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Sharia-Based Tourism Management in Improving Community Income in Teluk Bakau Village, Riau Islands Province

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ABSTRACT

Tourism plays an important role in regional economic growth. Sharia-based tourism is increasingly developing as a tourism model that prioritizes Islamic principles in service and destination management. This concept not only attracts Muslim tourists but also opens up economic opportunities for local communities. Teluk Bakau Village in Gunung Kijang District, Bintan Regency, has great potential in developing sharia-based maritime tourism with supporting natural resources and local wisdom. This study aims to analyze the management of sharia-based tourism in Teluk Bakau Village and its impact on local community income. A qualitative approach with a phenomenological method was used in this study. Data were collected through interviews with tourists and business actors in the tourist area. Data analysis was carried out using the data reduction method to see the relationship between sharia tourism and community income. The results of the study show that sharia-based tourism management has been implemented in several aspects, such as providing facilities in accordance with sharia principles such as Sharia principles in providing facilities include the existence of adequate places of worship, provision of halal food and drinks. However, obstacles are still encountered in promotion and supporting infrastructure. The implications of this research emphasize the importance of government support and cooperation between business actors and the community in developing sustainable sharia tourism that has a positive impact on the local economy.

Kata Kunci: *Pengelolaan Pariwisata Syariah, Pendapatan Masyarakat, Desa Teluk Bakau*

ABSTRAK

Pariwisata memiliki peran penting dalam pertumbuhan ekonomi daerah. Wisata berbasis syariah semakin berkembang sebagai model pariwisata yang mengutamakan prinsip Islam dalam pelayanan dan pengelolaan destinasi. Konsep ini tidak hanya menarik wisatawan Muslim, tetapi juga membuka peluang ekonomi bagi masyarakat lokal. Desa Teluk Bakau di Kecamatan Gunung Kijang, Kabupaten Bintan, memiliki potensi besar dalam pengembangan wisata maritim berbasis syariah dengan sumber daya alam dan kearifan lokal yang

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mendukung. Penelitian ini bertujuan untuk menganalisis pengelolaan wisata berbasis syariah di Desa Teluk Bakau serta dampaknya terhadap pendapatan masyarakat setempat. Pendekatan kualitatif dengan metode fenomenologi digunakan dalam penelitian ini. Data dikumpulkan melalui wawancara dengan wisatawan dan pelaku usaha di kawasan wisata. Analisis data dilakukan dengan metode reduksi data untuk melihat hubungan antara wisata syariah dan pendapatan masyarakat. Hasil penelitian menunjukkan bahwa pengelolaan wisata berbasis syariah telah diterapkan dalam beberapa aspek, seperti penyediaan fasilitas yang sesuai dengan prinsip syariah seperti Prinsip syariah dalam penyediaan fasilitas mencakup keberadaan tempat ibadah yang memadai, penyediaan makanan dan minuman halal. Namun, kendala masih ditemui dalam promosi dan infrastruktur pendukung. Implikasi penelitian ini menegaskan pentingnya dukungan pemerintah serta kerja sama antara pelaku usaha dan masyarakat dalam mengembangkan wisata syariah yang berkelanjutan dan berdampak positif terhadap perekonomian lokal.

INTRODUCTION

The country with the most islands is Indonesia. More than 360 ethnic groups live on 17,508 Indonesian islands, making it rich in cultural diversity, traditions, food, and beautiful natural scenery. The various diversities in Indonesia make domestic and international tourists very interested in vacationing. This is a great opportunity for the people and the Indonesian government to work together to build tourism in Indonesia even better.

In 2016, Indonesia received an award as a world halal tourism or also known as the World Halal Tourism Award. Currently, the development of sharia tourism is the latest trend in Indonesia. This is natural because the population in Indonesia itself has the largest Muslim population. Muslim tourists who want to spend their holidays in a way that is in accordance with Islamic teachings can be served by the sharia tourism sector. With sharia tourism, tourists can feel comfortable and enjoy their travels while carrying out their obligations as Muslims.

