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## From Decision Making to Practice: Economic Growth on Halal Tourism Policies Based on Sharia Regulation in Lombok, Indonesia

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### Abstract:

This study explores the motivation behind the birth of sharia-based regulations regarding halal tourism in Lombok, focusing on factors beyond religious values and economic development, but also the interests of a sustainable society. This research is case study research using a qualitative descriptive method. The data search process was carried out by means of interviews, observation, and documentation. The data obtained went through several stages of analysis including data reduction, data coding, data display, data triangulation, and drawing conclusions. The findings show that the decision-making process for halal tourism regulation is driven by the desire to accommodate religious values, improve the local economy, and promote sustainable social, cultural, and ecological attractions. The establishment of this regulation is also seen as a political strategy to present Lombok as an international halal tourist destination. This study recommends *policymakers* consider various factors, including religious values, economic developments, and broader socio-cultural and political strategies, to make policies that benefit society at large

**Keywords:** decision making; economic growth; Sharia regulation; Halal tourism; Lombok.

**JEL Classification:** D91; F43; Z32; R11.



## Introduction

Tourism is one sector that has great potential to increase the community's economic growth. Tourism is a driver of economic growth, an increase in foreign exchange, and an absorber of labour (Kodir 2019). Data released by the Ministry of Tourism in 2017 shows that tourism is the second largest foreign exchange earner in Indonesia, with a figure of 17 billion US dollars or around 203 trillion rupiahs, while the first position is still occupied by crude palm oil with a constitution of 20 billion United States of America (Hadi Santoso and Adi Hidayat Argubi, 2019). Meanwhile, one of the tourism segments currently a global economic trend in many countries, especially among the Organization of Islamic State Cooperation (Komalasari 2017), is halal tourism or Muslim-friendly tourism. Countries like Japan, Germany, South Korea, Singapore, Qatar and Thailand (Tapotubun 2020) have long been developing halal tourism. In Indonesia, the Government has designated Lombok, West Nusa Tenggara, as one of the halal tourism destinations but has yet to show solid and consistent growth.

The halal tourism industry is a new sector that has become a global trend in economic development in many countries. In addition to playing an essential role in improving the community's economy, halal tourism has also driven fundamental changes in a country's economic, socio-cultural and political development (Chookaew *et al.* 2015). To support this, the central government, through the Ministry of Tourism and Creative Economy, issued a policy regulation in the form of Government Regulation 11 of 2016 concerning Halal Tourism, which was followed up with a fatwa by the Indonesian National Sharia Council. Indonesian Ulema Council (DSN MUI) on 2016 Halal Tourism Regulations. At the same time, the competent local government has also made sharia-based policy regulations related to halal tourism. However, the regulations that have been made have yet to be able to improve the community's economy sustainably consistently.

This study investigates the motives behind the establishment of sharia-based regulations regarding halal tourism in Lombok, West Nusa Tenggara, with a focus on the interests of religious morality values, improving the community's economy, and sustainable social, cultural, and ecological attractions. While previous studies have analyzed the economic and socio-cultural aspects of halal tourism in various regions, the novelty of this study lies in its examination of the political dimensions of decision-making in the formation of sharia-based regulations regarding halal tourism. This paper argues that the formation of halal tourism regulations is not only based on religious and economic interests but is also a political communication strategy of the government to introduce Lombok, West Nusa Tenggara, to the international world. As such, this study contributes to a deeper understanding of the role of politics in the development of halal tourism in Indonesia, particularly in terms of its potential for driving economic growth and sustainable development

This paper argues that decision-making in the formation of sharia-based regulations on halal tourism in Lombok, West Nusa Tenggara Province, is a decision that is not only oriented to religious and economic interests but, at the same time, is a political communication strategy of the government to introduce Lombok, West Nusa Tenggara, to the international world. In addition, sharia-based regulations regarding halal tourism are also strongly influenced by a political power from the central government through the tourism ministry in encouraging the formation of halal tourism regulations as a reference in implementing halal tourism in Lombok, West Nusa Tenggara. Thus, the attitude of the Regional Government in introducing West Nusa Tenggara Lombok as a halal tourist destination cannot be separated from the motive to increase socioeconomic and political growth (Chookaew *et al.* 2015; Mohsin *et al.* 2016; Al-hammadi *et al.* 2019).

## 1. Literature Review

### 1.1 Decision Making an Islamic Perspective

Decision-making is an essential activity in all aspects of life (Ahmed 2018). It plays a critical role in determining the course of one's life and future. Islam, as a comprehensive way of life, provides guidance and principles for decision-making in various contexts, including personal, social, economic, and political. This literature review will explore the Islamic perspective on decision-making and the principles that govern it.

One of the central concepts in Islamic decision-making is the notion of *tawakkul* or trust in Allah. Muslims are encouraged to rely on Allah's guidance and wisdom when making decisions. The Qur'an states: "And put your trust in Allah if you are believers indeed" (Qur'an 5:23). This trust in Allah implies a sense of surrender and submission to His will and guidance.

