

Halal Sport Tourism: Study on Potential, Accessibility, and Management Models in Lombok, West Nusa Tenggara

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Abstract: This study aims to (1) examine the potential and opportunities for developing Halal Sport Tourism in Lombok; (2) assess the adequacy of facilities and infrastructure supporting tourist access to Halal Sport Tourism sites; and (3) analyze stakeholder participation in managing Halal Sport Tourism in Lombok. Using a qualitative descriptive approach, the findings reveal that Lombok has significant potential for Halal Sport Tourism, supported by various sport tourism events, active sport activities, and nostalgic tourism opportunities. The predominance of Muslim residents and the availability of worship facilities ensure halal compliance across tourism areas. In terms of accessibility, Lombok offers good accommodation, including sharia-compliant hotels, direct transport connections to Muslim-majority regions, halal-certified restaurants, and convenient facilities for purification and prayer. While Halal Sport Tourism has yet to be formally developed, the study proposes an integrated management model that combines elements of existing halal and sport tourism to advance this niche sector. This research contributes by offering a comprehensive framework for developing Halal Sport Tourism, an area that has received limited scholarly attention.

Keywords: *accessibility, halal sport tourism, management model, potential*

Abstrak: Penelitian ini bertujuan untuk (1) mengkaji potensi dan peluang pengembangan Wisata Olahraga Halal di Lombok; (2) menilai kecukupan sarana dan prasarana pendukung akses wisatawan ke lokasi Wisata Olahraga Halal; dan (3) menganalisis partisipasi pemangku kepentingan dalam pengelolaan Wisata Olahraga Halal di Lombok. Dengan pendekatan deskriptif kualitatif, temuan penelitian menunjukkan bahwa Lombok memiliki potensi signifikan untuk Wisata Olahraga Halal, didukung oleh beragam ajang wisata olahraga, aktivitas olahraga, dan peluang wisata nostalgia. Dominasi penduduk Muslim dan ketersediaan fasilitas ibadah memastikan kepatuhan halal di seluruh kawasan pariwisata. Dalam hal aksesibilitas, Lombok menawarkan akomodasi yang baik, termasuk hotel syariah, koneksi transportasi langsung ke wilayah mayoritas Muslim, restoran bersertifikat halal, dan fasilitas yang nyaman untuk beribadah. Meskipun Wisata Olahraga Halal belum dikembangkan secara formal, penelitian ini mengusulkan model manajemen terpadu yang menggabungkan unsur-unsur wisata halal dan wisata olahraga yang ada untuk memajukan sektor ini. Penelitian ini berkontribusi dengan menawarkan kerangka kerja yang komprehensif untuk mengembangkan Wisata Olahraga Halal, suatu bidang yang masih kurang mendapat perhatian akademis.

Kata Kunci: *aksesibilitas, model manajemen, potensi, wisata olahraga halal*

INTRODUCTION

Until now, research on Halal Sport Tourism is still rare to find that examines in more depth. The tendency of recent studies is still limited to the development of halal tourism in general, such as Lombok which was declared a halal tourist destination by the *Global Muslim Travel Index* (GMTI). The Mastercard-Crescent rating agency ranked Indonesia first in the GMTI standard with a score of 78, parallel to Malaysia which also occupies the top position. As the best halal tourist destination in the world, Indonesia recorded a gradual increase in rankings, from 6th place in 2015, 4th place in 2016, 3rd place in 2017, 2nd place in 2018, until finally reaching 1st place in GMTI in 2019 (Firdausi et al. 2017). Therefore, researchers need to develop the study of *Halal Sport Tourism* as a new offer that is adaptive to the development of the global tourism industry. Some research has begun to point to the synergy between sports and Islamic values in the context of tourism, as discussed by Malchrowicz-Moško (2021), who emphasises that sports tourism is acceptable in Islam if it meets the provisions of sharia, especially for Muslim women (Malchrowicz-Moško 2021). In addition, Ratnasari (2020) mentioned that *Sport Tourism* is one of the ten values in the *Halal Value-Based Tourism* framework in Indonesia (Ratnasari 2020). Another study also highlights the great potential of the halal tourism industry in encouraging the diversity of sharia-based tourism types and the needs of the global Muslim youth for religious yet modern tourism alternatives (Pamukcu and Tanrisever 2021). Therefore, the development of Halal Sport Tourism is not only an academic enrichment, but also a strategic opportunity to strengthen Indonesia's position in the global tourism ecosystem based on Islamic values. The focus of studies that offer halal concepts based on sports tourism is still very limited. Therefore, researchers need to develop the study of *Halal Sport Tourism* as a new offer that is adaptive to the development of the global tourism industry.

The tourism sector has transformed into a business commodity that can sustain the national economy. This is evidenced by the increasing number of tourist destinations, especially the development of halal tourism. One of the factors that caused Lombok to be named the best halal tourist destination in Indonesia according to the *Indonesia Muslim Travel Index* (IMTI) in 2019 was due to the increase in the number of visits to NTB. Previously, the growth of visits was only two per cent. After winning the award as the world's best halal tourist destination, the surge in visits increased dramatically to 32%. Domestic tourists also experienced a sharp spike of 47% (Hernawati, 2019). The data can be used as evidence of the importance of this sector. It develops in Indonesia so that it becomes an attraction for foreign tourists to come to various destination locations available (Kim et al., 2015). On the other hand, halal tourism has also become a broad market segmentation, especially in the tourism industry sector (Mastercard and Crescent Rating, 2019). Thus, halal tourism in the context of Indonesia is a strategic opportunity if managed properly.

Several studies show that the development of halal tourism in Indonesia has a significant economic impact, such as increasing regional income, creating jobs, and improving infrastructure in tourist sites (Madnasir and Cahyani, 2024). This is in line with a study by Fitrianto (2019) which confirms that halal tourism can strengthen the national economy through increased foreign exchange and contribution to GDP (Fitrianto 2019). Thus, halal tourism in the context of Indonesia is a strategic opportunity if managed properly, as well as being one of the economic drivers that are inclusive and based on Islamic values. Other research results show that Lombok has successfully implemented the concept of halal tourism by integrating sharia values in various aspects of tourism, such as attractions, accessibility, facilities, and supporting services (Haerisma, Anwar, and Muslim 2023). In addition, branding Lombok as a halal tourist destination has proven effective in attracting Muslim tourists and boosting visitor satisfaction and loyalty (Yusup, Mas'ud, and Johari 2022). With its natural potential, sports facilities, and cultural richness, Lombok is worth developing as a centre for *Halal Sport*

Tourism in Indonesia, which not only expands the segmentation of Muslim tourists, but also strengthens the competitiveness of national tourism in the global arena.

Tourist destinations in Lombok have become areas that are visited by many foreign tourists. Destinations that offer natural beauty, beaches, mountains, rivers, Mandalika Circuit, supporting sports facilities, and others are potentials that must continue to be explored. All of these potentials are important assets in the development of *Halal Sport Tourism* in Lombok. Natural beauty combined with cultural diversity in Lombok provides many opportunities in the development of the tourism industry, one of which is through the concept of *sports tourism*.

