

## **Strategy for Sustainable Halal Tourism Development in *Perlang* Village, Bangka Belitung Islands Province, Indonesia**

**Maftukhatusolikhah<sup>1\*</sup>, Disfa Lidian Handayani<sup>2</sup>, Nardi Pratomo<sup>3</sup>, M. Iqbal<sup>4</sup>, Erdah Litriani<sup>5</sup>**

<sup>1,2,4,5</sup> Universitas Islam Negeri Raden Fatah Palembang, South Sumatera Indonesia

<sup>3</sup> Indonesia Halal Training and Education Center

### **Abstract**

In developing halal tourism, enhancing competitiveness must also address other important issues, such as environmental sustainability. After Covid-19, environmental issues increased along with the growth of halal tourism. Consequently, it is essential to implement effective strategies for developing halal tourism. *Perlang* is one of the villages that has succeeded in turning former mining land into a tourist attraction, and is recognized as one of the 50 best tourist attractions in Indonesia. This research aims to see how specific strategies have been used in developing a tourist village with the concept of sustainable halal tourism. It also looks at how the strategy model is effectively utilized to realize a tourist village concept that carries halal and sustainable values. It employs a qualitative method with a case study of *Perlang* Village by exploring documentation, observation, interviews, and Focus Group Discussions. The results showed that the Sustainable and Responsible Halal Tourism development model in *Perlang* fulfills the indicators that make it attractive, authentic, and consistent with halal principles, aligned with achieving sustainable development goals. The benefits of this tourist destination can be felt by the wider community inclusively and future generations.

**Keywords:** Halal tourism, Sustainability, Responsibility, Tourist Villages Development Strategy

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\* Corresponding author, Email:  
[maftukhatusolikhah\\_uin@radenfatah.ac.id](mailto:maftukhatusolikhah_uin@radenfatah.ac.id)

## **Introduction**

Sharia law is crucial in guiding Muslim tourism practices because compliance with Sharia requires that tourism product development strategies align with Muslim beliefs and faith. The development of halal tourist destinations in the archipelago with an Islamic cultural background in Indonesia, although considered a strategic opportunity, is faced with severe problems related to sustainability issues, such as the problem of plastic waste and increasing carbon emissions. Even though the Indonesian Government, through the National Committee for Sharia Economics and Finance (Komite Nasional Ekonomi dan Keuangan Syariah, KNEKS), has established the Quick Wins Halal Tourism Cluster in the Indonesian Islamic Economics Masterplan 2019-2024, strategies related to this sustainable issue have not yet become the Government's focus. Another reason is that developers of halal tourist destinations can follow no model or strategy, especially those that pay attention to sustainability issues.

The data shows that Indonesia ranks relatively low. It is ranked 21st in terms of sustainability indicators. The sustainability indicator is a sub-criterion of the environmental indicator in the Global Muslim Travel Index (GMTI), ranking in halal tourism development. However, from all aspects, it is still in the top position, along with Malaysia.<sup>1</sup> The Mountain Sweep survey conducted by the Ministry of Environment and Forestry in 2016 showed that 453 tons of garbage scattered in eight natural tourist destinations of mountain national parks, often found in other tourist destinations such as marine, beaches, lakes,

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<sup>1</sup> State of the Global Islamic Economy Report, "State of the Global Islamic Economy Report," *DinarStandard*, 2022, 1-40.

and cities.<sup>2</sup> Research shows that the tourism sector produces 65% of marine debris on beaches.<sup>3</sup> This shows that developing halal tourist destinations in the archipelago requires the right strategy regarding sustainable issues.

So far, research on halal tourism tends to show three things. First, it is related to the development of halal tourism.<sup>4</sup> The second aspect addresses understanding market needs and analyzing business opportunities.<sup>5</sup> Third, such research will evaluate halal tourism development's policy and regulatory aspects.<sup>6</sup> These three

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<sup>2</sup> VOA, "Sampah Masih Jadi 'Momok' Bagi Pengembangan Lima Destinasi Wisata Super Prioritas," [voaindonesia.com](https://www.voaindonesia.com/a/sampah-masih-jadi-momok-bagi-pengembangan-lima-destinasi-wisata-super-prioritas/6465960.html), 2022, <https://www.voaindonesia.com/a/sampah-masih-jadi-momok-bagi-pengembangan-lima-destinasi-wisata-super-prioritas/6465960.html>.

<sup>3</sup> National Geographic Indonesia, "Riset: 65% Sampah Laut Di Pantai Imbas Dari Sektor Pariwisata," [nationalgeographic.grid.id](https://nationalgeographic.grid.id), 2021, <https://nationalgeographic.grid.id/read/132551743/riset-65-sampah-laut-di-pantai-imbasi-dari-sektor-pariwisata?page=all>.

<sup>4</sup> Huseyin Pamukcu, "Suggestions for Standardization of Halal Tourism in Hospitality Industry," no. 2017 (2020); Md Siddique E Azam, Mohd Asri Abdullah, and Dzuljastri Abdul Razak, "Halal Tourism: Definition, Justification, and Scopes towards Sustainable Development," *International Journal of Business, Economics and Law* 18, no. 3 (2019): 23–31; Nurul Huda et al., "Strategic Model for Halal Tourism Development in Indonesia: A Preliminary Research," *Indonesian Journal of Halal Research* 4, no. 2 (2022): 53–64; Ahmad Izudin, "International Journal of Religious Tourism and Pilgrimage Developing Halal Tourism : The Case of Bongo Village , Gorontalo , Indonesia Developing Halal Tourism : The Case of Bongo Village , Gorontalo , Indonesia" 10, no. 1 (2022); Gunawan Prayitno et al., "Social Capital for Sustainable Tourism Development in Indonesia," *Cogent Social Sciences* 10, no. 1 (2023); Lukman Santoso and Soleh Hasan Wahid, "Utilitarianism In Halal Tourism Development In Indonesia," *Mazahib Jurnal Pemikiran Hukum Islam* 22, no. 2 (2023): 243–82, <https://doi.org/10.21093/mj.v22i2.5418>.

<sup>5</sup> Abror et al., 2019; Al-Ansi & Han, 2019; Alhammad, 2022; Hanafiah & Hamdan, 2020; Juliana et al., 2022; Loussaief & Haque, 2018; Prayag, 2020; Rahman et al., 2020; Yousaf & Xiucheng, 2018).

<sup>6</sup> Hennida et al., 2024; Khan & Haneef, 2022; MinardiPasundan University Bandung Indon et al., 2021; Muharram, 2020; Nisthar &

trends have not shown any sustainable aspects of halal tourism. Many halal tours that have been built are considered low in sustainability. Therefore, a sustainable strategy must be implemented to develop and manage halal tourism.

This paper aims to complement the shortcomings of previous studies by considering the need to integrate the concept of sustainability in the development of halal tourist destinations. This aspect can be seen by answering three questions. First, what is the form of a sustainable halal tourism development strategy? Second, what factors behind the development strategy must be considered? Third, which development model can be initiated and synchronized between local tourism activists, the community, and the government so that a tourist destination concept in the form of a halal and sustainable tourist village can be realized?

