



---

# A Critical Study of the Halal Tourism Industry in Ora Beach, Central Maluku, and Its Impact on the Community's Economy

Andi Ismail Marasabessy

Department of Information System, Institut Agama Islam Negeri Ambon

[andimarasabessy@iainambon.ac.id](mailto:andimarasabessy@iainambon.ac.id)

---

Received: Desember, 2024

Accepted: Januari, 2025

Published: Maret, 2025

---

## Abstract

*This research was conducted to identify the factors that drive individuals to visit Ora Beach. Additionally, the study aims to understand consumer perceptions after visiting Ora Beach and to assess the impact of Ora Beach on the local economy. The research used a mixed-methods approach. The results indicate that tourist facilities and halal attributes are the main factors influencing tourists to visit this destination. Tourists have a positive perception of Ora Beach and plan to revisit in the future. Furthermore, the presence of Ora Beach has created opportunities for the local community to improve their economy by engaging in the tourism sector at Ora Beach. The government, as the authority, needs to be directly involved and recognize the potential of the tourism opportunities, especially those offered by Ora Beach.*

**Keyword :** *Tourism factor, perception, local community, government.*

## 1. Introduction

Tourist attractions are one of the destinations for individuals seeking new experiences. This argument arises from the numerous factors that influence someone's choice to visit a particular tourist spot. One of the most popular reasons for people today is for healing purposes. This term has spread widely and is commonly used in both conventional conversations and social media content or comments. However, fundamentally, the reasons for traveling are not solely for healing; some people may visit a city due to work-related matters and to capture moments, while others may do so for content creation or personal reasons such as finding a life partner, among others. Various backgrounds emerge because the offerings of each tourist spot differ.

As many people know, there are several types of tourism, such as marine tourism, cultural tourism, and artificial tourism, among others. Indraswara identifies six categories of tourism, including cultural tourism, convention tourism, health tourism, marine tourism, nature tourism, and urban tourism (M. Sahid Indraswara, 2008). Meanwhile, Tangian and Kumaat categorize tourism into three types: natural tourism, historical and cultural tourism, and artificial tourism (Tangian & Kumaat, 2020). However, with the times evolving, various types of tourism have emerged, such as religious tourism, yet the tourism objectives remain within the three categories mentioned above. For instance, Lombok offers halal tourism (Subarkah, 2018), but its attractions are primarily natural tourism.

Tourism becomes important and is developed by each region as tourist spots can serve as an image or representation of a city to be recognized by a wider community. Bali, for example, is known internationally and is the most popular tourist destination in Indonesia for foreign tourists from various countries. Domestically, each region is identified with its own tourist attractions, such as East Java with Mount Bromo, Tengger, and Semeru; Bandung with Puncak or Kawah Putih; Yogyakarta with Merapi or Prambanan Temple; and Lombok with Gili Trawangan, as well as Lake Toba in Sumatra, among others. In conclusion, tourist spots can significantly impact a region's brand image.

Based on observations conducted by researchers, throughout 2023, the Ministry of Tourism and Creative Economy has been actively promoting the brand of Indonesian tourism. The Indonesian tourism brand is "Wonderful Indonesia," which is prominently displayed at international events. However, based on interviews with several residents in Ambon, many of them were unaware of this brand. Even the tourism brand of Maluku was unknown. Yet, branding is essential for easy recall by the public.

Branding is crucial because a recognized brand can increase the likelihood of tourists visiting Maluku. For example, some brands that have previously reached top-of-mind status include Aqua. Aqua is a packaged drinking water brand with many competitors. However, customers buying from small kiosks will request Aqua, even if other brands are available. This has also occurred with products like Rinso and Sarimi. Research conducted by Havidz and Mahaputra found that brand image is related to and influences purchasing decisions (Havidz & Mahaputra, 2020). Maluku is one of Indonesia's provinces located in the eastern part of the country. The capital city, Ambon, is known for its "City of Music" campaign. Ambon has an international airport named Pattimura Airport. Maluku is one of the provinces serious about promoting its tourist attractions. This is evident from the display of images at the local airport showcasing tourism in the region. Visitors arriving at the airport will find various exhibits about tourism in Maluku. The goal of these displays is to promote tourism to newcomers.

