

A review of the strengths, weaknesses, opportunities, and threats facing Muslim-friendly tourism in the Jepara District of Indonesia

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Abstrak : This study aims to determine the strengths, weaknesses, opportunities, and threats to the potential of Jepara Regency as a Muslim-friendly tourism area. The benefits of this research can be used by the government in making policies regarding the development of Muslim-friendly tourism in Jepara. This research method is qualitative, and the data sources are interviews with the tourism office, tourism managers, and observations on tourist objects. Data analysis using SWOT The results of this study show that there is support, especially for the Jepara community, which is predominantly Muslim. Various types of natural tourism areas, religious tourism, and modern tourism have been supported by adequate and Muslim-friendly facilities. The weakness aspect is that there are still many access roads to tourist attractions that are inadequate, as well as religious facilities and toilets that are not clean. The opportunity to make Jepara a Muslim-friendly tourist area is the existence of social media support, which makes promotion easier and can reach all levels of society, while the threat is competitors from other cities who are also starting to integrate tourist attractions. Even so, Jepara is optimistic that it will remain the best Muslim-friendly tourism area..

Kata Kunci: SWOT analysis, halal tourist, nature tourism, muslim-friendly tourism, religious tourism.

Introduction

Tourism has become one of the mainstays of development in a great economy and is most useful for the country (Reuters, 2018). Tourist destinations and businesses operating in this field can be called a very complex business ecosystem because of the high level of interaction involving various parties. Tourism is a sector to grow the world economy, which is very promising because the tourism

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sector is also a sector that is resistant to global crises, as seen from the development of world travel, which has experienced positive developments since 1950 with the number of tourist trips reaching 25 million people in 1950, 278 million in 1980, 528 million in 1995, and 1.1 billion in 2014 (Ratman, 2016) and In 2019, there were 1.459 billion international tourist arrivals worldwide (UNWTO, 2020).

The growth of the tourism sector in Indonesia itself can be seen from 2015 to 2018, which reached 67%, marked by the growth in the number of foreign tourists who came since 2014, amounting to 9.7 million, until 2018 when it reached 16.5 million. Domestic tourist visits in Central Java Province reached 40,118,470 people in 2018. Meanwhile, foreign tourist arrivals in 2018 were 781,107 people (KNEKS, 2021).

Indonesia is a country with a majority Muslim population. With a total of 229 million people, which is equivalent to 12.7% of the world's Muslim population (World Population Review, 2021). The increase in the Muslim population in Indonesia has had a significant impact on the number of Muslim tourists (Suid, Nor, & Omar, 2018). According to the State of the Global Islamic Economy Report (2021), Indonesia ranks 6th in the Muslim-Friendly Travel category, with Malaysia taking the first place. Meanwhile, in the Media and Recreation category, Indonesia is ranked 5th after the United Kingdom, which is ranked 4th.

Muslim-friendly tourism is tourism that not only prioritizes entertainment but also a new concept wrapped in the essence of Islam with the aim of still being able to enjoy tourism with all the natural wealth in it and not contradicting Islamic values, such as the availability of halal food, adequate worship facilities, and clean bathrooms (Rozalinda, Nurhasnah, & Ramadhan, 2019) (Mahsun et al., 2022). The benefits obtained are not only about the company's profit or profit, but also by the Muslim-friendly tourist and the environment around the tourist destination.

