

ANALYSIS OF THE GLOBAL MUSLIM TRAVEL INDEX (GMTI) APPROACH AS AN EFFORT TO DEVELOP HALAL TOURISM IN THE WILIS RING AREA OF TULUNGAGUNG REGENCY

Deny Yudiantoro^{1*}, Dedi Suselo²

^{1,2}Fakultas Ekonomi dan Bisnis Islam UIN Sayyid Ali Rahmatullah Tulungagung

*deny.yudiantoro@gmail.com

Abstrak: Perkembangan di sektor pariwisata dari waktu ke waktu menunjukkan tren yang sangat positif terutama dalam upaya pemulihan ekonomi Indonesia pasca pandemi covid 19. Salah satu bukti nyata dengan disusunnya RIPPARDA Tulungagung sebagai acuan dalam pengembangan sektor wisata di selingkar wilis. Penelitian ini bertujuan untuk menganalisis potensi wisata halal pada objek wisata di kawasan selingkar wilis untuk dilakukan pengembangan wisata halal menurut GMTI dengan indikator aksesibilitas, communication, environment, dan services (ACES). Penelitian ini dilakukan dengan pendekatan kualitatif deskriptif dengan penelitian lapangan (field research). Hasil penelitian menunjukkan bahwa 1) kondisi objek wisata selingkar wilis menurut indikator ACES menunjukkan kondisi yang sangat baik. 2) Terdapat potensi yang besar untuk pengembangan objek wisata halal diobjek wisata selingkar wilis. Potensi ini muncul dari aspek kemudahan aksesibilitas berupa infrastruktur pendukung yang sudah sangat baik. Potensi lainnya ditunjukkan dengan hadirnya pengembangan informasi berbasis online melalui sosial media dan youtube. Pada indikator lingkungan menunjukkan dukungan lingkungan yang besar yang bersumber dari pemerintah, masyarakat, dan ekosistem budaya yang sudah mengakar di kehidupan masyarakat di sekitar objek wisata. 3) Upaya pengembangan objek wisata selingkar wilis menjadi objek wisata halal dilakukan dengan pengembangan wisata berbasis ecotourism dan smart halal tourism dengan menyusun roadmap pengembangan wisata halal dan menyiapkan sarana pendukung lainnya, termasuk inovasi kegiatan tahunan yang dikemas lebih komersial dengan berbasis smart halal tourism.

Kata kunci: GMTI Indicators, The development of halal tourism, wisata halal.

Abstract: The development in the tourism sector over time shows a very positive trend, especially in the efforts to recover Indonesia's economy post the COVID-19 pandemic. One concrete evidence is the formulation of RIPPARDA Tulungagung as a reference in the development of the tourism sector around the Wilis mountain range. This research aims to analyze the potential of halal tourism at tourist attractions in the Wilis mountain range area for the development of halal tourism according to GMTI with indicators of accessibility, communication, environment, and services (ACES). The research uses a qualitative descriptive approach with field research. The results of the research show that 1) the condition of tourist attractions around the Wilis mountain range according to the ACES indicators indicates a very good condition. 2) There is great potential for the development of halal tourist attractions

in the Wilis mountain range. This potential arises from the aspect of accessibility, such as well-established supporting infrastructure. Another potential is indicated by the presence of online information development through social media and YouTube. On environmental indicators, there is strong environmental support from the government, society, and cultural ecosystems that are deeply rooted in the lives of the community around the tourist attractions. 3) Efforts to develop tourist attractions around the Wilis mountain range into halal tourist attractions are carried out by developing ecotourism-based tourism and smart halal tourism by formulating a roadmap for the development of halal tourism and preparing other supporting facilities, including annual activities that are commercially packaged based on smart halal tourism.

Keywords: GMTI Indicators, The development of halal tourism, halal tourism.

Introduction

The diversity of customs, culture, ethnicities, languages, and abundant natural resources are inseparable characteristics of our country, Indonesia. This diversity is undoubtedly an invaluable asset that needs to be well-managed to prosper society, as mandated in Articles 33, Paragraphs 1 to 3 of the Constitution. Natural resources consist of various forms, both underground and on the surface of Indonesia. One of the natural resources with significant potential for development is the tourism industry. Tourism is defined as the activity of traveling repeatedly from one place to another.¹ Another definition according to Law No. 10 of 2009 states that tourism is an integral part of national development, carried out systematically, planned, integrated, sustainable, and responsible, while continuously providing protection to religious values, cultural practices within society, the preservation and quality of the environment, and national interests.²

The development in the tourism sector over time has shown a very positive trend, especially in efforts to recover the Indonesian economy post-COVID-19 pandemic. The Indonesian Ministry of Tourism has made extraordinary promotional efforts to attract tourists through the "Wonderful Indonesia" tourism promotion program, as outlined in the Minister of Tourism's Decree of 2019.³ In line with the significant development of the tourism industry, the Indonesian government is focusing on developing the tourism sector by highlighting another aspect: religious tourism that aligns with the diversity of unique cultural values and traditions. The

¹ I Ketut Suwena & I Gusti Widyatmaja. *Pengetahuan Dasar Ilmu Pariwisata*. (Denpasar: Pustaka Larasan, 2017), hal. 15.

