

Contribution of Halal Tourism in the management of hot spring tourism in Hulu Banyu Village, Hulu Sungai Selatan towards Sustainable Development in Rural Areas

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Abstract

Halal tourism is a tourism concept that presents products and services in accordance with the principles of Islamic sharia. With the rapid growth of the number of Muslim tourists in the world, halal tourism is a very potential market. Indonesia has regulated this, this can be seen in the existence of DSN-MUI Fatwa Number 108 of 2016, Law Number 33 of 2014 concerning Halal Product Guarantee, Law Number 10 of 2009 concerning Tourism. This study aims to examine the contribution of halal tourism to sustainable development in Hulu Banyu Village, Loksado sub-district, Hulu Sungai Selatan. Hulu Banyu Village has natural tourism potential, such as rivers, waterfalls, mountains and forests, as well as the richness of Meratus culture. This potential can be developed into halal tourism that attracts Muslim tourists. The development of halal tourism can have a positive impact on the economy of the local community through the creation of new jobs and increased income, which is in line with the objectives of the principle of sustainability. Through a qualitative approach, this study analyses the economic, social and environmental impacts of halal tourism development in the village. The results showed that halal tourism has significantly contributed to the increase in community income, the development of micro, small and medium enterprises (MSMEs), the preservation of local culture. This study also identified several challenges that need to be addressed, such as waste management and human resource capacity building.

Keywords: Sustainability, Contribution, Halal Tourism

INTRODUCTION

Tourism is one of the most potential sectors in contributing to improving a country's economy. According to Law No. 10 of 2009 concerning tourism article 1 paragraph 3 states that tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, Government, and Local Government. (Diane Tangian, 2020, hlm. hal. 5)

Tourism is one of the sectors that has great potential in driving economic development in rural areas. (UNWTO, 2020) In recent years, halal tourism has emerged as a rapidly growing trend in the global tourism industry. (Mohsin dkk., 2016) Halal tourism is not only attractive to Muslim travellers, but also offers a unique experience for non-Muslim travellers who are looking for a tourist destination that emphasises ethical values, cleanliness, and environmental sustainability.

Over time, tourism has experienced the development of trends, such as the trend of halal tourism that is developing in several places. According to Battour and Ismail, defining halal tourism is any object or act of tourism that is allowed according to Islamic teachings that will be used or used by Muslims in the tourism industry. The concept of tourism includes customs and culture that refers to activities that contain Islamic values in running tourism (Hidayatullah dkk., 2024).

Halal tourism is also called a tourist trip in which aspects of Islamic Sharia are carried out, such as in terms of food, worship, clothing, male-female restrictions, and so on. (Nasution dkk., 2022) Halal tourism is driven by the ministry of tourism in attracting foreign Muslim tourists to travel while fulfilling their spiritual needs (Makiah, 2021) eds. Not only Muslim tourists but non-Muslim tourists also feel comfortable in enjoying tourism in the concept of sharia (Makiah dkk., 2022).

Halal tourism is a tourism activity that is devoted to facilitating the tourism needs of Muslims. Halal tourism is part of the tourism industry aimed at Muslim tourists with a service concept that refers to Islamic rules. The value of Islamic law as a Muslim belief is the basic reference for building halal tourism activities (Suparno dkk., 2023). Halal tourism considers the basic values of Muslims in its presentation both from the aspect of accommodation, restaurants to tourist activities that always refer to Islamic norms.

The concept of halal tourism is the actualisation of the Islamic concept where the value of halal and haram becomes the main benchmark, meaning that halal certification is very important for tourism actors. The concept of Islamic tourism can also be interpreted as a tourism activity based on worship and da'wah when Muslim tourists can travel and admire the creation of Allah SWT (Tafakur nature) while still being able to carry out the five daily prayers can be well facilitated and can keep away from His prohibitions.

