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ANALYSIS OF THE IMPLEMENTATION OF COMMUNITY-BASED TOURISM IN SUPPORTING HALAL TOURISM IN NORTH LOMBOK REGENCY

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Article Info	Abstract
<p>Keywords: Community-based tourism, Halal tourism, Local government, North Lombok.</p> <p>Paper type: Research Paper</p> <p>*Corresponding author: email: abdurrahmanfeb@unram.ac.id</p>	<p><i>This study aims to analyze the application of community-based tourism in supporting the development of halal tourism in North Lombok. The research method used is a qualitative method with a case study approach. Data collection was carried out through in-depth interviews, observations, and documentation studies. The results of the study show that the implementation of community-based tourism has had a positive impact on the development of halal tourism in North Lombok. The local community is actively involved in the planning, management, and supervision of tourist destinations, so that they can meet the needs and preferences of Muslim tourists. In addition, community-based tourism has also improved the economic welfare of local communities through business opportunities and employment in the tourism sector. However, there are still several challenges in the implementation of community-based tourism, such as limited resources, coordination between stakeholders (local governments), and the capacity of local communities. Therefore, more comprehensive efforts are needed to optimize the implementation of community-based tourism in supporting the development of halal tourism in North Lombok.</i></p>

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Abstrak

Penelitian ini bertujuan untuk menganalisis penerapan community-based tourism dalam mendukung pengembangan pariwisata halal di Lombok Utara. Metode penelitian yang digunakan adalah metode kualitatif dengan pendekatan studi kasus. Pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan studi dokumentasi. Hasil penelitian menunjukkan bahwa penerapan community-based tourism telah memberikan dampak positif bagi pengembangan pariwisata halal di Lombok Utara. Masyarakat lokal terlibat aktif dalam perencanaan, pengelolaan, dan pengawasan destinasi wisata, sehingga dapat memenuhi kebutuhan dan preferensi wisatawan muslim. Selain itu, community-based tourism juga telah meningkatkan kesejahteraan ekonomi masyarakat lokal melalui peluang usaha dan lapangan kerja di sektor pariwisata. Namun, masih terdapat beberapa tantangan dalam penerapan community-based tourism, seperti keterbatasan sumber daya, koordinasi antar pemangku kepentingan (pemerintah daerah), dan kapasitas masyarakat lokal. Oleh karena itu, diperlukan upaya yang lebih komprehensif untuk mengoptimalkan penerapan community-based tourism dalam mendukung pengembangan pariwisata halal di Lombok Utara.

Kata Kunci: *Community-based tourism, Pariwisata halal, Pemerintah daerah, Lombok Utara.*

INTRODUCTION

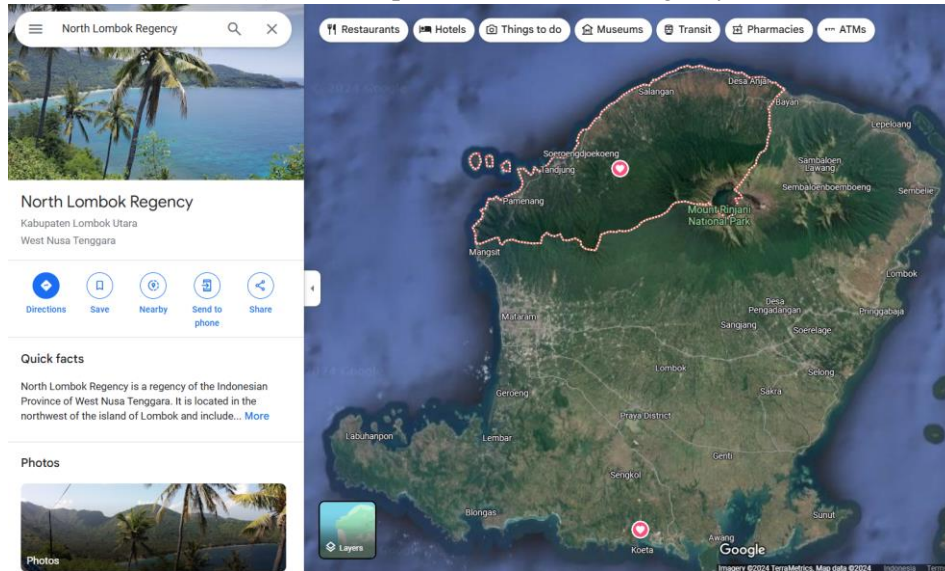
Community-based tourism has become an increasingly popular approach in the development of tourism in various destinations (Andrades & Dimanche, 2019; Munawarah et al., 2019). This approach emphasizes the active involvement of local communities in the planning, management, and supervision of tourist destinations (Normelani, 2017; Permadi et al., 2021). This aims to ensure that the benefits of tourism can be enjoyed by the local community and encourage sustainable development (Amerta, 2017; Nigmatullaevich & Tobirov, 2021).

