

Development strategies for sustainable halal tourism village in West Java Province, Indonesia

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Abstract. This research aims to identify the factors influencing the development of sustainable halal tourism villages in West Java Province, including opportunities, strengths, weaknesses, and threats. It seeks to design appropriate strategies for the development of tourism attractions based on local conditions and prioritize these strategies for implementation in tourism development. Using a comprehensive approach, integrating survey techniques and direct engagement with local administrators to understand contextual circumstances in the Districts/Cities of West Java Province are the methodology of this research. It incorporates perspectives from scholars and academics, facilitating a detailed comparison of theoretical constructs with empirical realities. Structural Equation Modeling (SEM) Partial Least Squares (PLS) is employed to analyze the relationships among variables, allowing for a systematic exploration of strategic concerns identified through a SWOT analysis. After identifying West Java's tourism potential and conducting a SWOT analysis to evaluate internal and external factors influencing development, active engagement of the local community emerges as crucial. Recommendations include infrastructure planning for accessibility and facilities, tailored marketing strategies, and emphasis on environmental conservation and collaborative efforts among government, private sector, and community for sustainable halal tourism village development.

1 Introduction

The halal industry has become a global phenomenon that offers business opportunities in various countries. Halal is not only a market for countries with a majority Muslim population, but minority countries see it as a promising opportunity [1]. At the international level, people have understood the concept of halal as an added value for certain products, which has now become part of today's lifestyle [2]. The halal industry provides several benefits to the Indonesian economy through its products. Here are some products: 1) Provide significant added value, 2) Increase demand for a variety of products, with the halal industry producing a wide variety of halal products, 3) Diversification of supply and fierce competition, but the halal market remains relatively busy and easy to access, 4) Encouraging extraordinary

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innovation, 5) Increasing quality standards with the halal label as a universal symbol of good quality and usability [3]. The large Muslim population makes West Java province have enormous potential in the halal industry, one of which is halal tourism [4].

Indonesia's Muslim-majority population is mostly concentrated in West Java Province. West Java's Muslim population is 42,589,118 people or 18.5% of the total 229.62 million Indonesian Muslim population. In addition, the percentage of Muslims in West Java is 85.3% of the total population of 49,935,858 people [5]. However, even though it has such great potential, the realization of tourist visits in West Java has still not reached the expected optimal level.

The potential for developing halal tourism in West Java is very large. However, there are several obstacles in its development: 1) obstacles in the communication aspect and 2) coordination constraints, which still hamper the implementation of development policies. Synergy, collaboration, and understanding between various stakeholders are needed so that the intention to make Indonesia a major global tourism destination can be achieved. Apart from communication and coordination obstacles, there are also 3) the obstacle in mentioning halal tourism is that it becomes sensitive. Besides that; 4) the achievements of the halal tourism industry in the country are far behind that of Malaysia; 5) Herman Muchtar, who is the Chair of the Indonesian Hotel and Restaurant Association (PHRI) West Java, said that the development of halal tourism is continuing at the discourse level [6-8]. Based on West Java tourist visits data, 28,536,869 out of a total population of 42,589,118 people, shows that there is a gap between the potential for halal tourism in the region and the actual interest of the population. Even though West Java has great potential as a tourist destination, especially in the context of halal tourism, the proportion of the population who actively visits this destination is still relatively low [9].

Tourism development has been monotonous and focused on well-known attractions in their regions. This has led to a sense of similarity among tourist attractions, resulting in a decline in tourist interest. Therefore, innovation is needed to collaborate between natural, cultural, and local community creativity. Despite having significant tourism potential, some areas have not yet fully harnessed this potential due to various constraints, including a lack of human resources with an entrepreneurial spirit, an inadequate understanding of the concept of village tourism, and other issues [9, 10]. Additionally, critical aspects such as products, human resources, institutions, and promotion need more thorough preparation [11].

A planned village designated for tourism presents opportunities for visitors to enjoy as a tourist attraction. However, the development of such villages is closely tied to community involvement and the challenges of village management itself [12, 13]. A tourism village is a rural area that provides a shared environment and reflects the authenticity of the village from socio-economic and socio-cultural perspectives, traditions, daily life, unique spatial structure, attractive economic activities, and potential for various tourism elements such as attractions, accommodations, cuisine, and other tourism needs [14].

