



## Evaluating the Growth Potential of Halal Tourism in Palu

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### ARTICLE INFO:

#### Sejarah Artikel:

Received: 30 August 2023

Revised: 14 September 2023

Published: 20 September 2023

#### Keywords:

Halal Tourism; Benchmarking;  
Industry Development.

#### Kata Kunci:

Pariwisata Halal; Benchmarking;  
Pengembangan Industri

### ABSTRACT

Indonesia possesses significant potential in halal tourism, but Palu city has yet to fully utilize its resources despite its abundant natural, cultural, and historical wealth. This research used qualitative method that analyzes the successful halal tourism industry in Lombok as a benchmark. The analysis indicates that Lombok's success in developing halal tourism can be attributed to active community participation, a business model prioritizing societal welfare, and full support from the local government. Key implications from this study include engaging the local community, active support from local authorities, effective promotional strategies, and broad collaboration within the surrounding regions. Implementing best practices from successful halal tourism destinations is expected to accelerate the growth of the halal tourism industry in Palu City, ultimately leading to positive impacts on economic growth. Future studies should focus more on preferences, social and cultural aspects, innovative marketing strategies, collaboration with local communities, and adopting best practices aligned with local values and culture.

### ABSTRAK

Indonesia memiliki potensi besar dalam bidang pariwisata halal, namun kota Palu belum sepenuhnya memanfaatkan potensinya meskipun memiliki kekayaan alam, budaya, dan sejarah yang melimpah. Penelitian ini menggunakan metode kualitatif yang menganalisis terhadap destinasi pariwisata Lombok yang telah sukses dalam industri wisata halal. Hasil analisis menunjukkan bahwa kesuksesan Lombok dalam mengembangkan pariwisata halal dapat ditelusuri dari partisipasi aktif komunitas lokal, model bisnis yang mengutamakan kesejahteraan masyarakat, serta dukungan penuh dari pemerintah daerah. Implikasi penting dari penelitian ini mencakup keterlibatan komunitas lokal, dukungan pemerintah daerah yang aktif, strategi promosi yang efektif, dan kerjasama yang luas dengan wilayah sekitarnya. Dengan menerapkan praktik terbaik dari destinasi pariwisata halal yang sukses, diharapkan dapat mempercepat pertumbuhan industri pariwisata halal di Kota Palu, yang pada akhirnya diharapkan memberikan dampak positif pada pertumbuhan ekonomi. Studi mendatang perlu lebih memfokuskan pada preferensi, aspek sosial, budaya, strategi pemasaran inovatif, kolaborasi dengan komunitas lokal, dan adopsi praktik terbaik sesuai dengan nilai dan budaya lokal.



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**How to cite:** Aisya, S., Syamsu, N., Nurnajmi & MD, Muthmainnah (2023). Evaluating the Growth Potential of Halal Tourism in Palu. *Iqtishodia: Jurnal Ekonomi Syariah*, 8(2), 40-55. doi: <https://doi.org/10.35897/iqtishodia.v8i2.1133>

## INTRODUCTION

As a country with a majority Muslim population, Indonesia has strategically developed the halal tourism industry in various regions (Khairan & Aisyah, 2022). Halal tourism, which provides services following Islamic principles, has become an attraction for domestic and international tourists (Khairan & Aisyah, 2022). As a global recognition of the potential of halal tourism in Indonesia, Indonesia and Malaysia jointly held prestigious positions in the Global Muslim Travel Index (GMTI) 2023 (Ratten, 2023). Indonesia regained the top position after sharing the first rank in 2019, while Malaysia has consistently maintained its status at the forefront of GMTI since its inception in 2015 (Triono & Baharsyah, 2023). Furthermore, the United Kingdom (U.K.) also garnered attention by rising eight positions from the previous year, achieving the 20th rank in GMTI 2023 with impressive accomplishments. The presence of Singapore and the United Kingdom as two non-Organization of Islamic Cooperation (O.I.C.) destinations in the top 20 adds diversity to the ranking. With the growing importance of the halal tourism industry in the global economy, there is an increasing demand from Muslim travelers seeking halal-compliant travel experiences (Sjah & Zainuri, 2023). In this context, several destinations in Indonesia have successfully capitalized on this trend by improving connectivity, implementing impactful marketing and promotional campaigns, creating a supportive atmosphere, and enhancing facilities to serve Muslim travelers' needs better (Pasarela et al., 2022).

Some halal tourism destinations in Indonesia offer unique and appealing experiences for travelers seeking halal-compliant vacations (Fajrussalam et al., 2023). In Lombok, there is Setanggor Village, which offers experiences in farming, animal husbandry, gardening, arts, and Quranic learning (Kholis et al., 2023). Aceh offers the Baiturrahman Grand Mosque and the Aceh Tsunami Museum for worship and education (Haçia et al., 2023). Riau boasts the Siak Sri Indrapura Palace, blending Arab, Malay, and European architectural styles (Nuraini, 2023). D.K.I. Jakarta offers various tourist attractions and halal restaurants, including the Istiqlal Mosque and Taman Mini Indonesia Indah (Isnurhadi et al., 2023). In West Sumatra, there is Bungus Beach, the Adityawarman Museum, and halal culinary tourism (Masful, 2020). West Java showcases mosques like the Bandung Grand Mosque and the Kesepuhan Palace in Cirebon (R Rukmana & Kurniawan Purnomo, 2023). In Yogyakarta, visitors can explore historical buildings such as the Yogyakarta Sultanate and the Kauman Cultural Village (Ristiawan et al., 2023). All these destinations offer rich cultural and religious halal tourism experiences.

However, despite this potential, Palu still needs help developing the halal tourism industry. Palu has rich natural, cultural, and historical potential, but the development of the halal tourism industry in this region still needs to be improved. Therefore, the right approach is needed to promote the development of the halal tourism industry in Palu (Nurdin et al., 2019; Trimulato et al., 2021).

Halal tourism has become an increasingly important topic in the global tourism industry, and Indonesia is no exception. In recent years, numerous studies have been conducted to analyze and develop the potential of halal tourism in various regions of Indonesia. These studies include a SWOT analysis of halal tourism in the West Nusa Tenggara and West Sumatra provinces (Hadi et al., 2023; Rimet, 2019). Furthermore, research by (Shen et al., 2023) focuses on a deeper perspective of halal tourism development on Pahawang Island, Pesawaran Regency, Lampung Province. Moreover, a study by (Faidal, 2022) focuses on the post-COVID-19 tourism market competitiveness of halal tourism destinations in Madura.