This research is based on the relationship between the government, tourism activists, and local communities in developing a sustainable halal tourist village. Adequate awareness and education can encourage the development of tourist villages into tourist destinations that help the economic interests of the Community while paying attention to halal ethical values and sustainability values. Access to information and communication that is well established among the main components that form halal tourist destinations can provide insight into product development innovations that can meet the needs of the growing tourism market and can be aligned with achieving

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Mustafa, 2019; Rhama, 2022; Vandromme, 2020): Atmo Prawiro and Fathudin, "Challenges in the Halal Industry Ecosystem: Analyzing the Halal Certification Process for Micro, Small, and Medium Enterprises in Lombok, West Nusa Tenggara," *Mazahib Jurnal Pemikiran Hukum Islam* 22, no. 2 (2023): 431–84, <https://doi.org/10.21093/mj.v22i2.7010..>

sustainable development goals. Implementing these various strategies can produce a sustainable halal tourism development model that can be used and adapted to create halal tourist destinations, especially halal tourist villages.

The strategy for developing sustainable halal tourism is the focus of this paper based on three things. First, there are changes in post-pandemic tourism trends that encourage tourist preferences that increasingly prioritize a sense of security, comfort, cleanliness, health, and environmental sustainability.<sup>7</sup> Second, the halal tourism industry is increasingly becoming a subject of global competition, and tourist destinations from various countries compete to attract halal tourists. Third, with the increasingly massive development of tourist villages in Indonesia after the Covid 19 pandemic, a strategic model is needed to compete and remain relevant to developments, especially the issue of sustainability.<sup>8</sup> The selection of Perlang Tourism Village as a research site is based on its development, which is relatively rapid because even though it was only formed in 2020, at the beginning of 2024, it was categorized as a developing tourism village by the Ministry of Tourism and Creative Economy.<sup>9</sup> The visit of participants in the International Halal Congress in 2022 to the place can be considered as legitimization that this tourist village set in an archipelago with an ethnic Malay Muslim

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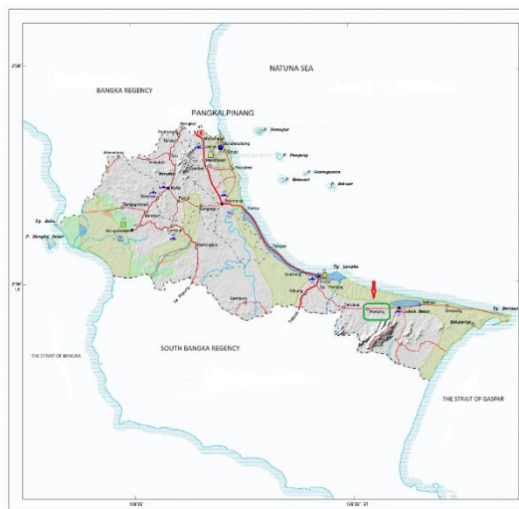
<sup>7</sup> Mega Fitriani Adiwarna Prawira et al., "Halal Tourism Destination from Tourist Perspectives: A Review," *Journal of Tourism Sustainability* 3, no. 1 (2023): 50–60, <https://doi.org/10.35313/jtospolban.v3i1.75>.

<sup>8</sup> Mega Novita et al., "Sustainable Tourism Business Recovery Strategies Post-Pandemic: A Case Study of Dopleng Village Tourist Destination," *KnE Social Sciences* 2024 (2024): 239–51, <https://doi.org/10.18502/kss.v9i6.15271>.

<sup>9</sup> Kementerian Pariwisata dan Ekonomi Kreatif RI, "DESKRIPSI SINGKAT DESA WISATA PERLANG," [jadesta.kemenparekraf.go.id](http://jadesta.kemenparekraf.go.id), 2024, <https://jadesta.kemenparekraf.go.id/desa/perlang>.

population is one of the representations of halal tourist destinations in the Bangka Belitung Islands Province.

Figure 1. Map of Bangka Belitung Province Indonesia



This research was conducted qualitatively. Qualitative research design is considered to help understand the implementation of the Perlang tourism village development strategy until it is finally considered worthy of being imaged as a sustainable halal tourism village. In this case, the interaction between the components involved in the development of the tourist

village can be explored more deeply so that the meaning can be analyzed and captured better.<sup>10</sup>

The data used were field notes and observations, exploration of documentation (photos, tourist area literature, and material from the Ministry of Tourism and Creative Economy website), and interviews. Interview informants consisted of the following elements: youth pioneers who are members of tourism awareness groups, tourist village coaches, local people involved in service activities or tourist attractions, as well as related policy stakeholders in the area, namely local governments from the village, sub-district and district levels of Central Bangka, and elements of the Indonesian Ulema Council who play an essential role in halal regulations, as well as the 2022 international halal congress committee. In addition to these three methods, FGDs involving almost all the parties mentioned were conducted in June 2022, complementing the research data to produce a sustainable halal tourism village development model.

The data collection process lasted about three months, which began when the research team visited the field while organizing the International Halal Congress in June 2022. At the time, the researchers conducted observations, documentation, and a series of interviews with research informants aimed at obtaining data related to the form of strategies that have been implemented in developing Perlang Village as a tourist village and data related to supporting and inhibiting factors in the implementation of the form of strategy. We asked informants to explain the process from the emergence of ideas to forming a tourist village that won third place in the digital and creative category at the Indonesian Tourism

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<sup>10</sup> Miles, M. B., & Huberman, A. M. (1994). *Qualitative data analysis: An expanded sourcebook* (2nd ed.). Sage Publications, Inc.

Village Award 2022. This made Perlang Village considered a representative to receive visits from foreign delegates participating in the world Halal Congress held in Pangkal Pinang, the capital of Bangka Belitung Islands Province. FGDs were held when all members of the research team conducted field visits on September 11-12, 2022; the data obtained through FGDs were used to complement the data for the formulation of a sustainable halal tourism village development model based on best practices and the contribution of FGD participants' thoughts on how to model a sustainable halal tourism village.

Interviews with different informants were conducted in various sessions to ensure data availability. Some interviews were conducted formally through special agreements, such as with government officials and MUI. At the same time, interviews with other components were conducted informally, openly, and tailored to the opportunity and situation. This study uses two methods to ensure data validity. The first step was to identify the required data by comparing levels of knowledge, values, and practices to facilitate data synchronization. The second data validation method was to cross-check with other data sources or categories of information that allowed for data comparison and testing.

The Miles and Huberman approach was used to analyze the data. The first stage was to organize the data in the form of transcriptions of interviews, FGDs, field notes, or other documents related to the research, which were then understood thoroughly and carefully to understand the context and content. After that, categorization and coding were conducted, explicitly identifying themes or patterns that emerged in the data. The next step is to create a matrix that organizes and visualizes the relationship between groups or themes that

have been determined, namely related to the development strategies that have been carried out, the factors behind the choice of tourism village development strategies and their obstacles, as well as the development model of sustainable halal tourism villages. The next stage is to apply the theory or conceptual framework to understand better the significance and implications of the findings based on the existing literature and ideas that have been made before. For accuracy and consistency, the research findings are interpreted thoroughly, emphasizing their implications and importance in the context of this study.