Sport tourism is the travel activity of an individual or group to participate actively or passively in sports activities, where sport is the main motive for someone to travel (Ottevanger, 2007 in Lupikawaty and Wilianto, 2013). This tourism concept involves the community and has an impact on local economic, social, and cultural aspects (Harahap and Kartika, 2020). According to Gibson (1998), *sport tourism* is a segment of the tourism industry that can grow rapidly and provide domino effects such as increasing the number of tourists and economic transactions. There are three categories of tourists in *sport tourism*, namely tourists who actively participate, tourists who watch sports activities, and tourists who only visit places related to sports (Masjhoer and Tyas, 2020). In addition, the potential of areas such as Sama Guna Village in North Lombok shows that the combination of natural beauty, cultural heritage, and sports activities such as rafting and climbing can make the area a sustainable *sports tourism* destination, provided that it is supported by adequate infrastructure and local community involvement (Maulana, Adhitya, and Hulfa 2024). This is a great opportunity that can be utilised by Lombok with its natural wealth, so that it can develop sports tourism based on nature and local culture, known as the concept of *Halal Sport Tourism*.

Although the development of halal tourism in Indonesia has shown significant progress, existing studies still focus on general aspects of halal tourism, such as strengthening branding, providing sharia-compliant facilities, and Muslim-friendly services. Some areas such as Lombok have even received international recognition as a leading halal tourism destination. However, in a more specific context, such as the integration of sports tourism and Islamic principles, known as Halal Sport Tourism, very few studies have been conducted in depth. The existing studies generally only discuss the potential synergy between Islamic values and sports activities conceptually. Research such as that conducted by Malchrowicz-Moško (2021) has indeed mentioned that sports are acceptable in Islam as long as they fulfill the provisions of sharia, but not many have developed this in the context of specific destinations in an applicable manner. In addition, most of the available sport tourism literature has not paid attention to halal aspects and the specific needs of Muslim tourists, so it has not been able to answer the needs of the rapidly growing market among the global Muslim youth.

In the context of Indonesia, the potential for developing Halal Sport Tourism is considerable, given the country's rich natural and cultural resources, as well as the growing trend of Muslim tourist arrivals, both domestic and international. Lombok, for instance, is equipped with sports infrastructure such as the Mandalika Circuit and offers nature-based tourism activities like rafting and mountain trekking, all of which can be developed within a halal tourism framework. However, there is still a lack of comprehensive studies that examine how the concept of Halal Sport Tourism can be implemented in an integrated manner in Indonesia. Furthermore, limited research has been conducted to explore the key factors influencing the success of halal sport tourism development, including tourist preferences, destination readiness, and the role of local communities.

Through this study, the researcher argues that the study of *Halal Sport Tourism* is a unique phenomenon that still requires exploration of potential, increasing accessibility, and developing

a sports tourism activity management model that is adaptive to the needs of tourists. This is an effort to build public awareness that halal sport tourism is in demand by the world community. More in-depth research on how to explore potential, accessibility development, and management models can be used as a reference in developing *Halal Sport Tourism* that is more advanced and in demand globally. In connection with this, the concept of *Halal Sport Tourism* is expected to have a double impact on the community in the tourism environment, especially in Lombok and Indonesia more broadly.

This research aims to explore and analyse the potential development of Halal Sport Tourism in Lombok to comprehensively examine the potential development of Halal Sport Tourism in Lombok as one of the leading halal tourism destinations in Indonesia. The main objective of this research is to identify regional strengths including natural beauty, sports facilities, and local cultural heritage that can be the foundation in building the concept of sports tourism based on Islamic values. In addition, this research also aims to analyse the level of accessibility to Halal Sport Tourism destinations in Lombok, both in terms of physical infrastructure (such as transportation and accommodation) and in terms of services that comply with sharia principles. Understanding this accessibility is important to ensure that Muslim tourists can enjoy a sports tourism experience that is not only safe and comfortable, but also in accordance with religious guidance. Furthermore, this research aims to develop an adaptive, inclusive and sustainable management model for halal sports tourism activities. This includes destination management strategies, local community involvement, and policy formulations that support the growth of Halal Sport Tourism in a professional and integrated manner. Thus, this research is expected to be able to provide academic contributions as well as practical recommendations for the development of Halal Sport Tourism as part of the transformation of halal tourism at the regional and national levels.

This study makes significant contributions both theoretically and practically. Theoretically, this study expands studies in halal tourism literature by presenting a new perspective that integrates the concept of sport tourism into the framework of Islamic values, an approach that is still minimally explored in academic studies. This study also proposes an initial conceptual model of Halal Sport Tourism, which can be the basis for further theory development and research in the field of sharia-based thematic tourism. Practically, this study offers concrete recommendations for the development of halal tourism destinations in Lombok, including the utilisation of local potential such as natural beauty, sports facilities, and cultural wealth. In addition, this study highlights the importance of improving accessibility and sharia-compliant services, as well as encouraging the active involvement of local communities in destination management. Thus, this research is not only an academic contribution, but also a strategic guide for policy makers, tourism industry players, and investors in developing the Halal Sport Tourism sector in a professional and sustainable manner.

RESEARCH METHOD

The type of research that will be used in this research is qualitative research using a descriptive approach. It can also be said that descriptive research is research that describes a reality, problems, and facts that occur in the field. (fact finding). That way the use of qualitative with a descriptive approach in this study has the aim of opening up the reality that occurs in the field. More specifically, it can be said that the descriptive qualitative method is an objective depiction of how the potential accessibility and management model of Halal Sport Tourism in Lombok, West Nusa Tenggara. This research will be carried out using a field research framework, namely intensive exploration of the background of the current situation, and the

interaction of a social, individual, group, institution, and society (Bungin, 2011).

To obtain the data required for this research activity, the research techniques to be used are divided into three, namely: (1). Observation, the observation technique used in this research is participatory observation, namely the researcher is directly involved in the environment being observed, so that it will be able to influence the object of observation. Observations are made on aspects of communication to Halal Sport Tourism stakeholders, in this case the local government as a regulator or manager, community groups managing halal sports tourism, tourists, and parties related to the research theme. Furthermore, how is the acceptance especially from Halal Sport Tourism Stakeholders in the area. (2). Interviews, these interviews will be conducted with the local government as regulators or managers, community management groups, tourists and parties related to the research theme. This research used purposive sampling technique and entails deliberately choosing 6 people as informants that are most informed and actively engaged in the administration, control, or experience of Halal Sport Tourism. (3). Documentation. Collection of supporting data which includes documents and archives that are considered related to the object to be studied. The existing documents were analyzed in order to obtain the data and information needed in this research. The documents are in the form of reports on various articles from existing magazines, newspapers and websites, journals related to the research theme. Furthermore, the data obtained will be analyzed using the Miles and Huberman interactive method which consists of four stages, namely: data collection, data reduction, data presentation, and conclusion drawing (Miles & Huberman, 1998).