Some studies also focus on tourism destination branding analysis of Muslim-friendly strategies, such as a case study on East Bromo Mountain (Wulmurtiah, 2022). (Maharani & Irwanti, 2023) focuses on designing key performance indicators for a halal agro-eco-tourism area in Bogor. Additionally, research by (Tarigan et al., 2023) discusses the design of a REST API-based backend for a halal tourism application in Korea.

In this context, the main issue that needs to be identified is the low development of the halal tourism industry in Palu and the need for more information about best practices that can be adopted from successful halal tourism destinations. Additionally, there is a need to identify the key factors that influence the potential development of the halal tourism industry in this region. How the potential of halal tourism in Palu can be enhanced and directed more effectively should be explained through a benchmarking analysis approach.

Benchmarking is a systematic and continuous measurement process involving the continuous measurement and comparison of an organization's processes with those of leading businesses worldwide to obtain information that will assist the organization in improving its performance (Pattison, 1994). According to (1990), benchmarking is a continuous measurement process of our products, services, and procedures against our strongest competitors or other entities known as the best. Furthermore, (2007) defines benchmarking as the continuous search and practical application of better practices that lead to superior comparative performance. (1992) defines benchmarking as a systematic and continuous measurement process

for evaluating the products, services, and work processes of organizations known to represent best practices, intending to make improvements within our organization. Benchmarking can also be understood as a continuous measurement process involving products, services, and practices compared to the best competitors or companies recognized as leaders in their field (Camp, 1993). Benchmarking is the search for best practices used to improve the products and processes of an organization (Castillo-Benancio et al., 2023).

The literature on benchmarking outlines the steps in benchmarking as follows: First, determining what will be benchmarked. She was second, forming a benchmarking team, and third, identifying benchmarking targets. Fourth, collecting and analyzing data and information. Finally, following up on the benchmarking results (Anand & Kodali, 2008; Pattison, 1994)

In this research, a benchmarking study of halal tourism is conducted on the destination of Lombok. Lombok Island was awarded the World's Best Halal Honeymoon Destination and World's Best Halal Tourism Destination at The World Halal Travel Summit & Exhibition 2015 in Abu Dhabi, United Arab Emirates (U.A.E.), on October 19-21, 2015. It won against nine other nominated destination cities, including Abu Dhabi (U.A.E.), Amman (Jordan), Antalya (Turkey), Cairo (Egypt), Doha (Qatar), Istanbul (Turkey), Kuala Lumpur (Malaysia), Marrakech (Morocco), and Tehran (Iran). This recognition positioned Lombok Island as a promising halal tourism destination, likely to attract overseas Muslim travelers.

This research is limited to a few critical aspects for conducting a benchmarking analysis of the potential development of the halal tourism industry in Palu City. This research focuses solely on the segments of the halal tourism industry, such as accommodations, culinary offerings, tourist destinations, and relevant supporting services that contribute to the halal tourism experience. The research will also compare successful halal tourism destinations as reference points for identifying best practices. Furthermore, the analysis will be conducted on aspects that have the most significant impact on the development of the halal tourism industry, in alignment with the research's objective to investigate and analyze various aspects related to benchmarking the halal tourism study in the Lombok tourism destination. These aspects include the identification of well-known halal tourism destinations, which encompass the number of visits by halal tourists, Revenue from the halal tourism industry, the Availability of halal accommodation facilities such as hotels and lodgings, the availability of halal restaurants and food, local economic growth due to the halal tourism industry, and the number of halal destinations in the area.

## RESEARCH METHOD

In designing this research, a qualitative approach is employed to analyze benchmarking related to the potential development of the halal tourism industry in Palu City. The methods applied include comparative case studies, in-depth interviews, document analysis, participatory observation, comparative analysis, thematic analysis, selection of key informants, triangulation, multiple case analysis, and in-depth interpretation (Bungin, 2007; Sugiyono, 2009).

This research adopts a benchmarking approach to analyze the potential development of the halal tourism industry in Palu City. This approach is chosen because it can provide in-depth insights into best practices applied in the development of halal tourism destinations in various regions. The analysis focuses on several key aspects in the development of halal tourism destinations: In the first step, selecting items or processes to be benchmarked is carried out, and customer-oriented measures are selected for evaluation purposes. The second and third steps involve the organizational phases necessary to collect data and information. This includes forming a benchmarking team of employees from various parts of the organization and developing an efficient system for gathering data and information. The fourth step uses the measures collected from all relevant sources of information to assess an organization against best-practice organizations and another organization with a relative position to the best-practice organization, considering its current conditions and projections for the future. Finally, after a best practice has been identified and understood, the fifth step utilizes the results to formulate an action plan for further improvement. In analyzing the potential development of the halal tourism industry in Palu City, several aspects serve as benchmarking sources. The following are the benchmarks in this research:

The benchmarking steps in this research are carried out as follows:

**Table 1.** Benchmarking steps

No	Steps	Description
1	Aspects of Benchmarking	In this research, the benchmarking encompasses well-known Halal Tourism Destinations, Policies and Regulations, Economic Development, Infrastructure and Facilities, Promotion and Marketing, Halal Ecosystem Development, and Partnership with the Local Community.
2	Benchmarking Measurement Indicators	In this section, the benchmarked metrics include: <ul style="list-style-type: none"> <li>- Number of visits by Halal tourists.</li> <li>- Revenue from the Halal tourism industry.</li> <li>- Availability of Halal accommodation facilities such as hotels and lodgings.</li> <li>- Availability of Halal restaurants and food.</li> <li>- Local economic growth due to the Halal tourism industry.</li> </ul>
3	Benchmarking Objectives	The data collection steps are performed as follows: <ul style="list-style-type: none"> <li>- Identification of Required Data.</li> <li>- Gathering data sources.</li> <li>- Determining data collection methods.</li> <li>- Specifying the data collection period.</li> </ul>
4	Data Collection	The data collection steps are performed as follows: <ol style="list-style-type: none"> <li>1. Identification of Required Data.</li> <li>2. Gathering data sources.</li> <li>3. Determining data collection methods.</li> <li>4. Specifying the data collection period.</li> </ol>
5	Data Analysis	In this step, data validation, analysis, and presentation are conducted.
6	Formulating Objectives and Action Plans	In this step, interpretation and recommendations, as well as monitoring and evaluation, take place.

