
ANALYSIS OF THE GLOBAL MUSLIM TRAVEL INDEX (GMTI) MUSLIM-FRIENDLY TOURISM IN IMPROVING COMMUNITY ECONOMY REVIEWED FROM AN ISLAMIC ECONOMIC PERSPECTIVE

Ranita Pranika¹; Ruslan Abdul Ghofur²; Madnasir³; Abdul Qodir Zaelani⁴;
Muhammad Iqbal Fasa⁵

Raden Intan State Islamic University, Lampung^{1,2,3,4,5}
Email : ranitapranika5@gmail.com

ABSTRACT

The emerging trend of Muslim-friendly tourism is a recent development in the tourism sector. The expectations of the Muslim population regarding a travel destination go beyond the place's uniqueness and tourist attractions; they also encompass comfort and assurances when it comes to conducting their religious practices. This research aims to analyze the Global Muslim Travel Index for Muslim-Friendly Tourism in Improving the Community's Economy from an Islamic economic perspective. This type of research is qualitative. This research was conducted in Lampung Province in September 2023. This data collection technique used observation and interviews. The research results show that tourism development opportunities that accommodate Muslim needs, in accordance with GMTI, act as a generator of employment opportunities to improve the economic welfare of the community. A tourist destination that is friendly to Muslim tourists is a place that offers natural beauty, comfort, cleanliness, and freshness. This area is also equipped with comprehensive facilities, ranging from places of worship to accommodation, and functions as an attractive culinary center. This tourism acts as an economic center for residents. The development of tourism potential based on Sharia principles also has a significant positive impact on surrounding communities, such as food and beverage businesses, children's toy rental service providers, and various other sectors.

Keywords : GMTI; Tourism; Muslim Friendly; Economy; Society; Islamic Economy

ABSTRAK

Fenomena terbaru dalam sektor pariwisata adalah meningkatnya minat dalam wisata yang memperhatikan kebutuhan umat Islam. Masyarakat Muslim kini tidak hanya mencari keunikan dan daya tarik tempat wisata, tetapi juga menitikberatkan pada kenyamanan dan fasilitas yang memungkinkan mereka untuk menjalankan ibadah dengan aman dan nyaman. Tujuan penelitian ini adalah untuk menganalisis Global Muslim Travel Index Pariwisata Ramah Muslim dalam Meningkatkan Ekonomi Masyarakat ditinjau dari perspektif ekonomi Islam. Jenis penelitian ini adalah kualitatif. Penelitian ini dilakukan di Provinsi Lampung pada bulan September 2023. Teknik pengumpulan data ini menggunakan observasi dan wawancara. Hasil penelitian menunjukkan bahwa peluang pengembangan pariwisata yang mengakomodasi kebutuhan muslim, sesuai dengan GMTI, berperan sebagai generator lapangan kerja untuk meningkatkan kesejahteraan ekonomi masyarakat. Destinasi wisata yang ramah terhadap wisatawan muslim merupakan suatu tempat yang menawarkan keindahan alam, kenyamanan, kebersihan, dan kesegaran. Kawasan ini juga dilengkapi dengan fasilitas yang komprehensif, mulai dari tempat ibadah hingga akomodasi, serta

berfungsi sebagai pusat kuliner yang menarik. Wisata ini berperan sebagai pusat perekonomian bagi penduduk setempat. Pengembangan potensi pariwisata yang berlandaskan prinsip syariah juga memberikan dampak positif yang signifikan bagi komunitas sekitarnya, seperti pelaku usaha makanan dan minuman, penyedia jasa sewa mainan anak-anak, dan berbagai sektor lainnya.

Kata kunci : GMTI; Wisata; Ramah Muslim; Ekonomi; Masyarakat; Ekonomi Islam

INTRODUCTION

Tourism in Indonesia is one of the supports for economic development. Foreign and domestic tourists are a source of income for regions and countries in the form of foreign exchange, tax revenues and other levies. Apart from that, the tourism sector can also increase employment opportunities for residents, increase the development of facilities and infrastructure, increase new tourism-related industries and introduce locally produced goods so that they are better known to the world (Rozi & Camelia, 2022). Islamic economics has become a crucial component of the global economy in the present day. Seven key sectors of the Islamic economy have seen significant growth, including culinary, Islamic finance, the insurance industry, fashion, cosmetics, pharmacy, entertainment, and tourism. In each of these sectors, the concept of "halal" is a fundamental consideration for every product. Starting from 2011, CrescentRating, an assessment agency specializing in Muslim-friendly tourism, has been evaluating destinations for their adherence to halal standards and ranking them based on their ability to cater to Muslim travelers. In 2015, Mastercard-CrescentRating introduced the Global Muslim Travel Index (GMTI) to establish a benchmark index for tourist destinations in the Muslim travel market (Komite Nasional dan Keuangan Syariah, 2020).

