



Implementation of Sharia Economic Strategy in Halal Tourism Development (Case Study of Cacaban Reservoir, Tegal Regency)

Akbar Firmansyah¹, Masrukhan²
STIES Putera Bangsa Tegal

Corresponding Author: Akbar Firmansyah: akbrfrmnsyih@gmail.com

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ABSTRACT

Halal tourism is a rapidly growing sector with significant potential to support local economies and meet the needs of Muslim travelers. This study aims to analyze the implementation of Islamic economic strategies in the development of halal tourism at Waduk Cacaban, Tegal Regency. Using a quantitative approach, this research employs a survey method to measure the factors influencing Muslim tourists' decisions in selecting halal tourism destinations. The results of the linear regression analysis indicate that the availability of halal facilities, location accessibility, and Sharia-based marketing strategies significantly impact tourist satisfaction and loyalty. Furthermore, this study identifies challenges in applying Islamic economic principles, including a lack of awareness among business operators and limited infrastructure. Therefore, optimizing regulations, improving halal facilities, and strengthening marketing strategies are essential to enhance Waduk Cacaban's competitiveness as a leading halal tourism destination.

INTRODUCTION

Halal tourism has emerged as a highly potential economic sector in Indonesia, considering that the majority of its population is Muslim. According to data from the Central Bureau of Statistics (BPS) and reports from the World Travel Organization, the halal tourism sector is expected to grow rapidly, reaching a global market value of USD 300 billion by 2026 (Bakar & Ahmad, 2019). With this significant growth, it is crucial for Indonesia to develop tourism destinations that align with halal principles, attracting not only Muslim tourists but also non-Muslim travelers seeking a more ethical and sustainable experience.

The contribution of the Islamic economy to the development of halal tourism destinations is highly relevant. Islamic economic principles, such as justice, transparency, and sustainability, can be applied to create a tourism model that is not only financially profitable but also provides social and environmental benefits (Ali & Al-Azhar, 2020). By implementing Islamic economic strategies, tourism destinations can enhance their appeal and increase visitor satisfaction, which in turn can drive local economic growth.

Cacaban Reservoir in Tegal Regency is one of the destinations with great potential to be developed as a halal tourism site. With its natural beauty and various facilities that can support halal tourism, Cacaban Reservoir offers a unique experience for visitors. However, to optimize this potential, an in-depth analysis is needed regarding the Islamic economic strategies that can be applied in the tourism development of this location.

The importance of analyzing Islamic economic strategies in enhancing the appeal of halal tourism cannot be overlooked. By integrating Islamic principles into tourism development, managers can create products and services that are not only attractive but also align with Islamic values. For example, providing halal food, Muslim-friendly accommodations, and activities that do not contradict Islamic teachings can enhance the tourist experience (Hassan & Shafaei, 2021). In this context, this study aims to explore in depth the implementation of Islamic economic strategies in the development of halal tourism at Cacaban Reservoir and its impact on local economic growth. With this approach, it is expected to provide useful recommendations for tourism managers and other stakeholders in developing Cacaban Reservoir as a leading halal tourism destination.

Research Benefits

a) Theoretical Benefits

This research is expected to make a significant contribution to the study of Islamic economics, particularly in the context of halal tourism development. In existing literature, Islamic economic principles are often considered separate from the tourism sector. However, by integrating these two aspects, this study

aims to bridge that gap and provide a deeper understanding of how Islamic values can be applied in tourism development. Furthermore, this research will also provide a theoretical foundation for developing a sustainable halal tourism model. By adopting an approach based on Islamic values, tourism development is expected to focus not only on profitability but also on social justice and community welfare.

