

Tourism Development Based on Religious Moderation in the Lake Toba Region Perspective of Communication Persuasion and Social Influence

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Abstract: Domestic tourist objects which are considered to have attractive potential are visited by many Muslim tourists both from within and outside the country, but in reality these tourist objects pay little attention to the comfort of Muslim tourists. Visiting Lake Toba tourist destinations for Muslim tourists is not only about natural beauty, but also about halal food and comfortable places of worship. Halal tourism continues to be an interesting issue to discuss because it is a vital issue for the life of Muslims. It is very risky for Muslims when a tourist destination does not provide comfort regarding the issue of halal food and the availability of places of worship. This paper reviews the concept of religious moderation tourism which can be interpreted as the availability and fulfillment of the needs of Muslims and tourist destinations such as halal food that is not mixed with unclean food, proper places of worship, and various other facilities that are the needs of Muslims. The approach used in this study is a qualitative approach. Data were obtained by conducting interviews with tourism managers, community leaders, the Head of the Culture and Tourism Office, tourism observers and the community. The concept of moderating religious tourism in the Lake Toba area is already underway, such as hotels serving halal food cooked by Muslim workers, providing prayer rooms. However, what has not been seen is the certainty of food halalness with the existence of a halal certificate issued by the competent authority. The facts obtained in the Lake Toba area did not play much of a role in changing the attitudes and behavior of local residents to become more moderate towards foreign Muslim tourists.

Keywords : Tourisme, Religious Moderation, Lake Toba.

Abstrak: Objek wisata di tanah air yang dinilai memiliki potensi menarik didatangi para wisatawan muslim baik dari dalam maupun wisatawan manca negara, tetapi faktanya objek wisata tersebut kurang memperdulikan kenyamanan bagi wisatawan muslim. Mengunjungi destinasi wisata Danau Toba bagi wisatawan muslim bukan hanya persoalan keindahan alam semata tetapi juga yang tidak kalah pentingnya menyangkut makanan yang halal dan tempat ibadah yang nyaman. Wisata halal terus menjadi persoalan yang menarik diperbincangkan karena menyangkut persoalan vital bagi kehidupan di kalangan umat beragama Islam. Sangat riskan bagi umat Islam ketika suatu destinasi wisata tidak memberi kenyamanan yang menyangkut persoalan kehalalan makanan dan ketersediaan tempat beribadah. Tulisan ini mengulas konsep wisata moderasi beragama dapat dimaknai sebagai tersedianya dan terpenuhi kebutuhan umat muslim serta destinasi wisata seperti makanan halal yang tidak bercampur dengan makanan yang diharamkan, tempat ibadah yang layak, dan berbagai fasilitas lain yang menjadi kebutuhan umat muslim. Pendekatan yang digunakan dalam penelitian ini adalah pendekatan kualitatif. Data diperoleh dengan melakukan wawancara kepada pengelola wisata, tokoh masyarakat, Kepala Dinas Kebudayaan dan Pariwisata, kalangan pengamat wisata dan masyarakat. Konsep moderasi wisata beragama di kawasan

Danau Toba sudah berjalan, seperti hotel menyajikan makanan halal yang dimasak oleh pekerja muslim, menyediakan ruangan salat. Tetapi yang belum terlihat adalah kepastian kehalalan makanan dengan memiliki sertifikat halal yang dikeluarkan pihak berwenang. Fakta-fakta yang di dapat di kawasan Danau Toba infleunce belum memainkan perannya guna mengubah sikap dan perilaku warga setempat agar lebih bersikap moderat terhadap wisatawan muslim manca Negara.

Kata kunci: Wisata, Moderasi Beragama, Danau Toba.

Introduction

Lake Toba as a tourist destination is actually quite interesting to visit. Because this tourist attraction has a pretty amazing panorama. This tourist attraction is certainly no stranger to local, national and international communities. Visiting Lake Toba, visitors will be amazed by the largest Crater Lake in the world. The position of Samosir Island is right in the middle of Lake Toba which is close to the neighboring Republic of Singapore. The Lake Toba area that surrounds Samosir Island is certainly much wider with a length of up to 87 kilometers and a width of 27 kilometers, with a depth of up to 87 kilometers and a width of 27 kilometers, with a depth of more than 500 meters (Aini, 2019).