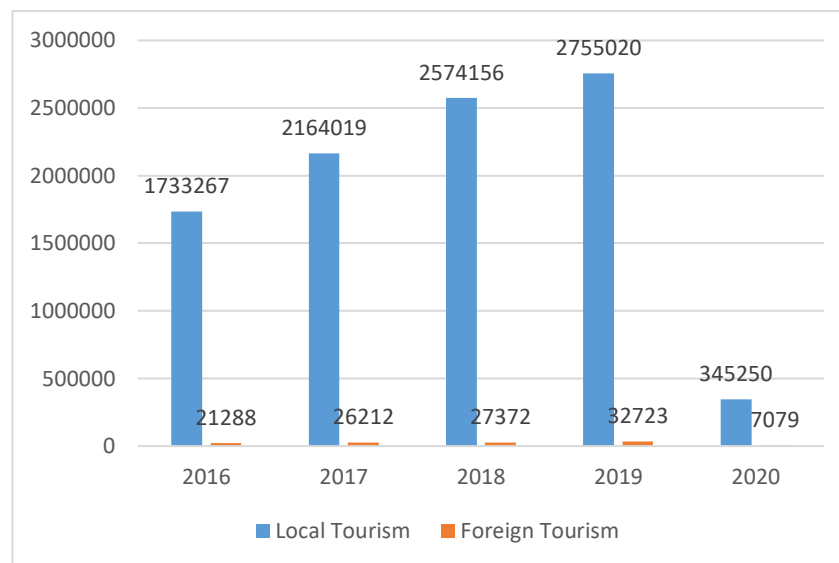
At first, halal tourism was strongly associated with the Muslim market segment with special needs, namely so as not to leave the obligation of worship while carrying out tourism activities. However, in the end, the terminology of halal tourism is also

accepted by the non-Muslim market, which understands halal tourism as a tourist activity that provides more guarantees for security and comfort, such as tourist attractions, accommodation, and eating and drinking. So basically, halal tourism and Muslim-friendly tourism are almost the same in operational aspects; what distinguishes halal tourism is that everything in tourism is guaranteed to be halal or is shown a halal label. Meanwhile, Muslim-friendly tourism means the availability of information that shows whether it is halal or not, both in terms of operations, services, and so on, in the tourism destination.

In other words, Muslim-friendly tourism is a tourist-friendly place for Muslim tourists, such as adequate and representative services for places of worship (usually measured by the quality of the comfort of places of worship), food and drinks guaranteed to be halal, lodging facilities available for worship needs such as the direction of the Qibla, and so on.

Jepara is a small city precisely located on the northern coast of Central Java that has potential in the tourism sector. However, so far, most people recognize the potential of the city of Jepara only as a carving city. In addition to carvings, Jepara also has a variety of tourism destination objects that have become iconic based on cultural tourism, such as the Torch War, Jembul Tulakan, Jepara Anniversary, Baratan, and Lomban. Nature tourism such as Kartini Beach, Bandengan Beach, the Portuguese Fort, Karimun Jawa Island, Manik Cave, and others Educational tours such as Museum Kartini and Ari-ari Kartini Culinary tourism, such as at the Jepara Shopping Center (SCJ), Religious tourism such as Mantingan Tomb, Hian Thian ST Temple, and others Man-made tours such as Tiara Park, Jepara Ourland Park (JOP), and others.

Picture 1



Tourist Visit Data in Jepara Regency

Source: Tourist Visit Statistics, 2021

From the tourist visit data above, it can be seen that the number of tourist visits in the tourism sector of the city of Jepara in the last five years experienced a significant decline in 2020, considering that the opening and closing of tourist attractions was due to government programs during COVID-19 such as Large-Scale Social Restrictions (PSBB) and Implementation of Community Activity Restrictions (PPKM) at levels. Based on my observations, I found facts in the field that show that some tourist attractions are not yet friendly to Muslim tourists. This is evidenced by the unavailability of facilities that favor the Muslim community in several tourist attractions, including proper places of worship, proper ablution places, proper bathrooms, proper worship equipment, and guaranteed halal food and drinks. The word worthy shows the meaning of being holy and clean from various impurities because Islam has the slogan "Anadhofatu Minal Iman," which means that cleanliness is part of faith.

From the description above, we can see that the purpose of this research is to identify the factors that make up the strengths, weaknesses, opportunities, and threats of Muslim-friendly tourism in Jepara district as input for local governments,

especially the Tourism Office, in determining the right policies for tourism development as a source of information. Muslim-friendly tourism in Jepara district in order to be able to compete with other areas that have been designated as Muslim-friendly tourism destinations. As well as how the strategy of developing Muslim-friendly tourism can be used by local governments to increase tourist visits.