## RESULT AND DISCUSSION

### Benchmarking for the Lombok, West Nusa Tenggara Tourism Destination

Halal tourism is an increasingly important global industry (A. Amir et al., 2020). The halal tourism industry includes Shariah-compliant hotels, halal transportation, halal food, halal tour packages, and Islamic finance (Boğan & Sarıışık, 2019). The contribution of the global Muslim travel market to various Muslim-friendly travel destinations in different countries reached 12% of the total global travel with a value of USD 189 billion in 2018. Its growth is predicted to exceed USD 300 billion by 2026 (Zemlyakova et al., 2023).

Lombok Island received the award for the World's Best Halal Honeymoon Destination and World's Best Halal Tourism Destination at The World Halal Travel Summit & Exhibition 2015 in Abu Dhabi, United Arab Emirates (U.A.E.), on October 19-21, 2015. This victory came after surpassing nine other nominated destination cities, including Abu Dhabi (U.A.E.), Amman (Jordan), Antalya (Turkey), Cairo (Egypt), Doha (Qatar), Istanbul (Turkey), Kuala Lumpur (Malaysia), Marrakech (Morocco), and Tehran (Iran). This recognition positioned Lombok Island as a significant halal tourism destination, likely to attract overseas Muslim travelers. The research results on the benchmarking study of halal tourism in the Lombok destination in this research include several aspects: first, Well-Known Halal Tourism Destinations; second, Policies and Regulations; third, Economic Development; fourth, Infrastructure and Facilities; fifth, Promotion and Marketing; sixth, Halal Ecosystem Development, and lastly, Partnership with the Local Community. These aspects are elaborated below: The benchmarking aspects of well-known halal tourism destinations in Lombok include several indicators: Number of visits by halal tourists, Policies and Regulations, Revenue from the halal tourism industry, Availability of halal accommodation facilities such as hotels and lodgings, Availability of halal restaurants and food, Local economic growth due to the halal tourism industry, and the presence of halal destinations.

These indicators for the Lombok destination are detailed as presented in Table 2.

**Table 2.** Number of visits by Halal tourists.

Indicators	Result
Number of visits by Halal	The average number of halal tourist visits in Lombok per year is as follows:

<b>tourists.</b>	foreign tourists numbering 126,539 people and domestic tourists totaling 1,249,756 people. In 2016, the total number of tourists reached 3,094,437 people, consisting of 1,690,109 domestic and 1,404,328 foreign tourists. There was a 50% increase in the number of tourists, from 1 million in 2016 to 1.5 million in 2017. The majority of tourists come from Australia, Malaysia, Singapore, and various regions in Indonesia. Tourist purposes are divided into the following categories: leisure (71.00%), business (11.87%), visiting family/friends (5.43%), and other purposes (11.07%). The travel patterns of tourists include individual travel (62.32%), group travel (33.77%), and couple travel (3.91%) (Juwita et al., 2019; Saepudin, 2021). The number of tourists experienced a 28.56% growth in 2016 compared to 2015. The earthquake and tsunami events in mid-August 2018 reduced the number by 24.76% during 2018 compared to 2017. As of August 2019, the number had recovered and reached 2.3 million people (Saepudin, 2021).
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Source: Data processed by the researcher.

The research findings regarding the number of halal tourist visits indicate a promising growth trend in Lombok. 2016 Lombok recorded 3,094,437 tourist visits, a significant increase of 28.56% compared to the previous year. This increase became even more noticeable in 2017, when the number of tourists rose to 1.5 million, indicating that Lombok successfully attracted the attention of halal tourists. Most of these tourists come from Australia, Malaysia, Singapore, and various regions in Indonesia, highlighting the importance of the regional market.

The data also reveals that halal tourists have a preference for leisure destinations, accounting for 71% of the total, with most of them traveling individually. However, it is worth noting that natural disasters such as earthquakes and tsunamis in 2018 also impacted the number of tourist visits. Despite this, a relatively quick recovery was observed in 2019, with the number of tourists reaching 2.3 million people by August 2019.

**Table 3.** Revenue from the halal tourism industry.

Indicators	Result
<b>Revenue from the halal tourism industry.</b>	The annual average income of Rp. 5,208,496,210.75 from the halal tourism industry in Lombok reflects the diversity of income sources in this sector. Most income comes from tourist accommodations, such as hotels that provide Sharia-compliant facilities and services. Additionally, restaurants and dining establishments offering halal food and beverages contribute significantly. Tourism and activities such as tours, recreation, and visits to Sharia-compliant tourist attractions also contribute to the income of the halal tourism sector. Overall, the diversity in these income sources reflects the growth potential of the halal tourism industry in Lombok (Saepudin, 2021).

Source: Data processed by the researcher.

The annual average income of Rp. 5,208,496,210.75 from the halal tourism industry in Lombok reflects significant economic potential in this sector. The diversity of income sources, from accommodations to restaurants and tourism activities, demonstrates the high interest and demand for services and products that align with Sharia principles. This signifies that Lombok has successfully created a Muslim-friendly environment, capitalizing on the rapidly growing global market for halal tourism. The high income also underscores the importance of investments in infrastructure and promotional efforts that support the growth of this sector.

However, to sustain and increase this income, the government and industry stakeholders must continue developing high-quality services, strengthening partnerships with stakeholders, and maintaining Sharia compliance in all aspects of tourism. This ensures the sustainability and competitiveness of the halal tourism industry in Lombok.

**Table 4.** Availability of halal accommodation facilities.

Indicators	Result
<b>Availability of halal accommodation facilities</b>	Lombok offers a variety of accommodation options that may align with Sharia principles. These options include the Sheraton Senggigi Hotel, Grand Legi Villa, Holiday Resort Lombok, Santosa Hotel, Santika Hotel, Grand Madani Hotel, Lombok

Plaza Hotel, Savargra Hotel, and Lombok Raya Hotel. However, the definition of a "Sharia-compliant hotel" can vary, so it is important to contact the hotels directly or seek reputable reviews to ensure that the facilities and services align with Sharia principles (Farghaly Abdelaliem et al., 2023; Lolyana & Mohammad Wahed, 2023).