Visiting the tourist destination of Lake Toba for tourists, especially those who are Muslim, is not only about natural beauty, but also what is equally important is halal food and comfortable places of worship. Therefore, halal tourism or halal tourism continues to be an interesting issue to discuss because it involves vital issues for the lives of Muslims. It is very risky for Muslims when visiting tourist destinations but does not provide comfort for them, especially regarding the issue of halal food and the availability of places of worship (Damiasih, 2014).

Many tourist objects in Indonesia are considered to have the potential to attract Muslim tourists both from within and outside the country, but in reality these tourist attractions pay little attention to the comfort of Muslim visitors. A legal institution called Crescent Rating annually issues a Global Muslim Travel Index (GMTI) report which is often used as a reference for world halal tourist destinations (crescentrating.com). There are four main factors assessed by Crescent Rating in determining GMTI, namely:

1. Easy access to tourism;
2. Internal and external communication at tourist destinations;
3. Environmental tourism destinations;
4. Provision of services at tourist destinations.

Based on the GMTI report issued in 2019, several countries were pinned as the best halal tourist destinations. Some of these countries are members of the Organization of Islamic

Cooperation (OIC) and some are non-OIC. In countries that have tourist attractions currently implementing halal tourism such as Singapore, Thailand, Oman, neighboring Malaysia, Brunei Darussalam, England, Japan, Taiwan, Bahrain, Morocco, Qatar, United Arab Emirates, Saudi Arabia and the Republic of Turkey (Eagly & Chaiken, 1993).

Indonesia now ranks fourth in the list of the world's 20 best halal tourist destinations for 2021 based on the 2021 Global Muslim Travel Index (GMTI) with a score of 73. Meanwhile, in 2019, the Republic of Indonesia was in the top position. Along with neighboring Malaysia with a balanced score of 78. Currently, Malaysia remains in the top position, followed by Turkey in second, Saudi Arabia in third, and the United Arab Emirates (UAE) in fifth (Sugiarto, 2020); (Suryadana, 2020).

The report released in 2019, neighboring Malaysia and Indonesia, has become the world's best halal tourist destination. Of course the ranking is assessed based on several factors including friendly facilities and services for visiting Muslim tourists. Indonesia also ranked second in the communications category based on the 2012 GMTI assessment. The benchmark is based on offering Muslim-friendly experiences, including at airports, restaurants and hotels where they stay. (SHMA Sya, 2021).

It should be noted that GMT 2021 is information on market research on Muslim visits published by Master and Crescent Rating. In 2021 this is the sixth year for GMTI to submit its research report for Muslim tourists. The report made by GMTI is of course a good input for efforts to increase visits by world Muslim tourists. The problem is how the Lake Toba tourism management prepares itself to welcome the comfort of world Muslim tourists. In fact, it is not uncommon for issues to surface, there are still contradictions in society in labeling halal tourism, especially on Lake Toba (Syamsu, & Putrisari, 2016); (Suhendroyono, & Novitasari, 2016).

Sandiaga Uno as the Minister of Tourism and Creative Economy on one occasion appealed to the public to leave the debate on the issue of halal tourism (cnniindonesia.com). This proves that there are still pros and cons in society in responding to halal tourism. Actually what happened was a misperception in understanding halal tourism or halal tourism. Because many people are of the view that organizing halal tourism means changing life habits that were originally halal to become unlawful. Ma'ruf Amin as Vice President of the Republic of Indonesia when opening the Asia Global Forum (GTF) Hybrid Event Summit 2021 in Jakarta said, the trend of halal tourism has been increasing day by day in recent years,

including countries that are predominantly Muslim as well as countries with the Muslim minority.

World tourism trends tend to be marked by an increasing percentage of halal tourist destinations in various countries. This is an increase in Muslim tourists, especially from the Gulf countries. Ma'ruf Amin as Vice President encouraged the Ministry of Tourism and Creative Economy (Kemenparekraf), Mr. Sandiaga Uno to develop the potential for halal tourism in the country. The good intentions of the Vice President were welcomed by Kemenparekraf circles. Because halal tourism in this country has potential. Halal tourism in the world of tourism has a fairly bright market. This fact can be seen from the information released by the Master Crescentrating Global Travel Market Index (GMTI) 2019 which logically predicts that there will be two hundred and thirty million Muslim tourists globally who will visit in 2026.