Another important principle in Islamic decision-making is the concept of *shura* or consultation. Muslims are encouraged to seek the advice of others, especially those who are knowledgeable and experienced, before making important decisions. The Prophet Muhammad (peace be upon him) said: "The consultation of a believer with his brother is better than his performing a prayer alone or doing anything else alone" (Sunan Ibn Majah).

Furthermore, Islamic decision-making is guided by the principles of justice, compassion, and wisdom. Muslims are encouraged to make decisions that are fair, equitable, and beneficial to all parties involved. The Qur'an states: "Verily, Allah enjoins justice and kindness, and giving to kinsfolk; and forbids lewdness and abomination and wickedness. He admonishes you that you may take heed" (Qur'an 16:90).

Finally, Islamic decision-making is based on the principle of *ijtihad* or independent reasoning. Muslims are encouraged to use their intellect and reason to make informed decisions that are in line with the teachings of Islam. The Prophet Muhammad (peace be upon him) said: "Whoever seeks to find the truth, Allah will guide his heart to the truth" (Sunan Ibn Majah).

In conclusion, the Islamic perspective on decision-making is based on trust in Allah, consultation with others, justice and compassion, and independent reasoning. Muslims are encouraged to make decisions that are in line with the teachings of Islam and are beneficial to all parties involved

## 1.2 Decision Making in Tourism Industry

The tourism industry is a complex and rapidly changing environment that requires decision-makers to make strategic decisions to remain competitive and relevant (Bieger, Wittmer, & Wittmer 2014). Decision-making in the tourism industry involves identifying opportunities and challenges, analyzing market trends, and developing strategies to attract tourists (Scott & Laws 2013). Scholars have explored different approaches to decision-making in the tourism industry, ranging from traditional rational models to more contemporary participatory and collaborative models.

One of the traditional models of decision-making in the tourism industry is the rational decision-making model, which emphasizes logical analysis and objective evaluation of alternatives (Mason & Paggiaro 2016). This model involves a systematic process of identifying the problem, gathering relevant information, generating and evaluating alternatives, and selecting the best alternative based on objective criteria. The rational model has been criticized for its inability to account for the complexity and uncertainty of the tourism industry (Scott & Laws 2013).

To address the limitations of the rational model, scholars have proposed alternative models that emphasize participation and collaboration in decision-making. The participatory model involves stakeholders in the decision-making process and considers their input and feedback (Hall 2016). The collaborative model involves a more integrated and coordinated approach to decision-making, where stakeholders work together to achieve common goals (Hjalager 2010).

Recent research has focused on the use of technology and data analytics in decision-making in the tourism industry. Big data and analytics are being used to identify trends and patterns in tourist behavior, which can inform marketing strategies and improve customer experiences (Sigala 2017). Technology, such as social media, also provides opportunities for real-time feedback and engagement with tourists, which can inform decision-making (Buhalis & Law 2008).

In conclusion, decision-making in the tourism industry is a complex and dynamic process that requires a range of approaches and models. Scholars have proposed traditional rational models, as well as more contemporary participatory, collaborative, and technology-driven approaches. The use of big data and analytics is also becoming increasingly important in decision-making in the tourism industry.

## 1.3 Regulation on Halal Tourism

Battour first used the term Halal tourism in the literature in the journal *Scopus* (Battour *et al.* 2010), who previously used the term Islamic tourism (Battour & Ismail, 2015). Halal tourism is conceptualized as a tourist attraction that is allowed according to Islamic teachings to meet the needs of Muslim and non-Muslim tourists by creating Muslim-friendly places (Battour *et al.* 2022). The term halal tourism has been adopted in the Muslim tourism sector, with the term Muslim-friendly tourism (Abror *et al.* 2020; Battour *et al.* 2020; Yagmur 2020). Muslim-friendly terminology has been widely used in Muslim-majority countries such as Malaysia, Japan, and Korea, as it is considered more appropriate (Battour *et al.* 2022). In addition, the term Muslim friendly is used when elements prohibited by Islamic law can coexist. In contrast, the term halal tourism is used when there is full compliance with Islamic law (Hernández 2022). Thus, in the Indonesian context, the more appropriate term to use is halal tourism.

There are many studies on halal tourism regulations in Indonesia, such as research ( Zarkasi & Kurniawan 2021). Studies that discuss the regulation of halal tourism, in particular, have been carried out (Rosalinda, Nurhasanah, 2019; Surwandono, Nursita, *et al.* 2020), and Jaelani (2021) stated that comprehensive regulation is the central aspect that must be met regarding the development of halal tourism in Indonesia. In other words, halal tourism needs to have a clear legal and ethical basis that will shape its development paradigm (Djakfar 2017). In

addition to the legal aspect, concept strengthening (Surwandono, Nursita *et al.* 2020), institutional strengthening (Santoso 2022), comprehensive policy development strategy, and the role of competent human resources (Fahham *et al.* 2017). Based on previous studies, this study raises issues that have so far received less attention regarding the motives behind the formation of sharia-based regulations regarding halal tourism, as the government's effort to accommodate various community interests, not only for the interests of the community. Government interests, but also for sustainable goods. For the wider community