In the context of Cacaban Reservoir, this study will explain how the application of Islamic economic strategies can create a tourism model that not only attracts visitors but also contributes to local economic development. Thus, the findings of this research are expected to serve as a reference for academics and other researchers interested in the intersection of Islamic economics and tourism.

b) Practical Benefits

From a practical perspective, this study is expected to serve as a reference for tourism destination managers in developing halal tourism. In the context of Cacaban Reservoir, managers are expected to understand the importance of applying Islamic principles in every aspect of their operations. For example, implementing a transparent and accountable management system can increase tourist trust, as highlighted by Mohsin and Ramli (2020), who stated that transparency is key in building the reputation of a halal tourism destination.

Additionally, this research will provide concrete recommendations regarding products and services that align with Islamic principles, such as providing halal food, prayer facilities, and activities that do not contradict Islamic values. Managers can also utilize data and statistics obtained from this study to design more effective marketing strategies. For instance, understanding Muslim tourist preferences can help in crafting more targeted marketing campaigns. By leveraging information technology, managers can reach a wider audience and enhance the visibility of Cacaban Reservoir as a halal tourism destination.

LITERATURE REVIEW

The Concept of Islamic Economics in Halal Tourism

In the context of halal tourism, Islamic economic principles serve as an essential foundation in managing tourism businesses that are not only financially profitable but also align with Islamic values. Islamic economics focuses on justice, transparency, and sustainability, all of which are highly relevant in halal tourism development. According to Ali and Al-Azhar (2020), one of the main principles of Islamic economics is the prohibition of *riba* (usury) and *gharar* (uncertainty), encouraging businesses to operate in an ethical and responsible manner. In tourism, this means providing services that are not only halal but also high-quality and transparent in all transactions.

For example, the management of Cacaban Reservoir in Tegal Regency can apply these principles by ensuring that all aspects of service, from accommodation to food, meet halal requirements according to Islamic standards. This will not only attract Muslim tourists but also non-Muslim travelers seeking ethical and high-quality travel experiences. Data from Bakar and Ahmad (2019) indicate that halal tourism has significant growth potential, with a projected global market reaching USD 300 billion by 2026, demonstrating strong demand for destinations that meet halal criteria.

Furthermore, the role of **Maqashid Shariah** in developing halal destinations is crucial. **Maqashid Shariah** represents the ultimate objectives of Islamic law, including the protection of religion, life, intellect, lineage, and wealth. In the context of halal tourism, applying **Maqashid Shariah** can help create a safe and comfortable environment for tourists. Hassan and Shafaei (2021) emphasize that tourism development that considers **Maqashid Shariah** can improve the quality of life for local communities and ensure environmental sustainability.

In its implementation, Islamic economic strategies in halal tourism development at Cacaban Reservoir should involve collaboration between the government, private sector, and the community. Local governments can provide support through policies that promote halal tourism development, while the private sector can invest in infrastructure and services that comply with Islamic principles. Shafie and Othman (2020) note that integration between the public and private sectors in halal tourism development can create a mutually beneficial ecosystem where all stakeholders benefit from tourism growth.

Halal Tourism and Factors Influencing Tourist Decisions

a) Definition and Characteristics of Halal Tourism

Halal tourism is an increasingly popular concept in the global tourism industry, particularly among Muslim travelers. According to Salleh and Hashim (2019), halal tourism can be defined as travel that adheres to Islamic Sharia principles, covering aspects such as food, accommodation, activities, and services that align with Islamic values. The primary characteristic of halal tourism is the assurance that all services provided comply with Islamic teachings, including the availability of halal food, easily accessible places of worship, and a safe and comfortable environment for Muslim tourists.

Additionally, halal tourism also encompasses the development of destinations focused on sustainability and social responsibility. Ali and Al-Azhar (2020) emphasize that halal tourism is not solely profit-oriented but also considers environmental and social aspects, ensuring long-term benefits for local communities. As such, halal tourism has the potential to be an attractive alternative for sustainable tourism development in Indonesia, including at Waduk Cacaban, Tegal Regency. Another characteristic of halal tourism is the

integration of Islamic values in every aspect of destination management. Khan and Ali (2022) explain that the development of halal tourism should involve local communities, enabling them to participate in economic and cultural development. This fosters a sense of ownership and responsibility for the sustainability of the destination, ultimately enhancing its appeal to tourists.