As a next step in the research roadmap, it is necessary to formulate concrete recommendations based on existing findings and develop a follow-up plan that includes testing the sustainable halal tourism village development model. This research attempts to address this through a qualitative approach. Qualitative research analyzes detailed data from in-depth interviews, observations, and focus group discussions.<sup>11</sup> The Miles and Huberman approach is a well-established framework for analyzing qualitative data, and it can be beneficial when conducting focus group research. Qualitative research methods, such as focus group discussions, have become increasingly prominent in social science research.<sup>12</sup> Focus group discussions are unique interviews that aim to understand participants' social dynamics and interactions by collecting verbal and observational data. Insights into the shared meanings and perspectives of the participants can be valuable for conceptualization and theory

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<sup>11</sup> Pickard, Alison Jane. "Qualitative Analysis." Chapter. In *Research Methods in Information*, 267–82. Facet, 2013.

<sup>12</sup> Daniel H Grossoehme "Overview of Qualitative Research". *Journal of Health Care Chaplaincy*, 20(3), 2014:109–122. <https://doi.org/10.1080/08854726.2014.925660>

development, particularly in information systems research.<sup>13</sup>

### **Sustainable Tourism, Halal Tourism, and Tourism Development Strategy**

Tourism is a growing industry that influences economic growth both globally and locally.<sup>14</sup> This development leads to planning and developing sustainable tourism that can compromise not only in the economic sector but also in paying attention to environmental and social aspects of the community. Furthermore, sustainable tourism has an indicator that becomes an integral element of tourism planning and management.<sup>15</sup> Sustainable tourism indicators have four criteria, namely: a) the relationship between sustainable tourism indicators and sustainable development goals, b) governance, c) the involvement of stakeholders, and d) the difference between subjective and objective indicators. Therefore, the four criteria are taken into consideration when considering the development of tourism.

Tourism in Indonesia currently tends to focus on development and management, prioritizing capital owners

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<sup>13</sup> Alireza Nili et al. (2017). A Framework and Approach for Analysis of Focus Group Data in Information Systems Research. Communications of the Association for Information Systems, 40

<sup>14</sup> Ana León-Gómez et al., "Sustainable Tourism Development and Economic Growth: Bibliometric Review and Analysis," *Sustainability (Switzerland)* 13, no. 4 (2021): 1–20, <https://doi.org/10.3390/su13042270>; Dalia Streimikiene et al., "Sustainable Tourism Development and Competitiveness: The Systematic Literature Review," *Sustainable Development* 29, no. 1 (2021): 259–71, <https://doi.org/10.1002/sd.2133>.

<sup>15</sup> S. Mostafa Rasoolimanesh et al., "A Systematic Scoping Review of Sustainable Tourism Indicators in Relation to The Sustainable Development Goals," *Journal of Sustainable Tourism* 31, no. 7 (2023): 1497–1517, <https://doi.org/10.1080/09669582.2020.1775621>.

and corporate profits. However, this approach poses severe environmental and social sustainability challenges, which are often overlooked. Sustainable tourism is an alternative to these problems to ensure that tourism can synergize with the sustainability of the environment, culture, and local wisdom. This is reinforced by the Minister of Tourism Regulation Number 14 of 2016, which calls for sustainable tourism to consider the economic, social, environmental, visitor, company, and community impacts.<sup>16</sup> Sustainable tourism hopes to become a model and solution to environmental damage, community displacement due to tourism development in several regions, and Indonesia's poverty rate.

Halal tourism is part of the industry that follows Islamic norms and values.<sup>17</sup> Halal tourism refers to Muslim-friendly travel that meets Muslims' travel needs.<sup>18</sup> Non-Muslim countries widely use the term Muslim-friendly to promote their places as Muslim-friendly destinations.<sup>19</sup> Japan, South Korea, and Thailand strive to position their countries as preferred Halal destinations for Muslim travelers by establishing and marketing Halal cuisine, Halal food culture, Halal food restaurants, and other Halal

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<sup>16</sup> Muchammad Satrio Wibowo, Belia, and Lutfi Arviana, "Partisipasi Masyarakat Dalam Pengembangan Pariwisata Berkelanjutan," *Jurnal Manajemen Perhotelan Dan Pariwisata* 6, no. 1 (2023): 25–32, <https://doi.org/10.23887/jmpp.v6i1.58108>.

<sup>17</sup> Punit Moris Ekka, "Halal Tourism beyond 2020: Concepts, Opportunities and Future Research Directions," *Journal of Islamic Marketing* 15, no. 1 (2024): 42–58, <https://doi.org/10.1108/JIMA-09-2022-0260>.

<sup>18</sup> Mohamed Battour, Mohamed Salaheldeen, and Khalid Mady, "Halal Tourism: Exploring Innovative Marketing Opportunities for Entrepreneurs," *Journal of Islamic Marketing* 13, no. 4 (2022): 887–97, <https://doi.org/10.1108/JIMA-06-2020-0191>.

<sup>19</sup> Al-Ansi and Han, "Role of Halal-Friendly Destination Performances, Value, Satisfaction, and Trust in Generating Destination Image and Loyalty."

services that appeal to Muslims. Japan, South Korea, and Thailand, for example, actively advertise their countries as preferred Halal tourist destinations for Muslim visitors.<sup>20</sup>

Innovation in increasing halal tourism can be in product quality, such as durability and *halalness* of products.<sup>21</sup> Halal Tourism in Indonesia has two governing rules: the National Sharia Council of the Indonesian Ulema Council (DSN-MUI) and respective regional regulations. The existence of MUI is essential in providing *fatwas* and labeling halal certificates on food products that are traded.<sup>22</sup> It is essential to underline that halal tourism is based on three basic principles: 1) goodwill as the primary foundation; 2) good service as the spirit; 3) and wise spending (frugal) as the principal value. However, *hadith* texts require contextualization not to limit the concept of universal halal tourism with sharia labels, especially regarding Islamic economics.<sup>23</sup>

Sustainable tourism development aims to build long-term tourism and minimize the negative impact of environmental damage.<sup>24</sup> The development becomes very

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<sup>20</sup> Yousaf and Xiucheng, "Halal Culinary and Tourism Marketing Strategies on Government Websites: A Preliminary Analysis."

<sup>21</sup> Imam Azizuddin and Muhammad Hamdan 'Ainulyaqin, "Industri Pariwisata Halal: Pendorong Inovasi Untuk Halalpreneurs," *Jurnal Ilmiah Ekonomi Islam* 8, no. 1 (2022): 106, <https://doi.org/10.29040/jiei.v8i1.4040>.

<sup>22</sup> Nur Azizah, "Struktur Dan Kultur Budaya Dalam Keluarga Di Era Adaptasi Kebiasaan Baru (AKB) Di Lingkungan Keluarga Kota Bandung," *Az-Zahra: Journal of Gender and Family Studies* 1, no. 1 (2020): 1–11, <https://doi.org/10.15575/azzahra.v1i1.9474>.

