

ABSTRAK

PENERAPAN HALAL TOURISM DALAM UPAYA MENINGKATKAN JUMLAH WISATAWAN DI KABUPATEN LOMBOK TIMUR (Studi Kasus di Kabupaten Lombok Timur)

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Penelitian ini bertujuan untuk menganalisis penerapan, pengaruh dan kualitas halal tourism di Kabupaten Lombok Timur. Penelitian ini adalah penelitian kualitatif deskriptif. Subjek yang diteliti adalah dinas pariwisata, pengelola wisata dan wisatawan. Instrumen dan teknik pengumpulan data melalui wawancara. Teknik analisis data dilakukan secara deskriptif kualitatif. Hasil penelitian menunjukkan Penerapan halal tourism di Kabupaten Lombok Timur sudah terdiri dari dua tempat wisata dari tiga wisata yang disurvei yaitu Tete Batu menerapkan sejak tahun 2017 dan Sembalun tahun 2016 sedangkan Gunung Rinjani belum menerapkan. Halal tourism melibatkan pemerintah, pemerintah daerah, pengelola dan masyarakat. Penerapan halal tourism mampu memberikan kontribusi yang signifikan terhadap peningkatan wisatawan di Kabupaten Lombok Timur. Wisatawan telah dapat merasakan manfaat dari penerapan halal tourism. Dari ketiga tempat wisata yang disurvei ada satu tempat wisata yang memenuhi prinsip Syariah, satu tempat berproses untuk sesuai prinsip Syariah dan satu tempat belum menerapkan halal tourism.

Kata Kunci: halal tourism, pariwisata, wisatawan

ABSTRAK

THE IMPLEMENTATION OF HALAL TOURISM TO INCREASE THE NUMBER OF TOURISTS IN EAST LOMBOK REGENCY

(A Case Study In East Lombok Regency)

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This study aims to analyze the implementation, influence, and quality of halal tourism in East Lombok Regency. This research is descriptive qualitative. Subjects studied were Government tourism office, manager of tourist attractions, and tourists. The instrument and techniques for data collection were interviews. The data were analyzed with descriptive qualitative technique. The results show that the implementation of halal tourism in East Lombok Regency already consists of two tourist sites of the three tourism attractions surveyed, namely Tete Batu, which implemented it since 2017 and Sembalun, in 2016. Meanwhile Mount Rinjani has not yet implemented. Halal tourism involves the government, local government, managers and the community. The implementation of halal tourism can make a significant contribution to the increase the number of tourists in East Lombok Regency. Tourists can feel the benefits of the implementation halal tourism. Of the three tourist attractions surveyed, there is one tourist site that meets the principles of Sharia, one place to process to comply with the principles of Sharia and one place that has not implemented halal tourism.

Keywords: halal tourism, tourism, tourist