RESULTS AND DISCUSSION

HALAL SPORT TOURISM

The concept of *halal sport tourism* in theory certainly no one has stated for sure but the author concludes as a travel activity to visit a certain place at a certain time in which there are sports tourism attractions, and all activities carried out are allowed (halal) in accordance with Islamic principles and values. This is based on Halal Tourism as the conceptual foundation of halal sport tourism. Halal tourism is generally defined as tourism products and services that cover all the needs of Muslim tourists related to food and worship activities. Basically, halal tourism is defined as a Muslim travel orientation made for alternatives. The concept of halal itself is used in general for actions that are permitted to be carried out, the concept of halal is not only applied to food. However, it also includes all aspects of the products offered (Winarti 2017). Halal tourism is summarised as a tourist service designed to meet the needs of Muslim tourists in accordance with their religious obligations, such as providing halal food, facilities for worship, an alcohol-free environment, and a dress code that complies with Islamic law (Vargas- Sánchez and Moral-Moral 2020). The *sociopreneur* model applied by the Sudut Lombok community shows that integration between business, social activities, and halal tourism can support the sustainability of this concept (Syihabudin, Haidar, and Herindar 2022). In addition, spiritual and religious values in tourism can be strengthened through approaches such as those described in *spiritual tourism* studies that emphasise the need for formal halal standards, targeted global promotion, and research in non-Muslim majority countries (Supardin et al. 2025). The concept of *sustainability* and tourist loyalty is also an important focus in the development of halal tourism, and can be applied in the context of Islamic sports tourism destinations are designed to be sustainable and ethical (Adinda et al. 2024) while sport tourism is defined as travel to follow, watch, or enjoy the experience of sport, either as a participant or spectator, with a focus on event management, destination management, and socio-economic impact on local communities (Gammon and Joseph, 2002). In addition, sport

tourism is seen as able to improve the local economy through job creation and tourist visits, but also needs to manage social and cultural challenges. This concept is highly relevant for the development of *halal sport tourism*, as the principles described can be adapted to Shariah values, such as the provision of worship facilities, halal food, and gender segregation in sport activities, thus creating inclusive, religious, and sustainable sport tourism. Although it can be said that this concept is only a combination of halal tourism with sports tourism, the theory used in the discussion of this problem combines both. West Nusa Tenggara (NTB) Province, besides being known for its beautiful natural panorama, Lombok Island, one of the two main islands in NTB, is also popularly known as the "Island of a Thousand Mosques". According to the Commissioner of ITDC (*Indonesia Tourism Development Corporation*), H. Irzani, in his interview with the author said that mosques are important buildings in the development of tourism in Lombok, not only for halal tourism, but also conventional tourism.

Nurul Bilal Mosque is one of the first buildings built in this area to open the integration between general tourism and halal tourism concept. This mosque became a symbol of halal tourism to maintain the culture that has been rooted in the community as well as tourists related to NTB as a halal tourism area (Irzani, 2022).

Lombok, West Nusa Tenggara, known as the *Island of a Thousand Mosques*, not only offers natural beauty but also strengthens its identity as a halal tourism destination. In an interview with ITDC Commissioner H. Irzani, it was stated that mosques such as the Nurul Bilal Mosque become an important symbol in integrating general tourism and halal tourism. This approach not only preserves the cultural values of the local community but also provides spiritual comfort for Muslim travellers. Mosques are important facilities in halal tourism infrastructure because they represent the spiritual, cultural, and social values of Muslim communities. Research by Islami et al. confirms that mosques have a central role in shaping the characteristics of halal destinations, not only as places of worship but also as community centres and social activities that enhance the religious tourism experience (Islami, K., and Enggarwati 2019). This is also confirmed by Rachman et al. who stated that the potential for mosque-based halal tourism in Lombok is very large, especially through the use of historical and cultural values inherent in mosque architecture and activities (Rachman et al, 2024).

Halal sport tourism is increasingly relevant when looking at the development of the Mandalika area as a sports tourism centre such as MotoGP, which in parallel encourages the provision of halal facilities for Muslim tourists. According to Lubis et al, mosques in tourist areas play a role in supporting tourists' spiritual access and become part of the tourist destination itself. In the context of sports tourism, the existence of mosques such as Nurul Bilal supports the worship needs of sports tourists while affirming Lombok's identity as a destination that is not only physically attractive, but also spiritually and culturally (Lubis et al, 2023). In Pike's *destination branding* theory, cultural and religious elements such as mosques can strengthen the uniqueness and competitiveness of destinations. When halal tourism is combined with international sporting events, the synergy creates market differentiation that attracts global Muslim tourists (Pike, 2009). The existence of mosques in tourist areas such as Lombok not only has religious value, but also strategic in the development of halal tourism, including *halal sport tourism*. Strengthening cultural identity through mosques such as the Nurul Bilal Mosque is the foundation for the integration of spiritual and sports tourism in an inclusive and sustainable destination ecosystem.

Based on the interviews and discussions above, it appears that the development of halal tourism in Lombok began with the construction of a mosque. This exemplifies the concept of civilisation building carried out by the Prophet Muhammad in Medina, which began with building a mosque. Rasulullah SAW has set an example for us, when he built an ideal

civilisation in the city of Medina, an era that almost all Muslims dream of. From the mosque, many ideas, ideas, and innovations related to human development were born. In the context of civilisation, the mosque is the main symbol of Muslim progress and a means of building vertical (with Allah) and horizontal (with fellow humans) relationships to create a just and civilised society (Fahmi 2018). So that the construction of mosques as the first step of halal tourism not only strengthens the spiritual identity of the destination, but also creates a foundation for an inclusive and transformative Islamic civilisation in the modern era.

The development of halal tourism in Lombok is indeed being intensified by the local government, although it does not forget the conventional tourism that has existed before. According to the Head of NTB Tourism Destination Development, halal tourism in Lombok is a "colour" in our tourism.

Halal tourism has PERDA and PERGUB on halal tourism as a legal umbrella.

Halal tourism in NTB is not an option, but a colour for NTB. Because the environment, traditions, activities, religion, hereditary customs, and so on cannot be separated from halal tourism (waktu, 2022).

The results of interviews with the Head of NTB Tourism Destination Development underline that halal tourism in Lombok is not just a market choice, but has become a cultural and social identity that is integrated into people's lives. The statement that halal tourism is the "colour" of NTB shows an inclusive and integrative approach between local values such as religion, traditions, and customs with destination development. This is in line with the findings of Sholehuddin et al which show that the integration of Islamic culture and local traditions is a major strength in the attractiveness of halal tourism in Indonesia (Sholehuddin, Munjin, and Adinugraha 2021). Policy support through Perda and Pergub strengthens this position in the legal framework, as explained by Nurjaya et al, that halal regulation in Indonesia is important to provide clarity, credibility, and consumer protection in tourism (Nurjaya et al. 2021). Halal regulation in Indonesia is important to provide clarity, credibility, and consumer protection in tourism. In the context of *halal sport tourism*, the existence of local values and policy support is an important basis for developing destinations that are not only physically ready, but also spiritually and culturally. As shown by Firdausi et al, Lombok is used as a national branding icon for *halal tourism* because of its success in combining local cultural elements, halal facilities, and regulatory support (Firdausi et al. 2017). This approach can also support sport tourism activities such as the Mandalika MotoGP, where facilities and an atmosphere aligned with sharia principles provide comfort for Muslim tourists without reducing inclusivity for general tourists. Thus, the development of halal sport tourism in NTB has a strong foundation both culturally and legally, which makes it a model of sustainable tourism development and global competitiveness. Based on the results of the interview, it can also be interpreted that the government provides facilities and strong support that halal tourism is a colour that colours various types of tourism that exist, so that tourists can enjoy when they visit Lombok Island. In addition to good support from the local government, according to Ahlil Waktu, the customs and habits of the community have unconsciously applied the concept of halal tourism in their environment. Although some people do not understand what is called the concept of Halal Tourism, this is reinforced through the author's interviews with the community regarding the concept.