Vice President Ma'ruf Amin clearly explained the concept of halal tourism is the provision of accommodations such as halal food to comfortable places of worship. Halal tourism prioritizes purity (cleanliness), health, safety and the environment (environmentally friendly) or CHSE, as well as adherence to the teachings set out in Islam (okezone.com).

The problem that arises in the Lake Toba Region is the rejection of several NGO activists towards halal tourism. The issue circulating in halal tourism means closing all existing tourism businesses and making Lake Toba a kind of using Islamic law. The term halal for the concept of tourism in the Lake Toba area is considered by the community to be too healthy. Therefore, offering a tourism concept based on religious moderation is considered more appropriate to replace the term halal tourism (Triyono, Damiasih, & Sudiro, 2018).

The concept of religious moderation tourism can be interpreted as the availability and fulfillment of the needs of Muslims and tourist destinations such as halal food that is not mixed with unclean food, proper places of worship, and various other facilities that are the needs of Muslims. The development of religious moderation tourism also targets this country to be at the forefront of halal tourism, so as to be able to attract more foreign Muslim tourists to visit the country (Hakim, 2019).

It cannot be denied that the tourism industry is definitely able to revive the community's economy at the local, regional and national levels which will ultimately bring prosperity to society as a whole. Because tourism involves various other businesses from upstream to downstream. For example the transportation service industry, accommodation, shows or entertainment, food or gifts and souvenirs, and others that are interrelated in driving the wheels of the economy at the local, regional and national levels. The economic

movement of the tourism sector is able to encourage and raise the level of people's welfare. The tourism sector will involve business actors from upstream to downstream. The transportation service industry, accommodation, shows, gifts and souvenirs, and so on are cogs that are interrelated.

Endang Tjitroresmi stated that tourism can be said as an activity that directly touches, gives and involves residents so that it has a positive effect on the local community. The other side also touches on aspects of people's lives such as socio-economic, socio-cultural and environmental, as well as those related to other industries such as hotels and restaurants, land, sea and air transportation, as well as other industrial products (Tjitroresmi, 2003). Halal tourism inevitably has to be ready to welcome the arrival of both local and foreign Muslim tourists in an effort to reap business profits while growing the local and national economy (Adinugraha, et al, 2018).

The problem that tends to arise in several tourist areas in the country is the rejection of halal tourism. The result is conflict, on the one hand, it has an attraction for tourists to visit tourist attractions. But on the other hand, residents who are around tourist objects sometimes feel allergic to the term halal tourism (Kristianto, Syamsu, & Wisnumurti, 2018). If you don't stick to the name "halal" in tourism promotion, it may not get a good response for Muslims to visit the promoted tourist attraction Even though the number of Muslims in the world continues to grow even beyond other religions. Every Muslim is definitely reluctant to visit tourist attractions in these places if it is difficult to find halal-certified food and places of worship, as well as environmental cleanliness (Gass & Seiter, 2007).

Religious moderation must be a shared understanding of tolerance in life's journey (Afif, & Dwijayanto, 2021). When people visit tourist attractions but do not get peace and comfort in religion, then the concept of religious moderation has not been achieved and does not work as it should in the area. The problem is how to change people's views both in the tourism environment, the concept of religious moderation tourism if implemented will have an attraction for local, national and foreign tourists in visiting local tourism.

In the concept of communication for development, when communication becomes a full partner in the development process and is executed intelligently, the development process becomes sustainable (Seiter & Gass, 2004). There are two main schools of thought on communication for development. The first is in line with the dominant paradigm which views social problems as arising from a lack of information. Second, by using a participatory approach, viewing the problem stems from an imbalance in structural strength. Another very

important approach is to change the closed attitude towards halal tourism for residents around tourist destinations into an open attitude so that they can accept it well, by applying the theory of persuasion and social influence. The point is how to persuade based on logic, emotion, and persuasive qualities (Stephen, 2016). Can Lake Toba become a halal tourist destination so that it can attract the attention of local, national and international tourists to vacation there, especially to welcome 230 million foreign Muslim tourists in 2026 ?

