

# Measuring Local Community Involvement Factors for Halal Tourism in Lombok: A Conceptual Paper

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## Abstract

The development of halal tourism has gained significant attention in recent years, particularly in Muslim-majority countries like Indonesia. Lombok, known for its natural beauty and cultural heritage, has the potential to become a prominent halal tourism destination. Despite this, the reality of the success of halal tourism relies heavily on the active involvement of the local community. Therefore, understanding the factors that influence community participation in halal tourism is crucial for its sustainable development. This study aims to determine the relationship between operational factors and personal factors of the local community and their involvement in halal tourism in Lombok. The literature review highlights on operational factors (product, process, interest-oriented, participant responsibility, and situation specific) and personal factors (family, income, interest, confidence, and opportunity) that the factors influence of community involvement in halal tourism in Lombok. This study will employ a quantitative research approach, utilizing an online survey to collect data from Lombok's residents and the data will be analyzed using SPSS software.

## Keywords:

Halal tourism, Operational factors, Personal factors, Local community involvement, Lombok.

## 1 Introduction

Halal tourism has grown as a thriving sector, providing Muslim travellers with a variety of vacation options that adhere to their religious values and principles. Lombok, West Nusa Tenggara, Indonesia, is a popular destination for halal tourism due to its natural beauty, cultural heritage, and halal-friendly environment. Lombok's reputation as a halal-friendly tourist spot is widely recognized both regionally and internationally (Fitriani & Naamy, 2019). The island's unique natural beauty makes it an ideal location for halal tourism development. Additionally, Lombok's Muslim-majority population and numerous mosques, including the distinction of being home to a thousand mosques, further cement its suitability for halal tourism (Rahmawati et al., 2021). The community's level of preparedness in implementing sustainable tourism practices holds significant importance for the triumph of the halal tourism industry in Lombok (Sayuti, 2023). In recent years, the escalating global Muslim population has resulted in Halal gaining significant attention from both tourism academics and industry professionals (Barbosa De Sousa & Malheiro, 2020). However, the development of halal tourism in Lombok faces several challenges, including the lack of local community participation in tourism development.

The contribution of the local community in the planning and development of tourism is indispensable to ensure sustainable and comprehensive tourism approaches. Engaging the community in tourism activities can result in enhanced empowerment, financial gains, and the safeguarding of cultural legacy (Cole, 2006). Community-based tourism endeavours have the potential to further sustainable tourism advancement and boost the welfare of indigenous societies (Bozdaglar, 2023). The significance of the involvement of the indigenous populace in the planning and progress of tourism cannot be overstated. It is imperative for guaranteeing that sustainable and comprehensive tourism practices are implemented (Huong & Lee, 2017). In recent times, the issue of sustainable tourism has garnered significant attention due to the progressively conspicuous impact of tourism on the environment and indigenous societies (Bozdaglar, 2023).

This research is to determine Lombok's local community participation for halal tourism development and which of these factors that involve in halal tourism. The research will provide insights into the factors of local community participation on halal tourism development and assist the Tourism Office of West Nusa Tenggara and other related authorities in developing halal tourism in Lombok. The research's findings will contribute to the existing literature on halal tourism development and local community participation in tourism development. The research will provide insights into the factors that influence local community participation in halal tourism development and the rewards that motivate local communities to participate in tourism development.