Literature review

Muslim-friendly tourism is a form of culture-based tourism that has the values and norms of Islamic law as its basic foundation. The concept of Muslim-friendly tourism is a process of integrating Islamic values into all aspects of tourism. As a new concept in the tourism industry, of course, Muslim-friendly tourism needs further development and a more comprehensive understanding of the incorporation of Islamic values embedded in tourism activities. Muslim-friendly tourism reflects the basic values of Islam in its presentation, ranging from accommodation and restaurants to tourist activities that always refer to Islamic norms (Tourism Review, 2013).

The concept of Muslim-friendly tourism is the actualization of the Islamic concept where the main benchmark is the value of halal and haram; therefore, all aspects of tourism cannot be separated from halal certification, which must be a reference for every tourism actor (Chookaew, 2015)(Mahsun et al., 2022).

According to Jaelani (2017), there are tourist or travel points in Islam, as follows:

- a. Travel is a form of worship, such as the orders for Hajj and Umrah which are part of the pillars of Islam.
- b. Tourism or travel is related to the concept of knowledge, it is related to the purpose of travel in early Islam is to gain and spread knowledge in accordance with the word of God in Surah At-Taubah:112

التَّائِبُونَ الْعَبْدُونَ الْحَمْدُونَ السَّائِحُونَ الرَّاكِعُونَ السَّجِدُونَ
الْأَمْرُونَ بِالْمَعْرُوفِ وَالنَّاهُونَ عَنِ الْمُنْكَرِ وَالْحَفِظُونَ لِحُدُودِ
اللَّهِ وَبَشِّرِ الْمُؤْمِنِينَ

Meaning: They are those who repent, worship, praise, visit, bow, prostrate, commandeer to do good and forbid evil, and keep Allah's laws. And rejoice the believers.

- c. In Islam, tourism or travel aims to gain knowledge and think, which is to contemplate the nature of creation. In the Qur'an there is a command to travel on earth, says Allah, Surah Al-An'am 11-12

قُلْ سِيرُوا فِي الْأَرْضِ ثُمَّ انظُرُوا كَيْفَ كَانَ عَاقِبَةُ الْمُكَذِّبِينَ
لَ لِمَنْ مَّا فِي السَّمَوَاتِ وَالْأَرْضِ قُلْ لِلَّهِ كُتِبَ عَلَى نَفْسِهِ
الرَّحْمَةُ لِيَجْمَعَ كُفُّكُمْ إِلَى يَوْمِ الْقِيَمَةِ لَا رَيْبَ فِيهِ الَّذِينَ خَسِرُوا
أَنْفُسَهُمْ فَهُمْ لَا يُؤْمِنُونَ

Meaning: 11. Say: "Walk on the earth, then see how the end of those who deny it. 12. Say: "To whom is what is in the heavens and the earth." Say: "To Allah". He has set upon Himself compassion. He will indeed send you on the Day of Resurrection in which there is no doubt. Those who doubt themselves are not believers.

- d. To preach, the main purpose of traveling is to call and invite mankind to the religion of Allah as did the Prophet and his companions to invite mankind to goodness and practice the truth. Developed in the concept of tourism to achieve these goals.

According to Heni et al (2021), there is an explanation of the criteria for proper halal tourism as follows:

- a. Public facilities, such as public toilets that have proper equipment and clean water, are the place. The mosque or prayer room must also have a proper worship room and be in a clean and well-maintained condition. Mosque facilities must also have air circulation or air conditioning for the convenience of visitors and the availability of holy and clean prayer equipment.

- b. Tourism facilities, having tourism area services that have a positive and safe image, halal certified food and beverage services, the availability of accommodation services such as halal hotels, the availability of entertainment and recreation services that do not lead to pornography, tourism services recognized by the MUI DSN, the availability of a bureau of halal travel.

