) using content analysis (content analysis). The research location was conducted in several tourist villages in West Lombok Regency using a purposive sampling technique. Three people in each Tourism Villages as the informant. The data was collected through direct observation, in-depth interviews, and documentation related to the research objectives. The researchers used three months, from April to June, an in-depth interview method conducted with all research informants for about 1-2 hours. The results of these interviews researchers conducted this interview involving a few unstructured and generally open questions and intended to obtain views and opinions from the informants. and drawing conclusions

### ***Results and Discussion***

#### **The Process of Developing Halal Tourism in West Lombok**

The local wisdom of the Lombok people arises from a process that is easy to do without having special knowledge skills. Through a learning mechanism, this is following the meaning of local wisdom conveyed. Berkes (1993) This term means a collection of knowledge, practices, and beliefs that evolve and develop through adaptive processes (adjustments) from generation to generation through cultural forms related to the relationship between living things (including humans) and the surrounding environment. Researchers found that the community in West Lombok Regency is predominantly Muslim and adheres to Islamic principles that are believed to make local Halal Tourism an innovation in the development of tourism activities in tourist villages. Halal tourism as an innovation in the development of tourist villages, the value of Islamic law as a belief and belief of the community that arises is an essential reference in building activities in tourist villages, which can provide economic, environmental, and socio-cultural benefits for the local community. It is emphasized by Feriyadin (2021) that halal tourism has strong potential because it reflects the local wisdom and culture of the Lombok people. And Masful (2017) that strong religious and cultural values included in the development of tourist areas can create comfort and peace, and prosperity for the local community. Therefore, in adopting the local wisdom of the village community in the West Lombok district, they still adhere to Islamic principles in daily life, which is closely related to the concept of halal tourism.

The tourism development process is required to pay attention to the potential of existing human resources. one of the factors that play an essential role in advancing the tourism sector—is the importance

of Human Resources in the tourism sector is a critical resource for most organizations. The researcher found that tourist villages in West Lombok Regency in building a tourist destination experienced obstacles in terms of initial socialization because of the potential of human resources in each different area. It also impacted future trust in tourism and its economic impact, as Wearing (2001) emphasized, which stresses that the success or long-term success of tourism activities will depend on the level of acceptance and support from the local community as a complete result of socialization. These socialization efforts need permission from the local government as relevant stakeholders.

The community's perception of developing tourism is often known as a bad image by the village community. They think that tourism can trigger environmental damage and socio-cultural changes in local communities. The perceptions come to the surface due to limited knowledge about tourism. They see it only from the point of view of the negative impacts of tourism and do not use a holistic perspective. Researchers found there were obstacles before developing halal tourist destinations. There are various reactions for some people who think that the presence of tourism can harm the community in the village. Tourism is often known as a bad image by community groups. They assume that tourism triggers environmental and socio-cultural damage to local communities. It is emphasized by Kenyo (2021) that with a proper evaluation of the perceptions and attitudes of citizens towards tourism activities in their area, the destination manager or the government can formulate policies based on the results. This perception comes to the surface due to limited knowledge about tourism, so they only see a negative perspective and do not use a more holistic way. Understanding of tourism is very, so the hope of presenting the tourism industry in the village as innovation is minimal.

Assistance to the community in tourism development efforts where aid is expected to the community, the government is expected to be more intense in socializing and assisting the community by presenting the concept of halal tourism and ways to develop tourist villages. Researchers get data that the community, especially the driving element, understands tourism, following their expectations of tourists in making visits. While the concept of halal / the application of sharia management in tourism management is not well understood, it can be seen how the public's interest is related to efforts to develop halal tourist destinations. Several participants stated that the results of observations followed the culture of local wisdom of the Tourism Village Community in West Lombok Regency, the majority of which were Muslims, showing that from the supplier/provider side. This finding is corroborated by Mohsin et al. (2016), who state that halal tourism is a type of tourism product and service that must meet the service needs of Muslim tourists who want to comply with Islamic Sharia. Such as food and drinks, accommodation, facilities of worship, and entertainment, and permitted tourist attractions in Islamic law.

Training in developing the quality of human resources in forming a tourist village is essential. The training activity aims to help rural communities, especially tourism village managers, increase the knowledge and skills of Tourism Village managers, Pokdarwis, and the community in Tourism Villages in the West Lombok district to develop community-based tourism. Based on information from informants during observations and interviews. The researcher found that the impact of the training was tremendous for the advancement of a tourist destination in West Lombok. The West Lombok district government and stakeholders are expected to be more intense in training to improve the quality of resources to improve the quality and quantity for the smooth running of community-based tourism in rural areas. This finding is reinforced by Panji (2019) that a process and conditioning are needed to create a tourism-aware community. A tourism-aware community will be able to actualize the values contained in *Sapta Pesona* (safe, orderly, clean, calm, beautiful, friendly, and memorable).