The development of Muslim-friendly sharia tourism is a potential alternative that can increase visitors (Sukirman & Zulkarnaen, 2022). The development of sharia tourism needs to pay attention to the arrangement of tourist attractions that are tailored to community interests. The arrangement of sharia tourism based on Islamic principles can be seen in terms of cleanliness, prayer rooms/mosques as places of worship, halal food and drinks, availability of clean water and toilets. If sharia principles are applied in tourism in various regions, Muslim visitors will feel comfortable and helped in carrying out their worship while traveling or vacationing to tourist attractions.

In addition, the development of sharia tourism can also have a positive impact on the local economy, especially with the increasing number of tourists looking for tourist destinations that suit their needs. The application of sharia principles in the management of tourist destinations does not only include worship facilities and halal food, but must also pay attention to aspects of cultural diversity and local traditions that are a special attraction for tourists. For example, introducing local

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culture through art performances, regional culinary specialties that meet halal criteria, and tourism activities that are in accordance with Islamic principles.

With professional and friendly management for Muslim tourists, sharia tourism destinations can improve the positive image of the area, making it the main choice for domestic and international Muslim tourists. This will certainly expand the tourism market and drive the local economy, create new jobs, and encourage the growth of small and medium enterprises (SMEs) based on tourism. The development of sustainable sharia tourism can also contribute to environmental conservation, by paying attention to the aspects of natural and social sustainability in the area.

Based on data from the BPS Kabupaten Bintan (2023), the percentage of poor people in Bintan Regency in the last 3 years from 2020-2023 continues to increase. The percentage of poor people in 2020 was 6.36%, in 2021 it was 6.42%, and in 2022 it was 6.44%. Indonesia's natural diversity can be a major asset to improve the economy of the Indonesian people. According to Prihastha & Suswanta (2020), a fairly high state income comes from tourism. There is no doubt that tourism can be an opportunity for the community and government to improve the economy in Indonesia.

Based on data from Kementerian Agama RI (2022), the population of the Riau Islands consists of 1,671,242 Muslims, and other religions number 462,249 people. The high population with certain beliefs certainly affects people's tastes. The majority Muslim community will be more interested in Islamic products or services, ranging from food, drinks, clothing, hotels, the availability of places of worship. Therefore, the local government must consider this opportunity to develop a sharia-based tourism sector. Indirectly, the community around the mangrove bay gets job opportunities that can improve the local economy.

With the growing development of the sharia tourism sector in Indonesia, especially in Teluk Bakau Village, there is a great opportunity to optimize the existing natural resources and local culture to attract more tourists. Given that the majority of Indonesia's population is Muslim, the development of sharia-friendly tourism can be an alternative that suits the needs and desires of the Muslim tourist market, both domestic and international. Therefore, management based on sharia principles, such as the provision of adequate places of worship, halal food, and facilities that support the comfort and needs of worship, is very important to build trust and comfort for tourists.

In addition, the development of infrastructure that supports accessibility to tourist locations, both in terms of transportation, accommodation, and other facilities, needs to be a primary concern. With adequate facilities and in accordance with sharia principles, Teluk Bakau Village has the potential to become a leading destination for Muslim tourists, which in turn can make a major contribution to improving the local economy. Sustainable development by considering social, economic, and environmental sustainability will ensure that the tourism sector can provide optimal benefits for all elements of the Teluk Bakau Village community.

Several previous studies have discussed the potential and challenges in developing sharia tourism in Indonesia. Research by Rizal et al., (2024) discusses the importance of providing halal facilities in supporting the comfort of Muslim tourists. Prihastha & Suswanta, (2020b) also show



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that the tourism sector can be a significant source of income for the country. In addition, research by Rahman et al., (2021) highlights how digital-based marketing strategies can increase the attractiveness of sharia tourism in various destinations. However, these studies are still general in nature and not many have specifically examined how the implementation of sharia tourism can have a direct impact on improving the economy of the community in certain tourist destinations, especially in coastal areas such as Teluk Bakau Village.