SWOT analysis compares external opportunities and threats with internal strengths and weaknesses, including (Falabiba, 2019):

1. Internal factors are factors in the form of tourist attractions that include strengths and weaknesses in attracting tourists to Jepara Regency. According to Pearce and Robinson, strength is a resource that can be controlled by a company and makes the company superior to other competitors in meeting customer needs. While weaknesses are limitations in a company against competitors.
2. External factors are factors in the form of tourist attractions, which include opportunities and threats. Opportunity is a favorable condition in a company's environment. While threats are the main unfavorable conditions in a company's environment.

Table 1 : Differences in Conventional Tourism, Religious Tourism, and Halal Tourism

No	Aspect	Conventional Tourism	Religious Tourism	Halal Tourism
1	Object	Nature, Culture, Heritage, Culinary	Places of Worship, Historical Heritage	All
2	Purpose	Entertain	Increase spiritual that can calm the soul, to seek inner peace	Increase spiritually by entertaining

3	Target	Touching satisfaction and pleasure that has the dimension of lust is only for entertainment	Mastering the history of figures and locations that are tourist attractions	Not only fulfilling desires and pleasures but also growing religious awareness
4	Worship Facilities	Complementary only	Complementary only	Become a part of the package that is integrated with the tourism object
5	Culinary	General	General	Halal specifications
6	Guide	Understanding and mastering information so that it can attract tourists to tourist objects	Mastering the history of figures and locations that are tourist attractions	Making tourists interested in objects, awakening the religious spirit of tourists, being able to explain the function and role of sharia in the form of happiness and inner satisfaction in human life
7	Travel Planner	Every time	Certain time	Pay attention to time

Research methodology

This research was conducted at the Department of Tourism and Culture of Jepara Regency. The paradigm of this research is a qualitative case study with data sources obtained from primary and secondary sources. Primary data sources are data sources that directly provide data to data collectors, while secondary data sources are data sources that do not directly provide data to data collectors (Sugiyono, 2013). Primary data was obtained through interviews with the Department of Tourism and

Culture of Jepara Regency. While the secondary data in this study were obtained through BPS data and Jepara Regency Disparbud data, Data collection techniques were carried out by interviewing the Head of the Destinations Department of the Disparbud Jepara Regency.

Based on the data obtained through interviews and documents from primary and secondary sources, an analysis was carried out by compiling the data systematically so that it was easy to understand. Some of the findings obtained can be made public. Data analysis for this research was carried out before conducting interviews, collecting data, reducing data, presenting data, and finally providing conclusions. The analysis used to answer the problem formulation used SWOT analysis. The SWOT analysis can be started by looking at the internal environmental conditions of Muslim-friendly tourism to find strengths and weaknesses. Meanwhile, by looking at the conditions from the side of the external environment to find opportunities and threats (Hidayati & Saptaria, 2020).

Finding

Identification of Internal Factors

Strength

As a province with a majority Muslim population, Central Java has received a leading tourism award from the Minister of Tourism (Menpar) Arief Yahya. Which makes Central Java part of the 10 regions in Indonesia that have superior halal tourism with global standards 2019 (Affan, 2019). This is the reason for the development of Jepara regency tourism as Muslim-friendly halal tourism. Judging from the alignment of the vision and mission of the regional government with the development of Muslim-friendly tourism, The vision reads "The Realization of Jepara Regency as an Advanced Tourist Destination Area By Relying on the Potential of Local Culture Through Improving the Quality of Natural Resources and Community Empowerment". This sentence highlights the word "local cultural potential," which is considered appropriate for the development of Muslim-friendly tourism because of the strong identity of the Jepara community with Islamic religious values. This

indirectly "forces" a number of providers of goods or services in Jepara Regency to prepare their products by paying attention to whether the products they offer are halal or not.