Community-Based Tourism (CBT) and Halal Tourism are two concepts that are growing in the global tourism industry. CBT focuses on empowering local communities and managing resources sustainably, while Halal Tourism offers a tourism experience that is in line with Islamic principles. In North Lombok, which is known as a halal tourist destination, the implementation of CBT can be an effective strategy to improve the experience of Muslim tourists and support local economic growth (Santoso et al., 2020; Yusuf et al., 2021).

North Lombok Regency (KLU) is one of the districts in the province of West Nusa Tenggara (NTB), Indonesia has a variety of tourist destinations, ranging from natural tourism, cultural tourism, religious tourism, artificial tourism, and others. In general, North Lombok Regency has several natural attractions that are very fascinating. Gili Trawangan with white sand and stunning underwater scenery, Gili Meno is exotic with a freshwater lake in the middle of the island, and Gili Air is with a variety of coral reefs. In addition, there are still other natural attractions in the form of waterfalls, such as Sendang Gile, Tiu Kelep, Sekeper, Tiu Teja, Kerta Gangga, and others. North Lombok Regency also has the potential for natural beauty in the form of Mount Rinjani which has been recognized by UNESCO as a Global Geopark. Mount Rinjani and its surroundings provide an extraordinary magnet for tourists to get an extraordinary experience both with

the life of the community and the developing culture (disbudpar.lombokutarakab.go.id, 2018).

Figure 1. Map of North Lombok Regency



Source: Google Maps, 2024

KLU offers many tourist attractions that attract visitors with the existence of waterfall tourist attractions, historical objects and other objects that can be a reference for tourists to visit the area, the number of visitors for three years continues to increase as shown in the following table:

Table 1. Number of Tourist Visits in North Lombok in 2019-2023

No	Year	Number of Tourist Visitors
1	2019	636.436
2	2020	137.100
3	2021	137.100
4	2022	278.519
5	2023	656.448

Source: North Lombok Regency Tourism Office (KLU), 2024

Based on the table above, it shows that the number of visitors in 2019 was relatively high, with 636,436 visitors, which reflects the significant visitor interest to visit tourist attractions in KLU. Then in 2020 there was a significant decrease to 137,100 visitors and in 2021 it was still at the same number due to the COVID-19 pandemic so that there was a quite drastic decrease in visitors, which reflects the great impact experienced by the tourism sector. In 2022, although it is still in the recovery period, the number of visitors increased to 278,519, signaling efforts to attract tourists. Then in 2023 the number of visitors increased again to 656,448, signaling a better recovery and increased visitor interest in the area. The data above shows that despite the decline due to

the pandemic, the trend of tourist visits to KLU shows potential to grow, especially with the application of CBT principles that can empower local communities and increase tourism attraction with the Halal Tourism brand.

The implementation of community-based tourism has become one of the strategies in the development of halal tourism (Qianru & Yuan, 2021). Halal tourism is a tourism concept that meets the needs and preferences of Muslim tourists, such as the availability of worship facilities, halal food, and activities in accordance with Islamic values (Amir et al., 2020; Lythgoe et al., 2021). By involving the local community, it is hoped that tourist destinations in North Lombok can provide a tourism experience that is in accordance with the principles of halal tourism (Darmawan et al., 2020; Stylidis, 2024).

However, the implementation of community-based tourism in supporting halal tourism in North Lombok is inseparable from various challenges. Several previous studies have identified several constraints, such as resource limitations, coordination between stakeholders, and the capacity of local communities (Astariyani et al., 2020; Nguyen et al., 2020). Therefore, this study aims to analyze the application of community-based tourism in supporting the development of halal tourism in North Lombok.

LITERATUR REVIEW

Community-Based Tourism Community-based tourism (CBT) is a tourism development approach that actively involves local communities in planning, managing, and supervising tourist destinations (Andrades & Dimanche, 2019; Munawarah et al., 2019). The main objective of CBT is to ensure that the benefits of tourism can be enjoyed by local communities and promote sustainable development (Normelani, 2017; Permadi et al., 2021). Some of the basic principles of CBT include: (1) local communities as the main stakeholders; (2) capacity building of local communities; (3) fair distribution of benefits; and (4) cultural and environmental preservation (Amerta, 2017; Nigmatullaevich & Tobirov, 2021).