In addition to the campaign mentioned above, Maluku also has a regional tourism brand. However, this tourism brand is not as well-known as the tourist attractions in Maluku. People are often more familiar with Bali than with "Wonderful Indonesia," the national tourism brand. Especially considering Maluku is quite far from the capital of the Republic of Indonesia. Although the brand may not yet be widely recognized, the image of tourist spots remains important to attract tourists to the region.

Andina and Aliyah suggest that several factors influence someone's decision to travel, including the attraction of the tourist destination itself, high public interest in tourism, easy access to information, ease of accessing tourist spots, and relatively

affordable tariffs (Andina & Aliyah, 2021). Fitriani et al. confirm this, stating that tourist attraction and accessibility impact an individual's interest in visiting. Fitriani also adds that other determining variables for someone to visit are the facilities and quality of service offered at a tourist location (Fitriani et al., 2021). In this study, the natural beauty of Ora Beach, the facilities provided, and the quality of service will be examined, along with the halal factor to critique the above variables.

However, upon examining the above opinions, it seems that they predominantly apply to tourist spots on a single island. For example, the studies conducted by Andina and Aliyah focus on Borobudur Temple, while Fitriani et al. focus on Jambi. A significant question arises: how does this apply to Maluku, which consists of islands separated by sea? Should the development patterns and attractions emphasized follow the patterns of land-based tourism, or should alternative patterns be discovered to maintain tourist interest? Therefore, in this research, one factor to be examined is accessibility due to the considerable distances between tourist spots.

Visiting a tourist location and spending money there contributes to the local economy, impacting the community's economic conditions and potentially improving their standard of living towards greater welfare. It is important to note that access to tourism in Maluku is not as straightforward as in areas outside of Maluku. Limited alternative transportation options and natural factors such as waves and other conditions also pose challenges. Thus, the researcher intends to conduct a critical study on island tourism and its impact on the local economy at Ora Beach in Central Maluku.

## **2. Literature Review**

### **1. Tourism**

In his book from 1997, Karyono refers to the concept of tourism as explained by Michael Chub (1911), defining tourism as a human activity classified into five basic aspects: recreation, spirituality, work and education, physical needs, and family needs. Traveling from one place to another is essentially not just for work but to enjoy life and reflect on personal fulfillment (Andina & Aliyah, 2021). Megawati and Giam explain that according to the World Tourism Organization (WTO), tourism is a social, cultural, and economic phenomenon involving the movement of individuals from one place to another for no longer than one year, driven by various personal, business, or other reasons (Megawati & Giam, 2023).

Thus, it can be concluded that tourism is a process of visitation or travel undertaken by individuals or groups for a specific period, with a specific purpose. Although it cannot be denied that most people interpret tourism as vacations, recreation, or activities associated with enjoyment.

Some tourism attributes include attraction, accessibility, amenities, and ancillary services, which are factors assessed by individuals when determining their interest in visiting a destination (Putri, 2023). These attributes must be met for a tourist site to become a primary destination, influencing the decision to visit. The halal concept has become a trend in the development of the Islamic economy in Indonesia, ranging from halal products (food and beverages), halal cosmetics, halal fashion, to halal tourism and lifestyle. The halal concept in various economic fields is not only a trend in Indonesia but has also spread to countries that are not predominantly Muslim, such as Japan, Australia, Thailand, and New Zealand (Adinugraha & Sartika, 2019). Halal tourism attributes are crucial in meeting the needs of Muslim visitors, with the availability of norms at the tourist sites visited (Maszudi, 2023).