Mastercard-CrescentRating Global Muslim Travel Index(GMTI) estimates that in 2026, the contribution of the halal tourism sector to the global economy will soar (around 35%) with a value of 300 billion United States dollars (USD) compared to the estimated contribution in 2020 of US\$ 220 billion. At that time, global Muslim tourist visits were estimated to reach 230 million or more than 10% of international tourists (Wuryandani, Purwanto, Silalahi, Meilani, & Mangeswuri, 2020). According to the 2023 Global Muslim Travel Index (GMTI), Indonesia has taken first place among the Organization of Islamic Cooperation (OIC) countries as a halal tourist destination (Global Muslim Travel Index, 2023). The development of Indonesian halal tourism has

been carried out since 2014 and has become a priority program for the Ministry of Tourism. In 2022, According to the Global Muslim Travel Index (GMTI), Indonesia is poised to demonstrate its potential as a leading halal tourist destination on the global stage, surpassing other Muslim-majority countries like Turkey and Saudi Arabia. Indonesia, being the largest archipelagic nation with over 88% of its population adhering to Islam, boasts more than 17,000 islands, 300 distinct tribes, 746 varieties of languages and dialects, and extraordinary biodiversity, alongside an impressive number of over 80,000 mosques. These attributes make Indonesia a country with immense potential in the development of Halal Tourism, particularly because its culture inherently embraces a halal lifestyle (Djakfar, 2019).

As time goes by, tourism in Indonesia continues to develop, and this development can be seen from the increase in tourist visits to Indonesia, especially to Lampung Province. Tourist visits to Lampung Province are quite large, both in the number of visits by domestic and foreign tourists. Lampung has natural and cultural potential as a tourist attraction, including natural beauty, culture and unique customs. Tourism potential includes beaches, culture, wild mountains, forests, rivers, diving, fishing, and more. Lampung has a strategic location for tourist visits with various tourist attractions that are easy to reach. There are 13 districts and 2 municipalities in Lampung Province, with seven top tourist attractions, including Krakatau, Bandar Lampung, Kiluan, Bukit Barisan Selatan, Way Kambas, Tanjung Setia, and Siger Tower. There is superior tourism potential such as museums, craft centres, culinary sales and art studios in Bandar Lampung. Non-leading tourism also exists in Lampung but has yet to be fully explored. Lampung's natural and cultural potential can be utilized for tourist purposes (Noviarita, Kurniawan, & Nurmalia, 2021).

Based on its development, several areas in Lampung Province offer superior tourist attractions in natural beauty and cultural diversity whose authenticity is still maintained. One reference that is an indicator of the development of halal tourism in Lampung is the Global Muslim Travel Index (GMTI), which is one reference that can currently be used as a main indicator in looking at the latest issues related to halal tourism and the halal tourism market (Ningsih, 2021). The GMTI, or Global Muslim Travel Index, utilizes four primary factors to evaluate the advancement of the halal tourism segment, which are Access, Communication, Environment, and Service (ACES)

(Global Muslim Travel Index, 2023). The term "Muslim-Friendly Tourism" has been coined by experts in the travel industry and media. It is used to describe products and services that cater to the requirements and preferences of Muslim travelers (Nugroho & Harianto, 2022). As the main component in tourism, the community, especially residents, has a very important role in tourism development and development. Local communities indirectly feel the impact of tourism, both social and economic. The community is seen as being able to be involved in or support the activities of a natural tourist attraction by foreign or domestic tourists in providing food and drink, accommodation (homestays, cottages), transportation facilities and infrastructure, and other activities. It is hoped that community involvement and participation in tourism activities will provide adequate community income and income from other development sectors. Each change in tourism will affect changes in expenditure (output), added value, wages or salaries for workers, foreign exchange earnings, and balance of payments (Putri & Wakhid, 2023).

One of the potentials of a tourist destination area is to open up employment opportunities for the people around the tourist attraction, and it turns out that not only do opportunities or jobs arise due to the existence of this tourist attraction, but its existence also has an influence on the breadth of livelihoods of the surrounding community. This can be proven by the emergence of small and medium businesses in local communities since establishing Muslim-friendly tourist destinations. Expanding the livelihoods of the people around the tourist area will increase people's income, which will result in an increase in the community's economy. Supported by research conducted by Putri & Wakhid (2023), This suggests that foreign tourist visits have a positive but not statistically significant impact on economic growth. Similarly, the number of foreign guests staying in star hotels has a positive but not statistically significant effect on economic growth. In contrast, the number of domestic guests staying in star hotels has a positive and statistically significant effect on economic growth in Indonesia.

Based on the problem description above, the researcher wants to research "Analysis Global Muslim Travel Index Muslim-Friendly Tourism in Improving Community Economy Viewed from an Islamic Economic Perspective."