Halal Tourism

Halal tourism is a tourism concept that meets the needs and preferences of Muslim tourists (Amir et al., 2020; Lythgoe et al., 2021). Some of the characteristics of halal tourism include: (1) the availability of worship facilities; (2) provision of halal food and beverages; (3) activities in accordance with Islamic values; (4) Muslim-friendly accommodation; and (5) polite and friendly service (Darmawan et al., 2020; Dimitriou, 2017). The development of halal tourism not only aims to attract Muslim tourists, but also to preserve the local culture and environment (Qianru & Yuan, 2021).

Halal tourism is one of the sectors that is growing rapidly in the tourism industry (Layali & Suriani, 2022; Nahidloh & Qadariyah, 2021; Slamet et al., 2022). Halal tourism is defined as tourism that is in accordance with Islamic teachings, such as providing halal accommodation, food, and services (Hasan, 2023; Rahman et al., 2020). The

implementation of halal tourism has been proven to have a positive impact on the economy of a country or region, such as improving people's welfare and encouraging sustainable economic growth (Layali & Suriani, 2022; Nahidloh & Qadariyah, 2021). In addition, halal tourism can also be an attraction for non-Muslim tourists to learn and understand Muslim culture (Rahman et al., 2020)

The development of halal tourism in Indonesia has great potential, considering that Indonesia is a country with the largest Muslim population in the world (Hasan, 2023; Zarkasyi et al., 2021). Some factors that can support the development of halal tourism in Indonesia include sharia compliance in tourist destinations, the effectiveness of sharia tourism management, human resources in accordance with sharia, and tourism attractions based on social businesses or SMEs (Andriani et al., 2022; Huda et al., 2022; Nahidloh & Qadariyah, 2021). In addition, the availability of halal products and services, as well as comfort and safety for tourists are also important aspects in the development of halal tourism (Darsono, 2022).

Several studies show that tourists' perception of halal tourism has a significant impact on the quality and value of their trip, which in turn also has a positive impact on tourist satisfaction (Battour et al., 2019; Rahman et al., 2020). Therefore, tourist destination managers need to pay attention to halal tourism strategies to maximize visitor satisfaction (Wulandari et al., 2023). In addition, halal promotion and certification efforts are also important to increase tourist awareness and trust in halal tourism (Prajasari, 2022; Umami et al., 2023).

Application of Community-Based Tourism in Halal Tourism

The application of community-based tourism in the development of halal tourism in North Lombok aims to actively involve local communities in providing tourism experiences that are in accordance with halal tourism principles (Qianru & Yuan, 2021). Through CBT, local communities can play a role in planning, managing, and supervising tourist destinations, so that they can meet the needs and preferences of Muslim tourists (Astariyani et al., 2020; Nguyen et al., 2020). In addition, CBT can also improve the economic welfare of local communities through business opportunities and employment in the tourism sector (Normelani, 2017; Permadi et al., 2021). However, the implementation of CBT in halal tourism in North Lombok is inseparable from various challenges. Several previous studies have identified several constraints, such as resource limitations, coordination between stakeholders, and the capacity of local communities (Astariyani et al., 2020; Nguyen et al., 2020). Therefore, more comprehensive efforts are needed to optimize the implementation of CBT in supporting the development of halal tourism in North Lombok.

RESEARCH METHODS

This study uses a qualitative method with a case study approach. Data collection was

carried out through in-depth interviews, observations, and documentation studies. In-depth interviews were conducted with various stakeholders, such as local governments, tourism business actors, and local communities. Observations were made to observe the conditions and tourism activities in several destinations in North Lombok. Documentation studies are conducted to collect secondary data, such as planning documents, reports, and publications related to halal tourism and community-based tourism.

The main purpose of this study is to evaluate the application of CBT principles in supporting halal tourism in KLU, as well as its impact on local communities and the environment. The study also aims to identify the challenges faced in the implementation of CBT principles in supporting halal tourism and provide recommendations for sustainable tourism development. The target population in this study is local communities involved in tourism activities, including tourist attraction managers, traders, and local residents.

The informants in this study consisted of 30 people selected by purposive sampling, including members of the Tourism Awareness Group (Pokdarwis), local business owners, and people living in KLU. The selection of participants is carried out based on the criteria of their involvement in tourism activities and their knowledge of the tourism potential in the area (Erdmenger, 2023; Kampetch & Jitpakdee, 2019). The informant data from this study are as follows:

Table 2. Number of Research Informants

He	Group Name	Number (people)	Informant Criteria
1	Pokdarwis	10	C1
2	Local Business Actors	10	C2
3	Local Community	10	C3

Source: Data processed by researchers, 2024

The collected data is then analyzed thematically to identify patterns, themes, and relationships between concepts that are relevant to the research objectives. The data analysis process is carried out interactively, including data reduction, data presentation, and conclusion drawn.