The number of potential tourist attraction objects (ODTW) based on type and district/city in West Java Province is as follows: (i) Type of potential natural tourist attraction: In 2022, Pangandaran Regency has the highest number of natural tourist locations with 182 locations, which increases to 233 locations in 2023. Followed by Bogor Regency with 122 locations, which remained stable in both years. Garut Regency and Tasikmalaya Regency also have a significant number of natural tourism locations, with 115 and 110 locations, respectively, which remained the same in both years. (ii) Types of potential cultural tourism objects: In 2022, Bandung Regency will have the same number of cultural tourism locations, the largest of which is 175 locations, which will remain stable in 2023. Pangandaran Regency experienced a significant increase from 76 locations in 2022 to 103 in 2023. Bogor Regency also increased from 30 locations in 2022 to 35 in 2023. (iii) Type of potential artificial tourist attraction: In 2022, Bandung Regency had the highest number of artificial tourist sites, with

61 locations, which remained stable in 2023. Garut Regency also showed stability with 71 locations in both years. Meanwhile, West Bandung Regency experienced a slight increase from 67 locations in 2022 to 70 locations in 2023.

On the other hand, there are at least several areas where the potential development of natural, cultural and artificial tourist attractions is minimal, namely Banjar City, Cimahi City, Tasikmalaya City and Cirebon Regency. So, efforts and strategic plans are needed to optimize existing potential again. It is hoped that with improving national and global economic conditions, tourism in Indonesia can become enthusiastic again, positively impacting the local community's welfare.

Various potentials in the districts and cities of West Java Province must be explored and optimized. One of these potentials is the establishment of rural tourism successions in each region, aiming to achieve a distinct flagship tourist attraction for each village. Moreover, the opening of the Cilenyi-Sumedang-Dawuan (Cisumdawu) toll road and plans for the Cilenyi-Cilacap toll road will bring advantages for the development of the tourism sector in the surrounding areas of West Java. If we do not take action, we will merely remain as observers. The hope is that we become successful tourism participants.

Optimizing these various tourism potentials requires a comprehensive, integrated, community-based, and sustainable strategy for rural tourism development in the districts and cities of West Java Province. The development strategy should be based on the existing potentials (attractions) and grounded in analyzing internal strengths and weaknesses and opportunities and threats from external factors.

2 Methods

The research design regarding optimizing rural tourism development in districts/cities of West Java Province involves surveys and direct questions to managers, thereby enabling an understanding of the current conditions. This is complemented by insights from experts or academics, which facilitates comparisons between theory and actual circumstances, thereby uncovering strategic issues. In addition, input was obtained from policymakers regarding tourism in the region. Alternative strategies come from weighting SWOT analysis.

This research also examines the influence of subjective norms, perceived behavioral control, and attitudes on Muslim tourists' intentions to visit halal tourism in West Java. The objects in this research are the variables that will be studied, namely endogenous latent variables (Y) and exogenous latent variables (X). The endogenous latent variable in this research is the intention to visit Muslim tourists to halal tourism in West Java (Y). The exogenous latent variables are subjective norms (X1), perceived behavioral control (X2), and attitudes (X3). In this research, the questionnaire will be distributed using Google Forms, which will be distributed via social media such as WhatsApp, Instagram, and others. The data collected through the survey will be processed with SEM-PLS, while SWOT analysis is used to generate the External Factor Strategy (EFAS) matrix and Internal Factor Strategy (IFAS) matrix [15, 16].

3 Result and Discussion

3.1 PLS-SEM Analysis

PLS-SEM testing on the inner model and outer model has been carried out which shows that the structural model of this study is very good with the following model depiction.

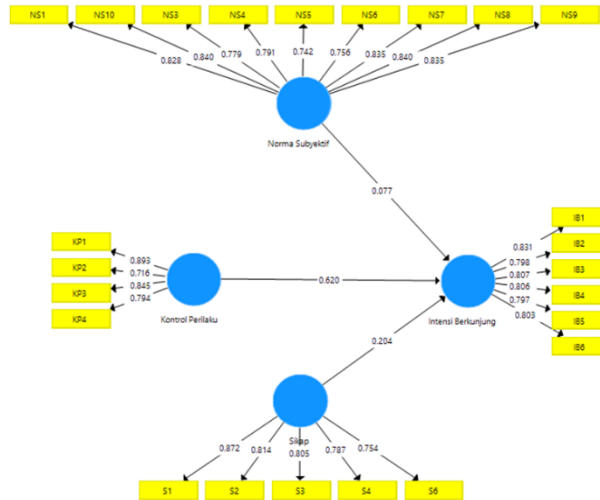


Fig. 1. SEM-PLS Research Model Output

The next stage is hypothesis testing. This study raises three hypotheses that have been tested using bootstrapping in SmartPLS with the following details.