## **2 Literature Review**

### **2.1 Operational Factors**

Many operational factors must be considered, including product-oriented, process-oriented, interest-oriented, participant responsibility, and situation-specific elements. These features are thought to encourage community involvement in the halal tourism industry, notably in Lombok. Firstly, Product-oriented participation is a subset of community involvement that comprises the active participation of community members in the creation and advancement of products or services that have a direct impact on the community. The qualities and attributes of the halal tourism products and services offered are referred to as product-oriented factors. These elements include the provision. Many operational factors must be considered, including product-oriented, process-oriented, interest-oriented, participant responsibility, and situation-specific elements. These features are thought to encourage community involvement in the halal tourism industry, notably in Lombok. Firstly, Product-oriented participation is a subset of community involvement that comprises the active participation of community members in the creation and advancement of products or services that have a direct impact on the community. The qualities and attributes of the halal tourism products and services offered are referred to as product-oriented factors. These elements include the provision of halal cuisine, prayer rooms, and Islamic-compliant housing. The high quality and diversity of halal products and services can entice and retain Muslim visitors, boosting community participation in the halal tourism business (Devi & Firmansyah, 2019). Furthermore, product-oriented variables may include the provision of infrastructure and services that meet the needs and preferences of the indigenous population. Secondly, Process-oriented factors focus on the efficiency and effectiveness of the processes involved in providing halal tourism experiences. This includes the ease of booking halal-friendly accommodations, transportation, and tour packages, as well as the smoothness of the overall travel experience. process-oriented elements additionally entail the necessity for proficient communication and cooperation among diverse stakeholders, comprising the local populace, governmental authorities, tourism entities, and non-governmental entities (Ngxongo & Chili, 2017).

Thirdly, the alignment of halal tourism offers with the interests and preferences of Muslim travellers is one of the interest-oriented elements. This involves offering activities and destinations that cater to Muslim tourists' religious, cultural, and recreational interests. The factors that are oriented towards interest pertain to the individual interests, motivations, and values of the members of the community (Tosun, 1999). Fourthly, participant responsibility is an operational factor in the halal tourism industry. It refers to the responsibility of individuals and organizations involved in the industry to ensure that their products, services, and practices align with halal requirements. This responsibility is crucial in catering to the needs and preferences of Muslim travellers who seek halal-certified options. highlight the importance of participant responsibility in meeting the specific requirements of halal tourism. This includes providing halal-certified food and beverages, ensuring gender-segregated

facilities, and offering prayer facilities for Muslim travellers. It emphasizes that participant responsibility plays a significant role in attracting and satisfying Muslim tourists (Boğan & Sarıışık, 2019). Lastly, the situation-specific factors consider the unique characteristics and circumstances of each destination or market. This includes factors such as the local culture, infrastructure, and regulations that may influence the development and promotion of halal tourism. Understanding and adapting to the specific context of each destination can help in attracting Muslim tourists and fostering community involvement in the halal tourism industry (Devi & Firmansyah, 2019). Engaging with the local community is critical for halal tourism's success. Building relationships with local communities, obtaining their support, and including them in the development of halal tourism services should be the focus of situation-specific methods. This participation can result in a greater awareness of local needs and values.

H1: Operational factors positively influence the tourism involvement.

## **2.2 Personal Factors**

Personal factors confronted by multiple elements, those are family supports, income, interest, confidence, and opportunity. First is family support, individuals interested in tourist development can benefit from family support in maintaining a healthy work-life balance. Family members can help with housework, childcare, and other family tasks, allowing individuals to focus on their tourism-related companies and activities. Family members' encouragement and support can offer individuals with the motivation and resources they need to participate in halal tourist activities (Han et al., 2019). Family support is important in changing people's attitudes and behaviours towards halal travel. It can offer emotional support, financial help, and practical assistance in arranging and organising halal travel experiences. Second is income, personal factors that can influence community involvement in the halal tourist sector is income. Higher income levels can contribute to an improvement in quality of life, making the place more enticing to tourists (Karmila & Kania, 2021). Individuals' financial security may have little influence on their motivation to invest in their own tourism companies or take part in community-based tourism projects. Third is interest, community members with a strong interest in tourism can serve as tourism advocates and promoters. Individuals who have a personal interest in halal tourism can actively seek out and participate in halal tourist activities, adding to community involvement (Vargas-Sánchez & Moral-Moral, 2019).

