

Da'wah Strategy Through Halal Tourism

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ARTICLE INFO	ABSTRACT
Keywords: strategy, tourism office, development, halal tourism	This study examines the da'wah-based strategy of the Bulukumba Tourism, Youth, and Sports Office in promoting and developing halal tourism in Bulukumba Regency. The research addresses three main problems: the conceptual framework adopted by the office for halal tourism development, the underlying reasons for prioritizing halal tourism, and the responses of tourism managers and visitors toward its implementation. The objectives are to analyze the official strategy, explore the rationale behind it, and assess stakeholder perceptions. Data were collected through observation, documentation, interviews, and questionnaires, with visitor responses analyzed using a grounded theory approach. The findings reveal that the office's concept of halal tourism encompasses halal hotels, halal restaurants, Islamic facilities, houses of worship, and Islamic entertainment. The rationale centers on fulfilling the growing demand for Islamic-compliant tourism services. Responses from tourism managers and visitors were largely positive, with many voluntarily adopting halal tourism principles despite the absence of formal government directives. Nonetheless, full implementation remains inconsistent. The study implies that the Bulukumba Regency government, particularly the Tourism, Youth, and Sports Office, should intensify outreach efforts and actively engage tourism stakeholders in policy formulation to ensure coherent and comprehensive halal tourism practices. This research contributes to the understanding of local government roles in halal tourism development and offers insights for policymakers in similar cultural and regional contexts..

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INTRODUCTION

This article focuses on the *da'wah* strategy for developing halal tourism in Bulukumba. The *da'wah* strategy in question is a tourism management approach aimed at advancing halal tourism in the Bulukumba region and is closely linked to the efforts of the local government, particularly the Bulukumba Tourism, Youth, and Sports Office. As part of this commitment, the Tourism, Youth, and Sports Office strives to develop the potential of halal tourism as a solution to the various negative perceptions surrounding the development of the tourism industry in Indonesia (Anam, 2017).

Negative perceptions are often rooted in the image of tourism being associated with deviant behavior, such as drug abuse, prostitution, gambling, promiscuity, indecent exposure, and the serving of non-halal food and beverages. In this context, the Bulukumba Regency Government, through the Tourism, Youth, and Sports Office, is attempting to change this perception by developing the concept of halal tourism. Halal tourism includes offerings that reflect halal values, such as halal, clean, and healthy cuisine; accommodations that only serve legally married couples; the availability of places of worship; and prohibitions against gambling and prostitution (Arifin, 2011).

This measure was taken to address issues surrounding tourism that are perceived negatively, particularly beach tourism, which is often implicated in various deviant behaviors (Battour & Ismail, 2016). Given the abundance of beach tourism destinations in Bulukumba, the existence of halal tourism is highly relevant (Basyariah, 2021). Currently, there are ten beach tourism destinations in Bulukumba, as well as several swimming and relaxation spots. However, many tourist sites are still privately managed and not officially registered with the local government (Bastomi, 2016).

To strengthen this article, the author compiled data and information from local residents and visitors regarding their responses to the Tourism, Youth, and Sports Office's initiative to develop halal tourism. Given the high potential for negative assessments of the tourism industry, concrete steps are needed to offer halal tourism products to counter this stigma. In Bulukumba, a variety of tourism facilities have already been established, including star-rated hotels, cafes, entertainment venues, and culinary centers, although there remains potential for illicit activities, such as drug transactions, which require vigilance (Edbiz, 2019).

Bulukumba has become a popular tourist destination for Indonesians, as evidenced by the hundreds of accommodations, culinary options, and various water activities offered (Karim, 2019). Therefore, it is important to ensure that these facilities are halal-oriented in the eyes of visitors. Theoretically, halal tourism includes halal hotels, halal restaurants, halal resorts, and halal tour packages, as stated by various researchers (Battour & Ismail, 2020).

This study aspires to contribute to the comprehensive development of halal tourism in Indonesia (Chotib, 2015). While there are many successful examples in countries with large Muslim populations, such as those in the Middle East, ethical and moral values must continue to be considered in developing the tourism industry (Fatkurrohman, 2018). Despite progress, practices contrary to religious teachings—such as the provision of alcohol and immodest clothing—are still found in various tourist locations (Ismayanti, 2010).