## **2 Tourism Interest**

Interest is the drive or stimulation from within a person that triggers action. This drive arises from a stimulus or positive impression of a product, whether a good or a service. Interest serves as the starting point that influences a tourist's decision to visit a particular place. Several factors influencing tourism interest include tourist attractions, accessibility, tariffs, facilities, information, and more (Nurrokhim et al., 2023).

In conclusion, tourism interest is the internal drive of an individual that forms a desire to visit a specific place within a certain period. This desire becomes the focal point for an individual's consideration in deciding to travel to a destination.

## **3 Tourist Perception**

Tourist perception is the process through which an individual interprets sensory impressions to provide meaning or understanding of a tourist destination. This means that an individual evaluates or interprets the condition of a tourist site based on their experiences. Perception can also be understood as a form of confirmation of the information received (Septiani et al., 2023).

Therefore, it is clear that perception can be created naturally and varies among individuals, as it depends on what is felt through their senses when visiting a tourist site. Additionally, perceptions can also be shaped by the efforts of managers or owners of a tourist site, meaning the impression they wish to convey will impact visitors' perceptions.

## **4 Community Economy**

Essentially, any change will trigger consequences. Tourism can significantly impact the community economy, with effects that can be positive or negative depending on how the community responds to and engages with these changes (Oktaviani & Yuliani, 2023).

The positive impacts of tourism include increased economic circulation in a region, such as rising sales, increased business operations, and the emergence of new business opportunities that previously did not exist. However, negative impacts caused by the emergence of tourist sites may include rising land prices, investment increases that disadvantage local communities, and the accumulation of raw materials needed for tourism, which can lead to inflation.

## **3. Method**

The research method used in this study is a combination of qualitative and quantitative research, henceforth referred to as mixed methods. Creswell states that mixed methods research is a methodology that integrates both quantitative and qualitative research. Sugiyono further explains that mixed methods are used to obtain more comprehensive, reliable, valid, and objective research results.

A mixed methods approach is necessary in this research because qualitative research is needed to answer the first research question, while quantitative research is required for subsequent questions. This study employs a staged mixed methods research strategy. The staged mixed methods strategy involves managing data from one research method to the next (Creswell, 2014).

## **4. Result and Discussion**

### **a. Analysis of Factors Affecting Tourist Interest**

Based on the research findings, it was discovered that services, access, and natural scenery are not decisive factors for someone to visit Ora Beach. However, facilities and halal attributes are factors that influence tourists' interest in visiting Ora Beach. One interesting finding in this study is that although the natural scenery of Ora Beach is beautiful and the atmosphere of the beach is refreshing, it does not attract tourists to visit. It is known that natural scenery is a factor for some people when deciding to travel to a destination offering natural tourism.

Batubara and Putri in their 2022 study argued that tourism attraction and tourist interest have a very close relationship (Batubara & Putri, 2022). The researchers concluded that tourism attraction affects a person's interest in visiting a tourist destination. Even Usman stated that the beauty of nature has a significant impact on visitor satisfaction at a tourist spot (Usman, 2023). Despite this, natural tourism managers need to understand that a tourist destination is part of a service industry business. Therefore, in its management, business principles and rules need to be applied. Natural beauty alone is not enough to attract someone to visit if it is not paired with the performance that should be expected in running a business.

The local government must make various efforts in the form of socialization and training so that tourism stakeholders in the region can develop and attract tourists sustainably. This is because the government plays a role as a motivator, facilitator, and dynamist (Deki, 2019). This is evident from the government's visit to the tourist location, which is merely for collecting fees, but not providing anything to the tourism actors at Ora Beach.