Below are some opinions about halal tourism based on the thoughts of experts, first is the opinion of experts who agree with halal tourism and then is the thought of experts who disagree with halal tourism:

1. Economic Potential

Many experts argue that halal tourism has great economic potential. According to the Mastercard-CrescentRating Global Muslim Travel Index, the halal travel market is expected to reach \$300 billion by 2026. (Mastercard, 2021)

2. Inclusivity

Halal tourism is not exclusive to Muslims only, but can be enjoyed by everyone, promoting inclusivity and cross-cultural understanding. (Battour & Ismail, 2016)

3. Ethical and Hygiene Standards:

Halal tourism sets high standards of ethics and hygiene, which can improve the overall quality of tourism services. (Eid & El-Gohary, 2015)

4. Sustainable Development

Halal tourism principles are in line with sustainable development goals, as well as promoting environmental conservation and local community empowerment. (Eid & El-Gohary, 2015)

5. Standardisation:

identified the lack of global standardisation in halal certification as a key challenge, which can lead to confusion and inconsistency within the industry. (Mohsin dkk., 2016)

6. Perception of Exclusivity:

Some critics, argue that the term 'halal tourism' can be perceived as exclusive and potentially alienate non-Muslim travellers. (Stephenson, 2014)

7. Expensive Implementation:

Full implementation of the halal tourism concept can be expensive, especially for small and medium-sized enterprises in the tourism industry. (Henderson, 2016)

8. Potential Cultural Conflict:

the implementation of strict halal standards in some destinations can lead to conflicts with existing local cultural practices. (Carboni dkk., 2014)

9. Oversimplification:

the concept of halal tourism risks oversimplifying the diversity of Islamic practices and interpretations around the world. (Scott, 2010)

Based on previous opinions that have been presented, the author tends to the opinion of experts who are pro to the concept of halal tourism, because Indonesia itself is a country with the largest Muslim population (World Population Review. (2023). Muslim Population by Country 2023.) It is appropriate that the concept of halal also penetrates into tourism, then with the concept of halal tourism it can add attractiveness and bring in local and foreign tourists, Muslim or non-Muslim, the concept of halal also makes someone (in this paper means tourism visitors) become more calm in transactions or activities on attractions (Anshary dkk., 2023).

Hulu Banyu Village in Hulu Sungai Selatan Regency, South Kalimantan, has attractive natural tourism potential in the form of hot springs. tourism development in this area has the potential to continue to grow and various challenges, including limited infrastructure, lack of promotion, and not optimal management of tourist destinations.

Some similar studies the author describes as a comparison to the writing that researchers do are as follows:

First, Layin Lia Febriana's writing 'Analysis of the Potential for Halal Tourism Development (Halal Tourism) at the Mount Wilis Slope Tourism Destination, Madiun Regency' The results of research conducted by researchers on the potential for halal tourism development in the tourist destination of Mount Wilis Slope, Madiun Regency have met the standards of the concept of halal tourism development as evidenced by the potential of nature with its sustainability, the provision of Muslim-friendly services, art performances or tourist attractions that do not conflict with Islamic principles, halal food and beverage products, and the provision of lodging accommodations that do not violate Islamic ethics. (Febriana, Layin Lia, 2021)

Second, the writing of andre reva utama ‘Analysis of Banten Community Perceptions of Halal Tourism’ Based on the results of the analysis of the level of conformity between the level of perception and preference of Banten people towards halal tourism, shows an average level of conformity of 92.68% which means the level of satisfaction with the quality of halal tourism perceived by the people of Banten is quite high or can be said to be a good level of halal tourism. (Andre Reva Utama, 2021)

Third, the writing of suci feridha ‘Communication Model in Halal Tourism Management in Aceh Besar and Banda Aceh’ Based on the results of research from presentation data by the halal tourism acceleration team, the Ministry of Tourism of the Republic of Indonesia with the theme of accelerating the development of Aceh as a halal tourist destination in Aceh is able to attract tourists.(SUCI FERIDHA, 2018)

Fourth, the writing of Mega Fitriani Adiwarna Prawira, Y. Pamungkas, Dea Latul Inayah Agustin ‘Halal Tourism Destination from Tourist Perspectives: A Review’ this paper examines halal tourism based on the perspective of visitors. Based on the previous explanation of similar studies on halal tourism, the author emphasises the difference with previous writings on the study of the concept of halal tourism towards sustainable development / SDGs in rural areas

Scientific contribution

1. Making academics and researchers understand the importance of understanding and analysing and finding solutions to challenges in the principles of sustainability, as well as halal tourism.
2. Become sources of information for policy makers, business practitioners
3. Increase public awareness and provide education about the importance of sustainability principles and halal tourism
4. It is hoped that this paper will facilitate collaboration between researchers, policy makers, academics, practitioners.
5. Providing a platform to reveal the latest research and innovative solutions to sustainability issues and halal tourism.