² Undang-Undang Republik Indonesia Nomor 10 Tahun 2009 Tentang Kepariwisata, Pasal 1 ayat 4.

³ Keputusan Menteri Pariwisata Republik Indonesia Nomor KM.182/PP.03/MENPAR/2019 tentang TIM Co-Branding Wonderful Indonesia.

concept built to promote this religious aspect is labeled as halal tourism.⁴ Halal tourism is seen as a new trend in the development of tourism in Indonesia, upholding Islamic culture and values.

Through the theme of developing halal tourism and efforts towards Indonesia Gold 2045, the development of halal tourism in Indonesia continues and has become a priority program for the Ministry of Tourism and Creative Economy. At the 2022 Best Tourist Village Awards event, the Minister of Tourism and Creative Economy, Mr. Sandiaga Salahuddin Uno, also mentioned that the development of the sharia tourism sector is a key program in the strategic plan being formulated.⁵ This decision is not without reason. In 2022, Indonesia ranked second globally in halal tourism according to the Global Muslim Travel Index (GMTI), surpassing 138 other countries. However, Indonesia still lags behind Malaysia, with a narrow score difference of 74 and 70, respectively⁶. Certainly, this achievement is very proud and demonstrates Indonesia's excellence in the development of sharia tourism. Moreover, in the effort towards Indonesia Gold 2045, indicators of sustainable economic development also become a collective responsibility across all levels of government, from central authorities down to rural areas.

Indonesia, as a world-friendly Muslim destination according to GMTI, certainly requires concrete guidelines for organizing halal tourism, especially from industry practitioners. Indonesia's potential is recognized as a center for halal tourism globally due to its natural beauty, cultural richness, and the largest Muslim population in the world. The application of responsible halal tourism development principles involves meeting the needs and desires of Muslim travelers.⁷ This segment of halal tourism is not only intended for Muslim travelers but also for non-Muslim tourists. In addition to enjoying sharia-compliant services, non-Muslim travelers are also expected to appreciate and trust in the halal certification, cleanliness, and hygiene of the products offered. The focus of this concept is on the subjects or practitioners, not just the locations or destinations, but also includes the needs and comfort of the tourism operators.⁸

⁴ Peraturan Pemerintah Republik Indonesia Nomor 50 Tahun 2011 Tentang Rencana Induk Pembangunan Kepariwisataan Nasional Tahun 2010-2025.

⁵ Heru Suyitno, *Menparekraf: Desa Wisata Menjadi Program Unggulan*, (Berita online). <https://www.antaranews.com/berita/2975061/menparekraf-desa-wisata-menjadi-program-unggulan#mobile-nav>, di akses pada 10 September 2022.

⁶ Yuli Nurhanisah, *Indonesia Peringkat Kedua Wisata Halal Dunia 2022*, (Berita Online), <https://indonesiabaik.id/infografis/indonesia-peringkat-kedua-wisata-halal-dunia-2022#:~:text=Indonesiabaik.id%20%2D%20Indonesia%20ditetapkan%20sebagai,kedua%20wisata%20halal%20dunia%202022>

⁷ Anang Sutono dkk, *Panduan Penyelenggaraan Pariwisata Halal* (Jakarta: Asisten Deputy Pengembangan Wisata Budaya Deputy Bidang Pengembangan Industri dan Kelembagaan Kementerian Pariwisata, 2019), hlm. 2.

⁸ Dini Andriani, *Laporan Akhir Kajian Pengembangan Wisata Syariah* (Jakarta: Asisten Deputy Penelitian dan Pengembangan Kebijakan Kepariwisataan Deputy Bidang Pengembangan Kelembagaan Kepariwisataan Deputy Bidang Kepariwisataan Kementerian Pariwisata, 2015), hlm. 2.

