

THE EFFECT OF HALAL TOURISM DEVELOPMENT ON THE INCOME OF MSMEs AROUND PADANG BEACH

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Abstract

MSMEs are an important part of the economy. Many efforts have been made by the government to support the performance of MSMEs, one of which is through the tourism object development sector. The existence of a tourist object is expected to be able to encourage MSMEs income in the tourist attraction area. This study uses a quantitative method with the aim of seeing the effect of developing halal tourism objects with location, promotion, accessibility, facilities, and accommodation variables on MSME income around Padang Beach. The research sample is 100 MSMEs around Padang Beach. SPSS version 25 was used to analyze the data in this study. The results of the study show that: 1) location has a positive and significant effect on MSMEs income; 2) tourism promotion has a positive and significant effect on MSMEs income; 3) accessibility has a positive and significant effect on MSMEs income; 4) facilities have a positive but not significant effect on MSMEs income; 5) accommodation has a negative and insignificant effect on MSMEs income; 6) location, tourism promotion, accessibility, facilities, and accommodation all simultaneously have a positive and significant effect on the income of MSMEs around Padang Beach.

Keywords: Location, Promotion, Accessibility, Facilities, Accommodation, MSMEs Income

INTRODUCTION

The nation of Indonesia is renowned for its natural splendor as well as its historical and cultural variety. Due to its diversity, Indonesia is a popular travel destination for visitors from abroad. According to Law of the Republic of Indonesia No. 10 of 2009 on Tourism, tourism is defined as a travel activity by a person or group of people visiting certain locations for leisure, personal growth, or researching the distinctive tourist attractions seen for a brief period of time. Also, it is claimed that tourism serves to satiate both physical and spiritual demands (Indonesia, 2009).

The development of Indonesian tourism has a vision and mission to advance halal tourism. The purpose of halal tourism is to facilitate the travel needs of Muslims for worship and to get halal food. This is of course closely related to the role of micro, small, and medium enterprises (MSMEs) as providers of food and other needs for tourists. Halal tourism itself is a new phenomenon that has become a trend and lifestyle among the people. Indonesia is a country that

is famous for its halal tourism and is listed in the Global Muslim Travel Index (GMTI) study conducted by Mastercard-Crecent Ratings (Muddasir, 2019).

Regulation of the Minister of Tourism Number 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations, where economic utilization for local communities is one of the criteria, includes a statement supporting MSMEs in the tourism value chain in order to be able to promote and develop sustainable local products with fair trade principles. The local products in question include food, beverage, handicraft, performing arts, and agricultural products (Ministry of Tourism, 2016).

West Sumatra is one of the tourist destinations that many local and foreign tourists visit. The West Sumatra Provincial Tourism Office recorded 4,822,083 tourist trips to West Sumatra in 2021, consisting of 4,820,302 domestic tourists and 1,781 foreign tourists. Various tours are an attraction for tourists, including nature tourism, historical and cultural tourism, and religious tourism. The high potential that can be developed from the tourism sector has made the government continue to move to develop and improve existing tourist attractions, one of which is making West Sumatra a halal tourist attraction.

The Padang City as the capital of the province, which is the entry point for domestic and foreign tourists, means that tourist attractions in the Padang City never escape the list of tourist visits. Padang Beach, as one of the halal tours located in the city center, is the main destination for tourists when visiting the Padang City. Tourists can enjoy the beauty and breezy wind while enjoying the typical Padang Beach culinary provided by MSMEs players along the coast.

The community is seen as a supporter of tourist activities at a tourist attraction by providing food and drink as well as facilities and infrastructure. Community involvement and participation are expected to increase the income of the community itself. The needs of tourists during their tour in the form of food and drink, as well as other needs, will have an impact on the creation of economic opportunities for the surrounding community. In this case, the community acts as MSMEs, which play an important role in the country's economy, both in terms of employment and the number of MSMEs, which is expected to continue to increase in accordance with Indonesia's economic development goals to increase people's income and welfare.