Therefore, this article aims to explain the development of halal tourism in Indonesia and analyze the steps taken by the government to advance it. Since 2015, the halal tourism industry in Indonesia has shown significant growth, becoming the largest segment compared to other types of tourism (Hoerudin et al., 2018). Halal tourism plays a vital role in supporting Indonesia's economic growth, particularly within the *sharia* economy (Hariyoko et al., 2021). Bank Indonesia considers the development of the tourism sector key to strengthening the national economy (Jaelani, 2017).

According to data from the Ministry of Tourism, the average growth in the number of foreign Muslim tourists visiting Indonesia between 2015 and 2017 was 18%, reaching 2 million tourists in 2015, 2.4 million in 2016, and 2.7 million in 2017. Indonesia offers some of the best halal tourism facilities, not only in terms of quantity but also in terms of guaranteed quality. All facilities comply with regulations, are properly certified, and are regularly updated.

The future development of halal tourism is considered very promising. Research conducted by Utomo (2014) found that the potential for halal tourism is highly favorable, and tourists tend to support this concept. Specifically, 48% of respondents expressed support for halal tourism, while 68% emphasized the importance of implementing it. In terms of suitability, 60% of respondents felt that halal tourism aligns with the current conditions of Indonesian society.

Given the abundance of beach tourism locations in Bulukumba, efforts are needed to provide more integrated halal tourism services. Currently, ten beach tourism destinations have been opened, including five swimming spots, eight selfie spots, three hangout spots, and three affordable villas or accommodations around the Bulukumba tourist area (Nyero.id, 2022). However, many other tourist attractions remain unofficially registered, as they are

privately managed. This situation underpins the selection of the study subjects described in this article.

The wide coverage of the efforts by the Department of Tourism, Youth, and Sports to develop halal tourism indicates that the program is now beginning to align with local government policies. This alignment has resulted in a multi-platform implementation model for the halal tourism concept. "In Bulukumba Regency, the halal tourism concept has not encountered any obstacles because various requirements have been met by tourist attractions," stated Alpianus Ba'ka (2022).

Perceptions of tourism often overlook the fact that it can serve as a means for Muslims to engage in activities in accordance with religious teachings. Therefore, this article seeks to develop the concept of halal tourism and address various views regarding its legitimacy. It aims to map the concepts, efforts, and public responses to the development of halal tourism within the framework of Islam as a religion and its followers as adherents.

In this context, the argument put forward is that Allah SWT desires beauty, and the universe is His creation, which can be used as a place of worship. Tourism destinations, as part of His creation, can also be suitable places for *ibadah*, reflecting the values they contain. This article aims to clarify the concept, efforts, and community responses to the development of halal tourism, in line with the strategy of the Bulukumba Tourism, Youth, and Sports Office, which is committed to developing tourism in Indonesia without conflicting with Islamic teachings.

The strategy outlined in this article covers the strategic steps taken by the Bulukumba Tourism, Youth, and Sports Office to capitalize on the region's halal tourism potential. The intended development of halal tourism is tourism that prioritizes Islamic values in every aspect, such as local government recommendations to maintain good manners, limit interaction between non-*mahram* guests, provide prayer facilities, and maintain cleanliness.

Therefore, this article addresses various important elements of halal tourism, such as food, fashion, prayer facilities, and art. It also presents statements demonstrating the need for the Bulukumba Tourism, Youth, and Sports Office to develop a halal tourism concept, as well as the importance of understanding the responses of managers and visitors to its implementation.

Previous related studies are also presented for consideration. An article by Basyariah (2021) examines the concept of halal tourism from an Islamic economic system perspective, while Jaelani (2017) highlights the contribution of halal tourism to economic growth despite the global slowdown. Finally, Karim (2019) emphasizes that negative views of tourism among some Muslims need to be addressed and examined, with the hope of fostering a deeper understanding of the relationship between tourism and Islam.

Based on the three previous articles, each discussed halal tourism with different objectives, focuses, methodologies, and approaches. This article highlights the development of halal tourism as a strategic step pioneered by the Bulukumba Tourism, Youth, and Sports Office. Its unique contribution lies in the expanded perspective of halal tourism development—not only covering modesty regulations at beaches but also ethical and moral considerations in interactions at tourist sites. It discusses restrictions on non-*mahram* hotel guests, prohibitions on the serving of alcoholic beverages, the provision of halal food, the availability of prayer facilities, and Islamic art performances.

