



## BANYUMAS ECOTOURISM READINESS IN FACING HALAL TOURISM INDUSTRIALIZATION

**Kuntarto<sup>1\*</sup>, Muhamad Riza Chamadi<sup>2</sup>, Musmuallim<sup>3</sup>**

<sup>1</sup>Faculty of Humanities Universitas Jenderal Soedirman, Purwokerto, Indonesia

<sup>2</sup>Faculty of Biology Universitas Jenderal Soedirman, Purwokerto, Indonesia

<sup>3</sup>Faculty of Engineering Universitas Jenderal Soedirman, Purwokerto, Indonesia

\*Email: muhamad.riza.chamadi@unsoed.ac.id

**Abstract.** The concept of ecotourism in Banyumas Regency is relevant to the increasing opportunities for halal tourism. It refers to tourist travel activities in responsible ecotourism in unspoiled areas or areas managed by natural rules. In addition to aiming to enjoy its beauty, it also involves the potential of science. Data collection was carried out in August 2023. Collecting data is filling out questionnaires with surveys and interviews with respondents. Respondents in this study consisted of parties involved in ecotourism and were considered competent in providing data and information based on the survey data; it was concluded that the average of the ten tourist attractions all met the requirements and indicators of halal tourism, so the opportunity for halal tourism in Banyumas Regency is relatively high. Based on the results of research and surveys that have been conducted, it is known that of the ten tourist attractions in Banyumas Regency, most are in the form of ecotourism with a system of sustainability and natural management. Ecotourism is also classified as halal tourism based on the indicators and principles of halal tourism. Thus, it creates a significant opportunity and has the potential to be used as halal tourism in Banyumas Regency.

**Keywords:** ecotourism, halal tourism, halal industrialization

### A. Introduction

Ecotourism is a form of tourism that aims to protect and preserve an area's natural environment and biodiversity by providing economic benefits to local communities. The definition of ecotourism does not refer to a single concept but to the interpretation of regional development through activating environmental resources. (Alarcón-del-Amo et al., 2023). Ecotourism plays a vital role in nature conservation, including modifying and studying the essence created by nature (Ni'am et al., 2021). The primary purpose of ecotourism is to promote environmental awareness, education, and respect for nature, along with supporting local communities' social and economic well-being and sustainable development. (Asmin).

The concept of ecotourism in Banyumas Regency, Indonesia, is relevant to the increasing opportunities for halal tourism. It refers to tourist travel activities in responsible ecotourism in unspoiled areas or areas managed by natural rules. In addition to aiming to enjoy its beauty, it also involves the potential of science and technology (Dionisio et al.). In addition to enjoying its beauty, it also consists of the potential of scientific elements of education, understanding, and support for nature conservation efforts and increasing the income of local communities around Ecotourism Destination Areas (E.K.S. Harini Mutasib, 2014). Halal tourism opportunities are associated with social capital and local community involvement, vital to ecotourism development ((Wildan and Sukardi). Nature conservation or areas that generally



apply ecotourism are in conservation areas of national parks, botanical forests, and nature reserves, as well as other non-conservation areas such as customary forests and areas managed with sustainability principles and nature-based tourism (Rhama). In connection with the application of ecotourism, a protective system stability strategy (demand, principles, impacts, and evaluation of ecotourism development) and regulatory coordination analysis from the central government regarding ecotourism projects across regions are needed. (Sun et al.),

The distinctive features and characteristics of ecotourism can be seen from its activities that focus on preserving and maintaining the natural environment, including actions to minimize the negative impact of actions on nature. Ecotourism is an option to protect wildlife by empowering ecology and the environment (Hasana et al.). It also includes an educational component regarding biodiversity and the importance of protecting the natural environment so that ecotourism is not only for the short term but also for the future by providing managerial contributions to the community and government (Helmi & Naparin, 2023). In addition, local communities are involved in tourism management and development; this can include training, employment, and income for residents. (Baskoro). Ecotourism can be an effective conservation tool by generating economic benefits that can incentivize local communities in the form of alternative livelihoods (Abuhay et al., 2023).

## **B. Ecotourism Principles of Prosperity and Conservation**

Ecotourism principles have five main components: nature-based, ecologically sustainable, environmentally educative, beneficial to local communities, and tourist satisfaction. (E.K.S. Harini Mutasib, 2014). Nature-based tourism focuses on natural activities by utilizing the landscape. Ecologically sustainable is the ecological sustainability of the landscape that is used as a tourist area. Environmental education provides education related to environmental management and awareness through the socialization of maintaining the natural, social, and cultural environment (Wahono et al.). Benefits for local communities, namely increasing community participation through the participation of local communities in the decision-making process, maintenance, and security ((Utama et al.). The five principles of ecotourism in its implementation include planning, developing, and constructing tourist areas (Herwanda et al., 2022). In addition, ecotourism or nature-based tourism focuses on two main aspects: livelihood improvement (income welfare) and biodiversity conservation. (Samal and Dash).

## **C. Data Collection and Variable Measures**

Data collection was conducted in August 2023. The data collection method is filling out questionnaires with surveys and interviews with respondents. Respondents in this study consisted of parties involved in ecotourism and were considered competent in providing data and information. Information sources considered capable are employees, local communities, managers, business people, and local communities. In the interview, the respondents formulated the results using a Likert scale with five points: very good, good, quite good, and less good.