LITERATUR REVIEW

Global Muslim Travel Index (GMTI)

The Global Muslim Travel Index (GMTI) is an institution that provides data or information about tourist destinations, travel services and investors to determine the development and improvement of the tourist tourism market. Every year, GMTI releases a ranking of countries that implement a Muslim tourism system or Sharia tourism. This institution is also a reference for the Ministry of Tourism and Creative Economy in promoting Indonesia as a halal tourist destination (Surur Fadhil, 2020).

The standardization set by GMTI can be used as material for discussion and consideration in determining technical standards for implementing halal tourism. In the context of the development of the halal tourism segment, evaluation often involves key factors referred to as ACES, an abbreviation for Access, Communication, Environment, and 'Service. The 'Access' factor refers to the ease of access and transport to the destination, as well as any visa requirements that may be required. 'Communication' includes the availability of information and the ability to communicate with tourists in the language of their choice. 'Environment' relates to the atmosphere and general environment at the destination, including security and the availability of facilities that comply with halal principles, such as halal food options and worship facilities. Finally, 'Service' includes the quality of services provided to tourists, including lodging, restaurants and other services that meet the needs and preferences of tourists who care about halal. This approach helps destinations and tourism businesses better meet the needs of this fast-growing market segment.

Economic Growth

Economic growth is the most critical factor in development. The success of a country/region's development is measured based on the level of economic growth achieved. Traditional methods for assessing economic growth typically involve calculating the percentage increase in Gross Domestic Product (GDP) at the national level and Gross Regional Domestic Product (GRDP) for provinces and districts/cities. GRDP represents the total added value generated by all economic entities within a specific geographical area. It also refers to the aggregate value of final goods and services generated by all economic units over a defined time period (Noviarita et al., 2021).

Economic growth is an indicator of the success of government performance in increasing economic development in each country. Each country will strive to achieve the most optimal economic growth. This is because quality economic growth will bring benefits to the broader community. Changes in GDP/GRDP from year to year are not only caused by changes in the level of economic activity but also by increases in prices. Therefore, it is necessary to determine the actual changes in economic activity from year to year by eliminating the influence of price changes on the value of GDP/GRDP so that what is used in calculating economic growth is GDP/GRDP according to Constant Prices. Thus, calculations based on constant prices for the actual development of the production quantum no longer contain price fluctuations (inflation/deflation). With this ADHK presentation, real economic growth can be calculated.

Tourism, as a fast-growing economic sector, has become a significant source of income for many countries around the world. Amid global tourism dynamics, the concept of "Muslim-friendly tourism" has emerged, which aims to provide an environment and facilities that are by the principles of the Islamic religion for Muslim tourists. This concept received recognition through the Global Muslim Travel Index (GMTI), which ranks countries based on criteria relevant to Muslim-friendly tourism. This research aims to analyze GMTI in-depth and examine the influence of Muslim-friendly tourism on the local community economy, focusing on the Islamic economic perspective. This study will explore how Islamic financial principles, such as the prohibition of usury and compliance with sharia law, can be integrated into Muslim-friendly tourism, as well as the extent to which these concepts can make a significant contribution to the economic development of local communities. Within this framework, this research will also consider social and environmental impacts, as well as the active participation of local communities in developing this tourism industry. Through an interdisciplinary approach that includes economics, tourism, and religious values, this research seeks to provide in-depth insight into the role of Muslim-friendly tourism in economic and social transformation in relevant tourist destinations.

RESEARCH METHODS

Method is a method of work that can be used to obtain something. While the research method can be interpreted as a work procedure in the research process, both in searching for data or disclosing existing phenomena (Zulkarnaen, W., Amin, N. N.,

2018:113). The research contained in this paper is a type of descriptive research that adopts a qualitative approach. Qualitative research methods are used to explore the natural conditions of the research object, and the findings in this research were not obtained through statistical procedures or mathematical calculations. Researchers conduct field research by interacting directly with research subjects, respondents and informants, who contribute to data collection for further research. Qualitative descriptive methods are used to collect data using questionnaires, observations, interviews and other methods.

In the data collection method in qualitative research, the research method examines natural objects, and the researcher functions as a key element. The data collection technique is carried out by triangulation (combination), data analysis is inductive, and the results of qualitative research emphasize meaning rather than generalization. This research requires three methods of data collection, namely (Sugiyono, 2019):

1. Interview

An interview is an oral question and answer between two or more people directly or with a specific purpose. Although the interview is a conversational cycle of up-close and personal questions and answers between the examiner and the interviewee, the meeting is used as a method of gathering information if the specialist has a desire to direct the primary report to discover issues that must be considered and needs to know things about the respondent from top to bottom.

2. Documentation

Documentation is anything written or in the form of film or video other than records. In this research, the documentation required is in the form of photo interviews with people around the tourist area.

3. Observation

Observation is observation by systematically recording the symptoms being studied. Meanwhile, according to Kathleen M. Dewalt and Billie R. Dewalt, quoted by Umar Suryadi Bakry in their book entitled "International Relations Research Methods", participatory observation is the process of a researcher learning about the activities of the people being studied in a natural setting, where the researcher observes the community who live in tourist areas.