From the government's perspective, this initiative not only increases regional revenue but also creates a conducive atmosphere in tourist areas. Visitors and business owners feel protected by clear boundaries, such as dress codes, the provision of halal food, and Islamic-compliant accommodation.

The purpose of this research is to analyze the *da'wah*-based strategy of the Bulukumba Tourism, Youth, and Sports Office in developing halal tourism in Bulukumba Regency by

examining three main aspects: the conceptual framework adopted, the rationale for prioritizing halal tourism, and the responses of tourism managers and visitors to its implementation. The findings are expected to contribute both theoretically and practically—*theoretically*, by enriching academic discourse on halal tourism management from an Islamic and regional development perspective; and *practically*, by providing actionable recommendations for policymakers, tourism stakeholders, and local communities to strengthen the integration of halal principles in tourism services. Ultimately, this research is intended to support the sustainable development of tourism in Bulukumba that not only enhances regional economic growth but also preserves cultural and religious integrity.

METHOD

This research is qualitative in nature. The approach utilized is a sociological approach, which analyzes the social conditions of *masyarakat* as a whole. Within society, various social forces interact, develop, experience disorganization, play roles, and so forth, giving rise to what is called *interaksi sosial*²¹. This interaction produces various views on what is considered good and bad. In addition, a communication approach was also used in this study. The data sources were religious leaders, community leaders, tenant farmers, and local government officials. These sources of information were chosen purposively, based on the consideration that they have the authority and potential to provide the necessary information or data. Data was collected through interviews, questionnaires, observation, and documentation.

RESULTS AND DISCUSSION

The Concept of Da'wah Strategy in Developing Halal Tourism in Bulukumba.

The next section discusses the da'wah strategy in developing halal tourism in Bulukumba. Da'wah strategy can be understood as a systematic tactic and plan designed by a da'i or da'wah practitioner to achieve a specific goal. In this context, the Bulukumba Tourism, Youth, and Sports Office plays a role in developing halal tourism. The findings regarding this strategic concept were obtained through a Focus Group Discussion (FGD) held on March 13, 2023, at Natural Cafe. It was attended by the Head of the Bulukumba Tourism, Youth, and Sports Office, Drs. H. Muhammad Daud Kahal, M.Si., and 20 participants from various relevant agencies, the media, political parties, and office staff.

During the FGD, several strategies for developing halal tourism in Bulukumba were outlined, including five key indicators: halal restaurants, halal hotels, clothing that covers the intimate parts of the body, places of worship, and Islamic entertainment. H. Muh. Daud Kahal explained that these strategies relate to creating a sense of security for guests at hotels (halal hotels), ensuring visitors feel confident exploring the menu (halal restaurants), and providing a sense of security from indecent glances (various forms of intimate clothing in tourist areas, particularly on beaches). Furthermore, it is necessary to ensure easily accessible places of worship and comprehensive prayer facilities, including in hotels, as well as educational and Islamic entertainment.

These five indicators serve as the basis for the Bulukumba Tourism, Youth, and Sports Office to develop halal tourism as a strategic project for the development of the tourism sector in this region. The implementation of halal tourism is based on Islamic law governing the lives of Muslims, encompassing obligatory (*wajib*), recommended (*sunnah*), forbidden (*haram*), *makruh* (rejected), and permissible (*mubah*) (Rasjid, 2000). These five laws serve as the basis for implementing halal tourism.

However, the Bulukumba Tourism, Youth, and Sports Office's approach to developing halal tourism begins with the development of halal restaurants, hotels, Islamic attire, places of worship for Muslim tourists, and Islamic entertainment.

1. Halal restaurants/warungs

Halal restaurants, food stalls, and other names in Bulukumba are crucial. Considering that the Bulukumba community and tourists in general are predominantly Muslim, it's natural that restaurant and food stall managers in Bulukumba need to ensure that the food and beverage menus they serve cater to their customers' preferences.

One focus of development is halal restaurants, given that the majority of Bulukumba residents and tourists are Muslim. Therefore, it's crucial for restaurant managers to prioritize menu options that suit their customers' preferences. In response to the Tourism Office's plan, Andi Aryono proposed the need for halal certification for food menu management, facilities, and presentation to ensure halal compliance. Meryam added that all food served must be halal, clean, and the slaughtering process must comply with Islamic law.