The enthusiasm for developing the tourism sector has not yet been fully realized in various regions, including East Java. Research shows that the development of halal tourism in Indonesia, particularly in East Java province, has not advanced sufficiently. This is due to the lack of adequate facilities that support the implementation of halal tourism programs.⁹ Development efforts are also being undertaken by the Tourism and Culture Office of Tulungagung Regency in East Java in collaboration with the Tourism Study Center of Gadjah Mada University, Yogyakarta, by preparing the Master Plan for Tourism Development (RIPPARDA) for Tulungagung Regency. The RIPPARDA outlines that Tulungagung Regency has outstanding prospects for tourism development, with numerous tourism potentials spread across several Strategic Tourism Areas (KSP): KSP 1 covering the Wilis Ring Area, KSP 2 covering urban areas, KSP 3 covering industrial areas, and KSP 4 covering coastal areas.¹⁰ The development process of these Strategic Tourism Areas is still in its early stages, including KSP 1 Wilis Ring Area, which involves improving road access with good quality and mapping the tourism potentials in the region for further development. One of the most popular tourist destinations in the area that has already undergone significant development efforts includes Jurang Senggani, Kedung Minten, Ori Green Park, and Tugu Park.

Considering this potential, efforts are needed to develop sharia tourism in the Wilis Ring area. This development of halal tourism should adhere to the standards of the Global Muslim Travel Index (GMTI), which serves as a global benchmark for halal tourism assessment. Theoretically, GMTI is the result of research from Crescent Rating, where the index functions as a reference for halal tourism criteria and provides rankings for countries worldwide.¹¹ In the future, the development of halal tourism could become an attractive prospect for investors. The implementation of halal tourism is a straightforward activity as it is already integrated into the major habits of Indonesian society. This development effort is expected to help the Wilis Ring area meet the criteria for halal tourism destinations according to GMTI, representing East Java alongside the Malang Raya region.

⁹ Andi Triyawan & Riska Carolina. Analysis of Halal Tourism Development Strategy in East Java Province, *Lariba: Journal of Islamic Economics*, Vol. 04, No. 01, 2018, hal. 27-35.

¹⁰ RIPPARDA Kabupaten Tulungagung tahun 2022 edisi revisi.

¹¹ Mastercard & Crecentrating, Global Muslim Travel Index 2018 (t.tp.: GMTI, 2018),10.

Theoretical Study

Halal Tourism

Halal tourism in various countries uses terms such as Islamic tourism, halal tourism, halal travel, and Muslim-friendly destinations. Sharia tourism refers to activities supported by facilities and services provided by the community, businesses, government, and local authorities that meet sharia requirements. The concept of halal is viewed from two perspectives: religious and industrial.¹² Initially, halal tourism was associated with activities aimed at enhancing the religious values of tourists by visiting places of worship, graves, and historical sites with religious significance according to their faith.

The United Nations World Tourism Organization (UNWTO) was the first institution to introduce the concept of halal tourism in 1967. Over time, the concept of halal tourism has evolved to encompass a diverse range of segments, no longer limited to places of worship or graves alone but extending to locations with universal values and benefits for the community, such as those with educational value and local wisdom.¹³ Halal tourism has also developed because this segment is not restricted to a specific religion. It incorporates more universal values and benefits for society, such as educational value and local wisdom, which are not overlooked.¹⁴

Criteria for Halal Tourism

Halal tourism has standards for developing destinations, starting with the provision of amenities and services that meet basic requirements such as the availability of water for ablution, halal food and beverages, and high-quality facilities and services. These standards aim to enhance the promotion of halal tourism.¹⁵ The Ministry of Tourism and Creative Economy and the Indonesian Ulema Council (DSN-MUI) have established general criteria for sharia tourism, which include: Orientation Toward Public Benefit, Ensuring that tourism activities contribute positively to the general welfare; Enlightening and Providing Peace, Offering experiences that promote enlightenment and tranquility; Avoiding Shirk and Superstition, Avoiding practices associated with polytheism and superstition; Upholding Human Values and Avoiding Immoral Behavior, Respecting human dignity and avoiding immoral conduct; Universal and Inclusive

¹² Kementerian Pariwisata Republik Indonesia. *Pengembangan Wisata Syariah*. (Jakarta: Asdep Litbang Kebijakan Kepariwisataan, 2015), hal. 12.

¹³ Ibnu Elsa AS Peru, dkk. *Pariwisata Syariah: Pengembangan Wisata Halal.....*, hal. 60.

¹⁴ Isdarmanto, *Dasar-dasar Kepariwisataan dan Pengelolaan Destinasi Pariwisata*, (Yogyakarta: Gerbang Media Aksara, 2016), hlm. 24.