Data analysis can be done while the research is in progress, but it can also be done when the data has been collected. In this qualitative research, data is obtained from various sources using various data collection techniques (triangulation). There are 3 activities in analyzing data: data reduction, data display, and conclusion drawing/verification. The following is an explanation of the data analysis.

1. **Data Reduction:** Data reduction can be interpreted as summarizing the data needed for research, selecting the main things, focusing on important data, and looking for themes and patterns to determine the data used. So, the reduced data will provide a clearer picture of what is being studied and make it easier for researchers to collect further data and look for it again if necessary. In this research, data reduction techniques are used to reduce interview results in the form of income data and company strategies implemented by the company; from the large amount of data that the company has submitted, the need for data reduction is to determine what is needed in the research that has been carried out.
2. **Data Presentation:** The next step is to display the data after it has been reduced. Presentation of data in qualitative research can be in the form of flowcharts, charts, brief descriptions, relationships between categories, and other similar formats. Displaying information will make the working plan clearer in light of what has been felt. In the data presentation technique, from the results of data reduction that has been carried out in this research, the data is presented in the form of descriptions, tabular data and images.
3. **Concluding:** Following the two stages mentioned above, data analysis results in a conclusion. In qualitative research, conclusions can take the form of descriptions or images that were previously opaque but are now clear. Confirmation in question can be done through reviewing field notes and reconsideration in the creative cycle. In concluding the data has been determined, this research concludes the results of differences in company income after and before implementing the strategy with the results presented in the form of data percentages.

RESULTS AND DISCUSSION

Based on research results related to the sharia tourism potential of Lampung Province, tourist destinations have quite a large potential to become Muslim-friendly tourism. The halal tourism sector in Lampung Province can make a big contribution and

significantly impact the regional economy, especially if it is supported by regional regulations so that there is cooperation between the community and the local government in realizing Lampung Province as a Muslim-friendly tourist destination. In this case, the government is actively implementing the discourse on halal tourism and trying to develop tourism so that tourist destinations in Lampung province are better known internationally.

From a community perspective, Sharia tourism generally takes pilgrimage tours to the graves of ulama, mosques, historical relics, Umrah, Hajj and so on. Sharia tourism is not just pilgrimage tourism. However, tourism is a new trend in world tourism, which can be natural, cultural, or artificial, all framed in Islamic values (Mabrurin & Latifah, 2021). Tourism activities aim at humans to pay attention to the surrounding environment and the people around us in terms of their habits/customs and to pay attention to everything solely to increase our faith in Allah SWT (Muliana, Said, & Astuti, 2023). Sharia tourism involves a range of facilities and services offered by the community, entrepreneurs, government, and local authorities that adhere to Sharia principles. Many individuals choose Sharia tourism due to the universally appealing nature of its products and services. The tourism offerings, attractions, and destinations in Sharia tourism are essentially identical to those in conventional tourism, as long as they do not contravene Sharia values and ethics (Rimet, 2019). Indonesia is a country that has enormous tourism potential and has natural wealth and cultural diversity, which can be the main capital for attracting domestic and international tourists. Demographically, Indonesia is the fourth country with the largest population in the world, namely around 237 million people, with the largest Muslim population in the world (Sukma Irdiana, Kurniawan Yunus Ariyono, & Kusnanto Drmawan, 2021).

In addition, tourism potential in Indonesia is not only limited to conventional tourist attractions but has also been explored using a sharia approach. Several regions in Indonesia have changed to adopt the Sharia-based tourism concept. This is an important factor in making Indonesia a major destination for Muslim tourists. This situation reflects Indonesia as a country with a strong Islamic culture and a country that is friendly to Muslim tourists (Hanifah, 2021). Indonesia is known as one of the countries with the largest number of Muslims in the world, so it is not surprising that it has many tourist destinations and attractions rooted in history, culture and Islamic values.

Examples include historic mosques, traditional Islamic boarding schools, and historic cemeteries. Therefore, Indonesia has great potential to develop sharia tourism. Sharia tourism does not only include tourist destinations and attractions with Islamic elements but also has a broader scope (Suparmin & Yusrizal, 2018).

In line with the potential of Lampung province, the tourism sector, which is rooted in Islamic values, has developed rapidly. In developing this Sharia tourism destination, several terms are used to attract international tourists, especially from Middle Eastern countries. Some commonly used terms include Islamic tourism, halal tourism, halal travel, and friendly destinations for Muslim tourists. This provides a great opportunity for Lampung province to continue developing Sharia tourism and the Sharia services industry so that Lampung province can be known as a major destination in the world of Sharia tourism. The number of Muslim tourists has increased rapidly compared to global trends (Sayekti, 2019). Apart from that, strengthening the Sharia tourism segment in Indonesia will also involve the relevant authorities in providing halal certificates or sharia provisions, namely the National Sharia Council Indonesian Ulema Council (DSN-MUI) and also to make it easier to develop Sharia tourism, which has such great potential. In Indonesia, it would be very good to involve the role of the Sharia financial industry. The existence of the sharia financial industry, which is currently growing, has a strong role in developing the existence of sharia tourism. The role that the Sharia financial industry can take in developing Sharia tourism can be in providing financing for various types of supporting businesses in Sharia tourism or collaborating in carrying out Sharia insurance policies for developers or managers of Sharia tourism destinations.