I don't understand what halal tourism is, sir. All I know is that halal is about food.

In this area because the majority of Muslims, so it can be guaranteed that the food is halal. In addition, if you want to worship, there are also quite a lot of mosques here. That's all I know, sir (Fatonah, 2022).

The results of interviews with residents named Fatonah who claimed to only understand halal tourism as limited to halal food and the availability of mosques showed the

limited understanding of the concept of halal tourism as a whole. This is in line with the findings which state that one of the main challenges in the development of halal tourism in Indonesia (Fitrianto 2019), is the lack of understanding of the public and stakeholders of the overall concept of halal tourism. Many people only associate it with halal food, whereas this concept also includes Muslim-friendly accommodation, service ethics, sharia-compliant activities, and Islamic lifestyles (Suryanto and Kurniati 2020). Many people only associate it with halal food, even though this concept also includes Muslim-friendly accommodation, service ethics, sharia-compliant activities, and Islamic lifestyles. In the context of *halal sport tourism*, this narrow understanding can be an obstacle to the integration of halal values into international sporting events such as the Mandalika MotoGP. In fact, the opportunity to develop halal sport tourism is very large, especially with the support of local culture and the majority of Muslim population in areas such as NTB.

The challenge of developing halal tourism also comes from the lack of education to the public and business actors about the scope and standards of halal tourism services. The limited understanding of the community about halal tourism requires education and active involvement in the destination development process, especially if you want to integrate the halal concept in a more complex and multinational sports tourism sector. From the interview above, it shows that actually some people who live in tourist areas do not understand the concept of halal tourism, but in their daily lives they have applied the concept indirectly. As explained earlier, the concept of Halal Sport Tourism is a new concept that combines halal tourism and sports tourism. Lombok Island, as explained above, has become a world halal tourism destination after being seen from various aspects and awards that have been obtained. What distinguishes Lombok in this case is the form of destinations, attractions, and tourist activities offered. In accordance with the objectives and theories previously described, sports tourism activities will then be further analysed into the form of halal *sports* tourism in Lombok.

1. Sport Event Tourism

As we know, in early 2022 Lombok Island became the centre of public attention. This is due to its success in organising a prestigious international event, the MotoGP race. Apart from MotoGP, Lombok Island also organises another sports tourism event, namely the *World Superbike (WSBK)* which will be held in November 2021. The Mandalika area is indeed the centre of sports event activity, even in October 2022, the 2022 Eco Marathon Asia event was held at *Pertamina Mandalika International Street Circuit*. *Shell Eco-Marathon* is an event that aims to develop innovative mobility solutions in designing, building, testing and driving future vehicles that fulfil safety elements and are able to travel the longest distance with the minimum possible energy consumption (Shell.co.id, 2022). In addition to these events, according to Ahlul Waktu, there are several sports tourism events that will be held on Lombok Island, including:

- a. Iron Man 70.3
- b. L'Etape Indonesia by Tour de France
- c. Rinjani Lombok UNESCO Global Geopark (RL-UGGp)
- d. National Adventure Offroad Championship 2022

In fact, there are still several other sport tourism events that have not been widely described, both those that have been organised before the pandemic and those that will be. The Ministry of Tourism states that sport tourism events include major sporting events such as the Olympics, World Cup, golf and tennis championships, both on a national and international scale. This means that tourists come to enjoy these sporting performances. The sports events organised on Lombok Island as described above reflect the real form of sport event tourism activities.

2. Active Sport Tourism

In theory, Active Sport Tourism is defined as tourists travelling to actively participate in various types of sports and competitions. Lombok Island offers a variety of sport tourism activities that can be done by tourists, including:

a. Mandalika area:

Travellers can enjoy various activities when visiting Mandalika, such as: Mandalika Track Walk, Swimming at Tanjung Aan Beach which has clear bluish sea water, calm waves, and safe depth for swimming activities, Relaxing cycling while enjoying the natural scenery around, jogging around Mandalika streets, Trekking to Bukit Merese or Bukit Seger, Surfing at Seger Beach whose waves are perfect for challenging adrenaline and practicing surfing skills (Mandalika 2023)

b. Rinjani Lombok UNESCO Global Geopark (RL-UGGp):

Tourists can explore the 7 peaks of Sembalun for 4 days, take part in activities such as paragliding from a height to enjoy views of the Rinjani area from the air, and take part in the Rinjani Geopark International Enduro (RGIE) event which is a mountain bike racing event. In addition, there are also traditional games such as pergasingan, archery, egrang, chess, and others (disbudpar.ntbprov.go.id, 2021).

c. Maritime Sports Tourism in 3 Gili:

The three popular islands in Lombok known as the 3 Gilis offer a variety of water sports activities such as: Kayaking, Diving, Swimming, Cycling, Jogging, Water jets, Beach bikes, beach volleyball, para laying, and others (Awaludin, 2020). Several other sports activities are also being developed, such as paragliding, bicycle racing, and marathon running, for example in 2018 the Senggigi Cycling Day (SCD) was organised which started from Buaya Putih Meninting Beach and ended at Aruna Senggigi Beach View.

3. Sport Tourism Nostalgia

Nostalgia Sport Tourism is defined as a tourist trip to places that have been the location of major sporting events (Kemenpar, 2016). Based on this definition, Lombok Island does not have many destinations for this type of tourism. However, along with the construction of the Pertamina Mandalika International Street Circuit which is used for WSBK and MotoGP events, tourists are interested in visiting the location as a form of nostalgia for the world-class sporting events that have been held there.

Lombok Island has great potential in developing halal sport tourism through three main forms: *sport event tourism* such as MotoGP and WSBK, *active sport tourism* such as trekking in Rinjani and water sports in 3 Gili, and *nostalgic sport tourism* in Mandalika Circuit. The narrative and description of sports tourism activities in Lombok in the form of Sport Event Tourism, Active Sport Tourism, and Nostalgia Sport Tourism show that Lombok Island has tremendous potential to develop halal sport tourism that is globally competitive. However, for this development to be effective and in line with the characteristics of the local demographic (majority Muslim) as well as the needs of international Muslim travellers, it is important to integrate halal principles into these various forms of sport tourism. However, interviews with the community show that the understanding of halal tourism is still limited to the aspects of food and worship, so education and synergy between stakeholders are needed so that the halal concept which includes facilities, services and lifestyles can be integrated as a whole. In line with research by Zarkasyi et al, strengthening halal sport tourism in Lombok requires regulation, promotion, and community participation in order to compete in the global market and remain in line with Islamic values (Zarkasyi, Kurniawan, and Anggara 2022).