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This article uses the theory of persuasion and social influence (Stephen, 2016). Persuasion is the activity of creating, strengthening or modifying beliefs, attitudes or behaviors that become the main basic motivation of human communication and is a source of communication studies (Petty & Cacioppo, 1988). During the golden age of Ancient Greece from the 5th century BC, a group of teachers known as sophists taught students in courses on the art of persuasive speech and in academic essays covering various topics related to social influence. More importantly, Aristotle, the renowned scholar of social influence, wrote the important treatise *Rhetoric*, in which he defined rhetoric as the power to express all available means of persuasion. According to him this tool includes references based on logic, emotion, and persuasive qualities.

Although some scholars have followed this rhetorical tradition during the Roman, Renaissance, and more recent eras, the emergence of controlled laboratory persuasion experiments has only appeared recently. This work was done in part to understand the effect of the propaganda used during World Wars I and II. Hovland leads the Communications and Attitude Change Program at Yale University. Unlike undergraduates who take a rhetorical approach, programs study persuasion by applying social scientific techniques, such as laboratory studies and statistical measurements of attitude change. Hovland has helped engender the approach that will give rise to numerous studies and theories about the nature of persuasion that are too broad to cover in this short entry.

Method

The approach used in this study is a qualitative approach. Research focuses on understanding phenomena about what is experienced by research subjects, for example behavior, perspectives, motivations and so on as a whole and in the form of words and language in a special natural event. This means that the approach in this study does not use numbers (Bisri, 1998). Primary data is data that is directly related to research, in this case is tourism based on religious moderation in the Lake Toba area, and is the central information in gathering data as well as being the subject of research. Data was obtained directly from tourism managers, community leaders, the Head of Culture and Tourism Office, tourism observers and the community. Data obtained by direct interviews. Then secondary data, namely data obtained from other sources such as books and journals related to the research object (Moleong, 2006).

Some of the steps taken in this study were collecting data by direct observation (field observation) related to the characteristics of existing tourism conditions, the Culture and Tourism Office in the Lake Toba area, the local community represented by community leaders and journalists who pay more taking into account the objective conditions of tourism in the area. Collect secondary data from agencies such as the North Sumatra Provincial Cultural Office and Bappeda regarding regional profiles, tourism profiles, number of visitors and the Regional Tourism Development Master Plan (RIPPDA), as well as looking for various references relevant to research (Mulyana, 2004).

The analytical method is used to process the data obtained from the results of primary and secondary surveys to achieve research objectives. The analysis process was carried out in stages, namely: Qualitative descriptive analysis, Stakeholder Analysis, Delphi Analysis, Triangulation Analysis was carried out to get the right formulation regarding the criteria for developing tourism based on religious moderation in the Lake Toba area. Basically, apart from being used to refute accusations of unscientific qualitative research, checking the validity of data is also an integral part of the qualitative research body of knowledge. sentence forms are regular, coherent, logical, non-overlapping, and effective so as to facilitate understanding and interpretation of data. Among them through the stages of editing, classification, verification, analysis, and drawing conclusions (Sugiyono, 2007).

Result and Discussion

Certainly not much different from the concept of halal tourism or halal tourism. Religious moderation tourism focuses more on the friendliness of residents who live in tourist sites and tour managers to welcome Muslim tourists who come from various parts of the world. This means that tourism managers, including hotels, must be tolerant in providing halal facilities for Muslim tourists. The facilities here are more about the importance of providing halal-certified food and comfortable places of worship (Nugraha, & Putri, 2016).