The Global Muslim Travel Index (GMTI) is important in developing Muslim-friendly tourism. This index functions as an evaluation tool that helps tourism destinations assess the extent to which they meet the needs of Muslim tourists, including the availability of worship facilities, halal food, accommodation according to Islamic principles, and security. In addition, GMTI also plays a role in destination promotion, enabling them to attract more Muslim tourists and strengthen their tourism industry. Governments and destination managers can use data from GMTI to identify areas where infrastructure and services need to be improved and to design more inclusive tourism policies. GMTI also raises awareness about the needs and preferences

of Muslim tourists among tourism industry players, which can improve tourist experiences and contribute to the local economy through the tourism sector. Thus, GMTI becomes an important tool in making tourism destinations more friendly and inclusive for Muslim tourists.

The standardization set by GMTI can be used as material for discussion and consideration in determining technical standards for implementing halal tourism. Based on the 2019 Global Muslim Travel Index (GMTI) report, four main factors are the basis for determining the global halal tourism index based on the global market: the ACES ACES (*Accessibilities, Communication, Environment, dan Service*) (Surur Fadhil, 2020). The development of Muslim-friendly tourism in Lampung province, when viewed from the Accessibility aspect, shows that most roads to tourist destinations in Lampung province have made it easier for visitors to reach tourist destinations. However, according to visitors, there are still several points where the roads are damaged, and there is adequate transportation to get there. Special transportation to these attractions does not exist because access there is easy to reach by private vehicle; public transportation, such as taxis or motorbike taxis, can be used to get to the tourist destination. Viewed from the communication aspect, Muslim-friendly tourist destinations in Lampung Province use tourism marketing communication strategies using digital media. Using online promotional media is an effective and efficient way of communicating tourism products. Tourism products, However, apart from using online promotions, word of mouth is also a promotional effort. Efforts that need to be developed related to communication, namely, in addition to providing directions for internet coverage, attention needs to be paid to reaching groups that have barriers to reaching information, such as communication strategies that need to be implemented to meet GMTI standards, namely Outreach indicators so that they can reach groups that have barriers to reaching information.

Furthermore, seen from the environmental side, tourist destinations in Lampung province include maintaining visitor safety, providing visitors comfort with hospitality, as well as providing places to worship and providing comfort, and maintaining the tourist environment so that nature and the environment remain clean and beautiful and the tourist environment too. Avoid non-halal activities. However, several indicators of the environment still need to be improved, as expressed by visitors, namely the comfort

of worship due to the lack of prayer mats, which are expected to be frequently replaced to maintain cleanliness, and prayer rooms, which still need improvement. Then, finally, looking at the service aspect, tourist destinations in Lampung province show that the services provided to tourists provide services for basic needs such as halal food and drinks and bathroom facilities that are separated between men and women and provide clean water. Main services such as homestays for tourists who want to stay long-term already exist and will be developed by Sharia standards, namely, if they are not married, the wife will be separated, and the prohibition on alcohol has also been explained to the homestay owner and also valuable experiences such as the natural beauty available, there are eye baths. Water, river flows, lush forests, and special foods are available. So, it can be seen from the services provided that they are fulfilled but are not adequate, such as the bathrooms provided, according to some visitors, more could be added, especially in river flows, the availability of bathrooms is not yet available, and the changing rooms are still inadequate.

As previously stated, Lampung province has enormous tourism potential, especially in sharia tourism, where Indonesia is rich in interesting and diverse culture, language and local wisdom. So, it is unsurprising that Indonesia has become a tourist destination for foreign tourists. Indonesia, boasting the world's largest Muslim population, holds the title of the largest Sharia tourism market globally. Players in the Indonesian tourism industry should be mindful of this fact, recognizing the potential for sustainable development in Sharia tourism, which can make a substantial economic impact for all stakeholders. The progress of halal tourist destinations is closely linked to the reinforcement of Muslim institutions, enhancing halal product networks, catering to Muslim market segments, and implementing Sharia policies to foster the growth of the halal tourism system (Kalsum & Cahyani, 2022).