Based on the explanation above, it shows that Lombok Island has sports tourism potential that can continue to be developed and strengthened. Furthermore, Lombok also

has the potential to be developed into halal sports tourism (Halal Sport Tourism). This is very possible considering that Lombok has won the title as a world halal tourist destination. However, the synergy between halal tourism and sports tourism requires a more in-depth study. Therefore, there are three main things that need to be studied in developing this concept, namely: potential analysis, accessibility, and halal sport tourism management model.

HALAL SPORT TOURISM POTENTIAL

According to the concept of theory, what is meant by the potential of halal sport tourism is a change in shape that occurs on the earth's surface caused by endogenous forces through natural processes, such as the formation of mountains, lakes, rivers, or other formations that are formed naturally. In addition to these natural potentials, tourism potential can also be formed through processes caused by human activities, such as infrastructure development, sports facilities, and the development of artificial tourism areas that support halal sports tourism activities (Hadi and Al-Asyari 2017).

The potential of *halal sport tourism* includes two main aspects: natural potential and man-made potential. Natural potentials, such as Mount Rinjani, beaches, and geoparks in Lombok, are formed through endogenous and exogenous forces such as volcanic and erosion processes, which create ideal landscapes for activities such as trekking, paragliding, and marathons. Meanwhile, man-made potential includes sports infrastructure such as the Pertamina Mandalika International Circuit as well as the development of tourist facilities such as sharia hotels, bike paths, and Muslim-friendly sports centres. These two types of potential can complement each other to realise a globally competitive *halal sport tourism* destination, provided that they are supported by adequate infrastructure and halal standard services. As explained by Umuri et al, the combination of natural wealth and local Islamic culture is the main capital in building halal tourist destinations (Umuri, Farma, and Nurlina 2022). The combination of natural wealth and local Islamic culture is the main capital in building halal tourist destinations. In addition, Yoshinta et al stressed the importance of synergy between human resource development, infrastructure, and halal service innovation so that this potential can be realised sustainably within the framework of Islamic economics and modern tourism (Yoshinta, Suhariadi, and Wijoyo 2024). Therefore, there are several factors that need to be explored to see the potential of halal sports tourism.

1. Natural Conditions

According to the official website of the Lombok regional government and the results of researcher observations, there are several locations that have good potential for the development of halal sports tourism, including: Mandalika Special Economic Zone (KEK), Mount Rinjani National Park, Mataram Islamic Centre Mosque, three gilis (Trawangan, Meno, and Air), as well as beach and river areas on Lombok Island (dinaspariwisata.ntbprov.go.id 2023). Lombok Island has a number of strategic locations that have great potential for the development of halal sports tourism, including the Mandalika Special Economic Zone (KEK) which has been designated as a national priority destination with a focus on sustainable and halal tourism principles (Hakim et al. 2018). As well as the Gili Trawangan, Meno, and Air areas that demonstrate harmonisation between religious practices and the international tourism industry through a tolerant and tourist-friendly Islamic approach (Asyari, Kadri, and Jumarim 2022). In addition, the Mataram Islamic Centre Mosque acts as a religious icon that supports spiritual tourism, while Islamic hotels and Islamic financial institutions in Mataram help strengthen Lombok's branding as a world halal destination by providing facilities according to sharia standards (Astuti 2018).

2. Sports performance

Lombok Island has hosted various national and international sporting events such as

MotoGP, World Superbike (WSBK), Ironman 70.3 (triathlon), Rinjani Sports Festival, L'Étape Indonesia by Tour de France, and various paragliding and other adventure sports events. The presence of these events not only attracts tourists, but also shows the readiness of infrastructure and stakeholder support in developing sport tourism in the area (Taufiq Kurniawan et al. 2023). Sports festivals such as the Rinjani Geopark Run were even initiated by local communities as part of the nature and culture-based sport tourism trend after the COVID-19 pandemic (Bonang et al. 2022). the potential for combining the concepts of halal tourism and sports-halal sport tourism-is increasingly relevant. In fact, specialised sports events for Islamic countries such as the *Islamic Solidarity Games* could be the next big target, with Lombok as an ideal host candidate due to the suitability of cultural values, Islamic values, and infrastructure support.

3. Potential Infrastructure Affordability

Lombok provides plenty of infrastructure for various sports activities, such as racing, jogging, surfing, mountaineering, cycling, and other sports. This shows the readiness of the region in supporting the development of sports tourism. As stated by ITDC Commissioner, M. Irzani, below:

The concept of thinking is simple in realising halal tourism: People feel comfortable friendly to Muslims, easy to practice worship even in tourist attractions. In the sense that there are places of worship and other worship facilities, as well as halal guarantees. The government through ITDC continues to support and develop infrastructure for the development of halal sports tourism. Well, for example in Mandalika there is the Nurul Bilad Mosque, many other mosques, and almost all restaurants and hotels here are halal (Irzani, 2022).

Based on the results of interviews and observations of researchers above, infrastructure in Lombok is available and continues to be developed for the convenience of Muslim tourist activities. In terms of potential, the existing infrastructure in Lombok is very adequate. This is shown by the existence of many places of worship, halal food, halal hotels, and an environment that is far from activities that are contrary to Islamic teachings. The most important thing is that Muslims can still worship comfortably and safely while travelling, especially in the context of sports tourism.

Based on the results of observations and interviews, the infrastructure on Lombok Island has developed significantly and is considered very adequate to support the activities of Muslim tourists, especially in the context of halal sport tourism. The availability of widespread places of worship, halal food that is easy to find, sharia standard hotels and inns, and a social environment that is in line with Islamic values shows that Muslim tourists can continue to worship safely and comfortably while travelling (Taqwim and Diyan Pertiwi 2021). Other research also shows that positive perceptions of Islamic values and the image of halal destinations contribute to increasing Muslim tourist satisfaction when visiting Lombok (Zitri et al. 2023). With this infrastructure support, Lombok has strong potential to integrate halal tourism with national and international sporting events, strengthening its position as a leading halal sport tourism destination in Indonesia.

4. Community Awareness and Readiness

The local community has generally been accustomed to Islamic values in their daily lives, so the application of the concept of Muslim-friendly tourism is not unfamiliar. In addition, the community also shows an open attitude towards the presence of tourists and is actively involved in tourism activities, both as business people, service providers, and volunteers in sports events. This was also conveyed by ahlil waktu

When viewed from the readiness of the community in terms of awareness and

openness to welcome the concept of *halal sport tourism* in Lombok, the Head of NTB Tourism Destination Development, Ahlil Waktu, stated that basically people in their daily lives have expected and lived the concept of halal, although in theory and terms they may not understand what *halal sport tourism* is. However, this is not the main obstacle, but only a matter of socialisation and coordination that is needed so that people can understand and support this concept properly (Wakti 2022).