Source: Data processed by the researcher.

The Availability of accommodations that may align with Sharia principles in Lombok reflects the tourism industry's awareness of the demand from Muslim travelers who adhere to their religious guidelines. Hotels like Sheraton Senggigi, Villa Grand Legi, and Grand Madani Hotel, which are stated to be following Sharia principles, demonstrate a commitment to providing services that comply with halal regulations, including halal food, prayer facilities, and Sharia-compliant services. However, it is important to note that the definition of a "Sharia-compliant hotel" can vary, and there is a need for greater transparency in providing information to travelers.

**Table 5.** Availability of halal restaurants and food.

Indicators	Result
<b>Availability of halal restaurants and food.</b>	Lombok offers a variety of halal restaurants and food services, including Traditional Eateries (200 Dining Places). Traditional eateries in Lombok serve halal dishes, including local specialties such as rice, satay, and gado-gado (Hermanto et al., 2020). Hotel Restaurants (75 Restaurants): Hotels in Lombok have restaurants that provide halal food menus, including breakfast, à la carte dishes, and buffets (Sani, 2019). Non-Hotel Restaurants (100 Restaurants): Independent restaurants also serve halal food, offering local and international cuisine, with some holding halal certification (Haryanegara et al., 2021).

Source: Data processed by the researcher.

The Availability of halal restaurants and food services in Lombok reflects the culinary industry's awareness of the demand from Muslim travelers who adhere to Sharia principles in their food. There are various options, both in the form of local eateries and hotel restaurants, that offer halal dishes, including local specialties such as rice, satay, and gado-gado. This is a positive step in attracting Muslim travelers increasingly conscious of the need for halal food. Furthermore, some restaurants have even obtained halal certification, which enhances the trust of travelers in the halal status of the dishes they consume. Although there is a need to ensure consistency in the implementation of halal standards across all restaurants, this is a good commitment from the culinary industry in Lombok to meet the needs of the Muslim traveler market.

The importance of having halal restaurants and food goes beyond providing comfort to Muslim travelers during their journeys; it also opens significant business opportunities in the culinary sector. With the continuously growing halal tourism sector, Lombok has the potential to improve and promote its halal restaurants and food services continually.

**Table 6.** Local economic improvement due to the halal tourism industry.

Indicators	Result
<b>Local economic improvement due to the halal tourism industry.</b>	The economic development of Lombok has shown a highly positive trend since the halal tourism industry became one of the main contributing factors. In 2016, the total regional economic income reached 4,002,424,963 rupiahs. However, after establishing the halal tourism industry, the income increased significantly in 2017, reaching 5,278,349,581 rupiahs. This growth continued in 2018, with the total income reaching 5,216,560,546 rupiahs. The peak of local economic growth occurred in 2019 when the income reached an impressive figure of 6,336,649,753 rupiahs. This demonstrates the positive impact of the halal tourism industry on Lombok's economy (Surahman et al., 2020).

Source: Data processed by the researcher.

The positive local economic development in Lombok, driven by the halal tourism industry, is in line with the significant growth in this sector. The increase in economic income, reaching 6,336,649,753 rupiahs in 2019, is tangible evidence of the positive impact brought by halal tourism. This can be outlined in several

aspects. Job Opportunities: Firstly, halal tourism has created job opportunities and stimulated the local service and trade sectors. With tourists seeking services and products that comply with Sharia principles, hotel owners, restaurants, and other local businesses have experienced increased income. This helps reduce unemployment rates and provides economic support to the local community. Revenue for Local Government: Secondly, the growth of this sector has increased local tax revenue and levies, making a significant contribution to the local government's budget. These funds can be used to finance infrastructure projects, education, and other public services, which, in turn, can enhance the quality of life for the population. Economic Diversification: Lastly, the increase in economic income also creates the potential for economic diversification in Lombok, reducing dependence on the halal tourism sector. Further investment in local industries that support the needs of tourism, such as agriculture and manufacturing, can strengthen the region's economic resilience.

Overall, the positive economic impact of the halal tourism industry in Lombok extends beyond immediate income generation and has the potential to contribute to the long-term well-being and economic stability of the local community.

**Table 7.** Halal Destination

Indicators	Result
<b>Halal Destination</b>	As of 2023, data indicates that Lombok Island, located in West Nusa Tenggara, is a prominent tourist destination, combining incredible natural beauty and rich Islamic cultural values. The island offers a variety of tourist destinations, ranging from the Islamic Center of West Nusa Tenggara, which serves as the Islamic hub in the region, to the village of Sade, which preserves the Sasak cultural traditions and is famous for its production of songket fabric. Additionally, the island boasts beautiful beaches like Selong Belanak Beach, popular for surfing, and natural attractions such as the Sendang Gile and Tiu Kelep waterfalls in the Mount Rinjani area. Lombok also attracts tourists with its small islands, such as Gili Sudak, Gili Nanggu, Gili Kedis, Jurang Malang, Sesaot, and Benang Kelambu, offering stunning natural beauty and exciting snorkeling and diving activities. Furthermore, the Mandalika area stands out with the presence of the MotoGP circuit, marking continuous developments in Lombok's tourism industry. All of these destinations reflect the ongoing efforts by the government and industry stakeholders to develop the concept of halal tourism on the island, as documented in the book "Industri Pariwisata Halal: Konsep dan Formulasi Kebijakan Lokal" from U.I.N. Mataram Press. Research results show that Lombok continues to attract more tourists by providing a range of destinations that combine natural beauty, local culture, and modern facilities, creating memorable holiday experiences for visitors (Ferdiansyah, 2020; Kholis et al., 2023; Sugianto, 2022).

Source: Data processed by the researcher.

Lombok Island demonstrates significant potential as a prominent halal tourism destination, combining natural beauty and Islamic cultural values. Data indicates that the island offers a range of tourist destinations, including significant places like the Islamic Center of West Nusa Tenggara, the village of Sade, beautiful beaches like Selong Belanak, waterfalls in the Mount Rinjani area, and small islands like Gili Sudak, Gili Nanggu, Gili Kedis, Jurang Malang, Sesaot, and Benang Kelambu. The Mandalika area with the MotoGP circuit is a major attraction, showcasing the drive to expand and develop sports tourism on the island.