Another interesting finding in this study is that access does not significantly affect tourists' interest. Potential tourists tend to choose destinations that are close and easy to access. This is particularly true for Gen Z, who see travel as a way to relieve stress but often find the planning process itself stressful. This is because to visit Ora Beach, one must travel a considerable distance, which is time-consuming and tiring. Therefore, the government needs to improve infrastructure and facilities to make people feel comfortable, even when traveling long distances. The government should consider supporting the development of tourism villages to provide interesting alternatives for tourists during long trips (Haratikka & Silitonga, 2023). However, this study's finding about access contradicts previous studies. For example, research by Andina et al. states that one reason people visit Borobudur is because of its easy access (Andina & Aliyah, 2021). Pradana and Purba also argue that accessibility significantly influences a person's interest in entrepreneurship (Pradana & Purba, 2023).

According to the researcher, Ora Beach is a primary tourist destination, and tourists who decide to visit Ora Beach are aware that access to the location is not easy. Tourists typically gather information before deciding to visit Ora Beach. Unlike urban tourism spots, tourism in remote island areas that are not easily accessible requires more thoughtful planning and preparation to establish as a major tourism destination. Tourism can serve as a tool for introducing a region to a broader audience.

One current concept is city branding. This concept is essential, and it is known that every region has its own tourism brand. However, sometimes the government has not prioritized tourism as an area of focus in sustainable programs. The implementation could include organizing festivals to communicate the value of tourism to visitors and attract them to the region (Nyoman & Wilantari, 2023).

Another factor that does not influence interest in visiting Ora Beach is the quality of services. Service quality is a key strength in a service-based business. However, many people visit remote beaches to escape the hustle and bustle of urban life. They want a new experience, free from disturbances, even if it means traveling far.

Tourists' desire to connect with nature, seek new experiences, and disconnect from the overuse of smartphones are some of the main reasons people visit Ora Beach. They are aware that internet and electricity services are lacking, yet they still choose to visit Ora Beach.

In this study, facilities are found to be a factor affecting tourists' interest in visiting Ora Beach. This finding aligns with research conducted by Yandi et al (Yandi et al., 2023), Poli et al (Poli et al., 2023), and Lestari (Indah et al.,2020)(Lestari et al., 2023), who state that facilities have a significant influence on a person's interest in visiting a destination. Facilities play a key role because they directly impact the experience of tourists.

Facilities are physical forms or atmospheres created by exterior and interior elements designed to create a sense of safety and comfort for customers (Tjiptono, 2023). Kotler defines facilities as physical equipment provided by service providers for consumer comfort (Kotler, 2013). Facilities are vital in the service industry; therefore, the condition of facilities, the design of interiors and exteriors, and cleanliness must be considered, especially those aspects that directly affect consumer perception.

This study also found that halal attributes influence tourist interest. In fact, halal attributes in tourism play a significant role in encouraging tourists to revisit Ora Beach. Puspita's 2018 research found that tourism attributes positively and significantly affect tourists' intentions to return and recommend the destination to others (Puspita, 2018).

Wijayanti et al. found that halal attributes, such as the availability of prayer spaces, Islamic norms, and facilities, impact tourists' satisfaction and their interest in returning to a tourist destination (Wijayanti et al., 2024). This shows that the higher the halal attributes offered, the higher the likelihood of tourists returning. According to the researcher, halal attributes are not just relevant to Muslim tourists but also pertain to health and safety considerations regarding business products, whether goods or services.

#### **b. Tourist Perception of Ora Beach Tourism**

Based on the research findings, it appears that tourists' perceptions of the facilities and infrastructure are mostly satisfied. However, almost half of the tourists expressed dissatisfaction with the facilities and infrastructure at the tourist location. This dissatisfaction stems from the dangerous road conditions leading to the beach. Visitors are advised to travel during the day as the road from Amahai to Sawai Village is steep, has many cliffs, and lacks street lighting. Nevertheless, the majority of Ora Beach visitors feel safe during their visit. In fact, almost all of them are satisfied and would like to return to Ora Beach. This indicates that the perception formed during the visit was positive. Tourists perceive that the experience and sacrifices made are worth it (Mariyanti et al., 2018). The natural beauty offered and the tranquility felt provide unique satisfaction for visitors.