Variables in research are variables that must be measured using indicators. Some needles used are family and neighborhood friendliness, security, visitor quantity, halal food guarantee, access to facilities, accommodation, management of places of worship, and freedom from immorality. The variable is broadly divided into environmental, social, and economic variables. Infrastructure is also found in sustainable tourism variables.

## **D. Results and Discussion**

Based on the results of surveys and respondent interviews conducted at ten tourist attractions in Banyumas Regency, it was found that all of them have good environmental management and are beneficial to the local community. This is evidenced by the absorption of labor and an increase in the standard of living of the surrounding community, both MSMEs and some areas located in landscapes with natural activities that can be highlighted. In addition to



the intensified topic of ecotourism, halal tourism is also a reasonably intense focus. Halal tourism, as a trading or business activity that refers to everything that is commanded in religious teachings, becomes the basis for the behavior and actions of Muslims. (Fadhlan & Subakti, 2022). In addition, halal tourism can increase Indonesia's economic development, especially the Islamic economy. The story of halal tourism requires cooperation and close interrelationships between management and business institutions to improve the achievement of success (Mudofir et al., 2018).

### E. Global Muslim Travel Index Standardization of Tourism Objects in Banyumas

GMTI (Global Muslim Travel Index) standardization that must be met in halal tourism includes family-friendly destinations, Muslim-friendly services and facilities, and halal awareness and destination marketing (Al Faridho Awwal and Setyo Rini). The three components are then broken down into eleven indicators, including family-friendly destinations, general & Muslim security, the number of Muslim tourist arrivals, halal food, and guarantees, access to worship, facilities, accommodation, ease of communication, outreach, and awareness of Muslim needs, air transportation connectivity, and visa requirements.

Based on the survey data, it is concluded that the average of the ten tourist attractions all meet the requirements and indicators of halal tourism (Ta. Hence, the opportunity for halal tourism in Banyumas Regency is relatively high. The increase in Muslim tourists allows the tourism sector to develop halal tourism (Satriana and Faridah). This is by Islamic law in its implementation, which has increased significantly. Many tourist attractions are Muslim-friendly, especially in Indonesia, especially in the survey results in Banyumas Regency. It can be seen from the management of worship facilities, a guarantee of halal food, and indicators of unrestrained immorality, which are seen on average as very good overall.

Table 1. Survey result data of tourism objects in Banyumas

Attractions	Indicator							
	FNF	PMS	NMT	HFA	AWF	AC	MPW	Free of immorality
Small world Purwokerto	Very good	Very good	Good	Good enough	Very good	Good enough	Very good	Very good
The Village Purwokerto	Very good	Very good	Good	Very good	Very good	Good enough	Very good	Very good
Baturaden Adventure Forest	Very good	Good enough	Good	Good enough	Very good	Good	Good enough	Very good
Curug Bayan	Very good	Good enough	Good	Good	Very good	Good	Very good	Very good
Limpakuwus Pine Forest	Very good	Very good	Very good	Good	Very good	Very good	Very good	Very good
Taman Mas Kumambang	Very good	Very good	Good	Very good	Very good	Very good	Very good	Very good
THR General Soedirman	Very good	Very good	Good	Good	Good	Good	Good	Very good
Baturraden Tourism	Very good	Very good	Good	Good	Good	Good	Very good	Very good
Wana Wisata Baturraden	Very good	Good enough	Good	Good	Good	Good	Very good	Very good
Baturraden Botanical Garden	Very good	Good enough	Good	Good	Good	Good	Very good	Very good

**Note:** FNF (family and neighborhood friendly); PMS (public and Muslim safety); NMT (number Muslim tourist); HFA (halal food assurance); AWF (access and worship facilities); AC (accommodation); MPW (management of places of worship); FI (free of immorality).

### F. Main Principles of Halal Tourism



The main principles or conditions of halal tourism are agreed that raised halal tourism can be seen in (Henderson); (Rachmadi);(Battour et al.);(Saad et al.). The following is a summary of the main principles and or requirements of halal tourism from these sources: halal food, no alcohol, no pork products, no discotheques, male staff for male guests and female staff for female guests, appropriate entertainment, gender-segregated prayer room facilities (mosque or mashallah), Islamic clothing for staff uniforms, availability of the Koran and prayer equipment in the room, qibla instructions, art that does not depict the human form, toilets positioned not facing the qibla, Islamic finance, and hotels or other tourism companies must follow the principles of zakat.

Based on the principles and or the main requirements of halal tourism above, some codes can be at odds with other interests that develop halal tourism. So, discussions and studies are needed on this matter. However, from the principles of the main requirements of halal tourism above, halal food, products that do not contain pork, no alcohol, the availability of worship space facilities, the availability of the Qur'an and worship equipment (prayer) in the room, Qibla direction, and polite staff clothing is essential for halal tourism.

## G. Conclusion

Based on the results of research and surveys that have been conducted, it is known that of the ten tourist attractions in Banyumas Regency, most are in the form of ecotourism with a system of sustainability and natural management. Ecotourism is also classified as halal tourism based on the indicators and principles of halal tourism. Thus, it creates a significant opportunity and has the potential to be used for halal tourism in Banyumas Regency, Indonesia

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