One source of regional income is from the tourism sector. The increasing number of tourist visits to the area will positively affect people's income because the demand for goods and services will increase, creating jobs for the community. Increasing income will affect the welfare of society. The income measure is measured to see the level of household welfare using income obtained from work. Welfare is one aspect of measuring the success of a region's development, maintaining and fostering social and economic stability. This condition is to minimize the occurrence of social

inequality in society. Economic development in the region itself is an effort to improve the quality of life of a nation, which is often measured by income level. The development strategy of a region is carried out to increase national income and productivity (Zakiyah & Maulida, 2017). Community welfare is the goal of regional development. The success of development without including an increase in welfare will create disparities in people's lives. Tourism is a series of activities carried out by tourists that directly touch and involve the community. The development of the tourism industry will ultimately have several influences on the development of a region. In general, the development of the tourism industry influences three things, namely economic, social and cultural, so it has various impacts on local communities (Nurhajati, 2013).

One of the impacts of tourism on society is that every tourism activity generates income, especially for local communities. This income is generated from transactions between tourists and hosts by purchasing products and using tourist services. Tourist spending is distributed not only to parties directly involved in the tourism industry, such as hotels, restaurants, travel agencies and tour guides. The distribution of tourist spending is also absorbed into the agricultural sector, craft industry sector, transportation sector, communications sector and other related sectors. Apart from increasing income for the community around tourist attractions, tourism is also an industry that offers various types of creative work to accommodate many workers. Increasing people's income from the tourism industry improves the community's economic structure. People can improve their lives by working in tourism (Restiani & Susanto, 2023).

Every tourist activity contributes to income generation, especially for residents. This income comes from various transactions between tourists and hosts, which generally consist of expenses made by tourists. Tourist spending does not only benefit parties directly involved in the tourism industry, such as hotels, restaurants, travel agents and tour guides. Tourist spending also spreads to other sectors such as agriculture, the crafts industry, transportation, communications and other related sectors. The tourism industry is a sector that creates various types of creative jobs so that it can absorb many workers. For example, tourists visiting the beach can provide income for food and drink sellers, mat renters, masseuses and other workers. Increasing community income through the tourism industry helps improve the local economic structure. This

allows people to improve their living standards by working in tourism. The diversity of businesses in the tourism industry also provides opportunities for investors to invest their capital. The opportunity to invest in tourism areas has the potential to shape and improve the economy of local communities. The presence of tourists who need various services when visiting tourism destinations encourages local communities to provide various necessary products and services, opening up business and entrepreneurial opportunities. Therefore, tourism creates opportunities for entrepreneurship by providing various products and services tourists need.

The tourism industry will impact the economy, stimulating increased economic growth through various related sectors. Although not the only indicator of development success in a country, economic growth is a barometer of a region's economic progress. Based on the results of research surveys in several tourist attraction areas in Lampung Province, it was found that the impact of tourism development on regional economic development, namely that the local community's economy increased, the arrival of tourists gave rise to the entrepreneurial spirit of the community to become entrepreneurs related to providing service facilities and convenience for visitors while they were travelling. Open employment opportunities for residents, for example, by becoming tour guides, hotel or restaurant employees, security and others. Better facilities and infrastructure were built to attract tourists to visit.

The Islamic economic view of Muslim-friendly tourism is based on Islamic economic principles, which include values such as justice, sharing and ethics. The basic principles of Islamic economics are justice and equality in distributing wealth and resources. In the context of Muslim-friendly tourism, the economic benefits of the tourism industry must be distributed fairly among local communities and industry players. This includes providing business opportunities to residents, including tourism-related businesses such as accommodation, restaurants and other services. In Islamic economics, halal food is highly emphasized. The halal food industry is an important part of Muslim-friendly tourism, and the production and distribution of halal food must comply with Islamic laws. This creates significant business opportunities for halal food producers and contributes to the local economy. The Islamic economic concept also emphasizes cooperation and sustainability. In the tourism context, this could mean collaboration between various stakeholders, such as government, business people and

local communities, to develop a sustainable tourism industry that considers the environment and local culture (Basyariah, 2021).

The Islamic economic view also emphasizes ethics in business. In the tourism industry, this includes providing honest and high-quality services to tourists and ensuring that workers in the sector are treated fairly and respected. In an Islamic economy, the income earned must be managed well. Income obtained from the tourism industry must be used to improve the welfare of local communities, including through proper management of zakat and alms. Thus, the Islamic economic outlook supports the development of sustainable, ethical and fair Muslim-friendly tourism, creating significant economic benefits for tourist destinations and local communities while ensuring that Islamic values such as justice, equality and ethics are maintained throughout the tourism industry (Mutmainah, Ahyani, & Putra, 2022).

The Islamic economic view strongly supports the role of Muslim-friendly tourism in improving the community's economy. Islamic economic principles, such as empowerment of local communities, redistribution of wealth, and business ethics, play an important role in a Muslim-friendly tourism industry. This industry has great potential to create jobs and business opportunities at the local level, which in turn increases the income and welfare of local communities. Additionally, through tax and social contributions from the tourism sector, the government can ensure that the economic benefits generated are used to improve infrastructure, education and health services, positively impacting society. Infrastructure development by Islamic principles, such as the construction of mosques and bathing facilities, also creates construction projects that generate jobs and support economic growth. In addition, Muslim-friendly tourism promotes local products, such as halal food and handicrafts, increases sales and income of local producers, and empowers small and medium entrepreneurs. Thus, the Islamic economic view views Muslim-friendly tourism as an effective means of improving the welfare of local communities while adhering to the values of justice and ethics in Islamic economics.