Jepara has several leading tourist attractions, namely the Karimun Jawa Marine National Park, Kartini Beach, and Tirta Samudera Beach (Bandengan), which contribute quite a lot to attracting tourists to visit. Jepara is not only a leading tourist attraction, but there are also regional cultural and artistic events such as the Torch War in Tegal Sambi Village, the Lomban Party (Larung Buffalo Head) on Kartini Beach, the Baratan Party, and Jembul Tulakan. Man-made tours such as Jepara Ourland Park (JOP) and WB Tiara Park.

The impact of the economic sector on tourism in Jepara, such as the existence of travel agency services, lodging or hotel businesses, culinary businesses around tourist attractions, and so on, that are friendly to tourists, both Muslim and non-Muslim, If these efforts do not fully support tourism in an area, it can be said that the tourism potential of the area is not running optimally. The following is the business data for hotels:

Table 2 Number of Hotels and Other Accommodations by Classification in Jepara Regency

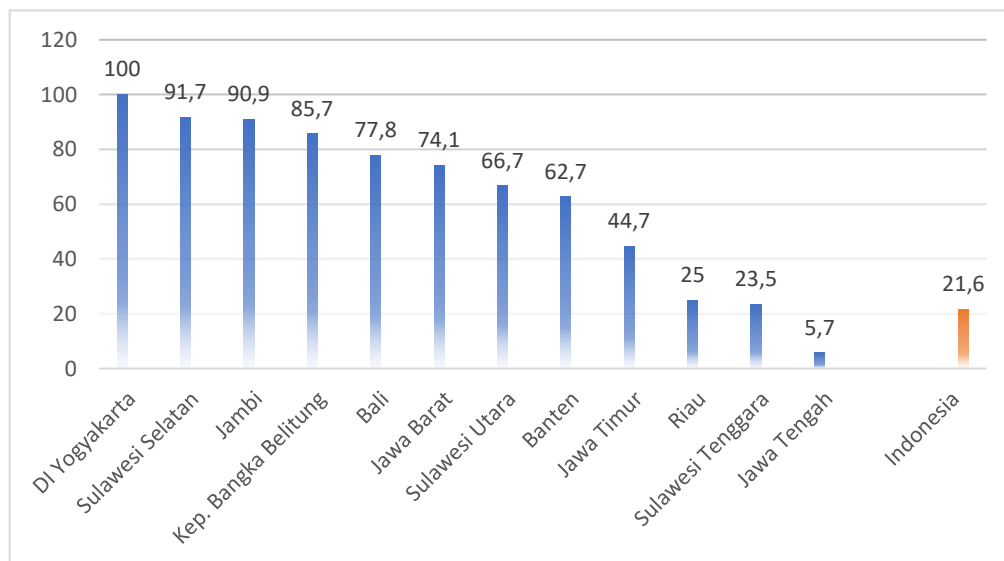
Subdistrict	Star Hotel		Non-Star Hotel and Homestay		Amount	
	2018	2021	2018	2021	2018	2021
Kedung	-	1	-	0	-	1
Pecangaan	-	0	-	1	-	1
Kalinyamatan	-	0	-	1	-	1
Welahan	-	0	-	0	-	0
Mayong	-	0	1	1	1	1
Nalumsari	-	0	-	1	-	1
Batealit	-	0	-	0	-	0
Tahunan	-	3	8	5	8	8

Jepara	3	9	20	18	23	27
Mlonggo	1	1	-	0	1	1
Pakis Aji	-	0	-	24	-	24
Bangsri	-	0	-	6	-	6
Kembang	-	0	-	0	-	0
Keling	-	0	-	4	-	4
Donorojo	-	0	-	1	-	1
Karimunjava	-	5	100	121	102	126
Amount in JEPARA DIstrict	4	19	129	183	135	202

Source: Central Bureau of Statistics of Jepara Regency (BPS Jepara), 2022

Regarding the facilities available in Jepara Regency, the Joint Regulation of the Minister of Home Affairs and the Minister of Health Number 34 of 2005 and Number 1138/Menkes/PB/VIII/2005 concerning Implementation, Healthy Regency/City (KKS) PSC is a clean, comfortable, safe, and healthy district or city for residents to live in, which is achieved through the implementation of several arrangements with integrated activities agreed upon by the community and local government. (Kementerian Kesehatan RI, 2021). The following is data on regions that have implemented healthy area arrangements and data on public places based on provinces that meet health requirements.