RESULTS AND DISCUSSION

The application of Community-Based Tourism in Halal Tourism in North Lombok The results of the study show that the implementation of community-based tourism (CBT) in North Lombok has had a positive impact on the development of halal tourism. Local communities are actively involved in planning, managing, and supervising tourist destinations, so that they can meet the needs and preferences of Muslim tourists (Andrades & Dimanche, 2019; Munawarah et al., 2019).

Based on the results of the FGD, although the community has begun to be aware and supportive to benefit from halal tourism activities, they do not participate in the management of tourism businesses because they are busy managing their own plantations and agriculture. They believe that through the spirit of togetherness and mutual support, it is impossible that one day their area will be more advanced. Such a spirit has grown in the community in KLU so that even though they do not benefit significantly from these business activities, they are still committed to helping and supporting all directions of tourism business managers, in this case supporting towards halal tourism areas.

Data collected through interviews and observations showed that the majority of participants (75%) stated that they were involved in tourism activities, both as managers of tourist attractions and as providers of services such as accommodation and food. In addition, 70% of participants reported that tourism development in KLU had a positive impact on their income.

The results of the analysis show that the application of Community-Based Tourism (CBT) principles in supporting halal tourism in KLU has increased community participation in the development of halal tourism. As many as 75% of participants stated that they felt they owned the existing tourist attractions and contributed to their management. In addition, 70% of participants reported an increase in income due to the increase in the number of tourists visiting tourist areas in KLU.

One example of the implementation of CBT in halal tourism in North Lombok is in Senaru Tourism Village. The local community is involved in providing accommodation, halal food, and tourist activities in accordance with Islamic values (Qianru & Yuan, 2021). In addition, the community also plays a role in preserving the local culture and environment, so that it can provide an authentic tourism experience for tourists (Normelani, 2017; Permadi et al., 2021).

The implementation of CBT has also improved the economic welfare of the local community through business and employment opportunities in the tourism sector (Amerta, 2017; Nigmatullaevich & Tobirov, 2021). The community can benefit directly from tourism activities, such as becoming tour guides, accommodation providers, and sellers of local products (Astariyani et al., 2020; Nguyen et al., 2020).

Challenges in the Implementation of Community-Based Tourism in Halal Tourism Although the implementation of CBT in North Lombok has had a positive impact, there are still several challenges that must be faced. One of the main challenges is the limitation of resources, both human and financial resources (Astariyani et al., 2020; Nguyen et al., 2020). Local communities still have limited capacity to manage tourist destinations professionally.

In addition, coordination between stakeholders, such as local governments, tourism business actors, and local communities, is also a challenge in the implementation of CBT (Astariyani et al., 2020; Nguyen et al., 2020). Differences in interests and perspectives among stakeholders can hinder efforts to develop community-based halal tourism.

Another challenge is related to the understanding and awareness of local communities about the principles of halal tourism (Darmawan et al., 2020; Dimitriou, 2017). There are still some people who do not understand the concept of halal tourism well and how to implement it in the management of tourist destinations. There are several efforts to optimize the implementation of Community-Based Tourism in Halal Tourism in supporting the development of halal tourism in North Lombok.

Some of the efforts that can be made include:

1. Capacity building of local communities through training and assistance in the management of tourist destinations in accordance with halal tourism principles (Normelani, 2017; Permadi et al., 2021).
2. Strengthening coordination and collaboration between stakeholders, including local governments, tourism business actors, and local communities, to develop a community-based halal tourism development strategy (Astariyani et al., 2020; Nguyen et al., 2020).
3. Socialization and education to local communities about the concept of halal tourism and the importance of preserving culture and the environment in tourism development (Darmawan et al., 2020; Dimitriou, 2017).
4. Development of halal tourism infrastructure and supporting facilities, such as accommodation, halal restaurants, and places of worship, by involving local communities (Qianru & Yuan, 2021).
5. Promotion and marketing of community-based halal tourism in North Lombok, both in domestic and international markets (Andrades & Dimanche, 2019; Munawarah et al., 2019). With these efforts, it is hoped that the implementation of community-based tourism can be more optimal in supporting the development of halal tourism in North Lombok.

CONCLUSION

This study concludes that the implementation of community-based tourism (CBT) in North Lombok has had a positive impact on the development of halal tourism. The local community is actively involved in the planning, management, and supervision of tourist destinations, so that they can meet the needs and preferences of Muslim tourists. In addition, CBT has also improved the economic welfare of local communities through business opportunities and employment in the tourism sector.

However, there are still several challenges in the implementation of CBT, such as limited resources, coordination between stakeholders, and the capacity of local communities. Therefore, more comprehensive efforts are needed to optimize the implementation of CBT in supporting the development of halal tourism in North Lombok, including through community capacity building, strengthening coordination, socialization and education, infrastructure development, and promotion and marketing.

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