## 2. Methods

This study is a case study that utilizes a descriptive qualitative approach to explore the government's motivations for implementing halal tourism regulations in Lombok, West Nusa Tenggara. The study analyzes decision-making processes, underlying motives for the formation of halal tourism regulations, and their impact on economic development in the region. The primary data sources used for this study were in-depth interviews conducted with regional heads (governors) and nine legislative members involved in decision-making regarding the formation of halal tourism regulations. The legislative members were selected from the special committee tasked with forming sharia-based regulations for halal tourism, based on their party representation. The sample of the regional head and nine legislative members is deemed representative in explaining the motivation for forming halal tourism regulations. The data obtained from interviews, observations, and documentation were analyzed using descriptive qualitative analysis and Atlas.ti software, through coding, categorizing, illustrating, triangulating, and drawing conclusions.

In addition to primary data sources, secondary data was obtained through observation and analysis of documents related to the conditions and economic development of the people of Lombok, West Nusa Tenggara. This includes data related to halal tourism facilities and services, number of tourists, hotels, gross regional domestic product by industry (in billions of rupiah), and annual economic consequences derived from direct observations of researchers from the field and recording sources. The rotation report also comes from BPS (Central Statistics Agency) data, the West Nusa Tenggara report book in numbers, and the West Nusa Tenggara Provincial Tourism Office report. Data collected from interviews, observations, and documentation were analyzed using Atlas.ti qualitative descriptive analysis software (Network Analysis). The analysis is done by coding, categorizing, illustrating, and drawing conclusions

Ethical considerations have been taken into account in planning and conducting this research study. All research procedures were reviewed and approved by the Center for Tourism Studies of the *Sekolah Tinggi Pariwisata Mataram*, which is responsible for ensuring that research studies involving human participants are conducted ethically, according to the ethical principles outlined in the Belmont Report. Informed consent will be obtained from all participants, and confidentiality and anonymity will be maintained throughout the study. Participants will be informed of their right to withdraw from the study at any time without penalty, and their data will be destroyed upon request. All potential risks and benefits associated with participation have been assessed, and steps have been taken to minimize risks and maximize benefits. Any conflicts of interest have been identified and disclosed. The findings of this study will be reported accurately and without bias.

## 3. Results and Discussion

### 3.1 Basic Decision-Making on Halal Tourism Regional Regulation in Lombok

The decision-making process for establishing sharia-based regulation number 2 of 2016 concerning halal tourism in Lombok, West Nusa Tenggara Province, was driven by the central government's policy through the tourism ministry to make Lombok a leading halal tourism destination in Indonesia. This policy encouraged the government of West Nusa Tenggara Province to create a local regulation on halal tourism as a guide and legal basis for implementing halal tourism in Lombok. Establishing regional rules is an alternative solution to Lombok's low level of economic development, and the government chose sharia-based halal tourism regulations as one alternative. The formation of this regional regulation is based on the sustainable socio-economic, religious, socio-cultural, and political context of the government.

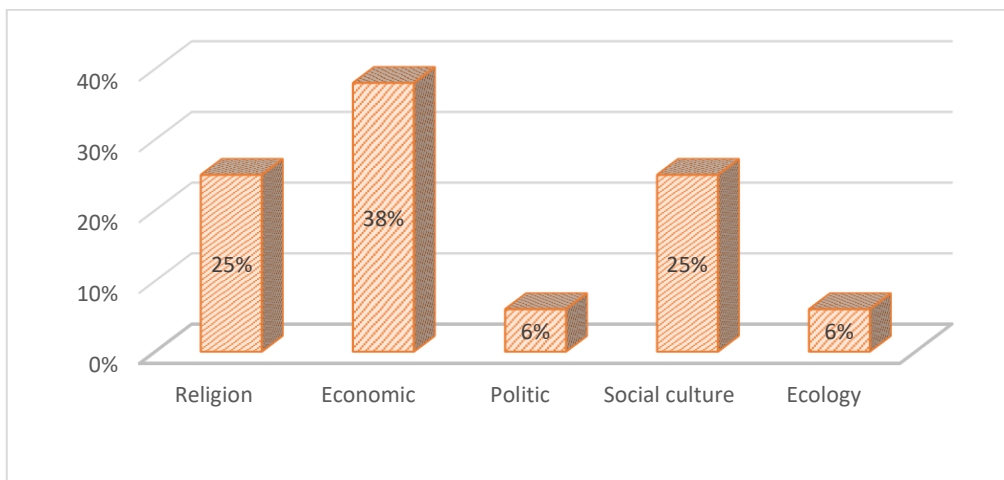
The process of forming a regional regulation always refers to the regulatory mechanism for the formation of laws at the regional level, which begins with the process of submitting a draft regional regulation proposed by the executive through the local legislative body. The draft is then submitted directly to the legislature for discussion, whether the draft regional regulation is rejected, pending, or continues at the discussion stage. In 2015, the government proposed two sharia-based regional regulations: the draft regulation on halal tourism and converting conventional banks to sharia banks. The draft regulation on halal tourism continued to the discussion



stage, while the draft regulation on the conversion of sharia banks was postponed for discussion due to the need for a more comprehensive academic study.