<sup>23</sup> Fathan Budiman and Naqiyah Mukhtar, "Halal Tourism Based on Islamic Economy Perspective of Hadith," *Diroyah: Jurnal Studi Ilmu Hadis*, 2023, <https://doi.org/10.15575/diroyah.v7i2.19927>.

<sup>24</sup> Ida Ayu Putu Widiati and Indah Permatasari, "Strategi Pengembangan Pariwisata Berkelanjutan (Sustainable Tourism Development) Berbasis Lingkungan Pada Fasilitas Penunjang Pariwisata Di Kabupaten Badung," *Kertha Wicaksana* 16, no. 1 (2022): 35–44, <https://doi.org/10.22225/kw.16.1.2022.35-44>.

important in considering the problems caused by aspects of tourism, such as garbage, waste, and pollution that have not been appropriately handled. The presence of sustainable tourism is a momentum to understand the potential that can be used as a tourist attraction without destroying nature. Based on the theory of *Sustainable Development* by Munt and Moforth has three components, namely: 1) ecological sustainability, which considers environmentally friendly tourism accompanied by efforts to conserve natural resources; 2) social adaptability, which pays attention to the surrounding community and involves the community in contributing to the development of tourism; 3) cultural sustainability which maintains the local wisdom of a place and becomes unique to attract tourists.<sup>25</sup>

In the broader development of tourism, it is necessary to take into account the global economy that is currently trending, social and technological developments, and new forms that are in great demand by many people.<sup>26</sup> Institutional synergy is essential in tourism development as it encourages collaboration between government agencies, commercial enterprises, and other stakeholders.<sup>27</sup> This collaboration is vital for building

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<sup>25</sup> Adifa Risa Bagasta, Cahya Iswara, and Adesty Lasally, "Analisis Potensi Wisata Menggunakan Informasi Geografis Dan Strategi Pengembangan Pariwisata Berkelanjutan Berbasis Masyarakat Di Desa Sumberagung, Grobogan, Jawa Tengah," *ejournal.kemenparekraf.go.id*, 2021, <https://doi.org/https://doi.org/10.47608/jki.v15i22021.148-157>.

<sup>26</sup> Streimikiene et al., "Sustainable Tourism Development and Competitiveness: The Systematic Literature Review."

<sup>27</sup> Hamed Mohammed Almuhrzi and Hamed Ibrahim Al-azri, "Conference Report: Second UNWTO/ UNESCO World Conference on Tourism and Culture: Fostering Sustainable Development," in *INTERNATIONAL JOURNAL OF CULTURE, TOURISM AND HOSPITALITY RESEARCH*, vol. 13, 2019, 144–50, <https://doi.org/10.1108/IJCTHR-07-2018-0091>; Moh Musleh et

strong public-private partnerships, simplifying regulatory frameworks, creating critical tourism infrastructure, and supporting coordinated marketing efforts.<sup>28</sup> In addition, it facilitates effective destination management, ensuring the protection of natural and cultural assets while encouraging sustainable tourism practices.<sup>29</sup>

### **Strategy for Establishing Perlang Village as a Sustainable Halal Tourism Destination**

The focus of this research is to gain a thorough understanding of the strategies undertaken in the development of Perlang Tourism Village as a sustainable halal tourism village to obtain a model of destination development or, in this case, a halal tourism village that is more organized and provides sustainable benefits for all

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al., “The Role of Institutional Design and Enabling Environmental : Collaborative Governance of a Pilgrimage Tourism , Indonesia,” *Journal of Local Government Issues* 6, no. 1 (2023): 75–90.

<sup>28</sup> Mhamed Biygautane, Cristina Neesham, and Khalid Othman Al-yahya, “Institutional Entrepreneurship and Infrastructure Public-Private Partnership ( PPP ): Unpacking the Role of Social Actors in Implementing PPP Projects,” *International Journal of Project Management* 37, no. 1 (2019): 192–219, <https://doi.org/10.1016/j.ijproman.2018.12.005>; Carter Boon Casady, “Examining the Institutional Drivers of Public- Private Partnership ( PPP ) Market Performance : A Fuzzy Set Qualitative Comparative Analysis ( FsQCA ) Qualitative Comparative Analysis ( FsQCA ),” *Public Management Review* 23, no. 7 (2021): 981–1005, <https://doi.org/10.1080/14719037.2019.1708439>.


<sup>29</sup> Qadar Bakhsh et al., “Impact of Tourism Development upon Environmental Sustainability: A Suggested Framework for Sustainable Ecotourism,” *Environmental Science and Pollution Research* 30 (2023): 5917–30, <https://doi.org/10.1007/s11356-022-22496-w>; Nermin Ki, “A Strategic Approach to Sustainable Tourism Development Using the A ’ WOT Hybrid Method : A Case Study of Zonguldak , Turkey,” *Sustainability* 11, no. 4 (2019), <https://doi.org/10.3390/su11040964>; Boškovi Ć Nikola and Laki Ć E V I Ć Marija, “Sustainable Tourism Development in Mountain Areas in Šumadija and Western Serbia,” *Journal of Mountain Science* 18 (2021): 735–48.

stakeholders including tourists, local communities, and the environment. Information was collected from crucial individuals we met in Bangka Belitung Islands to achieve this objective, especially Perlang Village. As an essential part of this research, information exploration was obtained from the pioneers, namely the youth of the tourism awareness group of Perlang Village, the local community involved, as well as the local government and the Indonesian Ulema Council in the province to gain valuable perspectives on the development strategy of a sustainable halal tourism village. Engagement with various sources aims to explain how the strategies that have been carried out, including the supporting and inhibiting factors, can help create a model that can be used to develop sustainable halal tourist destinations. This holistic approach contributes to a comprehensive understanding of the importance of interrelated multi-aspects in developing tourist destinations that carry the concept of halal, which is integrated with sustainability.

The strategies carried out by the pioneers of Perlang Tourism Village so that later the village can be considered a representation of a sustainable halal tourism village can be seen in the following table:

Table 1. Strategies for Developing Perlang Village as a Sustainable Halal Tourism Destination

<b>No</b>	<b>Interview data</b>	<b>Photo documentation</b>
1	"From the chatter of the youth, the idea of developing a tourism village in Perlang emerged because they realized that several	

No	Interview data	Photo documentation
	<p>objects could be a tourist attraction.<sup>30</sup></p> <p>"The pandemic made us access the internet more often, so we thought of creating a tourist attraction in our village.<sup>31</sup></p>	<p>Figure 1.1. Perlang Village Pioneer Tourism Awareness Youth Group and Award Charter.<sup>32</sup></p>
<p>2</p>	<p>"Tourism awareness groups are formed even at the student level. These Groups can unite the steps in developing tourism on this island, including in Perlang Village".<sup>33</sup></p> <p>"We involve the community, primarily to fulfill the culinary needs and the needs of halal and healthy souvenirs, as well as the houses used as</p>	

<sup>30</sup> Source: interview with Perlang Village Supervisor.

<sup>31</sup> Source: Interview with Perlang Village Youth.