However, until now there has been little research that specifically analyzes how the development of sharia tourism in coastal areas such as Teluk Bakau Village can provide economic impacts for local communities. This study will fill the research gap by exploring the potential of sharia tourism in Teluk Bakau Village, the factors that support and hinder its implementation, and its impact on the economic welfare of the community. Thus, this study is expected to contribute to the development of sharia-based and sustainable tourism policies in coastal areas.

LITERATURE REVIEW

Sharia Tourism

Tourism comes from Sanskrit, and has the same meaning as "tour", which is moving from a place of origin to another place. "Pari" and "wisata" are words used to describe tourism. Wisata is defined as traveling, while pari means a lot or traveling around (Putri, 2020). Not only that, for people, traveling is very important, because tourism makes people or communities take a break from tiring work, by taking a vacation people can relieve stress with a vacation (Juliana et al., 2023). Therefore, tourism is defined as traveling from a place of origin to another place with the aim of relieving stress from work.

According to Damanik & Weber (2006) tourism is a person who makes a short trip or in a short time to do activities at the destination. Furthermore, according to Bakaruddin (2009) tourism is the temporary movement of people or groups from one location to another for fun in this case not for the purpose of doing work. Meanwhile, according to Mathieson dan Wall dalam Pitana et al. (2005) tourism is traveling temporarily to a location outside the home to do activities with facilities available according to individual needs.

According to Undang-Undang No. 10 Tahun 2009 pasal 1 ayat 3 about tourism,, the definition of tourism is all types of activities and supported by all facilities and services provided by the community, entrepreneurs, government, and government. Tourism continues to grow because basically humans are always looking for things that are not yet known, new environments, and new experiences, so that tourism continues to grow.

Regarding sharia, Allah SWT. has revealed rules to His servants regarding faith, worship, transactions, morals, and ethics. Based on the definition given above, travel, recreation, or pleasure-seeking businesses that are in accordance with sharia strive to make people stop and appreciate the beauty of Allah Swt. creation without violating sharia values (Sucipto & Andayani, 2014). The verses of the Qur'an that explain the command to travel are:



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Q.S Nuh (71): 19-20

وَاللَّهُ جَعَلَ لَكُمُ الْأَرْضَ بِسَاطًا لِّتَسْلُكُوا مِنْهَا سُبُلًا فِجَاجًا

Meaning: 19. Allah has made the earth for you as a stretch of land; 20. So that you may go freely on wide roads..

Q.S. Al-Mulk (67):15

هُوَ الَّذِي جَعَلَ لَكُمُ الْأَرْضَ ذَلُولًا فَامْشُوا فِي مَنَاكِبِهَا وَكُلُوا مِنْ رِّزْقِهِ ۚ وَإِلَيْهِ النُّشُورُ

Meaning: He is the one who made the earth easy for you to use. So, explore all corners and eat some of His sustenance. Only to Him will you (return after) being resurrected.

Sharia tourism is a tourism concept that refers to Islamic principles, both in terms of accommodation, culinary, tourism activities, and other supporting facilities. According to Syaifuddin & Hakim, (2024) sharia tourism not only ensures the halalness of food and drinks, but also pays attention to dress ethics, social interactions, and entertainment that are permitted in Islam. This definition is in line with the opinion of Maulana & Lhokseumawe (2024) who state that sharia tourism is a form of travel designed to be in accordance with Islamic values, thus creating a tourism experience that remains in line with religious teachings.

When compared to the concept of halal tourism, the main difference lies in its scope. Halal tourism focuses more on the consumption aspect, such as halal food and sharia-based services, while sharia tourism covers the entire tourism experience, including moral and cultural values that must be upheld by tourists and service providers.