In the process of discussing and making decisions on sharia-based regulations regarding halal tourism in West Nusa Tenggara, it is carried out in a general meeting between regional heads and legislature members related to the regional law on halal tourism that the provincial authority has submitted. The draft regulation was proposed assuming halal tourism as an alternative solution for improving the community's economy. The decision-making for forming a sharia-based regional law on halal tourism was driven by the desire of the government, supported by the legislature, to find alternative solutions to poverty in West Nusa Tenggara. The substance of the draft regulation essentially regulates tourism businesses based on the principles of economic empowerment, religious values, and socio-cultural and sustainable ecological maintenance. Based on data sourced from several research informants processed using Atlas.ti analysis software, it shows that the basis for making decisions about halal tourism in Lombok, West Nusa Tenggara, is illustrated in the following figure.

Figure 1. The basic for decision-making on halal tourism policy in Lombok



Source: Data processed

Based on the interview, it shows that economic motives are one of the key factors in the decision-making process for regional heads in forming sharia-based regulations for halal tourism in Lombok, West Nusa Tenggara. Economic reasons have the potential to bring high benefits while maintaining a good ecological balance. Four indicators are used to consider these factors: economically high and low ecologically, ecologically high, economically low and environmentally destructive, and both financially and ecologically reasonable.

Legislators from various factions have differences and similarities in their motivation for making decisions on sharia-based regulations for halal tourism. The Golkar, PDIP, Democrat, Nasdem, and Gerindra factions share a view that decision-making should be based on socio-economic, cultural, and natural potentials. Meanwhile, the PKB, PPP, PAN, and PKS factions believe that economic, cultural, and religious motivations should drive decision-making regarding halal tourism.

The study suggests that three categories can be used as a basis for decision-making on regional regulations for halal tourism in West Nusa Tenggara: religion and socio-culture, ecology and politics, and economy. Religion and socio-culture have a strong enough basis for policymakers to make regulations, while ecology and politics have a weak basis. The economy has the most substantial value as the basis for decision-making because the people of West Nusa Tenggara are still in poverty.

The study indicates that sharia-based regulatory decision-making regarding halal tourism is not only based on religious and political values but also on sociocultural and ecological interests. The increase in the economy can be seen from the development of various facilities and services for halal tourism, which leads to economic growth. Ecological maintenance is also carried out in various areas that have the potential to be used as tourism destinations.

Decision-making for forming a sharia-based regional regulation on halal tourism is based on a combination of various decision-making models, including a system model and a rational model. The system model considers natural and environmental potentials that can be developed into tourism destinations, while the rational model measures the benefits and costs. The combination of these decision-making models leads to quality decisions in public policy. Discussion and joint choices can result in quality decision-making, which affects everyone's performance (Shrestha & Ben-Menahem 2019).

Research by Hanif *et al.* (2018) suggests that economic factors have a significant influence on the decision-making process of regional heads when forming halal tourism regulations. The study by Maulana *et al.* (2020) highlights the positive economic impacts of halal tourism regulations, such as increasing the number of tourists and creating job opportunities. In a research article by Sari *et al.* (2019), a framework is proposed that considers economic and environmental indicators to guide the development of halal tourism. The study by Hasim *et al.* (2017) underscores the need to balance economic benefits with environmental sustainability in the development of halal tourism. Finally, Adhani *et al.* (2021) stress the importance of considering environmental factors and community participation in the decision-making process when developing regional regulations for halal tourism, as they can serve as a tool for economic development.

### 3.1.1 Economic Growth of Sharia Regulation on Halal Tourism in Lombok

Policy regulations related to halal tourism in Lombok, West Nusa Tenggara use dual modes, namely conventional and halal tourism. Halal tourism complements conventional tourism by providing sharia or halal labels on various facilities in traditional tourism so that nothing seems new in the practice of Halal Tourism. The existing services and facilities are only added to meet the needs of Muslim tourists with what the conventional tourism industry already has. In addition, Halal Tourism in West Nusa Tenggara gives Muslim and non-Muslim tourists the freedom to choose between two types of tourism: conventional tourism and halal tourism. To implement halal tourism in Lombok, West Nusa Tenggara, various main facilities have been provided for Muslim tourists, such as places of worship, halal products, Sharia hotel services, and travel packages.