<sup>32</sup> <https://jadesta.kemenparekraf.go.id/desa/perlang>

<sup>33</sup> Interview with the Head of the culture tourism and sports agency of Central Bangka Regency

No	Interview data	Photo documentation
	<p>homestays that meet the standards.<sup>34</sup></p> <p>"We have been included in MSME coaching activities where the speakers are also from the health department and the Indonesian Ulema Council, so that the products we produce, thank God, have been halal certified by MUI."<sup>35</sup></p>	<p>Figure 1.2. Formation of Tourism Awareness Students <sup>36</sup></p> 

Figure 1.3. Visit of the Minister of Tourism to Perlang Village.<sup>37</sup>

<sup>34</sup> Interview with Perlang Village Supervisor.

<sup>35</sup> Interview with Owner of Culinary Souvenirs.

<sup>36</sup> Source: Documentation of Perlang Village youth submission

<sup>37</sup> Source: <https://wartabangka.id/2022/08/11>

No	Interview data	Photo documentation
3	<p>"... we have beautified this tourist attraction with photo spots, play facilities, clean toilets, lots of trash bins, naturally made gazebos, and several warning signs to maintain environmental cleanliness so that tourists who visit can maintain the sustainability of this tourist attraction.</p> <p>"Rumah Kamen is a traditional house that we consider one of the cultural tourism attractions. We maintain its authenticity although we improve some aspects related to its feasibility related to sanitation, clean water, or worship facilities, namely prayer rooms".<sup>38</sup></p> <p>"We have also done branding for this Perlang Village tourism so that in 2021, Perlang Village</p>	 <p>Figure 1.4. Handwashing Facility at the Entrance Gate to Perlang Lake.<sup>42</sup></p>  <p>Figure. 1.5. Relaxing hut at Perlang Lake <sup>43</sup></p>  <p>Figure 1.6. Traditions of "Nganggung" and "Umah Kamen"<sup>44</sup></p>

<sup>38</sup> Interview with Perlang village manager.

<sup>42</sup> Source: Author's Documentation

<sup>43</sup> Source: Author's documentation

<sup>44</sup> <https://jadesta.kemenparekraf.go.id/desa/perlang>

No	Interview data	Photo documentation
	<p>was in the top 300 in the ADWI event, and the following year (2022), it was included again, and Perlang Village was in the top 50.<sup>39</sup></p> <p>"The visit of the participants of the International Halal Congress will certainly have a significant impact on the Central Bangka Regency in general and the Perlang Tourism Village in particular. The impact felt is not only that it can help stretch the economic sector for Central Bangka MSMEs but also that this visit can be a free socialization and promotion event</p>	 <p>Figure 1.7. The tradition of 'Nganggung' 400 'Dulang'<sup>45</sup> is to welcome the delegates of the World Halal Congress.<sup>46</sup></p>  <p>Figure 1.8. International Halal Congress Participants Visit to Perlang Lake.<sup>47</sup></p>

<sup>39</sup> Interview with the Head of the Central Bangka Office of Culture Tourism and Sports

<sup>45</sup> Dulang in the Nganggung tradition is a container or place usually made of wood, which is used to serve food or dishes in certain events, especially in the tradition of the Malay community. In the context of nganggung, dulang serves as a symbol of togetherness and gotong royong, where different types of food, such as rice, side dishes and fruits, are served together.

<sup>46</sup> Riski Y, "Ajang Peserta Kongres Halal Internasional Nganggung, 400 Dulang Disiapkan Warga Desa Perlang," intrik.id, 2022, <https://intrik.id/ajang-peserta-kongres-halal-internasional-nganggung-400-dulang-disiapkan-warga-desa-perlang/>.

<sup>47</sup> <https://intrik.id/peserta-kongres-halal-internasional-kunjungi-danau-pading-algafry-momen-pengenalan-wisata-ke-kancah-dunia/>

No	Interview data	Photo documentation
	<p>for tourist villages" (UBB Academic Statement quoted from Tribunews.<sup>40</sup></p> <p>"Perlang Village to be visited by the International Halal Congress Delegation because it has been representative considered as the embodiment of halal tourism destinations, especially because of the existence of tour packages such as those that can be enjoyed on Islamic religious holidays which are still celebrated by the community with the tradition of "Nganggung" being a driver of the cultural aspects of halal tourism and the preservation of the community in conducting halal certification, especially for culinary souvenirs typical of the region."<sup>41</sup></p>	

<sup>40</sup> <https://bangka.tribunnews.com/2022/06/16/desa-perlang-jadi-tujuan-wisata-peserta-kongres-halal-internasional-2022-ajang-promosi-gratis>.

<sup>41</sup> Interview with the International halal congress committee.

Table 1 shows that some of the strategies carried out in developing Perlang Tourism Village began with an idea that emerged from the chatter of young people on the sidelines of much free time during the Covid 19 Pandemic to utilize abandoned former tin mining excavations. The growth of internet access during the pandemic encouraged them to study information about tourist villages, thus realizing that the opportunity to develop the village of Perlang as a tourist village is not only because of the natural beauty of Perlang Village but also because cultural wealth that can be used as a tourist attraction, so it was agreed that several objects that were used as tourist attractions in the village of Perlang were: Bukit Pading, Lake Pading, Sadap Waterfall, Gusung Perlang Maritime Tourism, and Malay Traditional House "Umah Kamen." The following strategy involved institutional strengthening by empowering tourism awareness groups in Perlang village as part of a government program and providing local government technical guidance on tourism village management.

Community involvement that has been given education on halal aspects, with support from the Indonesian Ulema Council and education on health and environmental sustainability by related agencies, is also used as a strategy. This is very important considering the development of Perlang Village involves the community in the fulfillment of halal and healthy culinary needs, making fishermen settlements as transit points and places to eat, as well as involving halal MSMEs to produce typical souvenirs of the archipelago and make people's homes as homestays. The strategy of developing supporting infrastructure for tourism objects in Perlang Village applies the concept of being environmentally friendly, not only in

terms of the natural environment but also in terms of preserving local culture packaged into a tourist attraction. The last strategy is related to branding and promotion. After being involved by the government in the event, Perlang Village became better known as a tourist village because it has advantages in the aspects assessed in the Tourism Village Award, such as cleanliness, health, security, and environmental sustainability. The decision of the government and the International Halal Congress Committee to invite all delegates to the Congress can be considered an effective promotion to introduce Perlang Village as a halal tourism village.

The data visualization in Table 1 shows three crucial things in the context of sustainable halal tourism destination development strategies. First is the importance of the role of local community initiatives in creating new ideas for tourism development relevant to the contextual situation surrounding them. In this case, it is proven that creativity and development potential can arise from the initiative of local youth even in difficult situations such as the COVID-19 pandemic by realizing the beauty of the surrounding nature and its cultural wealth. Second, institutional strengthening and community participation are important, especially tourism awareness groups in developing tourist villages, which are social capital. Through government programs and the support of institutions such as the Indonesian Ulema Council, Perlang Village strengthens the social and cultural infrastructure needed to manage and promote sustainable halal tourism destinations. Third, *the* development strategy of supporting the infrastructure of tourist attractions in Perlang Village from the beginning is done by referring to the criteria of sustainable tourism objects that emphasize the concept of environmentally friendly and cultural,

showing awareness of the importance of maintaining environmental sustainability and cultural diversity in the development of halal tourism.