In this paper, the application of the halal tourism concept in the management of Hulu Banyu Village hot spring tourism can be an innovative solution to increase the attractiveness of the destination and encourage sustainable development in the area. Halal tourism not only focuses on providing facilities and services that comply with Islamic principles, but also emphasises environmental conservation, local community empowerment, and inclusive economic development.

This research aims to examine the contribution of halal tourism in the management of Hulu Banyu Village hot spring tourism to sustainable development in rural areas using a qualitative approach. The study will analyse the potential, challenges and implementation strategies of halal tourism in the destination, as well as its impact on the economic, social and environmental aspects of the local community.

RESEARCH METHODS

Type of research

The type of research used in this research is qualitative descriptive research with literature study, which is a problem formulation that guides researchers to further explore a problem under study. In qualitative research, descriptive analysis needs to be done. The

descriptive analysis method provides clear, objective, systematic, analytical, and critical descriptions and information. According to Sugiyono, there are several characteristics of a qualitative approach as follows:

1. Conducted in natural conditions (as opposed to experiments), directly to the data source and the researcher is the key instrument.
2. Qualitative research is descriptive. The data collected is in the form of words or pictures so it does not emphasise numbers.
3. Qualitative research emphasises process rather than product or outcome.
4. Qualitative research is inductive data analysis.
5. Qualitative research emphasises meaning (data behind the observed). (SUGIYONO, t.t.)

A qualitative approach is a research procedure that produces descriptive data in the form of writing. (Meleong, 1989) (Qualitative research that is a library study (library research) is research that uses books and other literature as the main object. In this case the author uses qualitative research in the nature of field and library studies because it makes it easier for researchers to obtain data related to research. Therefore, in its delivery the researcher will describe the findings contained in the results of field observations and books, scientific journals that describe 'halal tourism and sustainable development in rural areas' According to Bogdan, data analysis is a process of systematically searching and compiling data obtained from observations and documentation so that it can be easily understood and the findings can be informed to others. Data analysis is carried out by connecting what is obtained from the initial research process in order to understand the data collected (Yuliani dkk., 2023). The analysis process used in this research is to use comparative studies. Comparative research is research that compares the similarities and differences between two or more facts and characteristics of the object under study based on a framework of thought.

Data Analysis

Data analysis is an activity carried out to arrange or give order to the data, systematise it into a form of patterns, categories, and one basic description. (RAHMADI, 2011) Data analysis is carried out by connecting what is obtained from research. the beginning of the process, the aim is to understand the data collected In this study, the analysis that will be used by the author is in the form of qualitative analysis or by explaining, describing using references or available data or from specific to general, namely with ideal things that come from references / legal materials used to examine general problems in the field. Based on this analysis, it is expected to make it easier to explain how the concept of halal tourism and its contribution to sustainable development.

RESULTS

The concept of halal tourism is the actualisation of the Islamic concept where the value of halal and haram becomes the main benchmark, meaning that halal certification is very important for tourism actors. The concept of Islamic tourism can also be interpreted as a tourism activity based on worship and da'wah when Muslim tourists can travel and admire the creation of Allah SWT (Tafakur nature) while still being able to carry out the five daily prayers can be well facilitated and can keep away from His prohibitions.

Halal tourism is also called a tourist trip in which aspects of Islamic Sharia are implemented, such as in terms of food, worship, clothing, male-female restrictions, and so on. (Disemadi & Putri, 2024) Halal tourism is driven by the ministry of tourism in attracting foreign

Muslim tourists to travel while fulfilling their spiritual needs. Not only Muslim tourists but non-Muslim tourists also feel comfortable in enjoying tourism in the concept of sharia.

According to Elsa, the concept of halal tourism there are indicators that can be used as a basis or benchmark for halal tourism, namely: (Elsa, Dian Febriani & Irmatul Hasanah, t.t.)