Furthermore, the most crucial thing in building a halal destination in West Lombok Regency is by doing promotions. The researcher found that the rise of halal tourism in West Lombok Regency has not yet developed a partnership mechanism and the division of roles. Promotion through social media is still partial and individual. Halal tourism has not been promoted contextually and in harmony with the current condition of tourism in the village (community-based tourism). Tourism promotion Halal in question is

still only in the form of rules issued by local governments to implement halal tourism (Perda No. 02 of 2017). However, in its application, it is still lacking. Word-of-mouth promotion significantly helps how tourism products and services can be attracted and visited by the closest people. In line with Feriyadin's research (2021), Word of mouth promotion significantly helps how tourism products and services can demand and purchased by people Nearby.

The next step is to establish partnership integration with relevant stakeholders. First, political constraints in tourism are something that we often encounter in the scope of community-based tourism. Researchers found that the distribution of benefits from tourism also influences political constraints in tourist villages in the West Lombok district. On the one hand, regulations from government institutions have also become a separate polemic in developing the concept of community-based tourism in West Lombok, namely by issuing regulations (president number 14 years old). 2021) concerning Amendments to Presidential Regulation Number 99 of 2020 concerning Vaccine Procurement and Vaccination Implementation in the Context of Combating the 2019 Corona Virus Disease (Covid-19) Pandemic. Then according to Hernawan & Pratidina (2015), the external environment also encourages public policy success. The social, economic, and political environment that is not conducive can be a source of problems for the failure of policy implementation performance. Political constraints here are activities with several objectives, including maintaining and making general regulations governing people's lives that can not separate from symptoms of conflict and cooperation in tourism development.

The social aspect is essential in supporting the performance of the tourism sector. The social part is identifying in coordination with stakeholders and grouping them to produce good benefits for each stakeholder. Researchers found friction between stakeholders, namely Bumdes and Pokdarwis, because of the distribution of results or economic impacts in the tourism business. Tourism is one of the essential aspects of a regional company. If managed properly and appropriately, it will potentially increase regional income, for the village government's role is needed to develop it. The findings of Safarzadeh et al. (2012) emphasize that attention to the relationship between members (managers), welfare, networks, engagement, collaboration, and strengthening social capital is an intangible strategy that can increase commitment within the organization. Tourism management must plan thoroughly so optimal benefits will be obtained for the community in terms of economy, society, and culture.

The cooperation process in the Public Private Partnership is effectively carried out with the cooperation and sustainable financing sourced from private funding as a cooperation partner. The researcher found that the informant explained that tourism development in West Lombok Regency, in cooperating with the private sector, only relied on Corporate Social Responsibility (CSR) funds in supporting and developing its tourism development process. The geographical condition of West Lombok Regency has enormous potential. It is imperative to be utilized to provide tourism services so that tourists feel satisfied and comfortable traveling to West Lombok. The research results reinforce this by Prijambodo & Mahatmaharti (2017) that an activity cannot optimally if it is done individually but requires other people for collaborative work. The complexity of tourism in West Lombok can be a capital in the marketing of halal tourism to introduce existing tourism.

Fourth, regarding the lack of budget from the village, the researcher found that the funds used for the development of village tourism were not directly submitted for the development process because each village treasury fund was still used for other purposes such as health and education and without using a contractor. On the one hand, the concept of short, medium, and long-term development need to be clearly defined, as explained by the informant. Therefore, the development of tourism object projects is hampered. Departing from negative assumptions related to the management and management of tourism as well as to find out how serious the village government is in developing rural tourism (community-based tourism), this is clarified by Article 90 of Government Regulation (Number 72 of 2005) concerning the implementation of village government affairs and Village Consultative Body in regulating and

managing the interests of the community based on local origins and customs that are recognized and respected in the government system of the Unitary State of the Republic of Indonesia.

### **Community Based Tourism Halal Tourism Perspective**

First, it is essential to pay attention to the service aspect. Organizations in building community-based tourism (community-based tourism) are very much needed in their development and development, related to the availability in the concept of community-based tourism, an organization or people who take care of the destination. Researchers found the problems in developing halal destinations which came from institutions. The stakeholder did not apply the concept of community-based tourism in the West Lombok district correctly.