Both views align with the theory that halal tourism must be linked to the provision of halal food in accordance with Islamic law. One concept proposed by the Bulukumba Tourism, Youth, and Sports Office is the development of halal restaurants, so Muslim tourists can travel with peace of mind without worrying about the food served, especially in the Bira Bulukumba tourist area.

2. Halal Hotels

Halal hotels are now a favorite among devout Muslims, making their existence a non-negotiable necessity. Andi Aryono (45) encouraged hotel owners to provide services and facilities that support guest comfort. Meanwhile, Meryam (28) added that halal hotels must ensure each room is equipped with Islamic prayer equipment and facilities, such as prayer mats, Qurans, prayer beads, and Qibla directions. They must not share rooms with non-mahrams (Muslims), and must provide a prayer room (mushalla) on the hotel grounds. This view aligns with the theory put forward by Fatkurrohmah, who states that halal tourism includes hotels that implement halal principles. The term "halal hotel" has become increasingly popular since the beginning of the 21st century, along with the increasing number of tourist destinations attracting Muslim tourists, both domestic and international. This has inspired the Bulukumba Tourism, Youth, and Sports Office to develop the halal tourism sector, particularly halal hotels.

3. Islamic Fashion

In tourist areas, we often encounter a striking contrast between those wearing revealing clothing and those wearing more modest clothing. This contradiction can sometimes cause discomfort for some, but others enjoy the difference. Looking at the conditions of tourist attractions in Bulukumba, it appears to be within the bounds of reasonableness according to Islamic law. However, a gradual shift is emerging that requires attention. Therefore, the Bulukumba Tourism, Youth, and Sports Office responded quickly, establishing a halal tourism model that prioritizes modesty, especially in dress code in tourist areas. Meryam (28) urged all Muslim tourists to cover their aurat (intimate body parts) while in tourist areas, especially on Bulukumba beaches. Andi Aryono (45) also urged tourism operators, including hotels and restaurants, to wear clothing that covers the body, especially during Ramadan, and urged hotel guests to do the same to ensure comfort and safety. Considering these two perspectives, government support is crucial to ensure tourists heed this call.

4. Houses of Worship

Based on observations in the Bira and Bara tourist areas, four houses of worship were identified: three in Bira and one in Bara. In the Bira tourist area, there is a floating mosque facilitated by the Bulukumba Regional Government. This mosque is located in the center of the Bira tourist area, easily accessible and a very representative place for worship. Furthermore, the mosque is equipped with adequate facilities and infrastructure for prayer,

strategically located on the shore of Bira beach. Andi Aryono (45) noted that the tourist area is also surrounded by several easily accessible houses of worship along the road to the Bulukumba tourist area, making it easy for Muslims, especially tourists, to pray and rest during their journey.

5. Islamic Entertainment

Entertainment is an essential need for tourists traveling long distances, including to the Bulukumba tourist area. Many tourists bring their own entertainment, but others rely on entertainment facilities provided by hotels. Therefore, it is important for hotels to provide entertainment options that align with Islamic values. Andi Aryono (45 years old) emphasized that hotel managers should take the initiative to provide Islamic entertainment both within the hotel and in other locations. Meanwhile, Dina Rosana Achdar Shut (48 years old) proposed that hotels provide entertainment that complies with Islamic law to meet the needs of hotel guests and tourists.

The Importance of Developing Halal Tourism

In a Focus Group Discussion (FGD) held on March 13, 2023, at Natural Cafe Bulukumba, attended by the Head of the Bulukumba Tourism, Youth, and Sports Office, as well as several other office heads and staff, several reasons were revealed regarding the importance of developing halal tourism in Bulukumba, particularly in the coastal tourism sector. The following are some of the points of focus:

1. **Guaranteeing Halal Food and Beverages.** Developing halal tourism, particularly related to food and beverages, will ensure that the menu items served by food stalls and restaurants are halal. The provision of halal food and beverages in tourist areas is one of the attractions for visitors to Bulukumba's coastal tourism areas.
2. **A Sense of Security for Guests Staying at Hotels.** Implementing the halal hotel concept in Bulukumba is also crucial, with adequate prayer facilities in rooms and on-site. This will provide a sense of security for visitors, as they can perform their prayers comfortably and peacefully without disturbance from others.
3. **Covering the Awrah (Intimate Body) During Tourism.** Enforcing the use of Islamic and sharia-compliant attire in tourist areas and hotels, including at bathing places such as beaches and swimming pools, will help visitors avoid inappropriate viewing. This is crucial for maintaining dignity and reducing the risk of potential crime. Therefore, one of the goals of developing halal tourism is to encourage visitors to refrain from exposing their Awrah (intimate body) in tourist areas and bathing places.
4. **Availability of Easily Accessible Places of Worship.** The presence of places of worship in tourist areas is a crucial element in attracting visitors, especially Muslims. This is a strong reason for the local government, specifically the Bulukumba Tourism, Youth, and Sports Office, to provide places of worship as an essential component of the Bulukumba tourism area.
5. **Availability of Islamic Entertainment.** One aspect that needs to be considered in developing halal tourism is the provision of Islamic-themed entertainment in every hotel and restaurant, if needed by visitors.

Responses of Tourism Managers and Visitors to Tourism Development

1. **Responses of Tourism Managers to the Development of Halal Tourism in Bulukumba**
 - a. The response of tourism managers to the initiative of the Bulukumba Tourism, Youth, and Sports Office to develop halal tourism through the provision of restaurants, food stalls, hotels, places of worship, and the implementation of Islamic fashion was very positive. Based on the data, 100% of tourism managers expressed support for this effort.

- b. Regarding the implementation of halal hotels that restrict non-mahram accommodation, 100% of hotel managers expressed agreement. This indicates that they were ready to implement this regulation before the official policy was issued.
 - c. Regarding the provision of Islamic religious attributes in hotels, such as prayer mats, Qurans, prayer beads, and Qibla directions in rooms, 96.2% of hotel managers agreed and were ready to implement this. Only 3.8% were hesitant. This data indicates that hotel managers in Bulukumba were ready to welcome the implementation of the halal hotel concept before the formal regulations governing halal tourism, including halal hotels, were in place. With strong support from tourism managers and readiness to implement the halal concept, it is hoped that halal tourism in Bulukumba can develop and attract more visitors, especially Muslims.
 - d. Responses from tourism managers regarding the Bulukumba Tourism, Youth, and Sports Office's efforts to develop halal tourism, particularly regarding the provision of halal hotels serving halal food and beverages. Based on the data obtained, 24 people, or 92.4% of hotel managers, strongly agreed and agreed with the implementation of serving halal food and beverages in hotel restaurants. Meanwhile, one person, or 3.8%, was uncertain, and another person, or 3.8%, strongly disagreed. This information indicates that the implementation of halal tourism in Bulukumba will run smoothly, as hotel managers have prepared themselves before the government regulations are issued.
 - e. Responses from tourism managers regarding the development of halal tourism by the Bulukumba Tourism, Youth, and Sports Office, including the provision of Islamic entertainment in hotels. The data obtained showed that 17 people, or 65.4%, of hotel managers strongly agreed or approved of the broadcast of Islamic entertainment, while 6 people, or 23.1%, were undecided, and 3 people, or 11.5%, disagreed. Although some managers were hesitant or disagreed, the 65.4% figure indicated a positive interest in the presentation of Islamic entertainment in the Bulukumba tourist area.
 - f. Responses from tourism managers regarding the Bulukumba Tourism, Youth, and Sports Office's policy regarding the separation of halal and haram food processing. The data showed that 24 people, or 92.4%, of hotel managers agreed or strongly agreed that halal and haram food should not be processed in the same container. Only 1 person, or 3.8%, was undecided, and 1 person strongly disagreed. This confirms that the majority of hotel managers support the separation of food processing.
 - g. Responses from tourism managers regarding the position of toilets that do not face the Qibla. Based on the data, 24 people, or 92.3%, strongly agreed or agreed with the placement of toilets facing the Qibla, while 2 people, or 7.7%, disagreed. This suggests that toilets should not be oriented toward the Qibla.
 - h. Responses from tourism managers regarding the regulation of wearing clothing that covers the genitals in tourist areas/hotels. The data shows that 19 people, or 73.1%, of hotel managers strongly agreed or agreed that visitors should cover their genitals in tourist areas. Three people, or 11.5%, were unsure, and four people, or 15.4%, disagreed. This indicates managers' expectation that visitors wear appropriate clothing, especially in beach and bathing areas.
2. Visitor responses to the development of halal tourism, particularly regarding halal food in Bulukumba. In collecting data for this article, the author used two approaches: qualitative and quantitative. To obtain information on visitor responses, the author distributed a questionnaire via Google Form. Meanwhile, for qualitative data, direct interviews were conducted with informants. Therefore, in this analysis, the author uses