Dissatisfaction with facilities can certainly be addressed by the local government. The government must ensure the safety of tourists, as the local community has budget limitations. The residents of Sawai Village have made efforts to improve and provide facilities for tourists but need to collaborate with the government to avoid negative perceptions of Ora Beach in the future.

From measurements using a Likert scale, tourists' perceptions of the beauty of the sea at Ora Beach, the natural atmosphere, and tourism attributes are relatively high. Most visitors are satisfied or very satisfied with Ora Beach. This suggests that the tourist destination is offering products that create a positive perception of the location. This aligns with previous research indicating that tourists carefully consider the product before deciding to purchase a tourism experience (Khairani et al., n.d.). Nevertheless, safety is a key factor in tourism. As Khudzfuoyya's research showed, perceptions of safety have a positive impact on the decision to visit a tourist destination (Khudzfuoyya et al., 2024). This was especially evident during the COVID-19 pandemic when many tourist spots were avoided due to safety concerns. Even after the pandemic, safety continues to be a major consideration in forming positive perceptions of a tourism destination (Bhanga, 2023).

### **c. Impact of Ora Beach Tourism on the Local Economy**

The research findings indicate that Ora Beach has an impact on the local economy. Tourism has both positive and negative effects on the surrounding community (Oktaviani & Yuliani, 2023). The presence of a tourist destination provides new job opportunities for local residents, improving their economic situation. However, this depends on the volume of tourist visits.

The government needs to increase promotion efforts, not just through conventional methods but with innovative promotional strategies. Increased tourist numbers will lead to higher income for the local community. Furthermore, tourism impacts businesses and industries associated with tourism in the area (Romeon & Sukmawati, 2021).

Ora Beach still has potential for further development, which could provide more significant benefits to the local community. The community needs to be educated about island tourism management. Ora Beach is not like other easily accessible tourist spots; it requires more effort from tourists to reach.

There are many attributes that can be developed, such as providing souvenirs, promoting local crafts, and supporting cultural festivals, which can add value to tourists visiting Ora Beach. Relying solely on natural beauty is not enough, as many other destinations also offer beautiful landscapes. Therefore, continuous education and awareness about the management of tourism locations are crucial for the local community.

A good example of this is the horse racing festival in Pajo, Dompu, which has attracted people to visit and has positively impacted the local economy (Fisal et al., 2024). Event-based tourism promotion, such as the cultural tourism offered by Bali, is a successful model for engaging visitors.

The local community must be involved so they can directly feel the positive effects of tourism development (Nasution & Primandaru, 2023). The concept of community-based tourism has had a significant and positive impact on the sustainability of a tourist destination. Tourists who interact with the local community feel more connected to the destination, which can be an alternative for the government to involve the community in the development of Ora Beach tourism in Maluku Province.

## **Strategies for Development**

**To achieve these objectives, the following strategies will be implemented:**

### **Infrastructure Development**

1. Invest in improving road networks, public transportation, and airport facilities to enhance accessibility.
2. Develop eco-friendly accommodations and utilities to support sustainable tourism.
3. Upgrade digital infrastructure, including high-speed internet access in key tourist areas.

### **Digital Marketing of Halal Tourism**

1. Leverage social media and content marketing to promote halal-friendly tourism experiences.
2. Collaborate with travel influencers and bloggers to enhance visibility.
3. Develop multilingual websites and mobile applications that provide information on halal-certified hotels, restaurants, and attractions.

### **Training Programs for Local Businesses**

1. Conduct workshops on hospitality, customer service, and digital marketing for local entrepreneurs.
2. Provide certification programs for halal tourism service providers.
3. Encourage knowledge exchange through partnerships with established tourism industries.

### **Public-Private Partnerships in Tourism**

1. Foster collaboration between government agencies, private investors, and local communities to fund tourism projects.
2. Implement policies that incentivize sustainable tourism investments.
3. Establish tourism boards to oversee strategic planning and management.