MSMEs development is very relevant to regions in Indonesia, bearing in mind that the business structure that has developed so far has relied on the existence of small, household, and medium industries, although the conditions are apprehensive, both in terms of added value and the benefits obtained related to business development. The Padang City is a strategic area in terms

of its geography, especially in relation to tourism and culinary (Endah Listiawan, 2022). The following is data on tourist visits to the Padang City:

Table 1
Number of Tourist Visits in the Padang City

Year	Number of Tourist Visits
2019	843,296
2020	2,621,929
2021	376,534

Source: BPS, West Sumatra 2022

Based on data from Padang City tourist visits published by BPS Sumatra Barat, there will be a significant decrease in 2021. This will certainly affect the income of MSMEs around Padang Beach. The number of MSMEs in Padang City as of December 2021 can be seen in the following table:

Table 2
MSME Data for Padang City December 2021

Subdistrict	Number of Business Actors
Padang Utara	2,428
Padang Barat	1,892
Padang Timur	2,069
Padang Selatan	2,837
Nanggalo	1,979
Kuranji	1,467
Pauh	2,639
Lubuk Begalung	5,345
Lubuk Kilangan	1,219
Koto Tengah	4,380
Bungus	1,747
Total	30,702

Source: Office of Cooperatives and SMEs in Padang City

Based on data on a decrease in the number of visits and the number of MSMEs around Padang Beach which have been developed into halal tourist objects, it is necessary to carry out further research whether the government's efforts to develop halal tourism objects really affect the income of MSMEs around Padang Beach. Of course, the results of this research can provide input to related institutions in making future policies to realize community welfare, especially for MSME actors around halal tourist objects.

LITERATURE REVIEW

Tourist

Tourism can simply be defined as the journey of a person or group of people from one place to another, making plans within a certain period of time for the purpose of recreation and entertainment so that their desires are fulfilled (Prayogo, 2018). Tourism is a tourist trip that is carried out repeatedly or around, both planned and unplanned, which can produce a total experience for the perpetrators (Hidayah, 2019).

Tourism, in general, refers to a temporary journey made by a person from one location to another after leaving the first location, whether or not the traveler intends to live in the destination, but rather just to take in the views or engage in leisure activities to satisfy various needs.

Halal Tourism

Halal tourism is a term used to define the concept of tourism in accordance with the ethics and rules of Islamic sharia; other terms are also used to refer to it, namely Islamic tourism. Halal tourism, or Islamic tourism, is tourism that conforms to Islam and is carried out in order to provide Muslim followers with tourism needs in accordance with their personal religious habits when traveling (Carboni, 2017). Halal tourism can also be interpreted as tourism or travel activities that tend to meet the requirements of Sharia law (Battour, 2017). Halal tourism refers to the supply of travel goods and services that satisfy the demands of Muslim visitors while upholding Islamic teachings (Mohsin, 2016).

Traveler

Tourists are all people who go on tour, while the definition of tourists contained in Presidential Instruction Number 9 of 1969 provides the definition of a tourist (tourist) as a person who travels from his place of residence to visit other places to enjoy the trip and visit (Irawan, 2010).

Burkart and Medlik (Ross, 1998), mentions tourists have four main characteristics. These four characteristics are: a) tourists are people who travel to and stay in various destinations. b) the destination of the tourist is different from the place of residence and place of work of the day; therefore, the activities of tourists are not the same as the activities of residents who live and work at tourist destinations. c) Tourists intend to return home in a few days or months because of their temporary and short-term journey. d) Tourists do not travel to find a place to live in the destination or work to make a living.

Tourist attraction

A place is considered a tourist object if it is frequented by tourists due to its resources, both natural and man-made, such as its natural beauty, such as its mountains, beaches, flora, and fauna, zoos, historical old structures, monuments, temples, dances, attractions, and other distinctive cultures (Ananto, 2018). A tourist object is everything that is a tourist target; a tourist object is very closely related to a tourist attraction. Areas that are tourist attractions must have uniqueness, which is the main target when visiting these tourist areas. The uniqueness of a tourist area can be seen in the local culture, nature, flora and fauna, technological advances, and spiritual elements. Halal tourism is the provision of tourism products and services that meet the needs of Muslim tourists in accordance with the teachings of Islam (Mohsin, 2016).

Tourism Development

The goal of tourist development is to advance and advance tourism in a better manner in terms of infrastructure quality, accessibility from anywhere, becoming the preferred destination, and producing positive economic advantages for the neighborhood. Location, advertising, accessibility, facilities, and lodging are the five key factors in the development of halal tourism. (Santosa, 2015).