the terms "informant" and "respondent" interchangeably, depending on the context of the analysis. The following is an explanation of tourist visitor responses:

a. Visitor/tourist responses to the development of halal tourism in the form of halal food in Bulukumba.

- 1) Tourist visitor responses regarding the term "halal food" or restaurants/stalls serving halal food and beverages. When asked about the term "halal food," the public (tourist visitors) gave various answers, indicating differences in their knowledge of the term. The data revealed that 102 people, or 87.9% of respondents, had heard the term "halal food," while 14 people had not.
- 2) Visitor response if the Bulukumba Tourism, Youth, and Sports Office develops halal food tourism or restaurants/stalls serving halal food. Referring to visitor responses, they gave a very positive response to this development. This indicates that if the Bulukumba Tourism, Youth, and Sports Office wants to develop halal food-based tourism in Bulukumba, the community has already responded positively. The data shows that 72 people (62.1%) strongly agree and 44 people (37.9%) agree with this development, bringing the total between strongly agree and agree to 100%.
- 3) Visitor response regarding the development of restaurants/stalls that process halal and non-halal food in Bulukumba. There are differences of opinion among visitors on this matter. The data shows that 29 people (25%) strongly agree or agree, while 18 people (15.5%) are unsure, and 69 people (59.5%) disagree or strongly disagree. This indicates that the majority of respondents do not support the processing of halal and non-halal food in one facility.

b. Visitor/tourist responses to the development of halal tourism in the form of halal hotels in Bulukumba.

- 1) Visitor responses regarding the term "halal hotel." From the responses received, it was found that 38 people (32.8%) had heard of the term "halal hotel," while 78 people (67.2%) stated they had never heard of it. This indicates that many visitors are still unfamiliar with the term "halal hotel."
- 2) Visitor knowledge of halal hotels. Several views emerged among visitors regarding what constitutes a halal hotel, including those that limit the number of people sharing a room with non-mahrams (18 people or 15.5%), those that provide prayer equipment such as the Quran, prayer mats, and Qibla directions in the room (6 people or 5.2%), and those that serve halal food and beverages (9 people or 7.8%). Furthermore, 55 people, or 47.4%, believed that halal hotels encompassed all of these definitions, while only 1 person, or 0.9%, disagreed with this definition, and 27 people, or 23.3%, admitted they were unaware of halal hotels.

Thus, this data provides a clear picture of tourist visitors' understanding and response to the development of the halal tourism concept in Bulukumba.

Based on the survey results involving 116 respondents, it was revealed that 88 people, or 75.8%, believed that halal hotels are hotels that enforce restrictions, such as not sharing a room with non-mahrams. Furthermore, the hotel provides prayer equipment such as a Quran, prayer mat, and Qibla direction in the room, as well as serving halal food and beverages.

1) Tourist Visitor Response to Halal Tourist Attractions in Bulukumba

When asked about their visits to halal tourist attractions in Bulukumba, 98 people, or 84.5%, stated that they had never visited a halal hotel in the area. Meanwhile, 10 people, or 8.6%, admitted to rarely visiting, 3 people, or 2.6%,

frequently visiting, and 5 people, or 4.3%, stated they had visited a halal hotel. Therefore, it can be concluded that the majority of respondents, 98 people, had never experienced a halal hotel in Bulukumba. This suggests that there may be confusion among visitors between halal and non-halal hotels. This also aligns with previous data, where 88 people, or 75.8%, wanted halal hotel requirements implemented in Bulukumba.