Fourth is confidence, confidence is a crucial personal trait that might influence people's willingness to participate in halal tourism. Investment decisions in the tourism business may be influenced by confidence levels (Tovar&Lockwood,2008). When planners believe that tourism has the potential to drive economic growth, create jobs, and contribute to sustainable development, they are more inclined to allocate resources and support efforts that promote tourism development. Last is opportunity, opportunities in the tourism sector provide the promise of promoting long-term growth. Opportunity refers to the availability of possibilities for people to participate in halal tourist activities. This includes the presence of halal tourist destinations, attractions, and

services that cater to the demands and tastes of Muslim tourists (Vargas-Sánchez & Moral-Moral, 2019).

H2: Personal factors positively influences tourism involvement.

### 2.3 Tourism Involvement

Tourism involvement emphasises the critical role that local communities and stakeholders have in actively engaging and contributing in the promotion of sustainable and mutually beneficial tourism practises. Tourism involvement refers to the active engagement and participation of a diverse range of stakeholders, including local communities, in the management, planning, and development of tourism activities and destinations (Thetsane, 2019). Local community involvement in tourism takes several forms, including participating in planning and decision-making processes, providing tourism-related services, highlighting cultural customs and traditions, and profiting monetarily from tourism activities. The cultivation of responsible tourist practises is one of the key focal points of tourism engagement. Responsible tourism practises aim to reduce negative environmental consequences, preserve cultural assets, and ultimately benefit local people (Hudson & Miller, 2005).

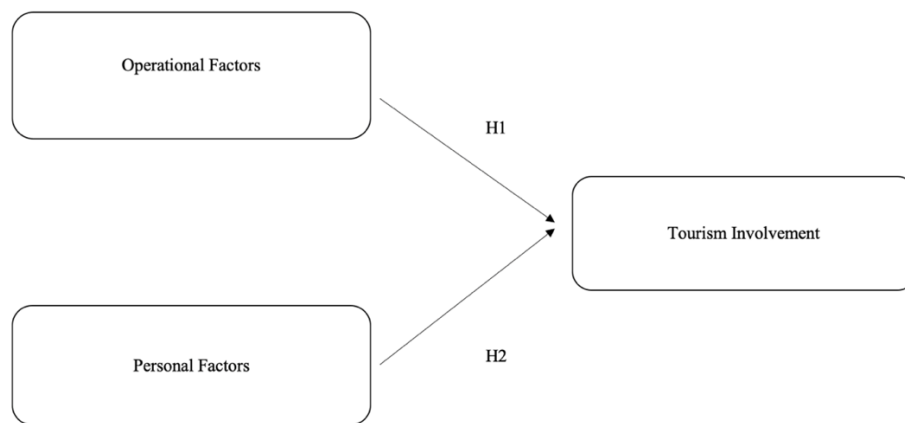


Figure 1: A Proposed Conceptual Framework

### 3 Methodology

The research method employed in this paper is a quantitative approach. In this research, a digital self-administered questionnaire was utilized to collect the necessary data. The questionnaire items were derived from previous studies conducted (Gani et al., 2012; Hanim Mohd Salleh et al., 2016). The questionnaire consisted of three sections, namely demographic information, operational factors and personal factors, and tourism involvement. The respondents for the questionnaire survey were the heads and members of the local community involved in tourism in Lombok, specifically the Tourism Awareness Group, also known as POKDARWIS in Lombok. This study gathers a

questionnaire to the 5 villages that involves in tourism awareness group, those are Sade Village, Sembalun Village, Tetebatu Village, Pringgasea Village and Loyok Village. The sample dimension for this investigation is determined through the utilization of G\*Power software, with an intended number of 150 respondents. The selection of participants is accomplished through non-probability sampling, specifically purposive sampling, which entails the deliberate selection of individuals based on specific criteria or characteristics that are germane to the research objectives. To accomplish the research objectives, the data is subjected to analysis through the application of the Statistical Package for Social Sciences (SPSS) in order to appraise reliability, descriptive statistics, and Multiple Regression Analysis.