- a. Worship facilities.
- b. Halal Products
- c. Islamic Moral
- d. No Alcohol and Gambling Activities

Hulu Banyu Village has certainly implemented the concept of halal tourism by using several indicators mentioned above. Hulu Banyu Village Hala Tourism has provided various worship facilities, such as prayer rooms, proper ablution places, prayer mats, and other worship equipment, in Hulu Banyu Village also trades products that are certainly halal, which is proven by selling products or food that has been certified halal from MUI, In addition, halal tourism in Hulu Banyu Village has also implemented Islamic morals such as the implementation of uniform clothing in accordance with Islamic law for hotel staff / halal tourism business actors in the village, besides that halal tourism in Hulu Banyu Village has also guaranteed that there is no sale and purchase of alcoholic beverages in the tourist area, and guarantees the absence of gambling activities, this can be proven by the strict supervision of both the assigned security guard and the CCTV monitoring provided by the tour manager.

The Economic Impact of Halal Tourism on Local Communities

The economic impact felt by the local community certainly has a positive impact, which can be proven from the results of personal interviews with traders around the halal tourism, based on the results of interviews with Mrs Alfiz as a pentol trader, and Mrs Baim as a fried rice trader they said that the results or profits obtained from trading in the Halal Tourism area of Hulu Banyu Village were greater than trading in ordinary places such as markets and trading in front of the house. especially if on long holidays the profits obtained are much greater than ordinary days such as holidays, new years and others, they said, Especially during long holidays, the benefits obtained are much greater than ordinary days such as holidays, new years and others, they said. From the results of the interviews above, it can be concluded that the economic impact on local communities can have a positive impact while helping their economy.(BAIM & ALFIZ, komunikasi pribadi, 16 Agustus 2024)

REPORTING RESEARCH RESULTS

Application of halal tourism in hulu banyu village

Tanuhi Hot Spring is one of the tourist attractions in the mountains of Loksado, Hulu Sungai Regency, South Kalimantan. The distance is about 34 km from the centre of Kandangan City, you can also use a private car or rural transportation in Kandangan City. Right at the T-junction of Hulu Banyu Village, turn left after crossing the iron bridge. From the T-junction, it is only about 750m, located right in the valley of the Loksado Mountains[2]. From the entrance, there is a concrete bridge connecting from the road to the tourist site.

In this Tanuhi Hot Springs tourist attraction, the facilities are quite complete, from cottages type A and B, gazebos, halls for meetings, swimming pools, soaking pools, hot water pools from natural heat, cafeterias, tennis courts and children's playgrounds.[4] And the scenery is still natural surrounded by tropical forests and the Meratus Mountains. And there are 4 pools on offer.

Hot spring tourism in the village of hulu banyu based on the author's observations, has fulfilled the aspects of what is intended by the concept of halal tourism, firstly the destination has provided worship facilities, then there is a Koran in the place of worship and there is also an azan, secondly halal food and drinks are available, this can be seen in the merchandise provided by sellers at the destination, as well as sellers in the tourist destination environment, thirdly the staff at this tourist attraction, especially women, have used clothes that are in accordance with sharia, namely using hijab and closed clothes. Fourth, the tourist attraction has prohibited gambling activities and prohibited the sale of alcoholic beverages, because these two things are not only prohibited by Islamic law but can also cause noise and commotion that disturbs tourist visitors and the community.

Potential in developing halal tourism in Hulu Banyu village

Natural resources

Hot spring tourism in Hulu Banyu village is located in the Meratus mountain range with natural beauty in the form of green trees and mountains, the geothermal system in this area is included in the non-volcanic geothermal system, where the system is not directly related to the current volcanism / volcano path, where the heat source is interpreted to come from the radiocative decay process in granite rocks from the Batanglai / Pelawaian Granite Group which is 95-135 million years ago (Early Cretaceous). At this location there are 2 hot springs. Based on the results of hot water analysis in this location has a type of sulphate water type.