2) Tourist Visitor Response to Halal Tourism Development by the Bulukumba Tourism, Youth, and Sports Office

A questionnaire sent via Google Form found that 107 people, or 62.3%, agreed or strongly agreed with the development of halal hotel tourism in Bulukumba. Meanwhile, 9 people, or 7.8%, were unsure, and none disagreed. Thus, it is clear that tourists in Bulukumba are very supportive of the Tourism, Youth, and Sports Agency's efforts to develop halal tourism in the form of hotels. Hotel managers have also expressed their readiness to support this initiative, as stated by Enny Amriany, a 38-year-old hotel manager, who stated that they are ready to support this development as long as there is prior public awareness and that they have implemented several criteria for halal hotels.

3) Visitor Responses to Tourist Attractions That Need to be Developed

Data shows that in developing halal tourism in Bulukumba, visitors have several desired criteria. Fifty-three (45.7%) want hotels that prohibit non-mahram guests from sharing a room. Twenty-one (18.1%) expect hotels to provide prayer equipment, and eleven (9.5%) want hotels to serve halal food and beverages. Twenty-five (21.6%) believe hotels should prepare halal and haram food in separate containers, and five (4.3%) want toilets to not face the Qibla. This indicates that visitors to Bulukumba have clear expectations for the Tourism, Youth, and Sports Office in developing halal tourism in the region.

c. Response to Islamic Fashion Tourism

- 1) When asked about the term "Islamic fashion tourism," 32 people, or 27.6% of respondents, admitted to having heard the term, while 84 people, or 72.4%, were unfamiliar with it. This indicates that the concept of Islamic fashion tourism, which advocates covering the aurat (intimate body parts) while in tourist areas, has not been widely implemented. However, this could serve as an illustration for the Bulukumba Tourism, Youth, and Sports Office to begin implementing this concept.
- 2) Regarding the recommendation to cover the aurat (intimate body parts) in Bulukumba tourist areas, only 9 people, or 7.8% of respondents, had heard of it, while 107 people, or 92.2%, had not. Thus, it appears that visitor awareness of this recommendation is still very minimal.
- 3) Finally, the questionnaire results showed that when the Bulukumba Tourism, Youth, and Sports Office developed Islamic fashion tourism, 102 people, or 87.9% of respondents, strongly agreed or agreed, 10 people, or 8.6%, were unsure, and 4 people, or 3.4%, disagreed. This demonstrates a strong expectation from visitors to embrace this concept in tourism development in Bulukumba.

Therefore, approximately 87.9% of respondents support tourism development that prioritizes the use of covered clothing in Bulukumba tourist areas. Related to this, the majority of visitors would respond positively if the Bulukumba Tourism, Youth, and Sports Office developed tourism with an Islamic fashion concept, which includes encouraging covering the genitals while at tourist sites and limiting the number of visitors who do expose

their genitals. Based on the questionnaire data, 89 people, or 76.8%, supported the implementation of halal tourism, particularly in the context of wearing clothing that covers the genitals, particularly at beach resorts.

Understanding that clothing is a highly sensitive aspect, visitors are expected to refrain from exposing their genitals in front of others to avoid unwanted incidents. Therefore, a special appeal is made to hotel owners and tourism operators to encourage visitors to maintain covering their genitals while in Bulukumba tourist areas. Likewise, all visitors are expected to maintain and cover their genitals. This is a serious concern for the Bulukumba Tourism, Youth, and Sports Office in its efforts to develop halal tourism in this area.

Furthermore, regarding visitor responses to the development of halal tourism related to the availability of places of worship in Bulukumba: of 116 respondents, 46 people (39.7%) stated that they had visited tourist attractions equipped with a place of worship, while 70 people (60.3%) stated that they had not. This data indicates that the availability of places of worship in Bulukumba's tourist areas is greatly needed.

When evaluating tourist attractions that do not have a place of worship, only 9 people (7.7%) agreed or strongly agreed that they would visit such locations. Conversely, 88 people (75.8%) disagreed, indicating a strong desire among visitors for places of worship in Bulukumba's tourist areas.

Regarding visitor attitudes regarding the Bulukumba Tourism, Youth, and Sports Office's tourism development by prioritizing the availability of places of worship, the results showed that 113 people, or 97.4%, supported the initiative. Only two people were undecided, and one person disagreed. This confirms that the availability of places of worship at tourist sites is an urgent need, especially for Muslim tourists, both local and international. To meet this need, the Bulukumba Tourism, Youth, and Sports Office has planned to build a floating mosque on Bira Beach, designed to be easily accessible to all visitors, with adequate facilities and a cool, clean atmosphere.