Pokdarwis, as an institution at the community level, has a concern, responsibility, and driving role in supporting a conducive tourism climate and the realization of *Sapta Pesona*, thereby increasing regional development and benefits for the welfare of the surrounding community. Second, namely, Amenities supporting tourism facilities and infrastructure. This facility or infrastructure is a category other than attractions and access based on research results. These supporting facilities start from the concept of procuring *Berugak* as a place to rest, worship, and so on. According to the findings also by researchers, every tourist destination must have a mosque and prayer room worship facilities that can use as a place of worship

for Muslim tourists. This worship location is close to tourist attractions to support Halal tourism. Elements of amenities or infrastructure are public infrastructure, accommodation of various kinds, and supporting facilities in the form of information services and others (Yoeti: 2002). Furthermore, it stated that the informant related to the supporting facilities at tourist destinations, such as visitor parking lots. The supportive capacity of this parking lot is a necessary means for a sense of comfort and security for tourists or visitors visiting destinations.

Third, tourism attractions, as one of the supporters of the concept of community-based tourism, are tourism elements in building tourist destinations. In the discussion of tourist attractions, it cannot be separated from the process of developing and developing a tourist attraction, which until now, attraction is a component order in the world of tourism. One example of this tourist attraction is also related to culture and society's way of life. It invites the presence of residents or others to be able to attend and witness it. Tourism attractions are a factor that attracts many tourists, so tourist attractions have unique advantages that are different from other regions. Potential land use comes from natural and artificial resources in this attraction. Develop the attractions that become one of the components of tourism activities. It is necessary to have an interpretation media in several forms so that tourists can get the correct information and improve and arrangement of supporting facilities and other instruments. Later it will strengthen the attractions' stages and conditions (Utari: 2017).

Fourth, there are still problems related to road access that supports community-based tourism in each tourist destination because tourism managers (Pokdarwis) are not given opportunities to manage the results of tourism itself for integration and structuring tourism access, as well as by opening and building new access and structuring existing access. Based on the study results, the concept of community-based tourism in building halal destinations/tourist villages in the West Lombok district for development into a halal destination has provided elements of attractions, access, and facilities, as well as institutional (ancillary).

It is necessary to do the planning, structuring, development, and development following tourist needs. Therefore, the focal point is to produce and present tourism products and experiences and implement management planning and policies in providing facilities, services, and attractions that suit the needs of tourists (Tuohino et al.: 2014). The development of halal tourist destinations using a community-based tourism approach in the West Lombok district also requires integration between all interrelated

parties (stakeholders) in planning halal tourism. Syarif (2022) stated that there needs to be zoning of halal tourism on the island of Lombok to realize the concept of halal tourism in totality and comprehensively. Such as determining the type and form of attraction-based educational tourism that will be used as an adaptive model of halal tourism.

### ***Conclusions***

Building a destination using community-based tourism and its implementation in building a halal destination can be felt by the community. This fundamental principle that makes a tourist village is formed because the community's ability to act independently can create a sense of responsibility. A sense of ownership in the tourism development process is prioritized in building a tourist destination in the West Lombok district. The development of halal tourism utilizes social capital, namely the support of all groups, village heads, religious and customary leaders, and the younger generation. The involvement of all elements of society is inseparable from the existence of a mutual trust, a sense of solidarity, brotherhood, socialization, promotion, uniting perceptions (deliberations), conducting training, and objective evidence that is felt directly by the local community, thus making tourism an alternative solution in empowerment. Local community (control). Halal tourism plays an essential role in society as a social form that allows individuals and communities to work more efficiently. The presence can see in all tourism activities sourced from local communities, starting from ideas, preparation, and implementation to the evaluation of collective tourism activities. Its performance still preserves the integrated local culture. Thus, halal tourism in the West Lombok district is sustainable following managerial governance, regulatory support, and maintaining the community's local culture.

### ***Recommendations***

Economic improvement is the primary reference based on research results in villages in the West Lombok district, which have made efforts to integrate elements of society that are predominantly Muslim. Halal tourism has the carrying capacity of human resources that are predominantly Muslim, biological wealth, and integration that can synergize with the world of the community-based tourism industry. The identity and distinctiveness of the managerial process in community-based tourism is a potential for building halal destinations for Muslim tourists and non-Muslim tourists. Local potentials owned by the village community and the community as social control in creating a goal are the most critical elements that must plan more carefully.

Researchers have discussed the concept of community-based tourism in building a halal destination in West Lombok. However, this study needs to discuss the importance of friendship in forming community-based tourism in the Islamic context to optimize Muslim hospitality services in developing the tourism industry.

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