## **5. Conclusion**

Based on research conducted at Ora Beach, it was found that out of the five factors studied, the factors of facilities and tourist attributes had a positive and significant impact on tourists' interest in visiting Ora Beach. Other factors such as the natural environment, services, and access did not influence tourists' decisions to choose Ora Beach. Nevertheless, the government needs to pay attention to other factors in order to provide satisfaction for visitors to Ora Beach.

The community's perception of Ora Beach tourism is very positive. They feel satisfied with the facilities and infrastructure available at Ora Beach. In addition, the community also experiences tourism satisfaction and is likely to revisit Ora Beach in the future. However, some tourists still feel that security is lacking, so the government needs to play a role in addressing this issue.

The existence of Ora Beach tourism has an impact on the community's income. The community has alternative jobs and income by directly engaging as owners of tourism facilities or working at tourism sites in Ora Beach. However, this is not yet maximized and can be further developed through a community tourism development concept, so that Ora Beach can grow and be preserved for the future.



## Reference

- Adinugraha, H. H., & Sartika, M. (2019). Halal Lifestyle Di Indonesia. *An-Nisbah: Jurnal Ekonomi Syariah*, 5(2), 57–81. <https://doi.org/10.21274/an.2019.5.2.layout>
- Andina, S. A., & Aliyah, I. (2021). Faktor-Faktor Yang Mempengaruhi Minat Wisatawan Dalam Mengunjungi Wisata Budaya Candi Borobudur. *Jurnal Cakra Wisata*, 22(3), 27–38.
- Batubara, R. P., & Putri, D. A. (2022). Analisis Pengaruh Daya Tarik Wisata Terhadap Minat Berkunjung Ulang Wisatawan Di Taman Nasional Gunung Halimun Salak. *Jurnal Industri Pariwisata*, 4(2), 94–101. <https://doi.org/10.36441/pariwisata.v4i2.657>
- Bhanga, F. (2023). *KAJIAN PERSEPSI DAN PERFERENSI PENGUNJUNG TAMAN WISATA ALAM COBAN PUTRI DI MASA NEW NORMAL COVID-19 DI KOTA BATU - JAWA TIMUR*.
- Creswell, J. W. (2014). *Research Design : Qualitative, Quantitative, and Mixed Methods Approaches*.
- Deki, J. (2019). PARIWISATA AIR TERJUN BERAWAN DI KABUPATEN BENGKAYANG Oleh : JANUARDI DEKI E1031151031 OF BERAWAN WATERFALL TOURISM IN BENGKAYANG REGENCY A .  
PENDAHULUAN Pariwisata merupakan berbagai macam kegiatan wisata yang didukung berbagai fasilitas layanan yang dis. *GOVERNANCE, Jurnal S1 Ilmu Pemerintahan*, 1–17.
- Fisal, A., Saleh, A., & Nazwin, A. H. (2024). *Analisis Dampak Wisata Pacuan Kuda dalam Meningkatkan Kesejahteraan Komunitas Lokal di Desa Lepadi Kecamatan Pajo Dompu*. 589–598.
- Fitriani, M., Syaparuddin, S., & Kusuma Edy, J. (2021). Analisis faktor – faktor yang mempengaruhi minat kunjungan ulang wisatawan ke Kebun Binatang Taman Rimba Provinsi Jambi. *E-Jurnal Perspektif Ekonomi Dan Pembangunan Daerah*, 10(1), 19–28. <https://doi.org/10.22437/pdpd.v10i1.12496>
- Haratikka, H., & Silitonga, H. (2023). Minat Perjalanan Wisata Pada Generasi Z di Tebing Tinggi. *Altasia*, 5(2), 101–111. <https://doi.org/10.37253/altasia.v5i2.7631>
- Havidz, H. B. H., & Mahaputra, M. R. (2020). BRAND IMAGE AND PURCHASING DECISION: ANALYSIS OF PRICE PERCEPTION AND PROMOTION (LITERATURE REVIEW OF MARKETING MANAGEMENT). *DIJEFA*, 1(4), 727–741. <https://doi.org/10.38035/DIJEFA>
- Indah, N., Saputra, A. T., Purwanti, A., Putra, A. M., Umar, M. I., & Samadi, N. S. R. (2020). Penerapan Konsep Pajung To Luwu Pada Souvenir Sebagai Daya Dukung Pariwisata Di Kabupaten Luwu. *VIVABIO: Jurnal Pengabdian Multidisiplin*, 2(2), 26. <https://doi.org/10.35799/vivabio.2.2.2020.30791>
- Khairani, Z., Kamilah, F., & Soviyanti, E. (n.d.). *Persepsi Konsumen Pada Bauran Pemasaran di Pasar Wisata Kota Pekanbaru*. 0761.
- Khudzafuroyya, M. N., Sabana, C., & Sunarjo, W. A. (2024). PENGARUH HARGA , LOKASI DAN PERSEPSI KEAMANAN TERHADAP KEPUTUSAN BERKUNJUNG ( STUDI KASUS OBJEK WISATA PAGILARAN KABUPATEN BATANG ). *Seminar Nasional Ekonomi Bisnis*, 197–208.
- Kotler, P. (2013). *Manajemen Pemasaran Jilid 2*.