¹⁵ Anang Sutono, dkk. *Panduan Penyelenggaraan Pariwisata Halal*. (Jakarta: Asisten Deputi Pengembangan Wisata Budaya Deputi Bidang Pengembangan Industri dan Kelembagaan Kementerian Pariwisata, 2019), hal. 5

Nature, Adopting an approach that is broad and inclusive, welcoming diverse participants; and Preserving Cultural Values and Local Wisdom, Respecting and maintaining cultural values and local traditions.¹⁶ However, the current criteria that serve as the standard for the halal tourism industry at a national level is the Global Muslim Travel Index (GMTI). GMTI was first introduced by CrescentRating, a company that leverages insights, lifestyle trends, halal tourism intelligence, behavior, and research related to the needs of Muslim travelers to provide guidance on all aspects of halal tourism worldwide.¹⁷

Global Muslim Travel Index (GMTI)

The development of halal tourism should adhere to the principles mentioned above, while also considering the indicators of halal tourism development according to the GMTI. These indicators are based on the CrescentRating ACES Model, which includes four key factors: access, communication, environment, and service.¹⁸

Accesibilitas

Easy access will facilitate travelers' journeys to tourist destinations. Accessibility is a crucial component of tourism, encompassing both physical and non-physical aspects. Physical access involves the availability of infrastructure and transportation networks that connect one place to another. Non-physical access includes the ease of obtaining necessary permits and licenses.¹⁹ Ease of access has key indicators according to GMTI, which include visa requirements, the availability of travel routes, and the presence of adequate transportation infrastructure.

Communication

Communication is seen as the process of conveying information to others in order to change or shape their behavior.²⁰ Key considerations in communication include indicators such as the accessibility of information, the ease with which information is conveyed, and the presence of digital technology to facilitate the dissemination of information.

¹⁶ Riyanto Sofyan. *Prospek Bisnis Pariwisata Syariah.....*, hal. 57.

¹⁷ Mastercard & CrescentRating. *Global Muslim Travel.....*, hal. 10.

¹⁸ Mastercard & CrescentRating, *Global Muslim Travel Index*, 2019, hal. 13.

¹⁹ Andi Sammeng. *Cakrawala Pariwisata*. (Jakarta: Balai Pustaka, 2001), hal. 36.

²⁰ Dani Vardiansyah. *Filsafat Ilmu Komunikasi Suatu Pengantar*; (Jakarta: PT Indeks, 2008), hal. 25.

Environment

Offering halal tourism products to travelers requires an environment that is conducive to the needs of Muslim tourists. To provide a high-quality service experience, it's important to have religious facilities available, including restaurants, hotels, and airports. Additionally, a unique value proposition in tourism should offer experiences like heritage sites that showcase Islamic history and culture. The environment indicators consist of three aspects: safety and culture, visitor arrivals, and environmental climate.

Services

Services involve activities provided by an organization to meet consumer needs, creating a lasting impression. Providing high-quality services leads to customer satisfaction, making service a crucial element in attracting consumers to use the products or services offered.²¹ CrescentRating identifies the consumption behaviors of Muslim tourists, which include halal food, prayer facilities, Ramadan services, bathrooms, and recreational services that consider privacy for men and women.

Eco Tourism

The concept of development based on eco-tourism is one of the best options. Eco-tourism is guided by principles that include fostering environmental and cultural awareness, minimizing impact, providing positive experiences for both tourists and hosts, and delivering benefits that empower the local community.²² Fundamentally, eco-tourism emphasizes the natural integrity of tourism destinations, conservation ethics, education, and sustainability. Therefore, it can be concluded that the principles of eco-tourism must prioritize natural resource conservation, ensure local community involvement, enhance visitor experiences, include responsible activities, and promote productive small businesses.²³

²¹ Malayu Hasibuan. *Dasar-Dasar Perbankan, cet ke-4*. (Jakarta: PT Bumi Aksara, 2005), hal. 152.

²² Tamelan, P.G. and Harijono, H. "Konsep Ekowisata Sebagai Alternatif Pengembangan Infrastruktur Pariwisata Di Kabupaten Rote Ndao NTT". *Jurnal Teknologi*, Vol. 13, No. 02, 2019, hal. 29-35.

²³ Asmin F. *Ekowisata dan Pembangunan Berkelanjutan: Dimulai dari Konsep Sederhana*, (Padang: Asmin Publish, 2017).