The standards carried out by the Global Muslim Travel Index (GMTI) cover several important aspects of tourism for Muslims, including:

1. Guaranteed access for Muslim tourism has an assessment portion of 10% GMTI. Many tourist attractions in Indonesia already have this criterion, so it is very likely that Indonesia will enter with a good score in this aspect.
2. In addition to comfortable and safe access, communication must also be considered for its availability. Smooth and easy-to-connect communication will provide a better assessment portion. The GMTI score for this point is 10%.
3. Traveling is enjoying the existing environment. With friendly environmental conditions for Muslim tourists, it will make people feel at home and give a positive assessment. An environment of tourist attractions that spoils the genitals a lot, serves a lot of non-halal culinary, an environment with activities that are not in accordance with sharia for visitors is clearly not a good thing for halal tourism. For this reason, GMTI provides a high portion of the assessment for this point, which is 40%. This is an important thing for tourism managers to pay attention to, how to condition a halal tourism environment that is truly comfortable for Muslim tourists.
4. After a comfortable environment, what is also very important is the matter of service. Services that are comfortable, friendly and in accordance with sharia with the availability of accommodation facilities, comfortable transportation for Muslim tourists will greatly affect the ranking of related destinations (Ismayanti, 2018).

Even though the tourist attractions are attractive, the accommodation facilities and services are not sharia-friendly, of course it will create an uncomfortable impression for visitors. GMTI provides an assessment portion of 40% for this point. This is also a very important thing that must be fixed by the Ministry of Tourism in collaboration with local governments (Mahi, 2017).

The application of IMTI refers to the assessment points above so that nationally we can see which tourist destinations are ranked the best and have the most potential to continue to be developed. In addition, the implementation of this program will also help competition for

halal tourism in the country, so that it can be further improved following the global standards applied. Indonesia's ranking position in the 2018 GMTI, Indonesia is ranked second in the GMTI ranking. While in the top position is neighboring Malaysia (Deskarina, 2017).

The following is a complete list of countries included in the GMTI ranking:

Religious moderation means that the way of religion is a middle way in accordance with the meaning of moderation earlier with moderation in one's religion not being extreme and not exaggerating in carrying out his religious teachings, so that he runs away from the will of the teachings of the religion itself (Al Farisi et al, 2021). Religious moderation is more about an attitude of life that is tolerant of the teachings of other religions that are practiced in the daily lives of its adherents. Moderation must grow and develop in a multi-ethnic and religious country, otherwise it is feared that it will have a negative impact on a country's national security. The economic side tends to be difficult to develop.

We can understand that humans are born into this world in an unequal form, both in terms of biology, psychology, ethnicity, race, culture including religious beliefs. Born in the same womb, there are still differences starting from the physique and character, even the religion they adhere to. All of that may be fate and the power of God. This difference is of course in strengthening the recognition of one another as human beings created by God.

Based on the realities of life like that, the concept of religious moderation is actually a very important thing in human life today. Moderation is the middle way, and this is in accordance with the teachings of religions that appear on this earth. Religious moderation means that the way of religion is a middle way according to the understanding of moderation earlier with moderation in one's religion not being extreme and not exaggerating towards his religion, so that other people are expected to submit (Susanto & Dwijayanto, 2022). Moderation is a term that is quite familiar both among internal Muslims and external non-Muslims. Moderation is understood differently by many people depending on who and in what context it is approached and understood (Masruroh, et, al. 2022). From the above understanding it can be concluded that Religious Moderation is a religious perspective, attitude, and behavior that takes a middle position. In addition, always act fairly and balanced (Prakoso, 2015).

Religious moderation tourism can be understood as tourism that shows a peaceful attitude between the places visited and visitors (tourists). For example, Muslim tourists can feel calm where they can guarantee the halal food at the place to stay, places of worship, and avoid serving alcoholic beverages. Participants in the 2022 BOPTN Focus Group Discussion

entitled Religion Moderation-Based Tourism in the Lake Toba Region where journalists agree with the concept offered above. They acknowledged that it was very important for the government's efforts so that foreign Muslim tourists could enjoy the natural beauty, culture and regional uniqueness of the Lake Toba region, including Samosir Regency.

Conclusion

Tourism based on religious moderation in the Lake Toba area with tourism management that provides comfort, especially related to guaranteed halal food, drinks, representative places of worship, and a friendly community for Muslim visitors, especially Muslims from the Gulf countries, is actually not too difficult to implement. Because the community and tourism business managers really hope for tourism development in the area which can bring economic benefits. Tourist destinations in the Lake Toba area have great potential in attracting foreign Muslim tourists if the tourism managers in those places want to implement a tourism concept based on religious moderation.

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