CONCLUSION

Sharia tourism is a new trend in the world tourism industry, which includes various types of tourism based on Islamic values, such as pilgrimage tours to the graves of ulama, mosques, historical heritage, umrah and hajj. Sharia tourism is not only about

pilgrimage tourism but also involves various other types that comply with Sharia principles. Indonesia has great potential to develop Sharia tourism because of the largest Muslim population in the world and diverse natural and cultural riches. Many tourist destinations in Lampung province are rooted in history, culture and Islamic values, making them potential places for Muslim tourists. The development of Muslim-friendly tourism in Lampung Province refers to accessibility, communication, environment and service.

Regarding accessibility, most tourist destinations can be reached well via private vehicles, but there are still spots with damaged roads. Public transportation, such as taxis or motorbike taxis, can be used to reach certain tourist destinations. In communication, tourism marketing strategies using digital media and online promotions are considered effective. However, care needs to be taken to reach groups who have barriers to accessing information. From an environmental perspective, it is necessary to increase the comfort of worship in tourist destinations, including the availability of prayer mats, mukenas that are kept clean, and more adequate prayer room facilities. In the service aspect, basic services such as food, halal drinks and separate bathroom facilities for women and men have been provided. However, bathrooms still need to be improved, especially at river flow locations.

The Islamic economic view supports the development of sharia tourism by emphasizing values such as justice, sharing and ethics in business. The Sharia tourism industry can positively impact local communities' economy by creating jobs, business opportunities and increasing income. Islamic economic principles also encourage good income management and its use to improve community welfare. Sharia tourism development benefits the local economy and provides opportunities for collaboration between various stakeholders, including government, business people and local communities. Sharia tourism can be an effective means of improving community welfare while maintaining cultural identity and Islamic values by adhering to Islamic economic principles and paying attention to the values of justice, equality and ethics. In addition, the Global Muslim Travel Index (GMTI) has an important role in developing Muslim-friendly tourism by helping tourism destinations assess the extent to which they meet the needs of Muslim tourists and promote their destinations. Data from GMTI can be used to improve the experience of Muslim travellers and identify areas

where infrastructure and services need to be improved. Thus, Sharia tourism has great potential to provide significant economic benefits for Indonesia and local communities while promoting Islamic values and maintaining the sustainability of the environment and local culture.

REFERENCES

- Basyariah, N. (2021). Konsep Pariwisata Halal Perspektif Ekonomi Islam. *Youth & Islamic Economic*, 2(01s), 1–6.
- Djakfar, M. (2019). *Pariwisata Halal Perspektif Multimediasi*. Malang: UIN Maliki Press.
- Global Muslim Travel Index. (2023). *Mastercard Crescentrating Global Muslim Travel Index 2023*.
- Hanifah, R. D. (2021). Potensi Halal Tourism di Indonesia. *Jurnal Perhotelan Akademi Pariwisata Bunda Mulia*, (1), 1–14.
- Kalsum, F. U., & Cahyani, A. I. (2022). Implementasi Fatwa DSN-MUI Tentang Pedoman Penyelenggaraan Pariwisata Berdasarkan Prinsip Syariah. *Iqtishaduna: Jurnal Ilmiah Mahasiswa Jurusan Hukum Ekonomi Syariah*, 3(3), 190–198.
- Komite Nasional dan Keuangan Syariah. (2020). Laporan Perkembangan Pariwisata Ramah Muslim Daerah. *Komite Nasional Ekonomi Dan Keuangan Syariah (KNEKS)*, 72 pages.
- Mabrurin, A., & Latifah, N. A. (2021). Analisis Pengembangan Potensi Pariwisata Syariah Dalam Meningkatkan Perekonomian Masyarakat. *Journal of Islamic Tourism, Halal Food, Islamic Traveling, and Creative Economy*, 1(1), 63–88. <https://doi.org/10.21274/ar-rehla.2021.1.1.63-88>
- Muliana, Said, Z., & Astuti, A. R. T. (2023). Potensi Wisata Syariah pada Taman Wisata Puncak Bila di Kabupaten Sidrap. *Shi'ar: Sharia Tourism Research*, 01(April), 117–133.
- Mutmainah, N., Ahyani, H., & Putra, H. M. (2022). Tinjauan Hukum Ekonomi Syariah Tentang Pengembangan Kawasan Industri Pariwisata Halal Di Jawa Barat. *Al-Mawarid Jurnal Syariah Dan Hukum (JSYH)*, 4(1), 15–42. <https://doi.org/10.20885/mawarid.vol4.iss1.art2>
- Ningsih, T. P. W. (2021). *Strategi Pengembangan Wisata Halal Pulau Pahawang di Kabupaten Pesawaran*. Universitas Lampung.
- Noviarita, H., Kurniawan, M., & Nurmalia, G. (2021). Analisis Halal Tourism dalam Meningkatkan Laju Pertumbuhan Ekonomi di Provinsi Lampung. *Jurnal Ilmiah Ekonomi Islam*, 7(1), 302.
- Nugroho, M. S., & Harianto, D. (2022). Pariwisata Halal: Studi Implementasi di Pantai Tanjung Bias Lombok Barat. ... : *Jurnal Pariwisata ...*, 1(1), 10–20. Retrieved from <http://e-journal.iahn-gdepudja.ac.id/index.php/pyt/article/view/640%0Ahttp://e-journal.iahn-gdepudja.ac.id/index.php/pyt/article/download/640/338>
- Nurhajati, N. (2013). Dampak Pengembangan Desa Wisata Terhadap Kesejahteraan Masyarakat. *Journal of Chemical Information and Modeling*, 53(9), 1689–1699.
- Putri, T. S., & Wakhid, M. (2023). The Influence of Halal Tourism on Indonesia's Economic Growth Pengaruh Halal Tourism Terhadap Pertumbuhan Ekonomi Di Indonesia. *JUWITA: Jurnal Pariwisata Nusantara*, 2(1), 32–41. Retrieved from <https://journal.uinmataram.ac.id/index.php/juwita>