An analysis of the number of halal destinations in Lombok reveals the island's commitment to offering various options for travelers seeking halal-friendly experiences. The presence of Islamic places, such as the Islamic Center, combined with the preservation of local traditions, like in the village of Sade, creates opportunities for Muslim tourists to explore the local culture and religion. Meanwhile, the natural beauty, beaches, and small islands provide exciting and family-friendly vacation choices. Additionally, investments in the sports industry, like the MotoGP circuit in Mandalika, generate extra momentum for travelers interested in sports events and recreation.

In the context of halal tourism, the diversity of these destinations allows Lombok to attract tourists from various backgrounds and preferences. Furthermore, ongoing efforts to develop tourism infrastructure that blends Islamic values with modern convenience demonstrate the government's and industry stakeholders' commitment to making Lombok a comprehensive, high-quality halal tourism destination. This is expected to

strengthen Lombok's position as one of Indonesia's leading halal tourism destinations, attracting more travelers seeking deep and fulfilling Islamic tourism experiences.

### The development of tourism in the city of Palu

In this research, we analyze the halal tourism industry's potential development in Palu using several aspects as benchmarks. These aspects include the following: The number of halal tourist visits, Revenue from the halal tourism industry, The Availability of halal accommodation facilities such as hotels and lodgings, The availability of halal restaurants and food, Local economic growth due to the halal tourism industry, The number of Halal destinations in the area. We use these components as points of comparison to understand successful models applied in the tourism destination of Palu.

In analyzing the halal tourism industry's potential development in Palu, we first examine the Number of Halal Tourist Visits. This is done to understand the level of interest among Muslim tourists in visiting Palu. The data provides an overview of the number of halal tourist visits, as shown in Table 8.

**Table 8.** Number of Tourist Visits in Palu City.

Indicators	Result
<b>Number of Tourist Visits in Palu City.</b>	The data on tourist visits to Palu shows a growth trend from 2010 to 2013, but the COVID-19 pandemic led to a drastic decline in tourism activities in 2020. 2022, there were 165,544 tourist visits, down from 206,418 in 2020. This reflects the pandemic's negative impact on the city's tourism sector after stable growth in the years before the pandemic (Badan et al., 2017) (Vanka, 2023).

Source: Data processed by the researcher.

The data on tourist visits to the city of Palu reflects the significant influence of the COVID-19 pandemic on the city's tourism sector. Until 2020, the city experienced relatively stable growth in tourist visits. However, in 2020, there was a drastic decline in tourism activities, which was a direct result of the impact of the global pandemic. This decline included a decrease in tourist visits from 206,418 in 2020 to 165,544 in 2022.

This decline reflects several factors, including travel restrictions imposed by many countries and local governments in response to the pandemic, the uncertainty and concerns of prospective tourists regarding health risks, and reduced purchasing power due to the economic impact of the pandemic. The recovery of the tourism sector in Palu and worldwide will depend on progress in addressing the pandemic, improving travel accessibility, and efforts to rekindle tourist interest in traveling again.

Regarding the aspect of income from the tourism industry in Palu, as indicated in Table 9 below:

**Table 9.** Income from the tourism industry.

Indicators	Result
<b>Income from the tourism industry.</b>	The city of Palu is a major contributor to the regional Revenue from the tourism sector in the Central Sulawesi Province. Between 2015 and 2019, the contribution of hotel, restaurant, and entertainment taxes to the Local Own-Source Revenue (P.A.D.) of Palu City showed significant growth. Hotel tax peaked in 2019 with a contribution of 4.6%, while restaurant tax reached its peak in 2017 with a contribution of 3.40%. Entertainment tax also exhibited stable growth, with the highest contribution of 1.54% in 2017. This reflects the crucial role of the tourism sector in supporting Palu City's Revenue, with significant growth over the past five years, particularly in the hotel and restaurant tax sectors (N. Amir et al., 2021).

Source: Data processed by the researcher.

The city of Palu in Central Sulawesi Province has shown a significant contribution from the tourism sector to the Local Own-Source Revenue (P.A.D.) from 2015 to 2019. The data demonstrates impressive growth, with hotel tax reaching its peak in 2019 (4.6%) and restaurant tax reaching its peak in 2017 (3.40%). Entertainment tax also provided a stable contribution, reaching 1.54% in 2017. This reflects the vital role of the tourism sector in supporting the P.A.D. of Palu City, with significant growth, especially in the hotel and



restaurant tax sectors. While the data only covers up to 2019, sustainable strategies in developing the tourism sector remain key to maintaining a positive contribution to the local economy.

Regarding the Availability of tourism accommodation facilities in Palu City, as indicated in Table 10 below:

**Table 10.** Availability of accommodation facilities.

Indicators	Result
<b>Availability of accommodation facilities</b>	Palu City dominates in terms of the number of accommodation service companies in the region, accounting for 17.37 percent of the total. This indicates significant potential for the accommodation sector in the city. The city also offers accommodation facilities, including 7 star-rated hotels and 109 non-star-rated hotels, such as budget hotels (B.P.S. et al., 2020).

Source: Data processed by the researcher.

The data indicates that Palu City plays a significant role in the accommodation service sector in the region, with approximately 17.37 percent of the total accommodation service companies. This demonstrates significant potential for the accommodation sector in the city. The presence of several star-rated hotels suggests that Palu City has accommodation facilities that meet certain quality standards, which can attract travelers seeking comfort and more luxurious amenities. Meanwhile, the 109 non-star-rated hotels, such as budget hotels, provide more affordable options for budget-conscious travelers. This diversification of accommodation facilities allows Palu City to appeal to various market segments, ranging from business travelers to those looking for budget-friendly accommodations. Regarding the Availability of halal restaurants and food in Palu City, as indicated in Table 11:

**Table 11.** Availability of halal restaurants and food.

Indicators	Result
<b>Availability of halal restaurants and food.</b>	From 2016 to 2019, data from the Central Statistics Agency (Badan et al. or B.P.S.) shows approximately 56 restaurants and 216 food stalls (kedai makan) in Palu City. This indicates a reasonable number of dining establishments in the city, offering various options for residents and visitors. However, the data does not specify the proportion of these establishments that offer halal food or are certified as halal restaurants. To cater to Muslim tourists and meet the demands of the halal tourism market, it may be beneficial for some of these establishments to offer halal food and obtain halal certification (Ananti & Pebrianto, 2020).