Guidelines for Sharia Tourism Management

Based on fatwa NO:108/DSN-MUI/X/2016 yang dikeluarkan oleh Dewan Syariah Nasional (DSN) regarding the implementation of tourism based on sharia principles. This fatwa emphasizes that tourism activities must be in line with Islamic values, both in terms of services, facilities, and activities provided. Several main principles regulated in this fatwa include the prohibition of all forms of sin, such as gambling, alcoholic beverages, and entertainment that is not in accordance with sharia. In addition, tourism service providers are required to ensure the availability of worship facilities, food and drinks that are guaranteed to be halal, as well as a clean and comfortable environment for Muslim tourists. This fatwa also emphasizes the importance of etiquette in dressing, interactions between men and women that are in accordance with Islamic teachings, and tourism activities that support Islamic education and preaching. With these guidelines, it is hoped that sharia tourism can develop while maintaining religious values and providing economic benefits to the community without violating sharia provisions.

Sharia Tourism in Indonesia

Indonesia as a country with a Muslim majority population has great potential in developing sharia-based tourism. According to the Kementerian Pariwisata (2023), Indonesia has received various awards in the world halal tourism category, which shows the increasing demand for



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Muslim-friendly tourist destinations. Several regions such as Lombok, Aceh, and West Sumatra have successfully implemented the concept of sharia tourism in managing their destinations.

The implementation of the concept of sharia tourism in Indonesia not only includes the provision of worship facilities such as mosques and adequate ablution places, but also other supporting services such as halal hotels, halal-certified restaurants, and tour packages that comply with sharia principles. This provides convenience for Muslim tourists, both from within and outside the country, to enjoy their trip without having to worry about the halalness of food or the availability of worship facilities. As stated by the Minister of Tourism and Creative Economy, Sandiaga Uno, "The development of halal tourism is not only about providing sharia-compliant facilities, but also presenting a safe, comfortable, and quality experience for Muslim tourists" (Republik Indonesia Kementerian Pariwisata dan Ekonomi Kreatif, 2023b).

In addition, the government and tourism industry players continue to strive to improve the quality of services by providing special training for tour guides, hotel managers, and restaurants to understand the needs of Muslim tourists. The promotion of sharia tourism destinations is also increasingly being carried out through various digital platforms and international exhibitions. This strategy is not only aimed at attracting tourists from Muslim-majority countries, such as Malaysia, the Middle East, and Brunei Darussalam, but also to strengthen Indonesia's image as a leading halal tourism destination in the world. According to the Global Muslim Travel Index 2023 report, Indonesia has successfully ranked second as the best halal tourism destination in the world, after Malaysia (MasterCard & CrescentRating, 2023).

Furthermore, the development of sharia tourism also contributes positively to the local economy. Local people can feel the direct benefits through increased employment opportunities and income from the tourism sector. In addition, this concept also encourages the preservation of local culture that is in line with Islamic values, such as performing arts, handicrafts, and regional culinary specialties that are halal and safe to consume. In a national seminar on halal tourism, the Chairman of Halal Tourism Indonesia, Riyanto Sofyan, stated, "Halal tourism is part of a global lifestyle that continues to grow and has a significant impact on the Indonesian economy" (Seminar Nasional Wisata Halal, 2023).

The Impact of Sharia Tourism on the Community Economy

The development of sharia-based tourism can have a positive impact on the local economy. According to (Prihastha & Suswanta, 2020a), sharia tourism can increase the number of visits by Muslim tourists who are looking for destinations that suit their needs, thus having an impact on increasing the income of the local community. Sharia tourism also opens up new business opportunities, such as halal restaurants, sharia accommodation, and the provision of tourism services based on Islamic principles.

In addition to increasing community income, the development of sharia tourism also encourages inclusivity in the tourism sector. Local small and medium enterprises (MSMEs), such as souvenir craftsmen, local transportation providers, and tour guides, have the opportunity to be directly involved in the halal tourism ecosystem. This is in line with the opinion expressed by Wijaya & Hidayat, (2022), who stated that "the development of halal tourism provides a multiplier effect

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on the regional economy through the empowerment of MSMEs and the creation of new jobs." Thus, sharia-based tourism is not only beneficial for tourists, but also creates inclusive economic growth for the surrounding community.

The existence of sharia tourism destinations also encourages local governments to improve supporting infrastructure, such as improving road access, providing Muslim-friendly public facilities, and more massive digital promotion. According to Gunawan et al., (2024) "adequate infrastructure is one of the main keys to attracting Muslim tourists, because it provides a sense of security and comfort during their trip." This infrastructure improvement not only supports Muslim tourists, but also benefits all visitors and local communities in the long term.