Previous Research

Research discussing efforts to develop halal tourism in Indonesia, with some using GMTI indicators as a reference, includes the following studies:

1. Research by Achmad Maburur and Nur Aini Latifah found that the development of religious tourism benefits various stakeholders. The managers and custodians benefit because the development processes can be carried out and completed. Local residents and traders benefit as the development attracts more visitors to their stalls. Visitors also benefit from the development as it enhances their comfort and tranquility.
2. Research by Kurnia Maulidi Noviantoro and Achmad Zurohman indicated that sharia tourism (halal tourism) in Indonesia has promising prospects as part of the national tourism industry in the era of Industry 4.0. With the largest Muslim population in the world, a highly strategic geographic location, and rich biodiversity, Indonesia has significant potential as a tourism destination. Sharia tourism also contributes to increasing government and community income and has a positive impact on the surrounding environment.
3. Research by Elsa, Dian Febriyani, and Irmatul Hasanah showed that Banten can develop halal tourism by referring to GMTI indicators, including accessibility, communication, environment, and service. Support from the government and community can help Banten become a well-developed halal tourism destination.
4. Research by Alwafi Ridho Subarkah demonstrated a model of halal tourism applied in West Nusa Tenggara. This model includes two indicators: halal certification requirements for tourism products and services, and emphasis on community involvement in tourism awareness as key players in public diplomacy. This approach has successfully attracted annual tourist visits and foreign investment in halal tourism. The study concludes that halal tourism represents a new form of public diplomacy for Indonesia.
5. Research by Andi Triyawan and Riska Carolina showed that tourism development in East Java Province has not been maximized. This is due to inadequate facilities, including aspects of technology and the integration of halal tourism development, which have not been synergized effectively.

Methodology

This research is descriptive in nature with a qualitative approach. The primary aim of this qualitative research is to understand social phenomena or issues through a clear exposition or

depiction of these phenomena in the form of a narrative, ultimately resulting in the development of a theory.²⁴

The study is conducted in the Selingkar Wilis tourism area in Tulungagung Regency, focusing on several tourist destinations including Koptan Ori Green Park, Jurang Senggani, Kedung Minten Nature Tourism, and Tugu Park. These destinations were selected because they fall within the Strategic Tourism Areas currently under development according to the RIPPARDA of Tulungagung Regency.

Data collection techniques in this research involve field research methods, including interviews, observations, and documentation, with the aim of accurately describing and presenting the state of the objects based on field data and relevant theories.

The analysis technique used in this research adopts a descriptive approach with the interactive method by Miles, Huberman, and Saldana, which includes data collection, data presentation, data condensation, and drawing conclusions.²⁵ Additionally, data validity is tested through prolonged observation in 16 times, triangulation tables, observational assessments, and focus group discussions.

Results and Discussion

Condition of Tourist Attractions in the Selingkar Wilis Area

The development of tourist attractions in the Selingkar Wilis area is closely linked to the Regional Tourism Development Master Plan (RIPPARDA) of Tulungagung. Additionally, efforts are focused on providing digital access to information through the Integrated Tourism Application of Tulungagung (PARDUTA), which was launched on October 13, 2022.²⁶ The results of this research indicate that the accessibility to tourist attractions is in very good condition. Specifically, the accessibility to attractions in Tugu and Sendang villages is excellent, due to their proximity to well-paved and wide village roads. Accessibility to the tourism site in Nglurup village is also in good condition, with construction progress nearing finalization. The involvement of stakeholders in the development and maintenance of accessibility includes tourism managers and developers, stakeholders, and local village governments. This aligns with

²⁴ V. Wiratna Sujarweni, *Metodologi Penelitian Bisnis & Ekonomi* (Yogyakarta: Pustaka Baru Press, 2015), hlm. 21.

²⁵ Saldana, Miles & Huberman. *Qualitative Data Analysis*. (America: SAGE Publications, 2014), hal. 12.

²⁶ <https://kabar.tulungagung.go.id/launching-aplikasi-pariwisata-terpadu-tulungagung-parduta/>, diakses pada 2 Oktober 2023.

the findings of research by Elsa, Febriyani, and Hasanah, which suggests that support from the government and local communities is a crucial factor in the development of tourist attractions.²⁷

The research also reveals that communication, including the provision of information access, is in good condition. Information services at tourist attractions in Jurang Senggani and Koptan Ori Green Park have been enhanced with digital information platforms. However, for Kedung Minten and Tugu Park, the provision of information remains predominantly physical, including information boards, brochures, and other physical information resources. This finding aligns with the theory that key considerations in communication involve indicators such as information accessibility, ease of information dissemination, and the presence of digital technology to facilitate information distribution.²⁸ Additionally, an interesting finding related to the environmental indicator reveals that the environmental conditions at the tourist attractions in Nglurup, Sendang, and Tugu villages are very supportive. This is particularly evident in the alignment of these locations with branding efforts as cultural tourism villages. Activities such as seminars and training focused on promoting and introducing the local culture and wisdom to tourists are being organized, enhancing the overall environmental and cultural appeal of these destinations.