A location or tourist attraction is an area that has a primary function of tourism or has the potential for tourism development which has a significant influence in one or more aspects, such as economic, social and cultural growth, empowerment of natural resources, life support, as well as defence and security (Santosa, 2015). The indicator of location is (Tjiptono, 2008):

1. Access, easy to reach by public means
2. Expansion, land that is relatively easy to use for business
3. Adequate place

Promotion is an activity that communicates the excellence of a product and persuades the target customer to buy it (Kotler, 2012). Meanwhile, according to Sangadji and Sopiah, promotion is all types of marketing activities aimed at encouraging consumer demand for products offered by producers or sellers (Sangadji, 2013). Promotion is the development of the term integrated marketing communication (Integrated Marketing Communication) and connotes a one-way flow of information (Tjiptono FC, 2012). Indicators of tourism promotion are (Kotler PK, 2013):

1. Frequency of tourism promotion
2. Quality of promotion (social media used)
3. Promotion time

Tourism accessibility is closely related to the ease or difficulty of tourists reaching a tourist attraction in an area. The better the accessibility of a tourist attraction, the more tourists will visit the attraction; conversely, if the accessibility is not good, it will hinder tourist visits to the attraction. An indicator of accessibility is (Febrianingrum, 2019):

1. Road network
2. Geographical position
3. Public transportation modes

Facilities are important things that support the development of tourism, so the completeness of facilities and the quality of services in such facilities should be considered as an effort to meet the needs of tourists. Facilities are everything that is deliberately provided by the service provider to be used and by the consumer with the aim of providing maximum level of satisfaction. Facilities are all physical equipment provided by the seller to support the comfort of consumers. (Kotler PK, 2013). The facilities in question include public facilities such as luggage storage, secure parking areas, and adequate toilets (Yoeti, 1996).

Accommodation is a facility that provides lodging services, which can include food and drink services and other services. The indicator of accommodation is (Isvananda, 2015):

1. Availability of hotels or inns
2. Availability of souvenirs

Micro, Small and Medium Enterprises (MSMEs)

The Law No. 20 of 2008 on Micro, Small, and Medium Enterprises (MSMEs), explains that what is meant with micro, small and medium enterprises is: 1) Micro enterprises are productive enterprises belonging to individuals and / or individual enterprises that meet the criteria of micro enterprises as regulated in this Law. 2) Small enterprises are independent productive economic enterprises carried out by individuals or enterprises that are not subsidiaries or branches of companies owned, controlled, or become part of either directly or indirectly. A medium or large enterprise that meets the criteria of a small enterprise as referred to in this law. 3) A medium-sized enterprise is an independent productive economic enterprise carried out by an individual or enterprise body that is not a subsidiary or branch of a enterprise that is owned, controlled, or becomes a part, either directly or indirectly, of a small or large enterprise with the amount of net wealth or annual sales income as stipulated in this Law (Indonesia, 2008).

MSMEs has become an important part of the economic system in Indonesia, because MSMEs is a number of enterprise units that are more than large-scale industrial enterprises and have the advantage in absorbing more workforce and also able to accelerate the development process.

Income

Income, according to economic theory, is the maximum value that can be consumed by someone in a period by expecting the same state at the end of the period as the initial state. This definition focuses on the total quantitative spending on consumption during one period. In other words, income is the sum of the assets at the beginning of the period plus the overall results obtained during that period, not just those consumed. Income is money, goods, materials, or services received or increased during a certain period of time, and the results of self-employed ventures (Suyanto, 2000). The indicator of income is (Bramastuti, 2009):

1. Monthly income
2. Work
3. School budget
4. The burden on the family

RESEARCH METHODOLOGY

This study uses quantitative methods, by interpreting independent variables and dependent variables that aim to find the influence of independent variable on dependant variables. Quantitative data is data in the form of numbers or qualitative data (Sugiyono, 2018).

The location of this research is the Padang Beach tourist attraction in West Padang District. The choice of location is because the Padang City is the capital city of West Sumatra province, which is the entry point for domestic and foreign tourists, and Padang Beach is the icon of this city. The research implementation is from March to October 2022.

The population in this study was MSMEs around the Padang Beach Tourism Object, Padang Barat District, totaling 1,892. Sampling is used in this study using purposive sampling, namely the technique of determining the sample with certain considerations (Sugiyono, 2018). The sample in this study were MSMEs in the Padang Barat District, which are located around the Padang Beach tourist area. According to Roscoe (Sugiyono, 2018), an appropriate sample size in research is 30 to 500. In addition, if the research is carried out with multivariate analysis (correlation or regression), then the number of sample members is at least 10 times the variable under study. With 6 variables, the minimum sample size is 60, and in this study, 100 respondents were used so that the results of the accuracy were better.