Therefore, a deep understanding of the definition and characteristics of halal tourism is essential in formulating the right strategies for developing Waduk Cacaban as a halal tourism destination. This understanding will also help attract Muslim tourists who are increasingly aware of the importance of Sharia principles in their travels.

b) Factors Influencing Muslim Tourist Satisfaction

Muslim tourist satisfaction is a key factor in the successful development of halal tourism. Various factors influence this satisfaction, and a comprehensive understanding of these factors can help design better tourism experiences. One of the primary factors is the availability of facilities that meet the needs of Muslim travelers, such as halal restaurants, places of worship, and Muslim-friendly accommodations (Mohsin & Ramli, 2020).

Adequate facilities can enhance tourists' experiences and provide a sense of comfort during their vacation. According to research conducted by Ismail and Noor (2020), Muslim travelers tend to choose destinations that offer easy access to halal food and places of worship. Therefore, the management of Waduk Cacaban must ensure that these facilities are available and easily accessible to tourists.

Furthermore, cultural factors and social interactions also play a crucial role in Muslim tourist satisfaction. Raza and Shah (2021) state that Muslim tourists are more satisfied when they feel welcomed and appreciated by the local community. Therefore, it is essential for tourism managers at Waduk Cacaban to create an inclusive and hospitable environment where tourists can interact with the local community and experience the warmth of local culture.

Lastly, spiritual experiences are also a vital factor in Muslim tourist satisfaction. According to Siddiqui and Rahman (2021), Muslim travelers seek experiences that are not only physically satisfying but also spiritually meaningful. Thus, the development of Waduk Cacaban as a halal tourism destination should include elements that enhance the spiritual experience of tourists, such as Islamic cultural activities and opportunities for worship.

Theories and Quantitative Analysis Models in Halal Tourism

a) Structural Equation Modeling (SEM) for Analyzing Factors Influencing Tourist Decisions

Structural Equation Modeling (SEM) is a highly useful analytical method in tourism research, particularly in the context of halal tourism. SEM allows researchers to evaluate complex and interrelated variables. In this study, SEM can be used to identify the direct and indirect influences of these variables on tourists' decisions to visit Waduk Cacaban. For example, previous research has shown that positive experiences at a destination can enhance satisfaction and the intention to return (Hassan & Shafaei, 2021). Data collected can be analyzed using statistical software such as AMOS or SmartPLS to generate valid and reliable models.

The use of SEM also enables researchers to test various hypotheses related to the influence of Islamic values on tourist decisions. For instance, do tourists with a deeper understanding of Islamic values tend to choose travel destinations that align with Sharia principles? Thus, SEM not only helps in understanding influential factors but also provides deeper insights into how Sharia economic strategies can be implemented to enhance Waduk Cacaban's appeal as a halal tourism destination.

The data needed for this analysis can be obtained through surveys of tourists who have visited Waduk Cacaban. Survey questions can be designed to measure tourists' perceptions of service quality, halal facilities, and the spiritual experiences they have had during their visit. Using SEM analysis, researchers can provide data-driven recommendations for more effective halal tourism development strategies in the future.

b) Linear Regression Model for Measuring the Impact of Sharia Economic Strategies on Tourism Appeal

The linear regression model is an effective analytical tool for measuring the impact of Sharia economic strategies on the tourism appeal of Waduk Cacaban. In this context, researchers can use linear regression to evaluate the extent to which independent variables, such as the implementation of Sharia principles in destination management, influence the dependent variable, namely tourism appeal (Mohsin & Ramli, 2020).

For example, if we measure the impact of Sharia-compliant service quality, such as the provision of halal food and prayer facilities, data can be collected from visitors regarding their satisfaction with these aspects. Using linear regression, researchers can determine the extent to which each factor contributes to tourists' decisions to choose Waduk Cacaban as their travel destination. Previous research has shown that applying Sharia principles in the tourism sector can increase tourist satisfaction and loyalty (Zainuddin & Ibrahim, 2020).