In line with the theory that the environment can provide a good service experience for tourists, it is essential to provide religious facilities, including restaurants, hotels, and airports. The added value of a tourism destination should include offering unique experiences, such as heritage sites that showcase historical and Islamic cultural values.²⁹ At the research sites, environmental support is provided by local communities and village governments to preserve local culture and traditions through the organization of annual events at the tourist attractions. This is in line with Subarkah's research, which indicates that community involvement in tourism awareness serves as a key component of public diplomacy, helping to attract tourists each year and also attracting foreign investors to invest in the tourism sector.³⁰

Findings on the service indicator show that the quality of services provided by tourism managers and developers to stakeholders, particularly tourists and local communities, is very good. Efforts to provide both physical and non-physical supporting infrastructure are carried out

²⁷ Elsa, Dian Febriyani., dan Irmatul Hasanah. "Analisis Faktor-Faktor dalam Mengembangkan Pariwisata Halal di Banten", *Tazkiyya: Jurnal Keislaman, Kemasyarakatan dan kebudayaan*, Vol. 22, No. 1, Januari 2021, hal. 13-22.

²⁸ Dani Vardiansyah. *Filsafat Ilmu Komunikasi.....*, hal. 25.

²⁹ Mastercard & CrecentRating, *Global Muslim Travel Index.....*, hal. 25.

³⁰ Alwafi Ridho Subarkah. "Diplomasi Pariwisata Halal Nusa Tenggara Barat", *Intermestic: Journal of International Studies*, Vol 02, No. 02, Mei 2018, hal. 188-203.

through partnerships with various stakeholders, including the community, government institutions, and private entities. This development effort aligns with the standards for meeting tourism product components according to theory, including the standards for facilities and services required by tourists.³¹ Nevertheless, other forms of service also need to be developed, particularly in designing services that meet visitor expectations while maintaining a balance between economic growth, environmental preservation, and the well-being of local communities. This includes services such as waste management, environmental education, and the promotion of the local culture and heritage of Nglurup village.

Potential For Halal Tourism at Selingkar Wilis Tourist Attractions

The research findings indicate that the development efforts undertaken at tourist sites in the Selingkar Wilis area are already very commendable. In terms of accessibility, it is evident that tourism managers and local governments have collaborated effectively to provide adequate infrastructure, with an annual maintenance budget allocated regularly. Observations also reveal a score of 4 for road infrastructure and railway access. This aligns with the principles that must be met in halal tourism development, such as planning with an integrated approach involving other related sectors and ensuring that planning is based on research that considers the preservation of natural environments and local cultural heritage.³²

The communication indicators also show that there is adequate availability of services, including sufficient informational services to support the development of tourist sites. Innovations have been made with the provision of digital information, though it is not yet managed in an integrated manner. This information needs to be managed more seriously to support the existence of tourism services in the digital era. Research by Hakim demonstrates that the role of digital information through applications has led to increased online tourism activity during the COVID-19 pandemic.³³ Other research by Shofi'unnafi also aligns with this view, indicating that millennial Muslims are enthusiastic about travel and are closely connected with technology and social media. This condition can transform their role from merely tourists to endorsers of halal tourism, sharing their experiences with millions of social media followers.³⁴

³¹ Unggul Priyadi. *Pariwisata Syariah Prospek.....*, hal. 34.

³² Wardiyanto. *Perencanaan Pengembangan.....*, hal. 9.

³³ Lukmanul Hakim. "Digitalisasi Wisata Halal Melalui Aplikasi Smartphone Dimasa Pandemi Covid-19", *Journal Of Islamic Management*, Vol. 1, No.2, Juli 2021, hal. 136-147.

³⁴ Shofi'unnafi. "Muslim Milenial Sebagai Katalisator Industri Pariwisata Halal Indonesia: Mencari Titik Temu Potensi dan Atensi", *Jurnal Ilmiah Syiar*, Vol 20, No 01, Juni 2020, hal. 89-103.

The environmental indicators also revealed significant support from tourism stakeholders. The involvement of the community and tourism advocates, along with the presence of local government in developing natural potential and cultural ecosystem diversity, is crucial. This engagement can enhance their livelihoods through job opportunities and partnerships. Additionally, the role of local government is essential, particularly in creating policies that support sustainable tourism development, involving relevant parties, and balancing economic development with environmental protection. The support from stakeholders and the established cultural ecosystem aligns with the concept of eco-tourism, which focuses on environmental and cultural preservation while providing economic benefits to local communities.