Based on the results of interviews with the Head of NTB Tourism Destination Development, Ahlil Waktu, it can be concluded that the people of Lombok have basically lived a life in accordance with halal principles, although they do not fully understand the concept of *halal sport tourism* in theory. This shows that the readiness of the community culturally and religiously is very supportive, so that the implementation of the concept does not encounter significant obstacles. The main challenge lies in the lack of conceptual understanding, which can actually be overcome through effective socialisation and coordination. With the right approach, the people of Lombok can become strategic partners in realising and developing *halal sport tourism* destinations in a sustainable manner. The above statement has some truth as stated by the community, as confirmed directly by the author to one of the residents in the Mandalika area, namely Mr Nazar Fajri, who stated. "*We don't know what halal sport tourism is, but God willing, we are mostly Muslims here and we obey religious orders and stay away from prohibitions*" (Nazar Fajri 2020). This statement reinforces that although the community is not familiar with the term halal sport tourism academically or formally, their life practices are in line with the principles underlying the concept. This is a strong social potential in supporting the development of sports-based halal tourism destinations in Lombok.

Based on interviews with Ahlil Waktu and local residents such as Nazar Fajri, it appears that although the term *halal sport tourism* is not widely known theoretically, the practice of community life already reflects its basic principles, such as religious observance, halal food, and a conducive social environment for Muslim tourists. Research by Zitri et al confirms that the people of NTB, especially in Lombok, socio-culturally already live an Islamic lifestyle that supports halal tourism. They are accustomed to halal practices in everyday life so as not to experience cultural barriers to religious value-based tourism (Zitri et al. 2023). The people of Lombok are very supportive of halal tourism, but many do not understand the terminology and formal concepts. This indicates that education and socialisation are needed, but the socio-religious foundation of the community is very ready to accept new concepts such as halal sport tourism (Taqwim and Diyan Pertiwi 2021). In the case study of the *Sudut Lombok* community, Syihabudin et al. showed that the community was not only open to tourists, but also actively contributed in the form of services, social activities, and empowerment. This indicates the readiness of the community to engage in sustainable tourism development, including in new formats such as halal sport tourism (Syihabudin, Haidar, and Herindar 2022). The people of Lombok have basically lived life according to halal principles and show openness to tourists, making them strategic partners in developing *halal sport tourism*. The challenge is not in social resistance, but rather in the lack of formal understanding that can be overcome through education and integrated coordination.

5. Security

In terms of security, Lombok Island can actually be considered safe enough to be used as a halal tourist destination. This is proven by the researcher's experience when collecting data in the Sana area, where there were no significant disturbances during the research process. Although according to the ITDC Commissioner and Head of Destination Development, the southern region of Lombok Island used to be known as an area with a high crime rate, this condition has decreased since the opening of the circuit and the Mandalika area. In addition, the government also continues to improve the security system to

provide a sense of security for tourists, so they can enjoy travelling in Lombok comfortably and calmly (Wakti and Irzani 2022).

Lombok Island is currently considered safe enough to be used as a halal tourism destination, including in developing the concept of *halal sport tourism*. Although the southern region of Lombok, such as Mandalika, was once known to have a high crime rate, the opening of the circuit area and the development of new tourist destinations have proven to be able to significantly reduce the potential for security disturbances. The researcher's experience during data collection in the Sanan area without any disturbances is evidence that the local security situation has improved. This is in line with the findings of Kusumaningtyas et al, who stated that after various challenges such as natural disasters and destination crises, efforts to improve the image and strengthen the security system in Lombok have become an important part of the tourism sector recovery strategy (Kusumaningtyas, Hayati, and Fahamsyah 2021). The government and area managers such as ITDC continue to improve security infrastructure and services to provide a sense of security to tourists. Security is a key element in halal tourism, as Muslim travellers are not only looking for physical comfort, but also peace in worship. Therefore, Lombok's success in improving security conditions both through improved facilities, involvement of the authorities, and community participation is an important foundation in realising a sustainable and trusted halal sport tourism destination.

6. Management and Ownership

In terms of management, *halal sport tourism* on Lombok Island is under the regulation and supervision of the government. This is strengthened by the existence of West Nusa Southeast Province Regional Regulation Number 2 of 2016 concerning Halal Tourism (*NTB Regional Regulation 2/2016*), which is the legal basis in supporting the governance and development of halal tourism in the region. This regulation regulates how the government provides support, both through policies, funding, and guidance to halal tourism industry players. In addition, the government also launched various supporting programmes, one of which is the CHSE (*Clean, Healthy, Safety, and Environment*) programme which aims to ensure that tourist destinations meet standards of cleanliness, health, safety, and environmental sustainability. With these regulations and programmes, the management of *halal sport tourism* in Lombok becomes more focused and sustainable.

HALAL SPORT TOURISM ACCESSIBILITY

Tourism accessibility can be interpreted as the ease of tourists and tourism actors in reaching the intended tourist attraction. Based on Government Regulation Number 50 of 2011, Tourism Accessibility is all types of transportation facilities and infrastructure that support the movement of tourists from the tourist's area of origin to tourism destinations and movement within the tourism destination area in relation to the motivation for tourist visits. In the context of halal tourism, accessibility includes more than just physical mobility. Based on the *Global Muslim Travel Index (GMTI)* framework from CrescentRating & Mastercard, accessibility is defined as: The ease with which Muslim travellers can reach and enjoy destinations while meeting their spiritual and Shariah needs, such as places of worship, halal food, information services, and transportation that support travel in accordance with Islamic values. (Mastercard & CrescentRating 2019). Therefore, based on the above theory "Accessibility in halal sport tourism is the extent to which Muslim tourists can easily reach, participate in, and enjoy sports activities in a destination with the support of transportation infrastructure, worship facilities, halal food, and an environment that supports the implementation of worship and sharia values during sports tourism activities. In accordance with the criteria described above, it will be discussed further in the discussion section below.

1. Destination Accessibility

There are several criteria that can be used as a measuring tool to state that a destination is classified as Muslim-friendly, namely: choice of sports tourism activities that do not conflict with Islamic teachings. In various sporting events held in Lombok, such as MotoGP and WSBK races, these activities are considered not to conflict with Islamic sharia. This is evidenced by the absence of gambling elements and the elimination of spraying champagne (alcoholic beverages) during victory celebrations. The same applies to other events such as the Rinjani Festival. Activities such as *surfing*, *diving* and *jogging* in the Mandalika area are also carried out by tourists while still wearing clothes that do not conflict with Islamic law. The next criterion is the organisation of at least one halal sports tourism event. For example, in 2017 the local government held the Lombok Hijab Run 2017 (Anwar 2017). Another criterion is the separation between male and female tourists. There was once a discourse to separate male and female climbers on Mount Rinjani, but this was not implemented for various reasons. Although until now there has been no such separation, overall based on various existing criteria, Lombok has fulfilled the requirements as a Muslim-friendly tourist destination.