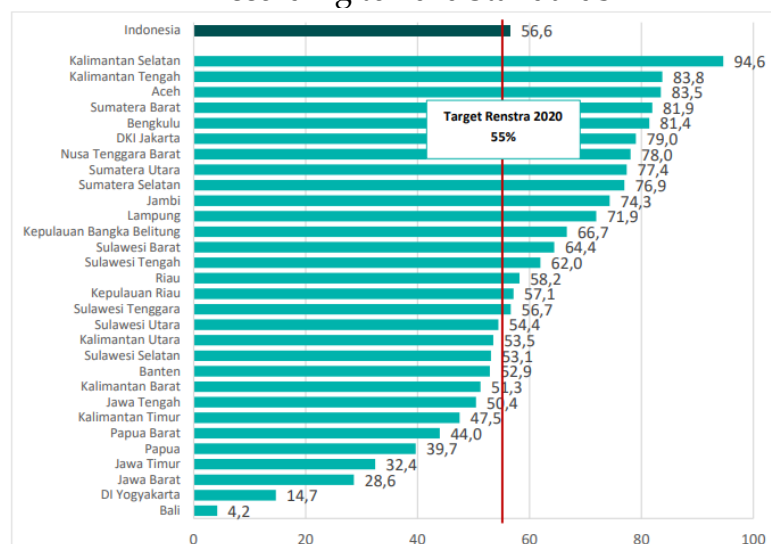
Picture 2 Percentage of Healthy Districts/Cities in 2020



Source: Direktorat Jenderal Kesehatan Masyarakat, Kemenkes RI, 2021

Picture 3 Percentage of Public Places and Facilities Conducted Supervision

According to 2020 Standards



Source: Direktorat Jenderal Kesehatan Masyarakat, Kemenkes RI, 2021

Referring to Figure 3, 50.4% of public places and facilities in Central Java Province have met health requirements, even though they are ranked 23 out of 30 other provinces in Indonesia. This shows that Central Java's internal parties, including the government and its citizens, have made efforts to make the area clean and

comfortable. This is what gives a good impression to the residents there. In relation to Muslim-friendly tourism, cleanliness is a factor that needs to be considered because, in Islam, purification needs to be done before performing worship (prayer) using clean and purifying water. Thus, sanitation conditions in Central Java, especially in Jepara Regency, support the implementation of Muslim-friendly tourism.

Weakness

As previously mentioned, Central Java received the 2019 Global Standard Leading Tourism Award. The evidence that shows that a place or product can be said to be halal is the existence of a halal certification from the MUI. However, in Jepara Regency, there are no entrepreneurs who have halal certification because they are still in the pioneering stage.

However, according to the Head of the Jepara Tourism and Culture Office, Basuki Wijayanto 2018, the medcom.id website stated that all tourism in Jepara has been confirmed to be friendly for Muslim tourists, and the food and drinks sold are also in accordance with the halal category or not. In line with this, because the majority of hotels and restaurants are not yet halal-certified, Not only that, based on interviews that researchers conducted with the Head of the Disparbud Jepara Regency, Mr. Kamal said the lack of quality and quantity of human resources in the field of tourism who were highly capable and professional was felt until now, not in accordance with what was expected. Because of this, training and education related to tourism development are needed, such as participation in training held by related parties. Both human resources at the service and human resources at tourism objects also need to be improved. Good service quality will be felt by visitors to tourist objects, so that visitors feel satisfied with tourist objects in Jepara Regency.