This study uses five independent variables, namely location (X1), tourism promotion (X2),

accessibility (X3), facilities (X4), and accommodation (X5), and MSMEs income as the dependent variable (Y). Data processing was carried out in this study using SPSS (Statistical Program for Social Sciences) Version 25. The data analysis used was multiple linear regression analysis, a validity test, a reliability test, the classic assumption test, the coefficient of determination (R²), and hypothesis testing.

RESULTS AND DISCUSSION

Validity test

The results of the validity test output can be seen in the table below:

Table 3
Validity test

Indicator	Location	Tourism Promotion	Accessibility	Facility	Accommodation	MSME income
X1.1	0.924					
X1.2	0.901					
X1.3	0.930					
X2.1		0.738				
X2.2		0.892				
X2.3		0.827				
X3.1			0.899			
X3.2			0.843			
X3.3			0.908			
X3.4			0.790			
X4.1				0.901		
X4.2				0.891		
X4.3				0.815		
X4.4				0.916		
X5.1					0.917	
X5.2					0.966	
X5.3					0.932	
Y. 1						0.688
Y.2						0.886
Y.3						0.900
Y.4						0.883
Y.5						0.880

Y.6	0.923
Y.7	0.859

Source: Data processed from Respondents (October 2022)

Based on the table above, overall the question items for the variable location, tourism promotion, accessibility, facilities, and accommodation can be declared valid because all question items have an r count that is greater than the r table (0.1966).

Reliability Test

The output results of the reliability test can be seen in the table below:

Table 4
Questionnaire Reliability Test

Variable	Cronbach Alpha
Location	0.907
Tourism Promotion	0.754
Accessibility	0.883
Facility	0.903
Accommodation	0.932
MSMEs income	0.940

Source: Data processed from respondents (October 2022)

In the table above, it can be concluded that the questionnaire of all research variables can be declared reliable because the Cronbach Alpha value is greater than 0.60.

Classic assumption test

Normality test

Table 5
Normality test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters, b	Means	.0000000
	std. Deviation	2.64226172
Most	absolute	.090
Extreme	Positive	.090
Differences	Negative	-.068
Test Statistics		.090

asympt. Sig. (2-tailed)	.043c
Exact Sig. (2-tailed)	.367
Point Probability	.000
a. Test distribution is Normal.	
b. Calculated from data.	
c. Lilliefors Significance Correction.	
<i>Source: Data processed from respondents (October 2022)</i>	

It can be seen that the exact sig. (2-tailed) of 0.367 is greater than 0.05, so it can be concluded that the data in this study are normally distributed.

Heteroscedasticity Test

Table 6
Heteroscedasticity Test

Variable	Sig Value (2-tailed)
Location	0.629
Tourism Promotion	0.869
Accessibility	0.914
Facility	0.909
Accommodation	0.686

Source: Data processed from respondents (October 2022)

Based on the table, it can be seen that the value of sig. (2-tailed) for the independent variable is greater than 0.05, so this regression model is suitable for use in looking at the effect of the development of halal tourism objects (location variables, tourism promotion, accessibility, facilities, and accommodation) on MSMEs income.

Multicollinearity Test

This test is carried out by analyzing the correlation matrix of the independent variables that will be used in the regression equation.

Table 7
Multicollinearity Test

Variable	tolerance	VIF
Location	0.299	3,342
Tourism Promotion	0.226	4,424
Accessibility	0.140	7.122

Facility	0.109	9,184
Accommodation	0.140	7.129

Source: Data processed from respondents (October 2022)

From the table above, it can be seen that the tolerance value of the independent variables has a value greater than 0.10 and has a VIF value of less than 10, so it can be concluded that in this study multicollinearity occurred.

Multiple Linear Regression Analysis

Data analysis uses multiple linear regression analysis to determine the effect of the development of halal tourism objects on the income level of MSMEs actors in the Padang Beach area.

Table 8
Multiple Linear Regression Equations

		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		standardized Coefficients				
			std. Error	Betas	t	Sig.	tolerance	VIF
Model		B						
1	(Constant)	.258	1.143		.225	.822		
	Location	.976	.160	.435	6,088	.000	.299	3,342
	Tourism Promotion	.598	.191	.257	3.125	.002	.226	4,424
	Accessibilities	.436	.194	.235	2,252	.027	.140	7.122
	Facility	.119	.177	.080	.673	.503	.109	9,184
	Accommodation	-.018	.192	-.010	-.094	.925	.140	7.129

a. Dependent Variable: MSME Income

Source: Data processed from respondents (October 2022)