Challenges in Managing Sharia Tourism

Despite its great potential, the management of sharia tourism also faces various challenges. According to research by Pranandari et al., (2023), the main obstacles in the development of sharia tourism in Indonesia include the lack of public understanding of the concept of sharia tourism, minimal supporting infrastructure, and limited promotion and marketing of sharia tourism destinations. Therefore, synergy is needed between the government, business actors, and the community in creating a sustainable sharia tourism ecosystem.

In addition to these factors, another challenge that also hampers the development of sharia tourism is the suboptimal halal certification for various tourism support facilities. Many restaurants, hotels, and travel agents do not yet have official halal certificates, thus raising doubts for Muslim tourists who prioritize the halal aspect in every service used. As stated by Hamzah & Yudiana, (2019), "the availability of trusted halal certification is a key element in building the trust of Muslim tourists, as well as increasing the competitiveness of sharia tourism destinations in the global market." Therefore, the acceleration of the halal certification process needs serious attention from all stakeholders.

Public literacy about the concept of sharia tourism must also be improved, so that they do not only see it as a restriction, but as an opportunity to promote local wisdom with a touch of Islamic values. This education can be done through training, socialization, or counseling involving local communities. According to Suhandi (2023), "increasing public understanding of halal tourism will create harmonious collaboration in destination management, as well as encourage the creation of services that are in accordance with the expectations of Muslim tourists." Thus, the synergy between the government, business actors, and the community can run more effectively in building an inclusive and sustainable sharia tourism ecosystem.

Sharia Tourism in Teluk Bakau Village

Teluk Bakau Village, located in Bintan Regency, has great potential in developing sharia-based tourism. The natural beauty of this village can be the main attraction for Muslim tourists who are looking for a comfortable tourist destination that is in accordance with Islamic teachings. However, a special strategy is still needed in managing sharia tourism, including improving sharia-based facilities, educating the community, and strengthening cooperation between the government and tourism business actors.

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This literature review shows that sharia-based tourism has an important role in improving the community's economy, especially in areas with high tourism potential such as Teluk Bakau Village. Despite facing several challenges, optimal implementation of sharia tourism can provide long-term benefits for the community and local government. Therefore, this study aims to analyze the management of sharia tourism and its impact on increasing the income of the local community.

RESEARCH METHODS

This study uses a qualitative approach with a phenomenological method to explore the experiences, meanings, and impacts of sharia-based tourism for the people of Teluk Bakau Village. The qualitative approach was chosen because this study focuses on an in-depth understanding of the subjective experiences and interpretations of the community regarding the phenomenon of sharia-based tourism. The data collection technique for this study uses in-depth interviews with local people and tourism managers.

In addition, this study also uses observations to see directly how the concept of sharia-based tourism is applied in everyday life. The data obtained were analyzed through the stages developed by Creswell (1988) in Sugiyono (2023) data reduction, data presentation, and drawing conclusions. In this study, the research sample was selected using a purposive sampling technique. Purposive sampling is a determination method that considers certain factors in the sample selection process. In this study, the research sample was selected using a purposive sampling technique. Purposive sampling is a determination method that considers certain factors in the sample selection process. Purposive sampling or judgmental sampling is a sample determination technique with certain considerations made by researchers, for example special characteristics or criteria that are in accordance with the research objectives Sugiyono (2023).

In this study, there are two types of data that will be used, namely primary data and secondary data. Data that has been processed by other parties from original data is called secondary data, while primary data is information obtained directly from respondents through filling out questionnaires in Teluk Bakau Village. The data collection techniques for this study are interviews and observations. Phenomenological data analysis in this study is data reduction, which aims to filter and summarize information that has been collected through interviews and observations so that only relevant and meaningful data is used in the study. Data reduction is carried out to eliminate information that is less significant or not directly related to the focus of the study, so that the results of the analysis are more focused and in-depth.