**Factors Supporting and Hindering the Development of Perlang Tourism Village as a Sustainable Halal Tourism Village**

Factors that support and hinder the establishment and development of Perlang Village as a sustainable halal tourism village can be seen in this table. The following:

Table 2. Factors that Support and Hinder the Development Strategy of Perlang Village as A Sustainable Halal Tourism Destination

No	Strategy Type	Supporting Factors	Inhibiting Factors
1	Coming up with the idea/concept of a tourism village	"...because of the pandemic, we have more time to look at the nature around us, for example, Lake Pading, which is beautiful even though it is not a natural lake."  "...during the pandemic, we became more familiar with the internet and heard the term Desa Wisata..." <sup>48</sup>	"...of course, we were hesitant because although we are already part of the tourism awareness group, no one understands how to develop tourism objects." <sup>50</sup>
		"...when it is said that the existence of	

<sup>48</sup> Source: Interview with the Perlang Village Youth.

<sup>50</sup> Source: Interview with Perlang Village Youth.

No	Strategy Type	Supporting Factors	Inhibiting Factors
		tourism objects can increase sources of income, of course, we are thrilled." <sup>49</sup>	
2	Institutional strengthening and community participation	<p>"With the existence of this tourism awareness group, it can function as a tour guide, who in addition to guiding can provide education to visitors related to ethical awareness, both religious, moral ethics and environmental ethics." <sup>51</sup></p> <p>"..... We have also participated in the guidance on tourism village management, especially because our village was chosen to be visited by the World Halal Congress Delegation held some time ago and included in the Indonesian</p>	<p>"...although in general, the community supports it, there are still people who are not sure because they think that the social distancing during the pandemic will limit the arrival of tourists."<sup>54</sup></p> <p>"...due to the pandemic, the community needs to recover the economy immediately, and developing tourism objects in our village is not considered able to help the economy quickly... "We saw in the news that the large number of tourists who come can damage nature. We are worried that we</p>

<sup>49</sup> Source: Interview with the Local Community.

<sup>51</sup> Source: interview with Perlang Village Supervisor.

<sup>54</sup> Source: interview with Pembina Desa Perlang

No	Strategy Type	Supporting Factors	Inhibiting Factors
		<p>Tourism Village Award."<sup>52</sup></p> <p>"...we from MUI appreciate the awareness of MSMEs in Bangka Belitung Islands to carry out halal certification, which means that the socialization and education that we do is booming, which, of course, is due to government support from various levels."<sup>53</sup></p>	<p>will be unable to supervise and preserve our nature if many people visit."<sup>55</sup></p>
3	Infrastructure development, Promotion, and Branding	<p>"Because of the government's efforts to improve the road, visitors' access to Perlang tourism village is effortless, and the distance from one tourist attraction to another is relatively close."<sup>56</sup></p> <p>" ... when the government included Perlang</p>	<p>"..to repair the house to be used as a homestay, we need money..."<sup>59</sup></p> <p>'...The community told us they need financial assistance, some for house renovation and increasing business capital, but related to halal tourism, we</p>

<sup>52</sup> Interview with the Head of the Perlang Village Tourism Awareness Group.

<sup>53</sup> Source: Interview of the Chairman of LPPOM MUI Bangka Belitung Islands

<sup>55</sup> Source: interview with Perlang Village youth

<sup>56</sup> Source: interview with Perlang Village Supervisor

<sup>59</sup> Source: Interview with Perlang Village Community

No	Strategy Type	Supporting Factors	Inhibiting Factors
		Village in the ADWI event, we were given knowledge about the importance of keeping the environment clean and preserving nature. <sup>57</sup>	are still confused about whether we can get financing from commercial banks or have to go to Bank Sariah... <sup>60</sup>
		"The community's enthusiasm for welcoming our guests (international Halal Congress participants) is extraordinary. They brought one dulang per house. There are about 400 dulang prepared. We highlight this dance and nganggung for halal tourism and the concept of halal food for the participants," <sup>58</sup>	

Table 2 shows that several factors support and hinder the development strategy of the Perlang tourism village. The youth who started accessing the internet

<sup>57</sup> Source: interview with a technical assistance participant from Perlang village

<sup>58</sup> Statement of the regent of Central Bangka (16/6/2022) quoted from intrik.id

<sup>60</sup> Source: Interview with Perlang Village Supervisor

during the pandemic and the amount of free time that fostered awareness of the economic potential of the natural beauty of the surroundings were the driving factors for the emergence of the idea of developing Perlang village as a tourist village. On the other hand, ignorance of how to develop tourism objects hinders the realization of the idea. However, the existence of tourism awareness groups, halal certification that has developed, and government support that provides technical guidance on the management of tourist villages, as well as participation in the Indonesian tourist village award event, provides an understanding of the criteria of a good tourist village to strengthen the determination of tourism awareness groups to develop Perlang village into a tourist village. Nonetheless, the social distancing policies during the pandemic have caused some individuals to doubt participation, stemming from the assumption that tourists will not visit their village shortly, while they feel the urgent need to revive the economy affected by the pandemic.

Government support is also shown by road infrastructure development that makes it easier for tourists who come to Bangka Island to move from one destination to another, including Perlang Village, which has superior tourist attractions were Bukit Pading, Lake Pading, Sadap Waterfall, Gusung Perlang Maritime Tourism, and Malay Traditional House "*Umah Kamen*." Participation in ADWI (an event that honors Indonesian tourist villages) from its early development years is also a form of promotion so that Perlang Village becomes easily recognized. In addition to promotion, the local government and MUI of Bangka Belitung Islands Province have also helped Perlang Village in terms of branding by making Perlang Village the object of visit of the participants who came from various countries in the International Halal Congress activities, which

introduces not only the natural beauty but also the cultural diversity of the Malay Islamic background, such as *nganggung* tradition in Malay Islamic society Bangka Belitung Islands Province.

However, the lack of capital to renovate the facilities owned by the community to meet the aspects of sustainability can be considered an obstacle, especially because there has not been much socialization or access to Sharia-based financing from banks and Islamic financial institutions in helping the development of Perlang halal tourism village.

There are three important things from the description of the supporting and inhibiting factors of the Perlang Village strategy to become a sustainable halal tourism village. First, Communities that support initiative, innovation, collaboration, and adaptation to change make it easier to realize the idea of developing a sustainable halal tourism village. Second, aligning interests between the parties significantly helps accelerate a village's development into a sustainable halal tourism village. In this case, the existence of Perlang Village as a tourism pilot village that is in line with the tourism development program of the Bangka Belitung Islands Provincial Government and the MUI halal certification program strongly supports the development of infrastructure, providing services per halal standards, and managing resources in a sustainable manner including promotion and branding for Perlang Village as a sustainable halal tourism village. Third, the consistency of norms and values as a reference will affect how tourism is developed. Following the concept of halal, all things, including financial support provided, must be based on *Sharia*. To uphold the value of sustainability, a joint monitoring mechanism is needed to ensure that

tourism activities adhere to halal ethics, do not harm the environment, and maintain long-term sustainability.