- Lestari, A. Ayu, Yuliviona, R., & Liantifa, M. (2023). Pengaruh Lokasi, Fasilitas dan Kepuasan Wisatawan Terhadap Keputusan Berkunjung Kembali. *Jurnal Ekobistek*, 12(2), 587–592. <https://doi.org/10.35134/ekobistek.v12i2.601>
- M. Sahid Indraswara. (2008). EVALUASI PENERAPAN RENCANA TATA RUANG RESORT PARIWISATA GILITRAWANGAN – NUSA TENGGARA. *Jurnal Enclosure*, 7(1).
- Mariyanti, E., Sari, P. E., & Putri, S. L. (2018). PERSEPSI KONSUMEN TERHADAP MINAT BERKUNJUNG PADA HOTEL SYARIAH DI KOTA PADANG Eka Mariyanti, Puti Embun Sari, Siska Lusya Putri Fakultas Ekonomi dan Bisnis, Universitas Dharma Andalas. *Menara Ekonomi*, IV(1), 9–17.
- Maszudi, E. (2023). *Islamic Tourism : Peran Atribut Wisata Halal dalam Menentukan Kepuasan dan Loyalitas Wisatawan*. 6(2), 1890–1900.
- Megawati, Y., & Giam, H. S. (2023). Faktor-Faktor yang Mempengaruhi Minat Wisatawan Domestik untuk Berwisata di Nias Selatan , Sumatera Utara Factors Affecting Interest of Domestic Tourists to Tour in South Nias , North Sumatra. *Jurnal Hospitality Dan Pariwisata*, 9(1), 6–17.
- Nasution, O. B., & Primandaru, N. (2023). Kajian Dampak Pariwisata Berbasis Masyarakat sebagai Pendukung Sustainable Development terhadap Peningkatan Wisatawan di Daerah Istimewa Yogyakarta. *Indonesia Journal of Tourism and Leisure*, 04(2). <https://doi.org/10.36256/ijtl.v4i2.362>
- Nurrokhim, Nengsih, T. A., & Ridho, M. T. (2023). Pengaruh Faktor Pengembangan Destinasi Wisata Terhadap Minat Berwisata Halal di Kota Jambi. *Jurnal Ilmiah Ekonomi Dan Manajemen*, 1(3), 250–264.
- Nyoman, N., & Wilantari, A. (2023). CITY BRANDING FESTIVAL BUDAYA ISEN MULANG SEBAGAI KOMUNIKASI PARIWISATA. *Jurnal Ilmu Agama Dan Budaya Hindu*, 21(1), 64–78.
- Oktaviani, A. B., & Yuliani, E. (2023). Dampak Pengembangan Pariwisata Terhadap Kondisi Ekonomi Masyarakat. *Jurnal Kajian Ruang*, 3(1), 1. <https://doi.org/10.30659/jkr.v3i1.22574>
- Poli, P. Y. C., Lopian, S. L. H. V. J., Loindong, S. S. R., Daya, P., Wisata, T., Fasilitas, D. A. N., Keputusan, T., Manajemen, J., Ekonomi, F., & Ratulangi, U. S. (2023). THE EFFECT OF TOURISM ATTRACTION AND FACILITIES ON THE DECISION TO Jurnal EMBA Vol . 11 No . 1 Februari 2023 , Hal . 821-832. *EMBA*, 11(1), 821–832.
- Pradana, T., & Purba, A. S. (2023). PENGARUH ATRAKSI WISATA, CITRA DESTINASI DAN AKSESIBILITAS, TERHADAP MINAT BERKUNJUNG WISATAWAN DI OBJEK WISATA GUNUNG DAGO, BOGOR. *Cakrawala*, 6, 275–288.
- Puspita, M. I. (2018). *Pengaruh atribut pariwisata halal terhadap citra destinasi, minat berkunjung kembali, dan minat merekomendasikan*.
- Putri, I. K. (2023). PERANAN ATRIBUT DESTINASI WISATA DALAM MENINGKATKAN REVISIT INTENTION YANG DIMEDIASI OLEH KEPUASAN PENGUNJUNG PADA WISATA GEOPARK MERANGIN, JAMBI Ida. *Journal of Comprehensive Science*, 2(8).
- Romeon, R., & Sukmawati, A. (2021). Pengelolaan Desa Wisata Berbasis Partisipasi Masyarakat Lokal Di Negeri Saleman Kabupaten Maluku Tengah. *Tata Kota Dan Daerah*, 13(1), 1–8. <https://doi.org/10.21776/ub.takoda.2021.013.01.1>