RESULT & DISCUSSION

The sharia-based tourism approach is a concept that prioritizes Islamic principles in managing tourist destinations. This concept covers various aspects, from providing halal food, adequate prayer facilities, polite dress codes, to prohibiting activities that are contrary to Islamic values. In the context of Teluk Bakau Village, the implementation of this concept is expected to not only attract Muslim tourists, but also provide a comfortable and ethical tourism experience for all visitors.

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This study analyzes the management of sharia-based tourism in Teluk Bakau Village and its impact on the community's economy. Using interview and observation methods, this study found that sharia tourism is implemented through the provision of halal food, prayer facilities, and a conducive environment for Muslim tourists. The implementation of sharia tourism has increased the number of tourist visits and provided a positive economic impact on the community, especially in the culinary, accommodation, and tourism service sectors. However, there are still challenges in terms of socializing the concept of sharia tourism and the limitations of supporting infrastructure that need further attention.

Description of Teluk Bakau Village

Teluk Bakau Village is located in Bintan Regency, Riau Islands, and is known for its beautiful white sandy beaches and ecotourism, such as snorkeling and kelong tourism. Teluk Bakau Village is not only known for its natural beauty, but also has a strong culture and tradition. The local community upholds customs, especially in daily life and religious events. One tradition that is still often carried out is kenduri laut, a ritual held as a form of gratitude to God for the abundant seafood. This ritual involves praying together and various special dishes enjoyed together by the villagers. In addition to its natural beauty, this village also has strong cultural traditions, such as kenduri laut and the traditional Jong game, which can be a cultural tourism attraction. With a unique combination of natural beauty and culture, Teluk Bakau Village has great potential to become a leading sharia tourism destination that attracts domestic and foreign tourists.

Development of Sharia-Based Tourism Management in Teluk Bakau Village

One of the prominent aspects in the management of sharia tourism in Teluk Bakau Village is accessibility. Observations show that the road infrastructure to tourist destinations in this village has undergone significant improvements, making it easier for tourists to reach the location more comfortably. Several main routes have been repaired and widened, while directions to sharia-based tourist destinations have been installed at several strategic points. This reflects the efforts of the village government and the community in supporting the growth of the tourism sector.

In addition to accessibility, supporting facilities for sharia tourism are also a major concern. Based on field observations, tourist attractions in Teluk Bakau Village have provided adequate worship facilities, such as clean and comfortable prayer rooms, and well-maintained ablution facilities. This shows that Muslim tourists can easily perform their worship while at the tourist location. In addition, several accommodations in this village have begun to implement the concept of a sharia hotel with policies that are in accordance with Islamic principles, such as separating male and female areas in several public facilities and providing halal food.

In terms of culinary, the food and beverage provider business in Teluk Bakau Village shows quite good development. Based on observations of several food stalls and restaurants around the tourist location, many business owners have begun to obtain halal certification from related institutions. This provides assurance to tourists that the food served has met the established health and halal standards. In addition, local traders have also begun to adopt the sharia concept in their services, such as not selling alcoholic beverages and maintaining the cleanliness of their business premises.

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Observations also show that tourist travel services are starting to develop in this village, although it is still in its early stages. Several local travel agents have started to offer sharia-based travel packages that include visits to places of Islamic historical and cultural value. However, there are still challenges in terms of the availability of tour guides who understand the concept of sharia tourism in depth. This is one area that needs to be improved to support the development of sharia-based tourism more optimally.

In terms of tourism management, Teluk Bakau Village has shown positive progress in adopting sharia principles in the tourism sector. The village government together with the local community have made efforts to create a tourism environment that is in accordance with Islamic values, without eliminating the appeal of local culture. However, the main challenge still faced is the lack of understanding of some people regarding the concept of sharia tourism as a whole. Therefore, further education and socialization are needed so that the community can be more active in participating in supporting the development of sharia-based tourism in this village.