Table 1. Halal tourism facilities and services in Lombok West Nusa Tenggara

No.	Facility and Service Types	Details of the facilities
1	Worship place	There are approximately 4.500 Mosques
2	Product	There are 269 restaurants, 200 hotel restaurants, 75 non-hotel restaurants, and 99 tourist villages that are categorized as Micro, Small, and Medium Enterprises (MSMEs).
3	Sharia Hotels	Sheraton Hotel, Villa Senggigi, Grand Legi Hotel, Holiday Resort, Hotel Santosa, Hotel Santika, Grand Madani Hotel, Fave Hotel, Lombok Plaza Hotel, Svarga Resort Lombok, and Hotel Lombok Raya
4	Travel Packages	Islamic Center and Hubbul Wathan Mosque, Sade Village, Karang Bayan Mosque, Gili Sudak, Gili Nanggu, Gili Kedis, Malang Gorge, Sesaot, Yarn Netting, Setokel Yarn, Paradise Beach, Sembalun Tourism, Special Economic Zones (SEZ) Mandalika Central Lombok.

Source. Tourism Office and DSN-MUI West Nusa Tenggara Province

Based on the presented data, it can be seen that the West Nusa Tenggara government has put significant effort into providing facilities and services to support halal tourism in Lombok. The region has over 4,500 mosques, 269 MSMEs, and numerous restaurants and hotels, including sharia-certified ones such as Sheraton Hotel, Villa Senggigi, and Grand Legi Hotel. Halal tourism also offers travel packages to popular destinations like the Islamic Center, Sade Village, and picturesque beaches. These initiatives demonstrate the government's commitment to promoting halal tourism and supporting the local economy.

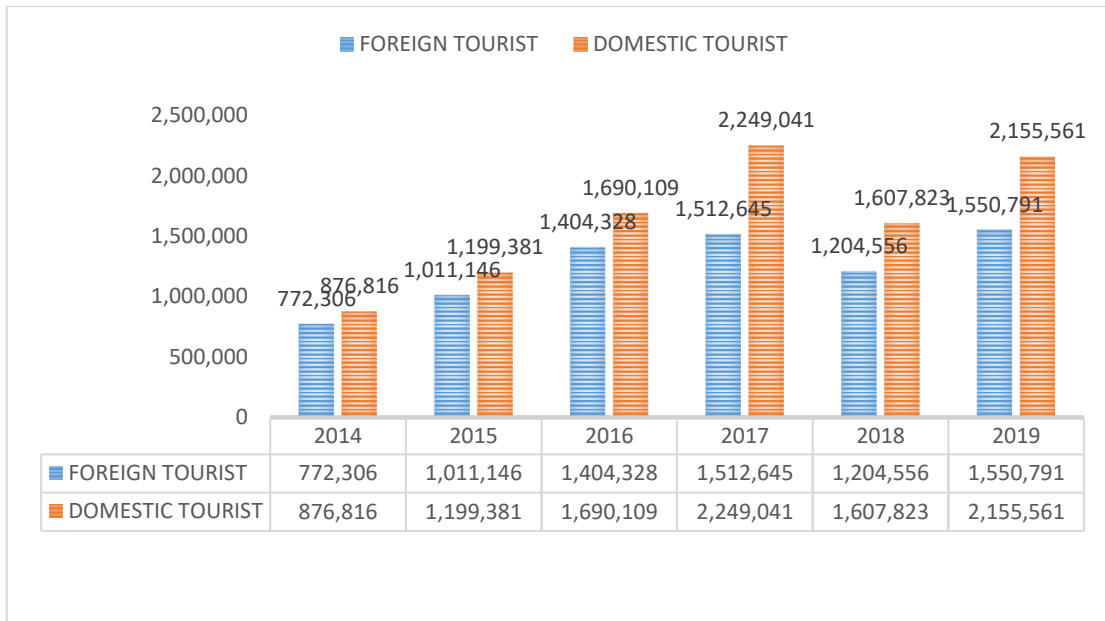
The availability of various facilities in the implementation of halal tourism in West Nusa Tenggara has made it easier for Muslim tourists to travel to various halal tourist destinations. These needs include certified halal restaurants, mosques in public areas, and pool facilities that separate men and women, among others. However, while these initiatives indicate economic activity, there is a need for more consistency in increasing growth and improving the economy of the community.

The development of halal tourism is widely recognized for its potential to support economic growth, improve people's welfare, and create job and business opportunities. In Lombok, West Nusa Tenggara, the increasing interest in halal tourism is reflected in several indicators such as the availability of various halal tourism facilities and services, increasing tourist visits, and the rise in gross regional domestic product. To further enhance the community's economy, establishing Regional Regulation 2 of 2016 regarding halal tourism as a guide in developing halal tourism is a potential solution. The regulation aims to ensure that both Muslim and non-Muslim tourists can enjoy a comfortable and pleasant travel experience.