## **4 Findings**

### **4.1 The personal factors of local community and halal tourism involvement in Lombok.**

Confidence emerged as a crucial personal factor influencing individuals' willingness to participate in halal tourism. Individuals who were confident in the availability and quality of halal products and services, as well as in the overall halal tourism experience, were more likely to actively participate in the business (Vargas-Sánchez & Moral-Moral, 2019). Confidence played several key roles in the context of tourism (Tovar., 2008). Firstly, confidence played a crucial role for individuals aspiring to initiate their own tourism-related businesses. Secondly, confidence levels could affect investment decisions in the tourism industry. When individuals harbored confidence in the growth and profitability of the tourism sector, they were more likely to channel investments into tourism-related projects, infrastructure, or businesses. Thirdly, confidence could inspire community members to actively participate in tourism development initiatives. When individuals were reassured of the constructive impact of tourism on their neighborhood, they were more prone to engage in the planning, decision-making, and implementation procedures.

### **4.2 The operational factors of local community and halal tourism involvement in Lombok.**

Halal tourism on operational product oriented are not effectively supported in Lombok due to a variety of factors from government. First reason is awareness and understanding. There might be a lack of awareness or understanding among the local businesses and stakeholders about the importance and potential benefits of halal tourism. This can lead to a lack of implementation of the government's regulations. This is an important issue since halal tourism has become a new phenomenon as a result of the halal sector's rise (Abidin et al., 2022). Second reason is economic factors. Certain operators, particularly those operating small and medium-sized businesses, may find the costs of establishing or making the switch to halal-compliant businesses to be unaffordable. Many reasons contribute to this financial difficulty. First, the extra costs associated with achieving halal certification, which could involve personnel training, halal standard compliance, and possible modifications to production procedures (Khan

et al., 2019). Third reason was marketing and promotion: There may be insufficient marketing and promotion of halal tourism products to potential visitors, which can lead to low demand and, consequently, little incentive for businesses to adapt. E-marketing promotion is a useful tool for triggering tourists' interest in halal travel, highlighting the value of contemporary marketing techniques in showcasing halal travel offerings to prospective travellers (Andriani et al., 2022).

#### **4.3 The most significant factors that influence local community and their involvement in halal tourism in Lombok.**

Confidence was a pivotal individual attribute that holds the potential to sway the extent of local community involvement in tourism-oriented enterprises. Those individuals who possess an elevated sense of self-confidence are prone to undertaking risks, pursuing prospects for entrepreneurship and actively participating in activities aimed at the development of tourism (Wilson et al., 2001). The development of halal tourism in Lombok is significantly influenced by an individual's confidence, which serves as a motivator for community members to take an active role in the tourism sector (Zhou et al., 2022). Self-assured people are more likely to interact with visitors directly, providing authentic experiences that add to the attraction of the location (Zhou et al., 2022). Furthermore, resilience is cultivated by self-assurance, allowing people and communities to endure the ups and downs typical of the tourist sector (Sharma et al., 2021). For the tourism sector to recover after COVID-19, this resilience is essential (Sharma et al., 2021).

## **5 Conclusion**

This research focused on measuring the factors influencing community involvement in halal tourism in Lombok, Indonesia. The findings indicated that there is a significant effect of personal confidence on halal tourism involvement in Lombok. The study found that individuals' confidence in the availability and quality of halal products and services, as well as in the overall halal tourism experience, has a positive influence on their willingness to participate actively in halal tourism. Confidence impacts various aspects of tourism, including the initiation of tourism-related businesses, investment decisions, participation in tourism development initiatives, promotional efforts, visitor experiences and policy and planning decisions. No significant relationship was found between the support of family businesses in the local community and halal tourism involvement in Lombok. Furthermore, tourism involvement is an important factor influencing sustainable tourism development. The local community's active engagement in decision-making processes, as well as the equal distribution of tourism profits, contribute to the long-term viability and sustainability of halal tourism in Lombok.

## 6 About the author

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