Furthermore, regarding visitor responses to the availability of Islamic entertainment in Bulukumba, data shows that only 18 people, or 15.5%, have visited a tourist attraction with Islamic entertainment, while 98 people, or 84.5%, have not. This indicates that visitors perceive the availability of Islamic entertainment in Bulukumba's tourist areas as still very limited. Fitnani, a 35-year-old respondent, suggested that the Tourism Office provide Islamic entertainment in Bulukumba to attract Muslim tourists. Meanwhile, Fatimah Azzahrah, 26, hoped for Islamic entertainment to avoid unwholesome forms of entertainment.

Both suggestions reflect the Bulukumba Tourism, Youth, and Sports Office's efforts to develop halal tourism in the region. In this regard, we also considered visitor responses to tourist attractions that do not offer Islamic entertainment. Based on our questionnaire data, 23 people (19.8%) strongly agreed or agreed that some tourist operators still do not provide Islamic entertainment facilities. Meanwhile, 55 people (47.4%) were unsure, and 38 people (32.7%) disagreed or strongly disagreed. From these results, it can be concluded that tourist operators in Bulukumba have not yet fully provided Islamic entertainment facilities for visitors.

Considering this, to ensure the comfort of visiting tourists, it is crucial to provide Islamic entertainment facilities and infrastructure in every hotel, restaurant, and public place in Bulukumba.

Furthermore, when respondents were asked about their opinion on whether the Bulukumba Tourism, Youth, and Sports Office should provide Islamic entertainment as part of halal tourism development, the results showed that 109 respondents (94%) agreed or strongly agreed, while 6 respondents (5.1%) were unsure, and 1 respondent (0.9%) disagreed. This demonstrates that visitors to Bulukumba strongly desire Islamic entertainment in tourist

areas, which can help maintain a positive state of mind and feelings during their vacation, especially in coastal and water tourism areas.

On the other hand, regarding visitor responses if the Bulukumba Tourism, Youth, and Sports Office does not provide Islamic entertainment in tourist areas, we found that 17 respondents (14.7%) agreed or strongly agreed, 46 respondents (39.7%) were unsure, and 53 respondents (45.7%) disagreed or strongly disagreed. This demonstrates the high demand for Islamic-themed entertainment, especially for Muslim tourists, both domestic and international.

In closing, the Bulukumba Tourism, Youth, and Sports Office's concept for developing halal tourism encompasses halal hotels, halal restaurants, Islamic fashion, places of worship, and Islamic entertainment. It is crucial for the Office to ensure halal food and beverages for visitors, provide a sense of security for hotel guests, maintain ethical dress codes during travel, provide easy access to places of worship, and ensure the availability of Islamic entertainment.

The response from the local community and visitors demonstrates strong support for the implementation of halal tourism, allowing them to travel comfortably without worrying about safety, comfort, beauty, and convenience, while also providing a pleasant worship experience. To develop halal tourism, the Bulukumba Tourism, Youth, and Sports Office must consider these five key factors and conduct effective outreach around tourist areas. This is crucial to meeting visitor expectations and advancing the tourism sector in Bulukumba.

CONCLUSION

The concept of developing halal tourism by the Bulukumba Tourism, Youth, and Sports Office focuses on the provision of *halal* hotels, restaurants, Islamic facilities, places of worship, and Islamic entertainment. This development aims to ensure the *halal* quality of food and beverages, guarantee the safety and modesty of visitors, provide accessible and comfortable worship facilities, and offer entertainment aligned with Islamic values. The local *masyarakat* and visitors generally support this initiative, expressing a desire for *halal* tourism to enable worry-free travel that upholds safety, comfort, aesthetic enjoyment, and religious observance. To successfully implement *halal* tourism in Bulukumba, the Tourism Office must consider five essential factors: *halal* accommodation, food services, facilities, worship areas, and Islamic-friendly entertainment. As *halal* tourism is closely linked to aspects such as lodging, cuisine, attire, religious spaces, and recreational offerings, the office should enhance public awareness by installing informative signs in tourist zones. Moreover, to meet visitor expectations and promote tourism development in Bulukumba, these factors must be prioritized in planning and execution.

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