The development of sharia tourism is not intended to replace conventional tourism, but rather to increase the variety of tourism products in Indonesia by highlighting sharia values, uniqueness, and local wisdom. For Muslim tourists, sharia tourism can be a means of preaching. Meanwhile, for non-Muslim tourists, sharia tourism that offers halal products provides health guarantees because it has obtained halal certification from the MUI and through BPOM supervision. That way, both Muslim and non-Muslim tourists can enjoy the halal, healthy, and clean guarantee of the products offered.

The observation results also show that local community awareness of the concept of sharia tourism still needs to be improved. Although some business actors have begun to apply sharia principles in their services, several obstacles are still found, such as a lack of understanding of halal standards and limited regulations governing sharia-based tourism specifically at the regional level. In addition, some tourist attractions still do not have optimal supporting facilities, such as directions to places of worship or halal restaurants that are easy for tourists to find. When compared to research conducted by Gustina et al., (2019) regarding sharia tourism in the city of Padang, it was found that the implementation of sharia tourism faces similar challenges, such as a lack of education for local communities regarding the concept of halal tourism and minimal supervision of the implementation of halal standards in the tourism industry. However, the city of Padang has been more advanced in terms of regulatory support from the local government which actively promotes halal tourism as part of the regional tourism development strategy.

Meanwhile, research conducted by Septiana, (2023) on the management of Bale Mangrove ecotourism shows that good tourism management requires active involvement from various parties, including local governments, local communities, and business actors. The study highlights the importance of certification and regulation in increasing the competitiveness of environmental and cultural-based tourist destinations. In contrast to this study which focuses on sharia aspects, Septiana's research emphasizes environmental and sustainability aspects as the main factors in attracting tourists.

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In another study conducted by Saleh (2019) on halal tourism in Aceh, it was found that the success of a sharia-based tourist destination does not only depend on the availability of halal facilities, but also on the image and branding built by the government and local community. Aceh has succeeded in utilizing its identity as a region with the implementation of Islamic law to attract Muslim tourists from various countries. This study provides insight that in addition to infrastructure and regulations, marketing and branding aspects also play an important role in the development of sharia-based tourism.

From the comparison with previous studies, it can be concluded that the management of sharia-based tourism in Teluk Bakau Village has shown quite positive developments, especially in terms of accessibility and halal facilities.

Sharia-Based Tourism Management in Increasing the Income of Teluk Bakau Village Community

The economic impact of developing sharia tourism in this village is quite significant, especially in increasing the income of local people. Many business actors, especially in the culinary, accommodation, and souvenir sectors, reported an increase in turnover after adopting the halal concept in their products and services. However, there are still obstacles such as the high cost of halal certification and the lack of promotion that can reach a wider market. Therefore, support is needed from various parties, including the government and tourism industry players, to ensure the sustainability and competitiveness of sharia tourism in Teluk Bakau Village.

In the hotel and lodging sector, the concept of sharia tourism also contributes to increasing room occupancy rates. Lodging that implements sharia principles, such as separating areas for men and women in certain facilities, as well as providing adequate prayer facilities, has received a positive response from tourists. Hotel and homestay managers reported that Muslim tourists tend to choose lodging with a sharia concept compared to conventional lodging.

However, business actors also face obstacles in implementing tourism, namely the difficulty in obtaining halal certification due to the high costs and long administrative process. To overcome these challenges, business actors hope for support from the government in the form of clearer regulations, simplification of the halal certification process, and training for workers in the tourism sector. In addition, a more inclusive marketing strategy is also needed so that sharia tourism can be accepted by all groups, without limiting certain tourist segments.

Sharia Tourism Development Strategy to Increase Community Income

To support the development of sharia tourism in Teluk Bakau Village, several strategies can be implemented, such as increasing education and socialization to the community and tourists about the concept of sharia tourism so that it is better understood and widely accepted. In addition, improving infrastructure that is more Muslim-friendly, such as adding halal-certified restaurants, sharia accommodation, and improving cleanliness and security in tourist areas, can increase tourist comfort.