One of the limitations of this study is that it only focuses on the West Nusa Tenggara region, and the findings may not be generalizable to other regions. Future studies could compare the development of halal tourism in different regions to gain a broader understanding of the challenges and opportunities of developing

halal tourism. Furthermore, it would be beneficial to explore the perception of both Muslim and non-Muslim tourists towards halal tourism to develop better policies and regulations that cater to their needs

Figure 2. Number of tourist visits to Lombok West Nusa Tenggara 2014-2019



Source: data processed

Based on the data above shows that the number of domestic tourists and international tourists every year has increased significantly. Tourism is one of the leading sectors in improving the regional economy. The progress of tourism in West Nusa Tenggara Province is shown by the increasing number of foreign and domestic tourists yearly. In 2016, the number of tourists visiting West Nusa Tenggara was 3.1 million; in 2017, it reached 3.8 million. This is beyond the 2017 target of 3.5 million. In 2018 it was targeted to reach 4 million tourists, but as a result of natural disasters in the form of an earthquake that damaged most of the tourist destination facilities in 2018, the targets that had been set were not achieved, so the government needed a minimum of one or two years to relocate facilities and tourism destination in Lombok, West Nusa Tenggara. In 2019, tourist visits began to increase at the position of 3.7 million tourists. The government is optimistic that after the relocation and completion of the construction of the special economic zone and the Mandalika Circuit as the venue for the MotoGP event in 2022, tourist visits are targeted to experience a significant spike.

Data released by the Tourism Office of West Nusa Tenggara Province in 2018 shows that the number of tourist visits to West Nusa Tenggara comes from various countries with Muslim majority populations, and Muslim minorities, namely Asia, America, Europe, and Australia.

Table 2. Country of Origin of Foreign Tourists in West Nusa Tenggara Province (2018)

Continent	Traveller	Muslim Population / Million	Country
Asia	146.605	635,67	Malaysia, Philippines, Singapore, Thailand, Brunei Darussalam, and others.
Europe	692.855	56,52	Netherlands, Germany, Italy, the UK, France, Switzerland, Spain, Sweden, Austria, Norway, and more.
America	116.800	10,40	USA, Canada, Argentina, Brazil, Mexico, and others.
Asia Pacific	248.296	0,66	Australia, New Zealand, Hong Kong, Japan, South Korea, China, and more.
<b>Amount</b>	<b>1.204.556</b>		<b>703,25</b>

Source: Data processed

Foreign tourists visiting West Nusa Tenggara are dominated by European, ASEAN, Asia Pacific, and American countries. The European countries that contributed the most tourists to West Nusa Tenggara were England, Germany, France, Switzerland, Italy, the Netherlands, and Austria. Then the ASEAN countries, namely Malaysia, the Philippines, Singapore, Thailand, and Brunei Darussalam. In addition, other countries of origin for

tourists are countries in America, such as the USA, Canada, Argentina, Brazil, and Mexico. Some Asia Pacific countries, namely, Australia, New Zealand, South Korea, India, and Japan.

Table 3. Development of hotels in West Nusa Tenggara 2013-2019

Year	Hotel		Total
	Star Hotels	Non-Star Hotel	
2012	43	412	455
2013	47	617	664
2014	54	668	722
2015	63	679	742
2016	65	882	947
2017	79	895	974
2018	88	1244	1332
2019	93	1278	1371

Source: West Nusa Tenggara Provincial Tourism Office Report 2012-2019

Based on the data above shows that the development of the number of star and non-star hotels has increased every year. In 2012 the number of stars and non-star hotels reached 455. In 2013 there was an increase with a total of 664 hotels. In 2014 it increased to 722 hotels. In 2015 it increased to 742 hotels. In 2016 after the regional regulation on halal tourism was enacted, it increased significantly to 947. In 2017 it increased to 974 hotels. In 2018 it increased to 1332 hotels. In 2019 the total number of hotels reached 1371. The increase in the quantity of star and non-star hotels every year indicates that there has been an increase in the number of employees and workers and the need for accommodation which has implications for the increasing economy of the community.

Based on data obtained from the statistical data of the Province of West Nusa Tenggara shows that the Gross Regional Domestic Product of West Nusa Tenggara from year to the year continued to increase in 2012 the contribution to GDP was 66,340.81 billion, 2013 it increased to 69,755.56 billion, 2014 increased to 73,285.09 billion. In 2015 the contribution of tourism to the GRDP of West Nusa Tenggara was 89,344.58. It can be seen that before being appointed as halal tourism, tourism's contribution to Gross Regional Domestic Product continued to increase. After issuing the Regional Regulation of the Province of West Nusa Tenggara Number 2 of 2016 concerning halal tourism 2016, the contribution of halal tourism to the Gross Regional Domestic Product amounted to 94,639.54 billion. This means that the contribution of halal tourism has no consistent effect on improving the community's economy.

Based on the data and findings that have been described show that sharia-based regulations regarding halal tourism have proven to be accommodating and able to increase the growth of several sources of economic income, such as the increasing number of tourists, an increase in the number of hotel rooms, and an increase in other sources of financial gain. In addition, the development of tourist destinations and accommodations includes the development of halal tourism villages, halal hotels, mosques, and holy tombs, which are the center of destinations for Muslim and non-Muslim tourists who want to do religious tourism. This is evidence that establishing halal tourism regulations has become a medium of communication between the government and the community in creating economic growth. At the same time, regulations on halal tourism are a form of political communication between local and central governments, as evidenced by the establishment of Lombok, West Nusa Tenggara, as one of the halal tourism destinations in Indonesia. Thus, the results of this study can be evidence that decision-making based on rational and systematic thinking and competition determines a widely accepted decision in society (Kleef *et al.* 2010; Funke 2010).