2. Accommodation Accessibility

Accommodation is defined as something that is provided to meet needs, such as a place to stay or temporary shelter for people who are travelling. accommodation is a basic element in tourism infrastructure that must be available and adequate at tourist destination locations, because it is the main need of tourists when travelling and determines the feasibility of a tourist destination to be visited (Arismunandar, Dienaputra, and Mulyadi 2020). For example, someone in charge of preparing the needs of guests from outside the region. Lombok Island is known as the "Island of a Thousand Mosques", so in this criterion tourists will have no difficulty in finding places of worship or means of purification. For example, in the Mandalika area there is the Nurul Bilad Mosque which is used as the centre of tourist civilisation in the region. In addition, almost every building or building in Lombok also has a musala. According to GMTI, Lombok Island won the *World's Best Halal Beach Resort*, *World's Best Halal Honeymoon Destination*, and *World's Best Halal Tourism Website* in the *World Halal Tourism Award*. A series of prestigious awards were won by Lombok Island because of facilities such as 60 halal certified restaurants, 8,456 mosques, and 60 halal certified hotels (Mastercard & Crecentrating 2019).

It was mentioned that the average hotel in Lombok already has a musala, with at least 60 hotels and restaurants in Central Lombok already fulfilling this category. The number of hotels and restaurants that have halal certification from MUI in Mataram City and the Senggigi Beach area is estimated to be even higher. For the higher categories, namely Hilal 2 and Hilal 3, which require marital status for guest couples staying overnight, some hotels in Mataram City have begun to implement appropriate designs. One of them is the Grand Madani Hotel which is located not far from the NTB Islamic Centre Complex (Nursyamsy, 2017).

3. Accessibility

Lombok as the world's halal sports tourism destination has made various breakthroughs in facilitating transport access. This was conveyed by Ahlil Waktu, Head of Destination Development of the NTB Culture and Tourism Office:

The local government is seeking direct flights to NTB from the Middle East region, because the halal tourism market from the region is very potential and has high interest. Currently, NTB already has various forms of accessibility, including: The airport runway has been extended; the Gili Mas pier has been expanded to accommodate cruise ships; and support from airports around the NTB region. In addition, the quality of national, provincial, and district roads has reached a stability level of above 80% (by 2022).

To facilitate access to the Mandalika area which is the center of sports tourism, the government has also built a *bypass* road which is equivalent to a toll road but free of charge,

making it easier for tourists to get to the area. Based on these interviews, it can be concluded that the accessibility of halal sports tourism destinations in Lombok is relatively good. This is evidenced by the ease with which tourists can reach halal sports tourism locations in the Lombok region. Accessibility in halal sport tourism reflects the ease of Muslim travellers to enjoy sports tourism activities without ignoring sharia principles. Based on the *Global Muslim Travel Index* (GMTI) by Mastercard & Crescent Rating this concept includes the availability of worship facilities, halal food, supportive transportation, and information that is in accordance with Islamic values. (Mastercard & CrescentRating, 2019). In Lombok, sporting activities such as MotoGP and the Rinjani Festival are run by adjusting cultural and religious elements, for example without alcohol spraying or practices that are against Islamic teachings (Anwar, 2017) In terms of accommodation, Lombok is known as a Muslim-friendly destination because many hotels have obtained halal certification and provide worship facilities such as musala and prayer equipment in the room (Arismunandar, Dienaputra, and Mulyadi, 2020). Transport infrastructure is also supportive, with the presence of the Mandalika bypass road, the expansion of the jetty, and the development of international flight routes to increase the connectivity of tourists from the Middle East. The combination of these three aspects makes Lombok a halal sport tourism destination with good and integrated accessibility.

HALAL SPORT TOURISM MANAGEMENT MODEL

So far, the concept of *Halal Sport Tourism* has not been fully implemented on Lombok Island, although the concept of *halal tourism* has long been implemented. Halal tourism management has been developed by the local government, and currently Lombok is also known to be developing sports tourism along with the development of the Mandalika area, which includes an international circuit. The presence of this circuit makes sports tourism in Lombok even more popular. Therefore, the integration between the two main concepts of *Halal Tourism* and *Sport Tourism* is an interesting thing to be developed immediately. To support this integration, a management model is needed as a description of future destination management. In the following section, a description of *Halal Sport Tourism* management will be explained.

4. Potential Management Model

The potential of Halal Sport Tourism on Lombok Island has a great opportunity to be developed further. This is due to the initiation of a halal tourism programme that has been implemented by the local government. The management model or description studied in this context is how the government, community, and stakeholders have a basis for managing the potential of Halal Sport Tourism. Although explicitly there is no special programme called halal sports tourism, the managers, in this case the government and the community, already have plans and programmes that lead to the development of *Halal Sport Tourism*. This is in line with the statement from Mr Ahlil Waktu as Head of the NTB Tourism Office Destination Development Division, who stated that:

Currently, what exists in our area, especially in Lombok, is only a halal tourism programme, there is nothing specific about halal sports tourism. However, this is interesting to study further and does not rule out the possibility of being implemented. Moreover, we already have the basic capital in the form of halal tourism (*Waktu*, 2022).

Based on the results of the interviews described earlier, it can be concluded that the *Halal Sport Tourism* management programme is currently still at the discourse stage. However, Lombok Island already has strong capital to be developed further because it already has a halal tourism programme that has been known globally. Development planning can start from the destination development process. According to researchers, the development of

destinations that have the potential to be used as a halal sports tourism programme has actually begun to be implemented, such as the Mandalika area which continues to progress, as well as the Rinjani area which has been developed with a *Muslim-friendly* approach.

Although the *halal sport tourism* programme in Lombok is still at the discourse stage, the region already has strong capital for its development through the existence of leading destinations such as KEK Mandalika and the Rinjani area. Mandalika, as a Special Economic Zone, has been designed to support sustainable tourism and become a world-class halal destination, complete with international infrastructure and the holding of sports events such as MotoGP and WSBK which became the initial foothold for the development of halal sports tourism (Hakim et al. 2018). Meanwhile, the Rinjani area began to be developed through a Muslim-friendly approach based on *community-based tourism*, which involves local communities and Islamic values in its management (Syihabudin, Haidar, and Herindar 2022). According to the theoretical framework of destination development such as 5A and *Global Muslim Travel Index (GMTI)*, planning that includes aspects of accessibility, communication, environment, and services is very important in realising a competitive halal destination (Yudiantoro and Suselo 2024). Therefore, although not yet fully institutionalised, the development of halal sport tourism in Lombok can start from destination planning in stages, strengthening existing potential to be directed into a long-term strategic programme. In addition to the management model described earlier, the most important potential that needs attention is human resources (HR). According to ITDC Commissioner, Irzani.

The community's response to the development of sports tourism initially experienced obstacles. This is due to the generally low educational background of the surrounding community, whose main livelihoods are fishermen and farmers. People tend to understand more easily through direct examples than theoretical explanations (Irzani, 2022).