Source: Data processed by the researcher.

The data from the Central Statistics Agency (B.P.S.) showing the presence of approximately 56 restaurants and 216 eateries in Palu between 2016 and 2019 indicates various dining options in the city. The presence of diverse restaurants and eateries can cater to various culinary preferences of the residents and tourists. In terms of the Availability of halal restaurants and food in Palu, as indicated in Table 12 below:

**Table 12. Local economic improvement due to the tourism industry.**

Indicators	Result
<b>Peningkatan ekonomi lokal akibat industri pariwisata halal.</b>	The city of Palu has a significant contribution to the accommodation services sector within the region, with a percentage of approximately 17.37%. The presence of 7-star-rated hotels and 109 non-star-rated hotels (Melati) in the city is an important indicator of the growth of the tourism and accommodation industry there. Local economic growth can occur due to the rapidly developing tourism industry (Rif'an et al., 2019).

Source: Data processed by the researcher.

The city of Palu significantly contributes to the accommodation services sector within the region, with approximately 17.37 percent. This percentage highlights the crucial role of Palu in the tourism and accommodation industry in the area. The presence of 7-star-rated hotels and 109 non-star-rated hotels, such as Melati hotels, is a critical indicator of the growth of the tourism and accommodation industry in the city. As mentioned in the context of tourism industry growth, local economic growth is common in many tourist cities. The presence of tourists, whether for business or leisure purposes, positively impacts local economic growth

by increasing income and employment opportunities. Therefore, the government and local stakeholders must continue supporting and promoting the tourism industry while maintaining quality standards and sustainability to ensure sustainable economic benefits for Palu. Regarding the Availability of tourist destinations in Palu, as indicated in Table 13 below:

**Tabel 13.** Tourist destinations.

Indicators	Result
<b>Destinasi wisata</b>	In this research report, various attractive tourist destinations in Palu, Central Sulawesi, have been identified. One of the standout destinations is Paluabara Swimming Pool, a sports complex that offers recreational facilities. Lore Lindu National Park is a remarkable choice for nature and biodiversity enthusiasts with its stunning natural beauty. Mount Matantimali attracts hikers seeking mountain challenges. Talise Beach offers serene views of white sandy shores. The Nosarara Nosabatutu Monument holds intriguing historical significance. Taman Anjungan Pantai Talise is a perfect destination for relaxation. The city also offers other destinations like Ponulele Bridge, Tumbelaka Beach, Drupadi Forest House, and Mount Gawalise, which are appealing to hikers. There is the Central Sulawesi Christian Church to visit for those interested in cultural values. Zen Family Spa & Reflexology is ready to serve visitors for relaxation and body care. Sri Rejeki Palu offers various souvenirs and unique items. Paragliding at Matantimali is a destination for parasailing and paragliding enthusiasts. Palu also boasts a variety of accommodation options, including Mawar Merah Boarding House, and visitors can explore these various attractions with tours provided by Celebes Experiences. With these diverse options, Palu offers a variety of ways to explore the natural beauty and enjoy exciting activities for tourists (Rif'an et al., 2019).

Source: Data processed by the researcher.

Palu, Central Sulawesi, is a diverse tourist destination with many options for travelers. The various destinations mentioned encompass natural diversity, culture, and recreation. Paluabara Swimming Pool and Lore Lindu National Park offer exceptional natural experiences, while Mount Matantimali attracts hikers seeking challenges. Talise Beach is a relaxing place with soothing beach views. Historic destinations like the Nosarara Nosabatutu Monument and cultural aspects like the Central Sulawesi Christian Church add a cultural dimension to the experience. Relax and body care facilities like Zen Family Spa & Reflexology exist. Visitors can take home souvenirs from Sri Rejeki Palu. Varied accommodations and tour support from Celebes Experiences allow visitors to explore all Palu offers. All these elements create a diverse experience that can cater to the interests of various types of visitors, from nature lovers to those seeking cultural experiences, in a city that offers many ways to explore beauty and exciting activities.

### Framework for the Condition and Development Strategy of Halal Tourism in Palu City

**Table 14.** Framework for the Condition and Strategy for the Development of the Halal Tourism Ecosystem in Palu City Based on Benchmarking Analysis

Aspect	Condition	Strategy
<b>The number of halal tourist visits.</b>	The benchmarking analysis reveals that Palu City experienced a drastic decline in tourist visits in 2020 due to the COVID-19 pandemic. In contrast, Lombok saw significant growth in tourist numbers after 2015, with a sharp increase in 2017. This indicates that Lombok has successfully attracted tourists despite facing challenges such as the earthquake and tsunami 2018.	<b>Halal Tourism Development:</b> Focus on developing halal tourism by offering accommodation, restaurants, and activities that align with halal principles. Strengthening cooperation with halal certification bodies can enhance the trust of halal tourists. <b>Diversification of Tourism Products:</b> Provide various tourism products that align with the preferences of halal tourists, such as nature tourism, historical tourism, and cultural activities that adhere to halal principles. <b>Collaboration with the Industry:</b> Engage local industry players in developing halal tourism products and services. Collaborate with