Picture 1.1



Source: <https://meratusgeopark.org/situs-mata-air-panas-tanuhi/>

Hot spring tourism where the water has sulphate tife has various benefits, which are as follows

1. Health Benefits: Sulfate thermal waters are known to have therapeutic effects that are good for health (Vaamonde-García dkk., 2020)

Helps relieve joint and muscle pain

Improves blood circulation

Helps detoxify the body

2. Skin Care: The sulphur content in water can provide benefits for skin health. (Gupta & Nicol, 2004)

Helps treat skin problems such as psoriasis and eczema

Has anti-inflammatory and anti-bacterial properties

3. Relaxation and Stress Reduction: Soaking in sulphate hot water can have a significant relaxing effect. (Koroglu & Yıldız, 2024)

Helps reduce stress and anxiety

Improves sleep quality

4. Tourist Attraction: Sulfate hot springs have unique characteristics that are a tourist attraction. (Escorihuela, 2017)

A distinctive aroma that characterises the destination

A bathing experience different from ordinary hot springs

5. Spa and Wellness Development Potential: Sulfate hot springs can be the basis for the development of spa and wellness facilities. (Tomić & Košić, 2020)

Opportunity to develop sulphur-based care products

Potential to attract tourists seeking health and wellness experiences

In addition to the potential, the author also includes challenges to halal tourism in the management of hot spring tourism in the village of hulu banyu, namely as follows Halal tourism development requires facilities that meet standards, skilled labour, as well as training and capacity building of local communities. Other challenges include the implementation of halal service standards, product certification, marketing strategies, competition with other types of tourism, and management of environmental impacts. In addition, substantial capital, technology adoption, as well as efforts to maintain a balance between tourism development and environmental preservation, are required to ensure long-term economic benefits for local communities.

Socio-cultural aspects of halal tourism management in hulu banyu village

Integration of local values with halal tourism:

harmonising the principles of halal tourism with local wisdom

The concept of halal tourism can be in line with local wisdom in the village of hulu banyu, this will be explained by the author as follows:

The first local wisdom is the tradition of 'mehumbal', the meaning of mahumbal here is the tradition of cooking rice along with side dishes in a bamboo segment which is then served on a leaf. The concept of halal will be aligned with this tradition if the food ingredients cooked are halal, clean when cooked.

The next local wisdom is the performance of local Dayak arts and culture, if we examine it with the concept of halal tourism, the performance will be in line with halal tourism if in the performance women participate, they must wear a hijab, the performance also does not show real porn or violence (if there is a scene that requires it).

The third is handicraft souvenirs, in addition to maintaining local wisdom in a creative way, the concept of halal tourism also does not conflict with this by using the raw materials used for handicrafts to ensure the halalness of both the substance or the way it is obtained.

Based on the previous explanation of local wisdom, halal tourism can be implemented while maintaining cultural authenticity. This can also be a tourism promotion strategy

In addition to local wisdom that can be harmonious with the values of halal tourism, elements such as the community are also still involved for decision making, management of tourist attractions or aspects related to the concept of halalness and this can make a space for dialog between stakeholders. The community involved must also be from all groups, namely the younger generation and elements of women's representation.

Socio-cultural aspects of halal tourism in which involved elements of stakeholders to the community allows for management of possible cultural conflicts and the concept of halal tourism, can quickly adapt to religious practices, in addition the community can also be given training to increase knowledge of halal tourism and can also be done tourism leadership by the local community.

DISCUSSION

The concept of halal tourism

According to Elsa, Dian Febriyani, and Irmatul Hasanah in the journal said, the concept of halal tourism there are indicators that can be used as a basis or benchmark for halal tourism, namely:

Worship Facilities.

In halal tourism objects there are worship facilities to make it easier for tourists to carry out worship, for example the availability of mosques or prayer rooms in tourist destinations or public places as well as the call to prayer at every prayer time and there are Qibla directions. Even as an additional facility in sharia hotels provide Al-Qur'an.

Halal Products.

The availability of halal food in halal tourist attractions will also make it easier for Muslim tourists on their tour visits, besides that the availability of halal kitchens can further convince Muslims of the halalness of the food they consume, besides that halal labels or halal certification from MUI are also very necessary so that tourists feel more confident about the food or drinks they consume. In addition to halal products, tourist destinations also facilitate special spaces for women or separate men and women.

Islamic Moral.

The implementation of uniform clothing in accordance with Islamic law for hotel staff, restaurants or halal tourism businesses. Awareness of the surrounding community will also always dress syar'i or according to Islamic law will support the halal tourism environment.