The implementation of sharia-based regulations regarding halal tourism in Lombok, West Nusa Tenggara, is a form of legitimacy for the central government's policy through the tourism ministry, which has established West Southeast Lombok as a halal tourism destination in Indonesia. The legality of the central government's approach can be seen from the commitment of the local government to establish sharia-based regulations regarding halal tourism in 2016. The provincial government's responsibility is proven by the various achievements shown by the West Nusa Tenggara government in the halal tourism sector, with several international achievements, including the best halal honeymoon and the best halal destination. The various achievements of the West Nusa Tenggara government towards the implementation of halal tourism are a form of joint commitment between the regional government and the central government in managing natural potential and maintaining the environment properly and sustainably. In addition, this study proves that the establishment of sharia-based regulations on halal tourism has positioned Lombok West Nusa Tenggara to have equality with other regions and

is a means of introducing the island of Lombok West Nusa Tenggara at the regional and international level, as evidenced by the large number of tourists visiting Lombok who come from Muslim-majority and non-Muslim countries such as the USA, Canada, Argentina, Brazil, Mexico, Netherlands, Germany, Italy, UK, France, Switzerland, Spain, Sweden, and Austria.

Halal tourism facilities play an essential role in tourist decision-making, as they provide Muslim tourists with comfortable and convenient travel experiences. According to the study by Ismail *et al.* (2018), halal-friendly accommodation is one of the critical factors that influence the decision-making of Muslim tourists. The availability of prayer facilities and halal food is also essential, as shown in the research article by Ayub *et al.* (2019). In addition, Muslim tourists also prioritize halal recreational activities, such as visiting religious sites, as highlighted in the study by Rizal and Rahman (2019).

Halal tourism facilities are not only crucial for Muslim tourists but also for non-Muslim tourists who are sensitive to cultural and religious practices. According to the research article by Hu and Wall (2016), non-Muslim tourists are willing to try halal food and visit halal-friendly attractions, as it allows them to learn and appreciate cultural diversity. Furthermore, halal tourism facilities can create a positive image of a destination, as mentioned in the study by Saleh *et al.* (2021), as they promote inclusivity and diversity in tourism.

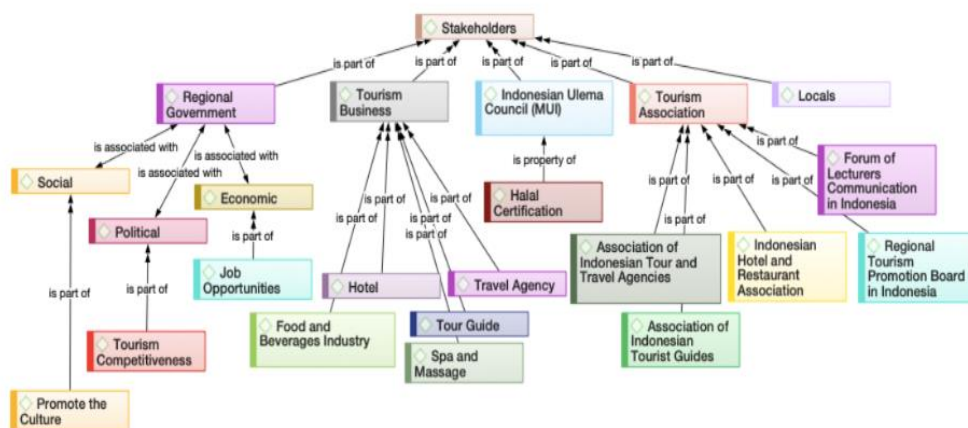
The availability of halal tourism facilities can also contribute to the economic growth of a destination. The study by Kassim *et al.* (2018) found that halal tourism can generate economic benefits through the creation of jobs and the development of small and medium enterprises. Moreover, halal tourism can attract high-spending tourists, as indicated in the research article by Aziz *et al.* (2017), who are willing to pay a premium for halal-friendly services.

In conclusion, the availability of halal tourism facilities is crucial for tourist decision-making, as they provide comfort and convenience for Muslim and non-Muslim tourists. Furthermore, the development of halal tourism facilities can contribute to the economic growth of a destination by creating job opportunities and attracting high-spending tourists.

### 3.1.2 Distribution of Political Interests in Halal Tourism Regulation

Halal Tourism policy regulations in West Nusa Tenggara have political nuances that accommodate various interest groups, especially those carried out by the Government and entrepreneurs. Based on the data, the coding results for the Case in Regional Regulation Number 2 of 2016 are processed using Atlas.ti software. As seen in figure 3.