Regulatory support is also an important step, for example by facilitating the halal certification process for culinary and hotel businesses and providing incentives for businesses that implement the concept of sharia tourism. Wider promotion through digital marketing and collaboration with

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halal travel agents and Muslim influencers can also help increase the appeal of sharia tourism at the national and international levels. By implementing this strategy, sharia-based tourism in Teluk Bakau Village can continue to grow and provide a greater economic impact for the local community, making this village one of the most competitive halal tourism destinations in Indonesia.

Previous research conducted by Battour dan Ismail (2016) highlighted that the success of sharia tourism is highly dependent on adequate halal infrastructure, services in accordance with Islamic principles, and effective marketing strategies. Their findings are in line with the strategies proposed in managing sharia tourism in Teluk Bakau Village, especially in terms of digital promotion and providing Muslim-friendly facilities. Meanwhile, research conducted by Henderson (2010) emphasized that the main challenge in sharia tourism is the lack of understanding of the community and business actors regarding the concept of halal tourism. Therefore, the education and training strategies proposed in developing sharia tourism in Teluk Bakau Village are important steps in overcoming this obstacle.

In addition to infrastructure development and promotion, the active role of the community in supporting sharia tourism is also very important. The community can contribute by providing local culture-based tourism services that are in line with Islamic values, such as educational tour packages about the lives of fishing communities, traditional Malay art performances, or regional culinary specialties that are halal and hygienic. By involving the community directly, sharia tourism not only has an impact on the economy, but also helps preserve local culture and traditions. In addition, a study by EL-Gohary (2016) also showed that sharia tourism not only provides economic benefits, but also helps strengthen local cultural identity. This is relevant to the development of Teluk Bakau Village as a halal tourism destination that not only attracts Muslim tourists but also maintains its unique cultural values.

In addition, the formation of a halal tourism community in Teluk Bakau Village can be a strategic step in coordinating various elements of sharia tourism. This community can play a role in managing tourist destinations, providing training for business actors, and becoming a communication bridge between the government, the community, and tourists. With this community, the development of sharia tourism can run more systematically and sustainably.

It is also important to conduct regular evaluations of the development of sharia tourism in this village. This evaluation can include the level of tourist satisfaction, the effectiveness of the policies implemented, and the challenges still faced by business actors and the community. The results of this evaluation can be used as a basis for developing more effective strategies in improving the quality and attractiveness of sharia tourism in Teluk Bakau Village. With the synergy between the community, government, and business actors, Teluk Bakau Village has a great opportunity to become one of the leading sharia tourism destinations in Indonesia. By maintaining local wisdom and consistently implementing sharia principles, this village can attract more tourists and can improve the community's economy.



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CONCLUSION

Based on the results of research on the management of sharia-based tourism in Teluk Bakau Village and its impact on increasing community income, it can be concluded that the Teluk Bakau Village Community has an active role in managing sharia-based tourism. They are involved in various aspects, such as providing halal culinary, transportation services, sharia-based accommodation, and organizing tour packages that are in accordance with Islamic principles. However, there are still several challenges, such as the lack of a comprehensive understanding of the concept of sharia tourism and limited supporting infrastructure.

The Teluk Bakau Village community interprets sharia-based tourism as a concept that emphasizes Islamic values in the tourism sector. This includes the provision of halal food, adequate prayer facilities, and a tourist environment that is free from activities that conflict with Islamic values. Although most people support this concept, there are still some who do not fully understand or accept sharia tourism as an economic opportunity that can be further developed.

Sharia-based tourism has had a positive impact on the social and cultural life of the Teluk Bakau Village community. This concept encourages the application of Islamic values in social interactions and tourism services. In addition, the existence of sharia tourism also increases public awareness of the importance of cleanliness, comfort, and ethics in the tourism sector. However, the challenge that is still faced is the lack of wider socialization regarding the benefits of sharia tourism, especially in accommodating non-Muslim tourists so that they still feel comfortable.

The development of sharia-based tourism has had a significant impact on increasing community income. Local business actors, such as lodging managers, halal restaurants, and transportation service providers, have experienced an increase in tourist visits. However, the main obstacles faced are the difficulty of obtaining halal certification for small business actors and the limited promotion that can reach a wider market.

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