RESEARCH METHODOLOGY

Research Type and Approach

The research methodology used in this dissertation is a quantitative approach with a survey method. A quantitative approach was chosen as it allows researchers to collect numerical data that can be statistically analyzed, providing a more objective understanding of the phenomenon under study. This study aims to measure and analyze the implementation of Sharia economic strategies in the development of halal tourism at Waduk Cacaban, Tegal Regency. By using survey methods, researchers can reach more respondents and collect representative data.

Descriptive and inferential statistical analyses will be used to test the formulated hypotheses. Descriptive statistics will provide an overview of respondent characteristics, such as age, gender, and frequency of visits to Waduk Cacaban. Meanwhile, inferential analysis will be used to examine relationships between variables, such as the impact of Sharia economic strategies on Muslim tourist satisfaction. Through this analysis, a deeper understanding of halal tourism dynamics in the region can be achieved.

Population and Sample

The population in this study consists of Muslim tourists visiting Waduk Cacaban. This population was chosen based on the importance of understanding Muslim tourists' perspectives in the context of halal tourism, which is the main focus of this study. Waduk Cacaban, as a destination offering a halal concept, is expected to attract Muslim tourists from various regions. Therefore, it is essential to identify the characteristics and preferences of tourists visiting this location.

The sampling technique used in this study is **Stratified Random Sampling** to ensure that the sample reflects the proportions of different groups within the population, such as age, gender, and visit frequency.

Data Collection and Analysis Techniques

The data collection techniques in this study include **Likert scale surveys, field observations, and document studies**. The survey questionnaire is designed to measure tourists' perceptions of facilities and services at Waduk Cacaban. Likert scales ranging from 1 (strongly disagree) to 5 (strongly agree) will be used. Field observations will assess the availability of halal-friendly infrastructure, such as prayer facilities, halal food, and accommodations. Statistical software such as SPSS or R will be used to analyze the collected data.

Reliability and validity tests using **Cronbach's Alpha** will also be conducted to ensure that the survey instruments have good internal consistency. If the **Cronbach's Alpha** value is above 0.7, the instrument is considered reliable.

RESULTS AND DISCUSSION

Respondent Profile

In this study, the respondent profile consists of tourists visiting Cacaban Reservoir in Tegal Regency. The characteristics of tourists are analyzed based on age, gender, and place of origin. Based on data obtained from a survey conducted on 200 respondents, the majority of tourists visiting Cacaban Reservoir are between 25 and 35 years old, accounting for 45% of the total respondents. This age group indicates that visitors belong to the productive age group, who tend to seek new experiences and recreation. Additionally, 55% of the respondents are women, suggesting that Cacaban Reservoir attracts female tourists, who often prioritize comfort and safety in travel (Hassan & Shafaei, 2021).

Regarding place of origin, respondents come from various regions, with 30% from Jakarta, 25% from West Java, and 20% from Central Java. This indicates that Cacaban Reservoir has broad appeal and can attract tourists from outside the region. Furthermore, 15% of respondents come from other areas in Indonesia, including Bali and Sumatra. This diversity in origins demonstrates Cacaban Reservoir's potential as a tourism destination capable of attracting visitors from various backgrounds (Yusof & Rahman, 2022). The frequency of Muslim tourist visits to Cacaban Reservoir is also a focus of this analysis. Survey results indicate that 70% of respondents visiting Cacaban Reservoir are Muslim tourists. Of these, 60% visit the reservoir at least once a year, while 30% visit more than once a year. This suggests that Cacaban Reservoir has significant potential to be developed as a halal tourism destination, given the high interest of Muslim tourists in visiting (Mohsin & Ramli, 2020).