### **Development Model of Perlang Tourism Village as a Sustainable Halal Tourism Village**

Table 3 will visualize the data from the results of organizing 2 FGD activities initiated by researchers, illustrating the participants' input regarding the development model of a sustainable halal tourism village. The first FGD was conducted on September 11, 2022, at Perlang Village with the pioneer youth, coaches, MSMEs, and local government elements. In order to see Perlang Village in the spectrum of tourism development of Bangka Belitung Islands Province, the second FGD was held on September 12, 2022, at the MUI Office in the capital city of Pangkal Pinang Province, which involved provincial-level stakeholders, both government elements, the business world supporting the tourism sector and MUI elements involved as a committee of the International Halal Congress held a few months earlier, the summary of which is as follows.

Table 3. FGD Participants' Input on Sustainable Halal Tourism Village Development Model

<b>No</b>	<b>Discussion Topic</b>	<b>FGD Participants' Feedback<sup>61</sup></b>
1	How Perlang Village Became a Sustainable Tourism Village	"For us, sustainability means increasing our income by making our village a tourist village. We can get buyers for the food products we make..."  "We residents want to be allowed to market our products at tourist

<sup>61</sup> Source of Minutes of FGD in Perlang Village on September 11, 2022, and FGD in MUI Office of Bangka Belitung Islands Province on September 12, 2022.

No	Discussion Topic	FGD Participants' Feedback <sup>61</sup>
		<p>attractions; do not let products from outside take precedence..."</p> <p>"The existence of tourist attractions in our village gives us useful activities and opens up jobs for us to earn income."</p> <p>"The Bangka Belitung Islands already have several famous tourist attractions. Opening tourist villages such as Perlang Village provides greater opportunities for the community and adds to regional income."</p> <p>"We are happy that there are houses that are used as homestays, but we still want tourists to respect our cultural customs, lest they bring bad influences to our children."</p> <p>"The positive impact of the existence of Perlang Village as a tourism village is the community and youth received education related to tourism management and aspects of sustainability, and some also attended Halal supervisor training at LPOM MUI."</p> <p>"We have beautified Lake Pading into a tourist attraction, which means we have supported the conservation of natural resources and are reminded to maintain its sustainability."</p> <p>"... as we develop Perlang Village as a tourist village, we try our best to maintain cleanliness and handle waste with adequate facilities and signs or guide directions to preserve the</p>

No	Discussion Topic	FGD Participants' Feedback <sup>61</sup>
		environment both in Lake Padding, Tanjung Sadap waterfall, and Gusung Perlang marine tourism area.
2	How Perlang Village Became a Halal Tourism Village	<p>"When the idea came up to make Perlang village a tourism village, we did not consider whether the tourism we offer is halal."</p> <p>"Halal certification is common for us because the government and MUI have provided counseling and helped our products get halal certification."</p> <p>"We want our village to be a pleasant destination for Muslim and non-Muslim travelers."</p> <p>"Even though Perlang Village will be known as a halal tourism village, we will still live in harmony with the neighboring village (Trubus Village), which has been established ..."</p> <p>"We hope that our culture will be better known and we are happy with visitors who are interested and interact with our customs, and if they have something to learn from us, it is fine for us to learn from tourists as long as it is following our religious teachings and cultural values..."</p> <p>"The Perlang Tourism Village hopes to provide satisfaction for all tourists who feel satisfied because of the services, accommodation, halal food, and other facilities and feel a pleasant experience when visiting our village.</p> <p>"The support of the government and other parties is needed so that our village can become a major destination</p>

No	Discussion Topic	FGD Participants' Feedback <sup>61</sup>
		for tourists, both Muslim and non-Muslim."

As an introduction to the FGD, researchers who act as facilitators provide understanding context and background on the importance of formulating a sustainable halal tourism development model. Then, the researcher asked participants to provide input, ideas, and suggestions. The key points that emerged were documented as illustrated in Table 3. The participants formulated aspects of sustainability in a tourist village from various dimensions. In terms of the economic dimension, there is expected to be a fair distribution of income and sustainable economic benefits for local communities, including small and micro enterprises, as well as the opening of jobs and increasing regional income. From the social dimension, positive social impacts are expected, including increased cultural awareness, education, and respect for local heritage.

Meanwhile, from the environmental dimension, tourist villages are expected to maintain efficient energy use, good waste management, conservation of natural resources and biodiversity, and protection of local ecosystems. Regarding the halal aspect in a tourist village, FGD participants generally agreed with the importance of halal certification, especially in culinary products and souvenirs. The main requirement is the availability of worship facilities that make it easy for Muslim tourists to carry out their daily prayers. However, the desired halal tourist village is still open to non-Muslim tourists, including maintaining their comfort and satisfaction, so there is no need to require the use of hijab for visitors or separate men and women as long as tourists comply with

applicable rules of decency and decency. Halal Tourism Village branding is also expected not to disturb the harmony that has been well established with Trubus Village, a village with a majority non-Muslim population of ethnic Chinese descent directly adjacent to Perlang village. If they have halal certification, their products can be marketed to tourists. Hence, the existence of Perlang Tourism Village also benefits the community around Perlang Village. Initially, the pioneers only wanted to make Perlang village a tourist destination without thinking of making it a Halal Tourism Village because the branding was attached to Perlang village after becoming the destination of the International Halal Congress participants.

The ACES 3.0 model issued by the Global Muslim Travel Index (GMTI) in 2023 consists of 4 categories: Access, Communications, Environment, and Services. The environment category consists of 5 metrics, one of them is sustainability. This dimension examines the destination's efforts toward sustainability, including factors such as CO<sub>2</sub> emissions, renewable energy usage, air quality, heritage preservation, and human development. It recognizes the importance of sustainable practices in creating a favorable environment for Muslim travelers, aligning with their values and ethical considerations. From the experiences and expectations of the FGD participants visualized in Table 4.3, three things related to the development of Perlang Village as a sustainable halal tourism village can be underlined.

First, the sustainable Halal Tourism Village model developed about several indicators as follows: 1) inclusive involvement of local communities; 2) affirmation of halal products and services; 3) protection and good management of natural resources; 4) respect for the ethics of religious

teachings, culture, and local traditions; 5) infrastructure development that takes into account the principles of sustainable development; 6) regulation or limitation of the number of tourists in order to protect the environment from damage; 7) managers provide education about sustainability and sustainability for tourists; and 8) the existence of supervision that allows regular evaluation of the impact of tourism and its progress. Second, the developed sustainable halal tourism village model reinforces various dimensions that support achieving sustainable development goals. Third, government support in fulfilling halal destination and sustainability indicators can accelerate a village's promotion and inherent branding as a sustainable halal tourist destination.