- Restiani, & Susanto, H. H. (2023). Optimalisasi Desa Wisata dalam Meningkatkan Ekonomi Masyarakat di Desa Maguwan Sambit. *Journal Of Cpmunity Development and Disaster Management*, 5(1), 7–16. <https://doi.org/10.37680/jcd.v5i1.2884>
- Rimet, R. (2019). Strategi Pengembangan Wisata Syariah di Sumatera Barat : Analisis Swot (Strength, Weakness, Opportunity, Threat). *Syarikat: Jurnal Rumpun Ekonomi Syariah*, 2(1), 50–61. [https://doi.org/10.25299/syarikat.2019.vol2\(1\).3702](https://doi.org/10.25299/syarikat.2019.vol2(1).3702)
- Rozi, F., & Camelia, A. (2022). Studi Kelayakan Destinasi Wisata Ramah Muslim untuk Meningkatkan Citra Wisata di Sumenep (Studi Kasus Pantai Lombang dan Pantai e-Kasoghi Kabupaten Sumenep). *AL-MANHAJ: Jurnal Hukum Dan Pranata Sosial Islam*, 4(2), 433–446. <https://doi.org/10.37680/almanhaj.v4i2.1736>
- Sayekti, N. W. (2019). Strategi Pengembangan Pariwisata Halal Di Indonesia Halal Tourism Development Strategy in Indonesia. *Kajian*, 24(3), 159–172. Retrieved from <https://studipariwisata>.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sukma Irdiana, Kurniawan Yunus Ariyono, & Kusnanto Drmawan. (2021). Pengaruh Wisata Halal Terhadap Kepuasan Pengunjung Dan Minat Berkunjung Kembali. *Jurnal Cakrawala Ilmiah*, 1(3), 421–428.
- Suparmin, S., & Yusrizal. (2018). Strategi Pengembangan Pariwisata Halal Di Propinsi Sumatera Utara Sudirman. *Tansiq*, 1(2), 128.
- Surur Fadhil. (2020). Wisata Halal; Konsep dan Aplikasi. In *Alauddin University Press*. Gowa: UPT Perpustakaan UIN Alauddin.
- Wuryandani, D., Purwanto, N. P., Silalahi, S. A., Meilani, H., & Mangeswuri, D. R. (2020). *Pariwisata Halal: Potensi Dan Prospek*. Jakarta: Yayasan Pustaka Obor Indonesia.
- Zakiyah, Z., & Maulida, A. Z. (2017). Analisis Strategi Dan Evaluasi Kinerja Pengentasan Kemiskinan Dalam Program Pembangunan Desa Perspektif Ekonomi Mikro Islam. *Al-Uqud: Journal of Islamic Economics*, 1(1), 1. <https://doi.org/10.26740/jie.v1n1.p1-13>.
- Zulkarnaen, W., Amin, N. N. (2018). *Pengaruh Strategi Penetapan Harga Terhadap Kepuasan Konsumen*. Jurnal Ilmiah MEA (Manajemen, Ekonomi, & Akuntansi), 2(1), 106-128.

TABLE

Table 1. Number of Tourist Visits to Lampung Province

Year	Number of Foreign Tourists	Number of Indonesian Tourists
2014	95,528	4,327,188
2015	114,907	5,530,803
2016	155,053	7,381,774
2017	245,372	11,395,827
2018	274,742	13,933,207
2019	298,063	10,445,855

Source: Lampung Province Tourism Office