- Septiani, E., Sagir, J., Serip, S., & Rahmayanti, P. L. D. (2023). Analisis Persepsi Dan Sikap Wisatawan Atas Dikembangkannya Kawasan the Mandalika. *Distribusi - Journal of Management and Business*, 11(1), 81–94. <https://doi.org/10.29303/distribusi.v11i1.300>
- Subarkah, A. R. (2018). Diplomasi Pariwisata Halal Nusa Tenggara Barat. *Intermestic: Journal of International Studies*, 2(2), 188. <https://doi.org/10.24198/intermestic.v2n2.6>
- Tangian, D., & Kumaat, H. M. . (2020). *Pengantar Pariwisata* (1st ed.). Polimdo Press.
- Tjiptono, F. (2023). *Service, Quality & Satisfaction. January 2016*.
- Usman, F. (2023). Pengaruh keindahan alam, kebersiha, fasilitas pendukung, dankeamanan terhadap kepuasan wisatawan yang berkunjung ke kawasan konservasi hutan mangrove dan Bekatan Tarakan Kalimantan Utara. *Manajemen Dan Bisnis*, 1(2).
- Wijayanti, C. A., Winata, A. Y. S., Setyawan, A., & Mustikowati, R. I. (2024). Minat Berkunjung Kembali Atas Dasar Atribut Wisata Halal dan Kepuasan Wisatawan pada Kawasan Wisata Pesisir di Pamekasan. *Intelektualita*, 13. <https://doi.org/10.19109/intelektualita.v13i1.21456>
- Yandi, A., Mahaputra, M. R., & Mahaputra, M. R. (2023). Faktor-Faktor Yang Mempengaruhi Minat Kunjungan Wisatawan ( Literature Review ). *Jurnal Kewirausahaan Dan Multi Talenta*, 1(1), 14–27.