The findings on the service indicators revealed that the provision of facilities and infrastructure is already very good, with a partnership model that supports the development of halal tourism management. This aligns with the research results by Elsa, Febriyani, and Hasanah, which indicate that the partnership between government and community is a significant potential supporting effective tourism development.³⁵ These findings are also consistent with the research by Subarkah, which states that involving the community in raising awareness about tourism development can enhance the attractiveness of tourist destinations, increase visitor numbers each year, and improve the investment climate for investors.³⁶

Efforts in Developing Halal Tourism at Selingkar Wilis Tourist Attractions

In identifying the potential for halal tourism at the Selingkar Wilis tourist sites, it is recommended to adopt an ecotourism-based development approach. This approach is suitable given that the communities in Nglurup, Sendang, and Tugu still uphold local cultural values and wisdom. Developing halal tourism with an ecotourism approach focuses on community ecosystem support, environmental sustainability, and local wisdom.

This ecotourism model serves as a balanced approach for branding halal tourism at the Selingkar Wilis attractions. This proposal was agreed upon during a Focus Group Discussion (FGD) with 50 participants, including tourism managers, the Tulungagung Cultural and Tourism Office, and the Indonesian Village Tourism Association (ASIDEWI), on September 5, 2023. This agreement was formalized with the signing of a Memorandum of Understanding (MoU)

³⁵ Elsa, Dian Febriyani., dan Irmatul Hasanah. "Analisis Faktor-Faktor.....", hal. 13-22.

³⁶ Alwafi Ridho Subarkah. "diplomasi pariwisata halal.....", hal. 188-203.

between the Sharia Tourism Study Program of UIN Sayyid Ali Rahmatullah Tulungagung and the Indonesian Village Tourism Association.

The research findings discussed in the FGD also highlighted the potential for developing smart halal tourism, which emphasizes providing easy access to information through applications. The Tulungagung regency government launched the Tulungagung Integrated Tourism Application (PARDUTA) in October 2022. This application offers an integrative view of tourist attractions. However, there is a need for deeper integration of data and information related to tourism for each tourist site. This development effort is supported by research findings from Hakim, which indicate that smartphone application-based tourism is highly favored by millennial Muslim travelers. These travelers are also encouraged to act as endorsers, promoting halal tourism to their millions of social media followers.³⁷

The development proposal for ecotourism and smart halal tourism involves innovating annual events such as the Dumadining Marurup Festival, Cultural Processions, and Cultural Camps in Sendang District. This branding is crucial to maintain Sendang District's status as one of the top 300 tourist villages in Indonesia and as a destination with the best hospitality in Tulungagung. It is hoped that the ecotourism and smart halal tourism branding will increase tourist interest in the Selingkar Wilis attractions.

Conclusion

The analysis of the Selingkar Wilis tourist sites using the GMTI approach through the indicators of accessibility, communication, environment, and service reveals very good results. The GMTI approach used to assess the Selingkar Wilis tourist sites shows significant potential for the development of halal tourism. This potential is evident from the aspect of accessibility, where supporting infrastructure is already well-developed. Additional potential is demonstrated by the presence of online information development through social media and YouTube. The environmental indicator shows substantial support from the government, community, and the cultural ecosystem deeply rooted in the local society surrounding the tourist sites. Efforts to develop the Selingkar Wilis tourist sites into halal tourism destinations include adopting an ecotourism and smart halal tourism approach, creating a halal tourism development roadmap, and preparing additional supporting facilities. This includes innovating annual activities packaged in a more commercial format based on smart halal tourism.

³⁷ Lukmanul Hakim. "Digitalisasi Wisata Halal Melalui Aplikasi.....", hal. 136-147.