Table 1. Path Coefficient

	Original Sample (O)	T Statistics (O/STDEV)	P Values
Subjective Norms -> Visit Intention	0.454	4,848	0,000
Behavior Control -> Visit Intent	0.220	2,381	0.018
Attitude -> Visit Intention	0.220	2,783	0.006

Source: SmartPLS Processing Results

The data processing results in Table 1 show that the relationship between the subjective norm variable and intention to visit has a t-statistic value of $4.848 \geq 1.96$. As for the probability values or p-values shown in Table 1, subjective norms for variable intention to visit are $0.000 < 0.05$ or significant. Thus, it can be concluded that the subjective norm variable is the variable intention to visit positive and significant relationships, where the more positive or higher the person's subjective norm is, the higher the intention is to visit halal tourist destinations in West Java. This supports the truth of the theory of planned behaviour put forward by Ajzen [17], which states that social factors or subjective norms, which refer to perceived social pressure to perform or not perform an action, can influence a person's intentions. This is in line with research conducted by Hasan et al. [18], which states that subjective norms have a significant positive influence on behavioural intentions. Therefore, the higher the subjective norm, the higher the positive behavioural intention of tourists towards the destination.

Based on the data processing results carried out in Table 1, the relationship between behavioural control variables and intention to visit has a t-statistic value of $2.381 \geq 1.96$. Therefore, it can be stated that in testing this hypothesis, H_a was accepted, meaning that behavioural control positively affects intentions to visit halal tourist destinations in West Java. As for the probability values or p-values shown in Table 1, control behaviour towards variables' intention to visit shows a value of $0.018 < 0.05$ or significant. Thus, it can be

concluded that the control variable is behaviour towards the variable intention to visit a positive and significant relationship, where the more positive or higher the person's behavioural control, the higher the intention to visit halal tourist destinations in West Java. This supports the truth of the theory of planned behaviour put forward by Ajzen [17], which states that there are intentions that reflect perceptions of behavioural control, including the extent to which a person feels that carrying out or not carrying out the behaviour is easy or difficult, as well as anticipated obstacles based on past experience. This is in line with research conducted by Niam et al. [19], which states that perceived behavioural control has a significant and positive effect on visitors' intentions to visit halal tourist locations on Lombok Island.

The data processing results in Table 1 show that the relationship between the attitude variable and intention to visit has a t-statistical value of $2.783 \geq 1.96$. Therefore, it can be stated that in testing this hypothesis, H_a was accepted, meaning that attitude has a positive effect on intentions to visit halal tourist destinations in West Java. As for the probability values or p-values shown in Table 1, attitudes towards variable intention to visit show a value of $0.006 < 0.05$ or significant. Thus, it can be concluded that the attitude variable towards the variable intention to visit positive and significant relationship, where the more positive or higher the person's attitude, the higher the intention to visit halal tourist destinations in West Java. This supports the truth of the theory of planned behaviour put forward by Ajzen [17], which states that attitudes towards behaviour are how a person evaluates the advantages and disadvantages of an action. This is in line with research conducted by Jehane et al. [20], which states that attitudes positively influence intentions to visit tourist attractions. However, other factors, such as main attractions, the strength of verbal information, and economic, physical conditions and independence, contribute significantly to intentions to travel, showing the complexity of studies on tourist motivation.