No alcohol and gambling activities.

Prohibit the sale and purchase of alcoholic beverages in halal tourism areas as well as hotels and restaurants located in halal tourist destinations, and prohibit all forms of gambling activities.

In addition to expert opinion that explains the indicators of how halal tourism, the Indonesian Ulema Council (MUI) has issued a fatwa related to guidelines for organizing tourism based on sharia principles. This fatwa provides indicators for halal tourism. The following are indicators of halal tourism according to MUI fatwa No. 108/DSN-MUI/X/2016

concerning Guidelines for the Implementation of Tourism Based on Sharia Principles: (Dewan Syariah Nasional-Majelis Ulama Indonesia, 2016)

Tourist Destinations:

- Availability of proper and holy worship facilities
- Halal food and beverages available
- Safe, comfortable and conducive for families and businesses
- Sanitary and environmental cleanliness maintained

Accommodation:

- Facilities that make it easy to worship are available
- Halal food and beverages available
- Safe and comfortable for families
- Sanitation and cleanliness are maintained

Food and Beverage Providers:

- Guaranteed halalness (MUI halal certified)
- Sanitation and hygiene are maintained

Spa, Sauna, and Massage:

- Using halal and non unclean ingredients
- Avoid porn and pornography
- Safeguard the honor of tourists
- Male therapists only for male travelers, and female therapists only for female travelers

Travel Bureau:

- Organize tour packages in accordance with sharia principles
- Have a list of accommodations that are in accordance with the general guidelines of sharia accommodation
- Have a list of halal food and beverage providers

Tour Guide:

- Understand and able to implement sharia values in their duties
- Have a noble character, communicative, friendly, honest, and responsible
- Appear polite and attractive in accordance with Islamic values and ethics
- Have work competence in accordance with applicable professional standards

This MUI Fatwa also emphasizes that the implementation of halal tourism must avoid:

- Shirk
- Immorality
- Pornography and pornoaction
- Liquor, drugs, and gambling
- Art and cultural performances that are contrary to the principles of sharia. (Jaelani,

2017)

Sustainability principles

Sustainability is a balance between people-planet-profit, known as the Triple Bottom Line (TBL) concept. Sustainability lies at the intersection of three aspects, people-social; planet-environment; and profit-economic. The term Triple Bottom Line was popularized by John Elkington in 1997. Through his book entitled “Cannibals with Forks, the Triple Bottom Line of Twentieth Century Business”, Elkington developed the Triple Bottom Line concept in terms of economic prosperity, environmental quality, and social justice. Companies that want to be sustainable must pay attention to the “3Ps”. In addition to pursuing profits, companies must also pay attention and be involved in fulfilling the welfare of society (people) and actively contribute to preserving the environment (planet). (Manisa & Defung, 2018; Zaki Mubarak dkk., 2023)

Sustainability at the global level is often defined within the UN Sustainable Development framework, which includes 17 Sustainable Development Goals (SDGs). These SDGs (sustainability development goals) cover various aspects of human life, including ending poverty and hunger, ensuring quality education, improving health and well-being, and ensuring access to clean water and sanitation. In addition, the SDGs also target environmental protection, focusing on mitigation and adaptation measures to climate change, protection of biodiversity, and sustainable management of natural resources. Cooperation between countries and private sector engagement are key in addressing these sustainability challenges. International organizations, governments, businesses and civil society are increasingly working together to create innovations, share technologies and develop business models that support environmentally friendly and inclusive growth. (Faridah dkk., 2023; Hartono & Santoso Tri Raharjo, t.t.)

Picture 1.2



Source: google image

The emphasis on the principles of corporate social responsibility and sustainable investment is increasing, creating momentum for a positive transformation in global business practices. Sustainability plays a key role in the global context as a response to the serious challenges faced by the world today. Rapid economic growth, industrialization, and mass urbanization have triggered significant pressure on natural resources, caused climate change, and increased the risk of ecological crises. In addition, social inequality, poverty and injustice

have become pressing issues that need to be addressed. Sustainability is not only a moral goal, but also a practical necessity to maintain a balance between human needs and planetary health. In an era of globalization, problems in one region can have widespread impacts, and the interconnectedness of countries further reinforces the urgency of sustainability. Sustainability provides a long-term view to preserve ecosystems, manage resources wisely, and create inclusive societies.