References

- Andriani, D. (2015). *Laporan Akhir Kajian Pengembangan Wisata Syariah*. Jakarta: Asisten Deputi Penelitian dan Pengembangan Kebijakan Kepariwisata Deputi Bidang Pengembangan Kelembagaan Kepariwisata Deputi Bidang Kepariwisata Kementerian Pariwisata.
- Asmin F. (2017). *Ekowisata dan Pembangunan Berkelanjutan: Dimulai dari Konsep Sederhana*, Padang: Asmin Publish.
- Elsa, Dian Febriyani, & Irmatul Hasanah. (2021). "Analisis Faktor-Faktor Dalam Mengembangkan Pariwisata Halal di Banten." *Tazkiyya: Jurnal Keislaman, Kemasyarakatan dan kebudayaan*, Vol. 22, No. 01, hal. 13-22.
- Hakim, Lukmanul. (2021). "Digitalisasi Wisata Halal Melalui Aplikasi Smartphone Dimasa Pandemi Covid-19", *Journal Of Islamic Management*, Vol. 1, No.2, hal. 136-147.
- Hasibuan, Malayu. (2005). *Dasar-Dasar Perbankan, cet ke-4*. Jakarta: PT Bumi Aksara.
- Isdarmanto. (2016). *Dasar-dasar Kepariwisata dan Pengelolaan Destinasi Pariwisata*, Yogyakarta: Gerbang Media Aksara.
- Mastercard & Crecentrating (2018). *Global Muslim Travel Index 2018*. t.tp.: GMTI.
- Noviantoro, K. M., & Zurrohman, A. (2020). "Prospek Pariwisata Syariah (*Halal Tourism*) Sebuah Tantangan di Era Revolusi Industri 4.0." *Ekonomi Syariah*, 2, hlm. 279.
- Nurhanisah, Y. *Indonesia Peringkat Kedua Wisata Halal Dunia 2022*, (Berita Online), <https://shorturl.at/htUZ0>.
- Kementerian Pariwisata Republik Indonesia. (2015). *Pengembangan Wisata Syariah*. Jakarta: Asdep Litbang Kebijakan Kepariwisata.
- Keputusan Menteri Pariwisata Republik Indonesia Nomor KM.182/PP.03/MENPAR/2019 tentang TIM Co-Branding Wonderful Indonesia.
- Sammeng, Andi. (2001). *Cakrawala Pariwisata*. Jakarta: Balai Pustaka.
- Sofyan, Riyanto. (2012). *Prospek Bisnis Pariwisata Syariah*. Jakarta: Buku Republika.
- Shofi'unnafi. (2020). "Muslim Milenial Sebagai Katalisator Industri Pariwisata Halal Indonesia: Mencari Titik Temu Potensi dan Atensi", *Jurnal Ilmiah Syiar*, Vol 20, No 01, hal. 89-103.
- Sutono, A, dkk. (2019). *Panduan Penyelenggaraan Pariwisata Halal*. Jakarta: Asisten Deputi Pengembangan Wisata Budaya Deputi Bidang Pengembangan Industri dan Kelembagaan Kementerian Pariwisata.
- Suwena, I. K., & Widyatmaja, I. G. (2017). *Pengetahuan Dasar Ilmu Pariwisata*. Denpasar: Pustaka Larasan.

- Suyitno, H. *Menparekraf: Desa Wisata Menjadi Program Unggulan*, (Berita online). <https://www.antaranews.com/berita/2975061/menparekraf-desa-wisata-menjadi-program-unggulan#mobile-nav>, di akses pada 10 September 2022.
- Peraturan Pemerintah Republik Indonesia Nomor 50 Tahun 2011 Tentang Rencana Induk Pembangunan Kepariwisata Nasional Tahun 2010-2025.
- Priyadi, Unggul. (2016). *Pariwisata Syariah Prospek dan Perkembangan*. Yogyakarta: UPP STIM YKPN.
- RIPPARDA Kabupaten Tulungagung tahun 2022 edisi revisi.
- Tamelan, P.G. and Harijono, H. (2019). "Konsep Ekowisata Sebagai Alternatif Pengembangan Infrastruktur Pariwisata Di Kabupaten Rote Ndao NTT". *Jurnal Teknologi*, Vol. 13, No. 02, hal. 29-35.
- Safitri, L. N., Mukaromah, S. M., & Habib, M. A. F. (2021). Analisis potensi obyek wisata pantai dengan konsep halal beach tourism di Kota Denpasar. *Ar Rehla: Journal of Islamic Tourism, Halal Food, Islamic Traveling, and Creative Economy*, 1(2), 143-156.
- Saldana, J., Miles, M.B., & Hubermas, A.M. (2014). *Qualitative Data Analysis*. America: SAGE Publications.
- Subarkah, Alwafi Ridho. (2018). "Diplomasi Pariwisata Halal Nusa Tenggara Barat". *Intermestic: Journal of International Studies*, Vol. 02, No. 02, hal. 188-203.
- Triyawan, A., & Carolina, R. (2018). "Analysis of Halal Tourism Development Strategy in East Java Province", *Lariba: Journal of Islamic Economics*, Vol. 04, No. 01, hal. 27-35.
- Undang-Undang Republik Indonesia Nomor 10 Tahun 2009 Tentang Kepariwisata, Pasal 1 ayat 4.
- V. Wiratna Sujarweni. (2015). *Metodologi Penelitian Bisnis & Ekonomi*. Yogyakarta: Pustaka Baru Press.
- Vardiansyah, Dani. (2008). *Filsafat Ilmu Komunikasi Suatu Pengantar*. Jakarta: PT Indeks.
- Wardiyanto. (2011). *Perencanaan Pengembangan Pariwisata*. Bandung: Lubuk Agung.
- <https://kabar.tulungagung.go.id/launching-aplikasi-pariwisata-terpadu-tulungagung-parduta/>, diakses pada 2 Oktober 2023.