3.2 SWOT analysis

Dimensions of Sustainable Nature and Religion-Based Rural Tourism Development Strategy include:

1. **Conservation and Preservation of Nature:** This dimension focuses on strategies to protect and preserve natural resources, ecosystems, and biodiversity in rural tourism destinations. It involves sustainable land use practices, reforestation, wildlife conservation, and minimizing the ecological impacts of tourism activities.
2. **Empowerment and Community Participation:** This dimension emphasizes the active involvement of local communities in the tourism development process. The goal is to empower communities economically, socially, and culturally while respecting their traditional knowledge, values, and lifestyles.
3. **Cultural and Religious Heritage:** This dimension highlights the preservation and promotion of cultural and religious heritage as part of the tourism experience. It showcases local traditions, rituals, festivals, and historical sites and encourages respect and understanding between tourists and host communities.
4. **Infrastructure and Services:** This dimension discusses the development of necessary infrastructure and services to support tourism activities while minimizing negative impacts. It includes transportation, accommodation, waste management, sanitation, and facilities that ensure a positive experience for tourists and residents.
5. **Sustainable Economic Growth:** This dimension focuses on generating economic benefits for local communities while ensuring long-term sustainability. It involves creating livelihood opportunities, promoting local entrepreneurship, and distributing income to contribute to improved living standards.

6. **Education and Awareness:** This dimension aims to educate tourists and local communities about the importance of sustainable tourism practices. It involves raising awareness about environmental conservation, cultural sensitivity, and responsible tourism behaviour.
7. **Multi-Stakeholder Collaboration:** This dimension emphasizes the need for cooperation and partnerships among various stakeholders, including local governments, NGOs, businesses, academia, and the community. Effective collaboration ensures that all parties work together to achieve sustainable rural tourism development.
8. **Visitor Experience and Satisfaction:** This dimension focuses on providing high-quality and authentic tourist experiences while minimizing negative impacts. It includes offering diverse and engaging activities that connect tourists with nature, culture, and spirituality.
9. **Environmental Management:** This dimension underscores the role of responsible tourism practices in preserving natural resources and minimizing environmental degradation. It involves implementing measures to reduce pollution, conserve water, and manage waste effectively.
10. **Ethical and Responsible Tourism:** This dimension encourages ethical behaviour and responsible tourism practices for tourists and local communities. It involves respecting local customs, traditions, and religious beliefs while encouraging tourists to minimize environmental impacts and contribute positively to the destination.

These dimensions collectively contribute to a holistic and integrated approach to sustainable nature and religion-based rural tourism development, ensuring careful and balanced economic, environmental, and social management. **Basic Components of Internal Analysis:** (1) **Strengths:** Internal factors that provide advantages or strengths to rural tourism destinations. These may include unique natural resources, rich culture, local community capabilities, and adequate infrastructure; (2) **Weaknesses:** Internal factors can hinder or weaken rural tourism development. Examples could be inadequate infrastructure, limited human resources, or environmental management issues. **Basic Components of External Analysis:** (1) **Opportunities:** External factors that can be leveraged to develop rural tourism. These might include changing tourist trends, government support, or transportation accessibility. (2) **Threats:** External factors can threaten or challenge rural tourism development. These could encompass competition with other destinations, regulatory changes, or the impact of climate change.

In internal analysis, we consider the rural tourism destination's internal strengths and weaknesses, while in external analysis, we consider the external opportunities and threats from outside factors that can influence rural tourism development. Combining internal and external analyses helps formulate effective and sustainable development strategies. The level of sustainability in management refers to the ability and efforts to maintain and enhance social, economic, and environmental aspects in tourism destination management [21, 22]. This concept involves harmonizing the needs and expectations of tourists, local communities, and environmental sustainability. The level of sustainability in tourism management is a crucial parameter to ensure that tourism development not only provides short-term benefits but also supports the long-term well-being of local communities and preserves the natural environment.

4 Conclusion

The study concludes that the high levels of subjective norms, behavioural control, and positive attitudes among Muslim tourists in West Java significantly influence their intention to visit halal destinations. The strong positive perception towards halal tourism norms, coupled with an awareness and adherence to Islamic principles, highlights the importance of providing more halal tourism options in the region. This ensures that tourists can have safe

and comfortable visits, meeting their expectations for satisfaction and security. Additionally, the findings indicate that subjective norms and behavioural control positively impact tourists' intention to visit halal destinations. Tourists with high behavioural control carefully consider various factors before deciding on a travel destination, and those with strong attitudes towards their travel decisions are more likely to choose halal destinations, although this impact is not as significant. This underscores the need for strategic planning and development to cater to the specific needs of Muslim tourists. For sustainable tourism development in West Java, a holistic approach is essential. This strategy should balance economic, environmental, and social aspects, ensuring long-term benefits for the local community and the preservation of natural resources and cultural heritage. By implementing these strategies, tourism destinations in West Java can achieve sustainability and provide a positive and enriching experience for tourists.

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