<p><b>Income from the halal tourism industry.</b></p>	<p><b>Income from the Halal Tourism Industry in Lombok:</b> Lombok has achieved significant Revenue from the halal tourism industry, demonstrating substantial potential in attracting tourists seeking experiences in line with halal principles. This success can be an example for Palu City in developing its halal tourism industry. <b>Contribution of the Tourism Sector to Palu City's Regional Revenue:</b> Palu City has experienced significant growth in the contribution of hotel, restaurant, and entertainment taxes to its Local Own-Source Revenue (P.A.D.). This indicates that the tourism sector, particularly hotel and restaurant taxes, has significant potential as a source of income for the local government.</p>	<p>hotels, restaurants, and local producers to improve the quality of halal services. <b>Enhancement of Digital Marketing:</b> Utilize digital marketing and social media to promote halal tourism in Palu City to the global market. Use satisfied halal tourist testimonials as an effective marketing tool. <b>Improvement in Service Quality:</b> Ensure top-quality and halal-friendly services, including training hotel and restaurant staff in catering to the needs of halal tourists.</p>
<p><b>Availability of halal accommodation facilities such as hotels and lodgings.</b></p>	<p><b>Lombok - Income from the Halal Tourism Industry:</b> Lombok has achieved significant Revenue from the halal tourism industry, reflecting success in attracting tourists seeking experiences in line with halal principles. <b>Palu City - Contribution of Hotel and Restaurant Taxes:</b> Palu City also significantly contributes to its Local Own-Source Revenue from hotel and restaurant taxes (P.A.D.).</p>	<p><b>Integrated Halal Tourism Development:</b> Establish an integrated halal tourism system that covers accommodations, restaurants, and tourist activities. Ensure that all aspects of tourism are halal-friendly and meet recognized halal standards. <b>Collaboration with Local Industry:</b> Strengthen cooperation with local industry players to develop halal tourism products and services. Collaborating with halal food producers, souvenir manufacturers, and other businesses will support the development of the halal tourism ecosystem. <b>Promotion through Collaboration:</b> Collaborate with local influencers and public figures, especially those with influence in the Muslim community, to help promote Palu City as a halal tourism destination. Support from local and national media is also essential to increase visibility. <b>Education and Training:</b> The Palu City government can support training and education for tourism industry stakeholders regarding the needs of halal tourists. This includes training on halal standards, service ethics, and an understanding of the culture of halal tourists. <b>Development of Halal Hotels and Accommodations:</b> Encourage investment in constructing more hotels and accommodations that meet halal standards. Ensure that these facilities are halal-friendly and undergo halal certification processes. <b>Training and Certification:</b> Provide training for hotel owners, managers, and staff regarding the needs of halal tourists, service ethics, and an understanding of the culture of halal tourists. Halal certification can ensure that food and other facilities adhere to halal principles.</p>
<p><b>Availability of halal restaurants and food.</b></p>	<p>The provided data shows a significant difference in the Availability of halal restaurants and food services in Lombok and Palu City. Lombok offers a wide range of options for halal restaurants and food services, including eateries, hotel restaurants, and independent restaurants that serve halal food. On the other hand, Palu City has a more limited number, with approximately 56 restaurants and 216 eateries.</p>	<p><b>Promoting Investment in Halal Restaurants:</b> Encourage investment in developing more restaurants serving halal food. Provide incentives to restaurant owners who meet halal certification standards. <b>Training and Certification:</b> Conduct training for restaurant owners and staff regarding the needs of halal tourists, service ethics, and an understanding of the culture of halal tourists. Halal certification can ensure that the food served adheres to halal principles. <b>Promotion of Halal Restaurants:</b> Actively promote Palu City's halal restaurants and food services to the halal tourism market. Utilize digital marketing, collaborate with influencers, and incorporate halal certification in promotions. <b>Collaboration with Universities and Local Training:</b> Collaborate with universities and local training institutions to enhance staff qualifications in the food and restaurant industry concerning halal practices and service to halal tourists.</p>
<p><b>Local economic</b></p>	<p>Based on the benchmarking analysis of Palu and Lombok, both cities have</p>	<p><b>Partnerships with Universities:</b> Collaborate with local universities to research the needs and preferences of</p>

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<b>improvement due to the halal tourism industry.</b>	experienced significant local economic growth due to the halal tourism industry. However, there are differences in the scale of growth and the tourism industry's contribution to the local economy. <b>Contribution of Palu's Tourism:</b> Palu has a contribution of approximately 17.37% from the accommodation services sector within the region, reflecting significant growth in the tourism and accommodation industry in the city. <b>Economic Growth in Lombok:</b> After introducing the halal tourism industry, Lombok has experienced rapid economic growth. Local economic income dramatically increased from 2016 to 2019, with the peak growth occurring in 2019, indicating the positive impact of the halal tourism industry on Lombok's economy.	halal tourists. This can help better understand the market and develop suitable tourism products. <b>Sustainable Approach:</b> Adopt a sustainable approach in the development of halal tourism, considering environmental and social sustainability at every stage of tourism development. <b>Promotion through Social Media:</b> Utilize social media to promote Palu City's halal tourism destinations. Positive testimonials and success stories from previous halal tourists can enhance the destination's image and trust. <b>Human Resource Training:</b> Train the staff in the tourism industry on the ethics and needs of halal tourists. A better understanding of the preferences and beliefs of halal tourists can enhance the visitor experience.
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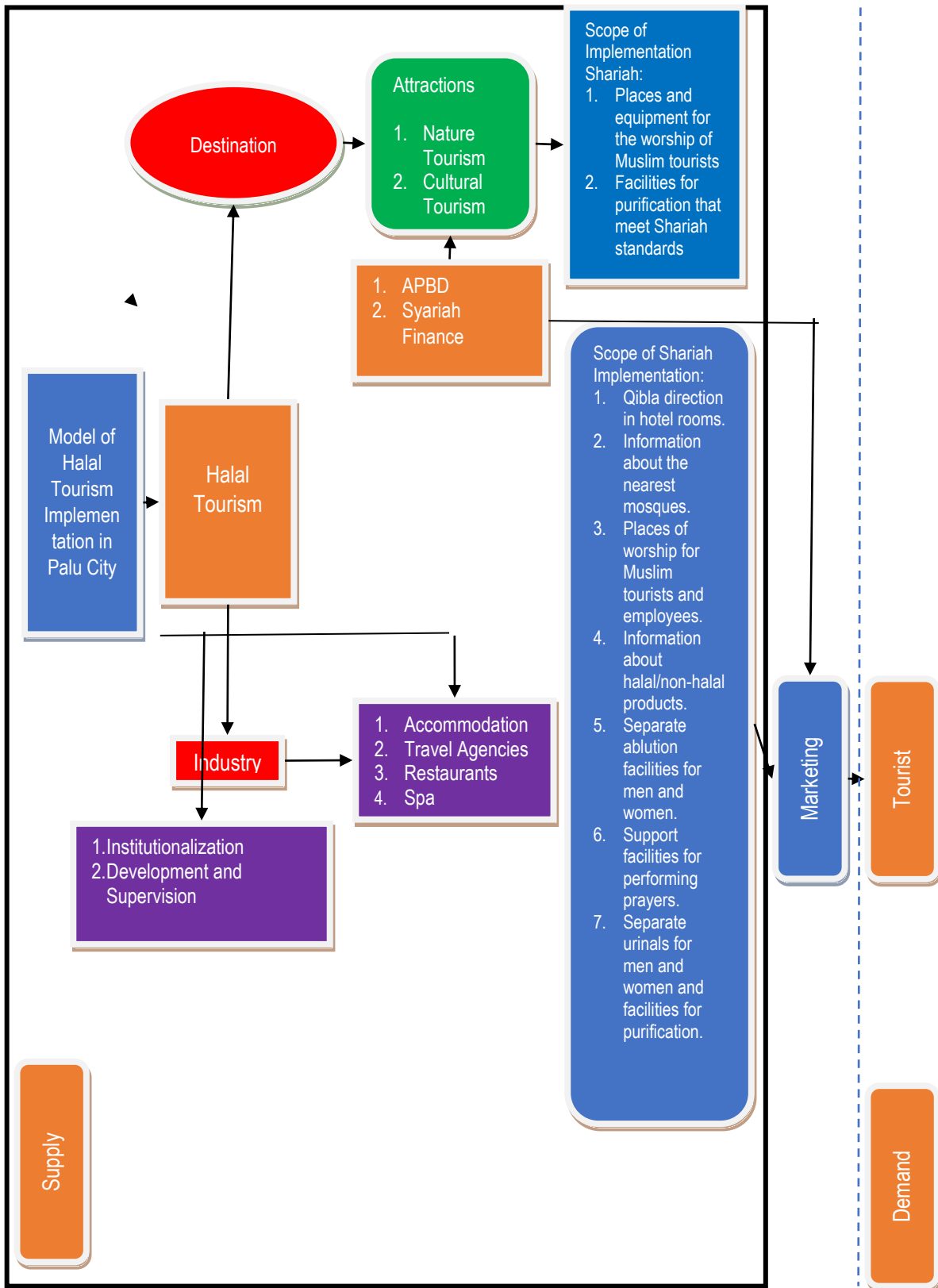
Source: Data processed by the researcher.