The challenges faced by the global sustainability principle have been described in the previous discussion, in this case halal tourism has an important role in supporting the principle of sustainability, namely: Environmental Preservation (Yousaf & Xiucheng, 2018; Yusuf dkk., 2023), Local Economic Empowerment (Battour & Ismail, 2016). Cultural Preservation (Jafari & Scott, 2014), Social Justice (Eid & El-Gohary, 2015), Sustainable Consumption and Production (Henderson, 2016), Education and Awareness: Sustainable Innovation, Global Partnerships, Health and Wellbeing, Responsible Resource Management. (Carboni dkk., 2014)

Contribution of halal tourism to sustainable development in rural areas

The presence of halal principles in tourism makes positive contributions to sustainable development in rural areas, the following authors will describe the aspects related to this, first: to the economy and development in rural areas, especially the village of hulu banyu, namely the growing local economy, this will be seen from aspects: Creation of new jobs in the halal tourism sector such as the community can be given halal spa therapists at tourist sites, increasing the income of local people who can carry out economic activities around the location, diversifying the rural economy for example in addition to hot springs, the author also wants to add facilities such as halal spas, workshops on the benefits of geothermal water, reducing dependence on the traditional sector, developing MSMEs that support the halal tourism industry, with the development of MSMEs, community income also increases.

In addition to improving the economy of the community, halal tourism also plays a role in the principle of sustainable development, namely in the aspect of environmental conservation: Application of environmentally friendly practices in tourism management, Increased awareness of nature conservation among communities and tourists, Sustainable use of natural resources, Development of ecotourism in line with halal principles.

Cultural Preservation: Revitalisation of local traditions and wisdom through halal tourism activities, Promotion and preservation of traditional arts, crafts and culinary, Strengthening the cultural identity of the Community. Infrastructure Development: Improvement of public facilities that also benefit local communities, Improvement of access to transport and communication, Development of infrastructure that supports halal principles.

Innovation and Technology: Application of environmentally friendly technology in tourism management, Utilisation of digital platforms for tourism promotion and management, Increased digital literacy of rural communities. Partnership and Collaboration: Cooperation between the government, private sector, and the community in the development of halal tourism, Establishment of networks with other halal tourism destinations, Collaboration with educational and research institutions.

Human Resource Management: Development of training and certification programmes for the halal tourism industry, Improvement of service quality according to halal standards, Creation of career paths in the halal tourism industry. Gender Equality and Social Inclusion: Empowerment of women in the halal tourism industry, Creation of opportunities for marginalised groups and disabled, Development of tourism that is inclusive and accessible to various groups.

Management of the impacts that may occur in the future: Development of a monitoring and evaluation system for the impact of halal tourism, Mitigation of negative impacts on the environment and socio-culture, Optimisation of positive benefits for local communities. Economic Resilience: Diversification of tourism products to reduce dependence on one type of tourism, Development of sustainable and crisis-resistant business models, Risk management in the halal tourism industry.

CONCLUSION

The concept of halal tourism is the result of collaboration between various parties and a response to growing market demand, the increasing number of Muslim travellers, especially from countries with large Muslim populations. The concept of halal tourism goes hand in hand with the global agenda initiated by the United Nations, namely the Sustainable Development Goals (SDGs) with 17 main goals, which when drawn, focus on achieving global prosperity through various interrelated aspects, including the elimination of poverty and hunger, improving health, education, and gender equality, as well as access to basic resources and services such as clean water, energy, and decent work. In addition, the paper emphasises the importance of inclusive and sustainable development, reducing inequality, protecting the environment, and strengthening peace, justice and global partnerships to achieve comprehensive sustainable development goals.

The contribution of halal tourism in the management of hot spring tourism to sustainable development in rural areas is increasing community income, preserving the environment and local wisdom of the community, allowing wider access to digitalisation of tourism, human resources that can be managed and maximised can even be represented by women and people with disabilities, then with the concept of halal on tourism can have an impact on management and even mitigation of conflicts that can arise in the future.

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