The table above shows the results of calculations with SPSS 25 in this study, namely:

$$Y = 0.258 + 0.976X_1 + 0.598X_2 + 0.436 X_3 + 0.119 X_4 - 0.18X_5 + e$$

Based on the multiple linear regression equation above, it can be concluded that:

1. The positive constant value is 0.258, which means that it shows a unidirectional effect between the independent variable and the dependent variable. If all the independent variables do not change, then the MSMEs income value is 0.258.
2. The regression coefficient value of the location variable is 0.976, so for every increase in the location of one MSMEs income unit, it will increase by 97.6%,

3. The regression coefficient value of the tourism promotion variable is 0.598, so for every increase in tourism promotion, one unit of MSMEs income will increase by 59.8%,
4. The regression coefficient value of the accessibility variable is 0.436, so each increase in accessibility for one MSMEs income unit will increase by 43.6%,
5. The regression coefficient value of the facility variable is 0.119, so for every one-unit increase in facilities, MSMEs income will increase by 11.9%.
6. The regression coefficient value of the accommodation variable shows a negative value of -0.018, which indicates a negative effect (opposite direction), so that for every one unit increase in accommodation, MSMEs income will decrease by 1.8%.

Determination Coefficient Test (R^2)

The results of R^2 in this study can be seen in the table below:

Table 9
Determination Coefficient Test

Summary model b				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.925a	.856	.849	2,712
a. Predictors: (Constant), Accommodation, Location, Tourism Promotion, Facilities, Accessibility				
b. Dependent Variable: MSMEs Income				

Source: Data processed from respondents (October 2022)

This study obtained an adjusted R square value of 0.849, which shows that MSMEs income in the Padang Beach tourist attraction area is 84.9% influenced by the development of halal tourist objects (location, tourism promotion, accessibility, facilities, and accommodation), while the remaining 25.1% is influenced by other variables.

Simultaneous Test

Table 10
Simultaneous Test

ANOVAa						
Model		Sum of Squares	Df	MeanSquare	F	Sig.
1	Regression	4124.217	5	824,843	112,179	.000b
	residual	691,173	94	7,353		
	Total	4815390	99			

a. Dependent Variable: MSMEs Income

b. Predictors: (Constant), Accommodation, Location, Tourism Promotion, Facilities and Infrastructure, Accessibility

Source: Data processed from respondents (October 2022)

In the table, it can be seen that the acquisition value of F_{count} is 112.179 and F_{table} is 2.31, and this explains that the value of $F_{\text{count}} > F_{\text{table}}$ is $112.179 > 2.31$, which means that location, tourism promotion, accessibility, facilities, and accommodation simultaneously have a significant effect on MSMEs income. The significance of $F_{\text{count}} < F_{\text{table}} = 0.00 < 0.05$ indicates that the estimated regression model is feasible to use to show the effect of tourism development on MSMEs income.

Partial Test

Table 11
Partial Test

Variable	t_{table}	t_{count}	Significance
Location	1,985	6,088	0.000
Tourism Promotion	1,985	3.125	0.002
Accessibility	1,985	2,252	0.027
Facility	1,985	0.673	0.503
Accommodation	1,985	-0.094	0.925

Source: Data processed from respondents (October 2022)

The statistical results of the t-test for the variable halal tourism development, namely location, tourism promotion, facility accessibility, and accommodation variables, show that the significance value of the location, tourism promotion, and accessibility variables is < 0.05 , so the hypothesis that says there is a significant positive effect on MSMEs income is accepted. As for the facility and accommodation variables, the significance value is > 0.05 , so the hypothesis that there is a positive and significant effect on MSMEs income is rejected.

CONCLUSION

Based on the results of the research that has been described regarding the effect of developing halal tourism objects with location variables such as tourism promotion, accessibility, facilities, and accommodation on MSME income around Padang Beach, it can be concluded that the independent variables partially or simultaneously have a significant effect on MSME income. Thus, the development of halal tourism objects can boost the community's economy, so it cannot be denied that the phenomenon of developing tourist objects, including halal tourism, is a

business area for the surrounding community. The community uses it as a livelihood land to increase income and improve the family economy.

The development of halal tourism must comply with the principles of Islamic economics, both in terms of location, promotion, accessibility, facilities, and accommodation. Allah SWT has ordered his people to organize the resources that Allah has bestowed on them to achieve prosperity in life, so be grateful and make the best use of them. Allah will not change the fate of a people unless they themselves change it (Ar-Ra'd Verse 11).

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