Figure 3. Halal Tourism Stakeholders (Network Analysis)



Source: Data processed

The figure illustrates the various interest groups involved in the policy for Halal Tourism regulation in West Nusa Tenggara. These groups include the Government, Halal certifying parties, facilitators and supporting elements, service and accommodation providers, and other participants. The first group is the Government, which



is highly interested in implementing Halal Tourism in West Nusa Tenggara and has three forms of interest: political, social, and economic. According to Abdullah *et al.* (2019), the government's political interest in promoting Halal Tourism is to increase the country's tourism industry's competitiveness and to contribute to national economic income. Meanwhile, social interests include promoting West Nusa Tenggara's culture and heritage through Halal Tourism branding, as stated by Rachmat *et al.* (2019). Lastly, the government's economic interest is to create new job opportunities and businesses for the local community to contribute to increasing income from the tax sector, as mentioned by Kuncoro *et al.* (2020).

The Halal Certification Institute, represented by the Indonesian Ulema Council (MUI), is also an interest group that has a significant interest in Halal Tourism regulation. According to Ramadani *et al.* (2021), the MUI is interested in obtaining material benefits from halal certification, including from the Halal Tourism industry. Other supporting elements, such as PHRI, ASITA, HPI, BPPD, and FKD, are also interest groups that have a great interest in Halal Tourism. They play a crucial role in facilitating and promoting Halal Tourism destinations in West Nusa Tenggara, as highlighted by Susilowati and Lestari (2020).

Lastly, the interest group from the business group, including hoteliers, restaurants and cafes, travel agencies, SPA, Massage Griyas, and Tour Guides, is the group that benefits the most from implementing Halal Tourism in West Nusa Tenggara. This group gains material benefits from catering to the needs of Muslim tourists who seek Halal Tourism destinations. However, community groups, such as traders around tourist destinations, are the interest groups that benefit the least. As stated by Cahyani and Sulistyawati (2020), the needs and welfare of the local community should be taken into account in Halal Tourism development, and local community involvement is crucial for sustainable Halal Tourism development.

As highlighted in a study by Hanif *et al.* (2018), political factors play a significant role in the decision-making process of regional heads regarding halal tourism regulations. The study emphasizes the need for cooperation between various stakeholders, including the government, private sector, and religious leaders, to develop effective halal tourism regulations that benefit all parties involved.

In Indonesia, the government has been the primary driver of halal tourism development, but there is also significant involvement from private sector actors and religious leaders. As discussed in a research article by Sari *et al.* (2019), the involvement of multiple stakeholders can lead to more comprehensive and effective halal tourism regulations. This is particularly important given the role of political factors in the development of halal tourism, as demonstrated in a study by Fajriyah *et al.* (2020) on the role of political factors in the development of halal tourism in West Sumatra. The study finds that a supportive political environment is essential for the successful implementation of halal tourism regulations.

Moreover, the distribution of political interests and power relations between different actors, including the government, religious leaders, and local communities, have influenced the development of halal tourism in various regions of Indonesia. As highlighted in a study by Nurul Fikri *et al.* (2020) on the political dynamics of halal tourism development in Lombok, West Nusa Tenggara, understanding these dynamics is crucial for developing effective halal tourism regulations that benefit all stakeholders. Thus, cooperation and collaboration between various stakeholders are crucial for developing effective halal tourism regulations that support economic growth and benefit all stakeholders.

## Conclusion and Implication

In conclusion, this research has highlighted the importance of considering multiple interests and actors in the development of sharia-based regulations for halal tourism in Lombok, West Nusa Tenggara. Accommodating religious, economic, socio-cultural, and ecological values are crucial for the sustainable development of the halal tourism industry in the region. The role of political stability and communication strategy has also been identified as important factors in creating successful halal tourism regulations and introducing the destination to the international community.

The theoretical implication of this research is the contribution to the understanding of the complex interplay between various interests and actors in shaping policies related to halal tourism. The study provides insights into the relationship between religion, socio-cultural economy, and sustainable political ecology, which could be useful for future research in the field of halal tourism.

From a practical perspective, this research has important implications for policymakers in developing sharia-based regulations for halal tourism in Lombok, West Nusa Tenggara. The findings suggest that policymakers need to take into account the interests of multiple stakeholders and balance them to achieve sustainable halal tourism development that benefits all parties involved. The research also highlights the need for political stability and effective communication strategies to promote the destination to the international community.

One limitation of this study is the focus on Lombok, West Nusa Tenggara, which may limit the generalizability of the findings to other regions or countries. Future research could examine the halal tourism industry in other regions and compare the findings to provide a more comprehensive understanding of the issue. Another limitation is the reliance on secondary data, which may limit the scope of the study. Future research could use primary data to provide more detailed insights into the issue.

As a future suggestion, the research could also focus on the impact of sharia-based regulations on halal tourism on the local community and the environment. Additionally, exploring the role of technology in promoting halal tourism and creating innovative tourism products could also be a potential area of research.

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