Facilities and infrastructure at tourism objects in Jepara Regency are considered to be lacking, such as the availability of damaged road access in various places leading to tourist attractions, a lack of parking space, a lack of public toilets, not maintaining existing facilities, and so on. This is due to limited funds for facility maintenance and has been allocated according to the needs of each program that has been determined.

Identify External Factors

Opportunity

Similar to the power factor, the modern era's technological opportunities now have an impact on the services and needs of government and private organizations. With this technology, it can help the Tourism and Culture Office of Jepara Regency in promoting tourist attraction objects in Jepara Regency with a website. Various kinds of information needed by prospective tourists who will visit Jepara, starting from the address and list of telephone numbers that can be contacted, a list of resources for tourist attractions, lodging lists, restaurant lists, tour packages, travel, transportation, news collections, ticket prices, and even tourist visit statistics, can all be seen at *tic.jepara.go.id*, which is directly managed by the Department of Tourism and Culture of Jepara Regency. The official website is *disparbud.jepara.go.id*.

In addition to promotion through the website, there are several social media platforms that also contribute to the promotion of tourist attraction objects in Jepara Regency, starting with Facebook, Instagram, and Twitter, where, in its management, the Jepara Regency Tourism and Culture Office cooperates with various parties, both private and public. With this technology, related parties can facilitate the promotion of related parties to potential tourists by finding information about tourist attractions that are friendly to potential Muslim and non-Muslim tourists they will visit.

Threat

In addition to the unified steps of the government and the relevant agencies and stakeholders, the participation and support of the community are also needed in the achievement of tourism sector development efforts. This lack of awareness can be seen in the number of tourism-supporting facilities that are not maintained. Many facilities and infrastructure, such as visitor rest areas at tourist attractions, are damaged and scribbled, and besides that, a lot of garbage is thrown carelessly because of the lack of awareness of visitors and the community around the tourist attraction about protecting the environment.

To support the development of tourism, community participation is very necessary. Good cooperation between the government and the community around the tourism object is needed in order to jointly maintain and preserve the tourism potential in Jepara Regency.

In addition to visiting to enjoy the attractions in Jepara Regency, tourists will also buy souvenirs as mementos to take home. With the number of tourists and businesses owned by the community to support the tourism sector, this will also create business competition by minimizing the selling price. By minimizing the selling price, it has a good impact on increasing the number of tourists who visit to buy these products or use services, but it also has a bad impact on the providers of souvenir products and services. Due to the low selling price, the profits obtained will be small, and the increasingly expensive cost of living at this time will make producers lose money and go out of business.

Competition in the business world is indeed necessary, but in this case, the local government of Jepara Regency must also participate in controlling the course of the economy in Jepara Regency so that unfair competition does not occur, which can drive entrepreneurs out of business.

The geographical location of Jepara Regency can also be a threat, said the Head of the Destinations Department of the Disparbud of Jepara Regency in his interview. Jepara Regency is not yet widely known by the public because it is not directly crossed by the main north coast route. Because it does not benefit from its geographical location, it will have the potential to experience obstacles, which are one of the inhibiting factors for the development of the tourism sector in Jepara Regency.

Based on the identification of the process and analysis that have been put forward, it is known what factors are strengths, weaknesses, opportunities, and threats. Every strength and opportunity is a supporting factor in implementing the strategy, while weaknesses and threats become an inhibiting factor in implementing the strategy.

Conclusion

The potential of Jepara Regency as a Muslim-friendly tourism area is very well prepared. the support of the majority Muslim community, various natural tourism areas, religious tourism, and modern tourism have been supported by adequate and Muslim-friendly facilities. The weakness aspect is that there are still many access roads to tourist objects that are inadequate as well as religious facilities and toilets that are not clean. The opportunity to make Jepara a Muslim-friendly tourist area is the existence of social media support which makes promotion easier and can reach all levels of society, while the threat is competitors from other cities who are also starting to integrate tourist attractions. Even so, Jepara is optimistic that it will remain the best Muslim-friendly tourism area.

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