In the benchmarking analysis, several key aspects were compared between Palu City and Lombok. First, the number of halal tourist visits was a primary concern. The impact of the COVID-19 pandemic resulted in a significant decline in the number of tourist visits to Palu City in 2020. In contrast, Lombok achieved significant growth in the number of tourists after 2015, particularly in 2017, despite facing challenges such as the earthquake and tsunami in 2018. Second, the potential of natural and cultural resources in Palu City has been identified as a major attraction, but further development is needed to attract halal tourists. This includes promoting the natural beauty, cultural diversity, and historical heritage. Third, investment in tourism infrastructure is crucial.

The development of halal hotels, restaurants, and Muslim-friendly transportation facilities can enhance the appeal to halal tourists. Fourth, effective marketing and promotional strategies, particularly through social media and online platforms, can help Palu City increase its visibility as a halal tourism destination. Fifth, training for tourism industry stakeholders regarding the needs and preferences of halal tourists, as well as halal certification for food businesses, accommodations, and other services, can build trust among halal tourists. Concrete steps need to be taken to achieve success in developing halal tourism. Focusing on the development of halal tourism by offering accommodation, restaurants, and activities that align with halal principles is a crucial step. Strengthening cooperation with halal certification bodies can also enhance the trust of halal tourists. Diversifying tourism products that align with the preferences of halal tourists, such as nature tourism, historical tourism, and cultural activities, is also necessary. Collaboration with local industry players, such as hotel owners, restaurant owners, and local producers, and promotion through collaboration with influencers and local community figures who influence the Muslim community can help promote Palu City as a halal tourism destination. It is also important to maintain a sustainable approach in the development of halal tourism, considering environmental and social sustainability in every development step.

Regarding human resource training, collaboration with universities and local training institutions can enhance staff qualifications in the food, restaurant, and tourism sectors in general. In accelerating the growth of the halal tourism industry, leveraging social media and online platforms to promote Palu City as a halal tourism destination is crucial. Positive testimonials and success stories from previous halal tourists can be effective marketing tools. This analysis shows that Palu City has significant potential to develop a sustainable halal tourism industry. With a strong commitment, close collaboration among local stakeholders, and a focus on the preferences of halal tourists, Palu City can become one of Indonesia's leading halal tourism destinations, providing significant economic benefits to the local community and offering a unique experience to tourists.

Figure 1. Model of Halal Tourism Implementation in Palu City



## CONCLUSION

Based on the research presented, the conclusions from the study titled "Comparative Analysis of the Potential Development of the Halal Tourism Industry in Palu City" are as follows: Potential for Halal Tourism in Palu City: Palu City has significant potential for the development of halal tourism, especially given that the majority of its population is Muslim. This potential includes various sectors, such as halal culinary offerings, products, services, and tourism destinations. Comparative Analysis: Through comparative analysis with successful cases such as the Setanggor Village Tourism in Lombok, it can be concluded that involving the local community, respecting local culture and religion, and building a business model oriented towards the well-being of the local population can be key to success in the development of halal tourism.

Role of Local Government: The active role of the local government, especially in supporting local initiatives, facilitating training and education, and creating an environment conducive to tourism development, is crucial in enhancing the potential of the halal tourism industry in Palu City. Positive Impact on the Local Community: Increased income and job creation for the local community are positive impacts that can be achieved through the development of halal tourism. An inclusive business model that considers the local population's well-being and leverages cultural and religious wealth can create equitable economic benefits. Challenges and Opportunities: Despite the significant potential, challenges such as meeting stringent halal standards and global competition can be overcome. However, with the right strategies, including increased collaboration between the public and private sectors, strengthened training and education, and promotion of sustainable and diverse destinations, Palu City has a great opportunity to become a successful and sustainable halal tourism destination.

Overall, the development of halal tourism in Palu City requires a holistic approach that involves the local community, local government, and the private sector. By taking successful examples such as Setanggor Village Tourism in Lombok and implementing appropriate strategies, Palu City has significant potential to become an example of success and sustainability in the halal tourism industry.

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