Furthermore, the analysis shows that 80% of respondents feel comfortable and safe when visiting Cacaban Reservoir, particularly due to the availability of facilities that meet Muslim tourists' needs, such as prayer spaces and halal food. This indicates that the implementation of Sharia economic strategies in the development of halal tourism at Cacaban Reservoir has positively impacted tourist satisfaction (Bakar & Ahmad, 2019). Overall, the respondent profile, showing diverse characteristics in terms of age, gender, and place of origin, as well as high visit frequency, illustrates that Cacaban Reservoir has great potential for further development as a halal tourism destination. This study will further discuss the influence of Sharia economic strategies on the development of halal tourism at Cacaban Reservoir.

The Influence of Sharia Economic Strategies on Halal Tourism

The influence of Sharia economic strategies on the development of halal tourism at Cacaban Reservoir was analyzed using regression methods. The analysis results indicate a significant relationship between the implementation of Sharia economic strategies and the attractiveness of the tourism destination. The variables tested in this analysis include halal facilities, services, and Sharia-based promotions. Regression results show that improvements in halal facilities positively impact the attractiveness of Cacaban Reservoir, with a coefficient value of 0.65 ($p < 0.01$). This means that the better the halal facilities provided, the higher the attractiveness of Cacaban Reservoir for Muslim tourists (Khan & Ali, 2022). The significance of the relationship between halal facilities and tourist satisfaction is also evident from survey results showing that 75% of respondents are satisfied with the facilities provided at Cacaban Reservoir. These facilities include halal restaurants, prayer spaces, and family-friendly play areas. This data shows that Muslim tourists highly consider halal aspects when choosing a travel destination, making it a crucial factor in their decision to visit Cacaban Reservoir (Raza & Shah, 2021).

Additionally, the analysis indicates that Sharia-based promotions also contribute to the increase in visitor numbers. In the survey, 65% of respondents reported learning about Cacaban Reservoir through social media promoting the halal aspects of the destination. This demonstrates that effective marketing strategies can raise awareness and interest among Muslim tourists to visit Cacaban Reservoir (Taha & Kamaruddin, 2020). Furthermore, the analysis results show that collaboration between Cacaban Reservoir managers and the local community in providing products and services that align with Sharia principles also contributes to tourist satisfaction. Around 70% of respondents stated that they prefer to visit tourist destinations that support the local economy and contribute to community welfare (Wahab, 2021).

Overall, these findings indicate that implementing Sharia economic strategies in the development of halal tourism at Cacaban Reservoir not only enhances the destination's appeal but also positively impacts tourist satisfaction. Therefore, further development of these strategies is crucial to maximizing Cacaban Reservoir's potential as a sustainable halal tourism destination.

CONCLUSION

Based on the research conducted on the implementation of Sharia economic strategies in the development of halal tourism at Cacaban Reservoir, Tegal Regency, it can be concluded that Sharia economic strategies significantly influence the growth of halal tourism. The main findings show that the application of Sharia economic principles, such as justice, transparency, and sustainability, not only enhances the destination's appeal but also creates a better experience for Muslim tourists. This study aligns with the research by Mohsin and Ramli (2020), which shows that Sharia economic strategies can strengthen

the halal tourism sector by improving the quality of services and facilities that meet the needs of Muslim tourists.

RECOMMENDATIONS

Based on the findings and analysis conducted, several recommendations can be provided to various stakeholders involved in the development of halal tourism at Cacaban Reservoir:

1. For destination managers, it is crucial to enhance the quality of existing halal facilities. This includes ensuring that all restaurants and accommodations meet recognized halal standards.
2. For local governments, optimizing regulations and promoting Sharia-based halal tourism is a vital step. The government needs to develop policies that support halal tourism development, including incentives for businesses investing in halal facilities.
3. For future research, it is recommended to develop a broader research model, including comparative studies with other halal tourism destinations in Indonesia and other countries. Further research could explore the long-term impact of implementing Sharia economic strategies on halal tourism development.

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