### **Sustainable Halal Tourism Villages: a Representation of Sharia Compliance in Tourism**

Research that aims to explain the Sustainable Halal Tourism Destination Development strategy found that First, it takes collective awareness and alignment of common goals between local communities, government, and other components in utilizing the potential of the region to become a tourist destination so that its development is not only for economic interests but also pays attention to halal ethical values and sustainability values for future generations. Second, implementing various strategies to realize sustainable halal tourist destinations requires the participation of all stakeholders and the existence of relevant goals for all parties to create a shared consensus that can be aligned with the achievement of sustainable development goals. Third, the tourist destination model developed is attractive and authentic but must be consistent with halal principles and sharia law, aligned with the achievement of sustainable

development goals, and the benefits of these tourist destinations can be felt by the wider community inclusively and future generations. These three things show that forming a Perlang tourist destination model results from collaboration and synchronization of interests between tourism activists, the community, and the government in developing tourism that meets halal principles and sustainable indicators.

The results also show that the development model of halal tourist destinations in the style of Perlang Village that considers the dimensions of sustainable development is very relevant to maximizing the potential of halal tourism in Indonesia and having natural wealth and religious and cultural diversity. In the economic context, developing sustainable halal tourism destinations must pay attention to long-term economic benefits for local communities and surrounding areas. The involvement of the government, local communities, and tourism activists shows the importance of institutional collaboration in tourism development. These findings may have implications for public policies, such as spatial planning, tourism regulations, and incentives for investment in a sustainable halal tourism sector. In other words, policies and regulations that support sustainable halal tourism are crucial because legislation plays a vital role in promoting it. With a clear regulatory framework, investor support, cultural and environmental preservation, standardization, and enhanced public awareness, it is possible to create a tourism industry that is not only commercially profitable but also aligned with religious values and environmentally sustainable.

Islamic law emphasizes the importance of protecting and preserving the environment as the responsibility of humans, such as Khalifah, on earth. By integrating

sustainability principles, tourist villages can implement environmentally friendly practices that align with Islamic teachings. This provides ecological benefits and creates a positive image for halal tourism. Combining halal principles with sustainability means ensuring that business practices within the sector meet halal requirements, including honesty, transparency, and fairness in transactions. Implementing business ethics following Islamic law attracts Muslim tourists and builds trust among all stakeholders, including the community and government. In other words, a tourism village development strategy that integrates halal and sustainability principles reflects fundamental values in Islamic law, such as justice, balance, and social responsibility. In Islam, sustainability focuses on environmental protection, community welfare, and the maintenance of resources for future generations. Therefore, this approach aligns with Islamic teachings, prioritizing harmony between humans, nature, and spiritual values.

From the findings of this study, it can be interpreted that existing and developing tourist destinations or villages can evolve into sustainable halal tourism villages as long as they consistently follow the indicators of compliance with halal teachings and sustainability indicators. However, it needs to be emphasized that the development of halal tourism destinations that accommodate the concept of sustainability needs to be supported by environmental education and information for all stakeholders, especially those who are key partners in the development of tourist destinations, as well as the consumer side, namely visitors to tourist objects that are educated through signs or briefings from guides related to moral ethics and environmental ethics when traveling to

these objects. In this case, political will, government policies, and programs that support the implementation of each strategy for developing sustainable halal tourist destinations are crucial things, including evaluation and monitoring related to the progress and negative impact of the existence of these tourist destinations or villages.

This research explains that combining sustainability issues with halal tourism can be an effective strategy to increase halal tourism by implementing it in tourist destinations, especially tourist villages. In line with Ekka,<sup>62</sup> this research confirms that halal tourism is an aspect of the tourism sector that follows Islamic principles and values but does not have to be religious tourism and is more likely to be Muslim-friendly tourism, which in its services tries to meet the needs of Muslim tourists<sup>63</sup> but is open to non-Muslims. In this case, non-Muslim residents around Perlang Village are not only allowed as tourists but also as providers of tourism products and services as long as they pay attention to halal values, religious ethics, and social ethics. The application of sustainable halal tourism village indicators in the style of Perlang Village has fulfilled three components in the theory of Sustainable Development by Munt & Moforth,<sup>64</sup> namely: 1) ecological sustainability, which considers environmentally friendly tourism accompanied by efforts to preserve and conserve natural resources; 2) social adaptation, which pays attention to the surrounding community and involves the

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<sup>62</sup> Ekka, "Halal Tourism beyond 2020: Concepts, Opportunities and Future Research Directions."

<sup>63</sup> Battour, Salaheldeen, and Mady, "Halal Tourism: Exploring Innovative Marketing Opportunities for Entrepreneurs."

<sup>64</sup> Bagasta, Iswara, and Lasally, "Analisis Potensi Wisata Menggunakan Informasi Geografis Dan Strategi Pengembangan Pariwisata Berkelanjutan Berbasis Masyarakat Di Desa Sumberagung, Grobogan, Jawa Tengah."

people of Perlang Village and its surroundings; and 3) cultural sustainability, which preserves the local wisdom of Perlang Village while still making it unique enough to attract tourists.

As Rasoolimanesh says, sustainable tourism is an indicator that has become an integral element of tourism planning and management.<sup>65</sup> The indicators of the sustainable halal tourism model produced by this research can be used to reorganize tourist destinations, especially in the form of tourist villages. In addition, it can also be used to assess the impact and performance of the halal tourism industry that has existed so far on sustainable development goals. In other words, this sustainable halal tourism village can be a model and solution to environmental damage and community displacement due to tourism development in several areas that do not involve local communities and their interests, and can also gradually restore the economy and increase income and poverty while adhering to the principles of Islamic law.

## **Conclusion**

The results show that developing a destination or, more precisely, a sustainable halal tourism village can be practical when the community's religious, cultural, and social values and sustainability awareness are dynamically owned to influence a tourism development initiative. The initiative of the youth of Perlang Village in responding to pandemic conditions by opening a tourist village can be realized relatively quickly because of these social dynamics. In other words, collective awareness and alignment of common goals between local communities,

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<sup>65</sup> Rasoolimanesh et al., "A Systematic Scoping Review of Sustainable Tourism Indicators in Relation to The Sustainable Development Goals."

government, MUI, and other components show the importance of social dynamics in developing Perlang Village as a sustainable halal tourism village. In this case, the development strategy of a sustainable halal tourism village in the Perlang village style can represent sharia compliance in tourism.

This article recommends education and training campaigns involving local communities, government, and tourism activists to raise awareness about implementing tourist destination development strategies that refer to sustainable halal tourism indicators. In addition, the government needs to make regulations that support and provide incentives for developing sustainable tourist destinations, both halal and tourism villages. This can be followed up by developing key performance indicators (KPIs) that cover various dimensions aligned with achieving sustainable development goals.

The study has limitations in that the data only covers one region/village or one community group, which may not represent a broader perspective. The specific local context may influence the results of this study. It may not be entirely relevant or applicable in other contexts where cultural and social values are likely to vary across regions, influencing how strategies are accepted and implemented. The research was conducted over time, which may not be sufficient to see the long-term impact of the strategies or models developed in Perlang Village.

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