Based on the explanation above, it can be concluded that public understanding and awareness of the concept of *Halal Sport Tourism* is still inadequate. Therefore, the development of this tourism requires continuous education, communication and coordination efforts between the government, the community and stakeholders. This needs to be done so that all parties have the same vision, so that in the end they can feel the benefits and results that are fair and sustainable.

5. Accessibility Management Model

In the concept of *Halal Sport Tourism*, the issue of accessibility is also very important. The accessibility referred to here is how tourists, especially tourists looking for halal tourism, can easily get access that suits their needs. One example is transport accessibility. Currently, the NTB Provincial Government is trying to open a direct flight route from the Middle East to Lombok Island (Wakti, 2022).

This effort was made because the Middle East region is known as a region with a majority Muslim population, so it has great market potential for the development of halal tourism. This concept is the right planning step to build accessibility that makes it easier for Muslim travellers to find tourist destinations that are friendly to them. Therefore, the first step that must be taken is to build direct transport access to countries with a majority Muslim population. Places of worship and means of purification for Muslims are also important elements that must be included in the *Halal Sport Tourism* management model. In this case, Lombok Island actually has great capital, considering that Lombok is known as the *Island of a Thousand Mosques*. However, according to Ahlil Wakti, the management of places of worship in Lombok still needs to be improved. One of the steps that can be taken is to provide training and education to marbot and mosque administrators to be able to provide better service to tourists. Good service here includes the availability of clean toilets and ablution

places, as well as other supporting facilities for worship that are friendly to Muslim tourists (Wakti, 2022).

In addition to the accessibility of accommodation and places of worship, there are other important things that need to be considered in the *Halal Sport Tourism* management model, namely access to halal food. It cannot be denied that Lombok Island is predominantly inhabited by Muslim residents. Therefore, the existence of halal food in Lombok can be obtained easily. One of the important criteria in halal tourism is the ease of tourists in obtaining halal food while ensuring tourists avoid forbidden food and drinks, such as liquor and pork. Although the majority of restaurants in Lombok have guaranteed the halalness of their raw materials, another thing that needs to be improved is the halalness of the service side. For example, it is necessary to avoid unfair transaction practices, such as charging tourists too high prices, which can lead to disappointment. In addition, cleanliness must also always be improved in every restaurant, especially restaurants managed by local communities, in order to provide a hygienic, comfortable, and Sharia-compliant halal culinary experience.

Accessibility is a key element in *Halal Sport Tourism*, including ease of transportation, places of worship, and halal food. The NTB Provincial Government's efforts to open direct flight routes from the Middle East are in line with the *Global Muslim Travel Index (GMTI)* indicator which emphasises the importance of connectivity for Muslim tourists (Yudiantoro and Suselo 2024). Lombok, known as the Island of a Thousand Mosques, has the advantage of worship facilities, but its management still needs to be improved through tourist service training (Rahmiati, Othman, and Sunanti 2019). In the culinary sector, although halal food is easy to find, the quality of service and cleanliness of local restaurants still needs to be improved so that the tourist experience remains comfortable and in line with Islamic values (Zitri et al. 2023).

Accessibility is a key element in the development of *Halal Sport Tourism* in Lombok, including the ease of international transportation, the availability of professionally managed places of worship, and the guarantee of halal food with fair and hygienic services. Although Lombok has supporting social capital and basic infrastructure, there is still a need to strengthen more integrated management, especially through increasing the capacity of human resources for managers, tourism service providers, and community education so that halal values are truly implemented consistently. Therefore, it is recommended to implement a *collaborative governance-based Halal Sport Tourism* management model, which involves synergies between local governments, tourism industry players, local communities, and halal certification bodies to ensure sharia standards are met throughout the destination chain from transportation access, accommodation, worship facilities, to culinary services so that Lombok can strengthen its position as a world-class halal sports tourism destination.

This research provides a theoretical contribution by expanding the understanding of the integration between the concepts of halal tourism and sport tourism, which is still relatively new in tourism literature. By examining infrastructure readiness, local culture, and accessibility aspects from a halal perspective, this research enriches the theoretical framework of halal tourist destinations, especially by adapting the *Global Muslim Travel Index (GMTI)* to the context of *halal sport tourism*. In addition, this research shows the importance of an Islamic values-based approach in planning and developing sustainable sports tourism destinations. Practically, this research provides concrete input for local governments, tourism industry players, and local communities in Lombok in developing *halal sport tourism*. Recommendations include improving accessibility through the opening of direct flight routes from Muslim-majority countries, improving mosque services and worship facilities, training marbots, and improving halal restaurant service standards to be more hygienic and fair in transactions. These findings can be the basis for formulating policies and strategies for developing Muslim-friendly sports tourism

destinations that are competitive in the international market.

CONCLUSION

Based on the results of research and discussion of data, researchers get conclusions related to Halal Sport Tourism: A Study of Potential, Accessibility, and Management Models in Lombok, West Nusa Tenggara, namely. Starting with the discussion of Halal Tourism on the island of Lombok, it has been developed for a long time, then getting its peak results when in 2015 Lombok was awarded as the world's best halal tourist destination. From here the process of developing Halal Tourism continues to be improved. Furthermore, various developments, especially infrastructure in the Mandalika area, especially the construction of Pertamina Mandalika Street Circuit, have made Lombok also known for its sports tourism (Sport Tourism). Therefore, researchers try to explore the integration of these two concepts known as halal sport tourism by using 3 forms of study, namely potential, accessibility, and management models.

The potential for Halal Sport Tourism in Lombok is actually quite large, this is indicated by the existence of Event Sport Tourism, Active Sport Tourism, and some nostalgic Sport Tourism in the Mandalika area, Rinjani, and several other places, this is also reinforced by the existence of supporting infrastructure such as many places of worship because Lombok is known as the island of a thousand mosques. In addition, the majority of Lombok's population is also Muslim so that halal guarantees in every sports tourism area can be ensured. Then in terms of accessibility, there are 3 types, namely destination accessibility, transportation accessibility and accommodation accessibility. accommodation already exists and is good, this is indicated by the existence of several sharia hotels, direct transportation to Muslim countries, as well as guarantees of halal restaurants in sports tourism areas and easy access to washing and worship for tourists. The management model is defined as a description of how the concept of Halal Sport Tourism can be developed. Currently, this special tourism interest has not been developed there. However, seeing the potential and access that already exists, Halal Sport Tourism has the potential to be developed further. The management of halal tourism and sports tourism that already exists can be integrated as a management model for Halal Sport Tourism in the future.

This study has a number of drawbacks in spite of these contributions. The main method used to quantify the economic impact of Halal sport tourism is a qualitative descriptive approach devoid of quantitative analysis. The results might not accurately reflect the opinions or preferences of visitors because the participant pool was restricted to those actively involved in the development of tourism. Furthermore, the study only looks at Lombok, which would restrict how far it can be applied to other areas. Mixed-methods approaches, broader stakeholder views, including those of tourists, and comparison studies with other places seeking to establish Halal Sport Tourism should all be incorporated into future study.

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