

The Potential Identification of Pulau Belimbing Village for the Development of Halal Tourism in Kampar Regency

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Kata kunci

Pariwisata halal,
Pariwisata potensial,
Dusun Pulau
Belimbing

Abstrak

Pariwisata halal saat ini menjadi tren yang menarik untuk dikaji. Populasi penduduk Indonesia yang berjumlah 273,5 jiwa dimana 87,2 persen adalah muslim. Hal ini menjadi peluang yang sangat besar untuk pengembangan pariwisata halal. Dusun Pulau Belimbing merupakan salah satu dusun yang ada di Kabupaten Kampar yang memiliki tempat tujuan wisata yang identik dengan adat istiadat dan agama Islam yang bisa mempromosikan budaya Islam. Penelitian ini merupakan penelitian deskriptif kualitatif yang menggambarkan kondisi terkini objek penelitian. Dari hasil penelitian ini didapat bahwa Dusun Pulau Belimbing memiliki potensi berkembang menjadi salah satu tujuan pariwisata halal di Kabupaten Kampar dan Provinsi Riau. Dukungan intens dari pemerintah daerah dan berbagai pihak yang berkepentingan sangat dibutuhkan untuk mewujudkan pariwisata halal ini.

Keywords

Halal tourism,
Potential tourism,
Pulau Belimbing
Village

Abstract

Halal tourism is currently an interesting trend to study. The population of Indonesia, amounting to 273.5 people, of which 87.2 percent are Muslim. This is a huge opportunity for the development of halal tourism. Pulau Belimbing Village is one of the villages in Kampar Regency which has tourist destinations that are synonymous with Islamic customs and religions which can be a site to promote Islamic culture. This research is a qualitative descriptive study that describes the existing conditions of the research object. From the results of this study, it was found that Pulau Belimbing Village has the potential to develop into one of the halal tourism destinations in Kampar Regency and Riau Province. Intense support from the local government and various interested parties is needed to realize this halal tourism.

Introduction

Halal tourism is currently an exciting trend to study and has good development prospects. The Indonesian Ministry of Tourism in 2019 issued a Guide to Organizing Halal Tourism, which is expected to encourage the development of halal tourism and create halal tourism products that are an attraction for domestic and foreign Muslim tourists to visit Indonesia. A study conducted by Mastercard and CrescentRating in 2019 predicts that by 2026, more than 230 million Muslim tourists will travel locally

and abroad. It is expected to contribute US \$ 300 billion to the global economy (Mastercard & CrescentRating, 2019). The covid-19 pandemic that has swept globally cannot be denied this prediction. Travel restrictions by various countries have had a tremendous impact on the tourism sector. For countries or regions that rely on their economic growth from the tourism sector, in 2020, their economic growth rate will decrease drastically (Sugihamretha, 2020).

Various tourism policies currently implemented must adapt to the conditions new normal by paying attention to hygiene, safety, security, and strict implementation of health protocols. The shift in the business model from traditional tourism management to digital tourism management is expected to restore the tourism sector when the Covid-19 pandemic is still ongoing and post-pandemic (Kementerian Pariwisata dan Ekonomi Kreatif, 2020). Digital tourism management is in line with its development with a digital-based creative economy. Besides, foreign tourists who became the focus and initial target of Indonesian tourism changed to Nusantara Tourists (Wisnus) due to Covid-19. This becomes an obstacle and an opportunity for stakeholder tourism in the region to find strategies to attract foreign tourists to visit according to existing local potentials.

Halal tourism is a set of tourism services with the addition of accommodation, restaurants/restaurants, travel agents, attractions (natural charm, regional culture, performing arts), local transportation, terminals, and tourism organizations aimed at fulfilling the experiences, needs, and desires of Muslim tourists and referring to on Islamic rules (Sayekti, 2019). The verse in the Quran that supports and encourages Muslims to travel on tour is found in Surah Al-Ankabut verse 20, which means "*Say, 'Walk on the earth, so pay attention to how (Allah) initiates the creation (of being), then Allah makes the event the end. Indeed, Allah is almighty over all things'.*" Tourism activities for Muslims by paying attention to nature will increase confidence in Allah SWT, where Surah Ar-rum verse 46 is written which means "*Bye among His signs (greatness) is that He sends the wind as a bearer of happy news and so that you feel some of it. Of His mercy, and that the ship may sail by His command, and (also) that you may seek some of His bounties, and that you may give thanks'.*"

Halal tourism includes all aspects consumed or used by Muslim tourists during their trips. Indonesia's Muslim population is 229 million people, or 87.2 percent of the total population of 273.5 million. Of course, this is a huge opportunity to develop halal tourism in the region. One area that has begun to focus on developing halal tourism is the Kuok District, Kampar Regency, Riau Province.

Kuok District has its charm in attracting tourists. The majority of the population in the Kuok District is Muslim. Of course, this affects the form of acculturation and the process of adopting values in society. The community's socio-economic and cultural activities are very representative of the Islamic atmosphere and the close kinship customs. Characteristics of community life influenced by traditions and Islam are strengths in supporting the regional economy, one of which is the tourism sector.

Various tourist destinations in Kuok District are synonymous with Islamic customs and religious values, and this can be synergized and developed into halal tourism. The tourist destinations are Pacu Tongkang cultural tourism, historical tourism of Kandil Kemilau Emas Museum, Ihsan Mosque religious tourism, Pulau Belimbing Village tour in Lontiok Traditional House, and so on.

The Riau Provincial Government strongly supports the implementation of halal tourism in 12 regencies/cities, this is confirmed by the issuance of Riau Governor Regulation No. 18 of 2019 regarding halal tourism. This shows the government's serious steps to develop halal tourist destinations in Riau Province. Currently, halal tourism is increasingly in demand by tourists (Satriana & Faridah, 2018), this is proven by the increasing number of Muslim tourists to places that offer halal tourism (Mastercard & Crescent Rating, 2019). Of course this is an opportunity for areas that have the potential for halal tourism to rise and develop.

Riau Province ranks 3rd as a halal tourist destination in Indonesia according to the Muslim Travel Index (MTI) after West Nusa Tenggara (NTB) and Aceh in 2019. In the new normal period of the COVID-19 pandemic, it is a formidable challenge to develop halal tourism sector. Extra effort is needed so that tourists still want to come to halal tourism destinations. One of the efforts that can be made to introduce and attract potential tourists is to provide information about the potential for halal tourism in the area. This time the potential area that was raised was Pulau Belimbing Village, Kuok District, Kampar Regency.

There are four strategies that can be carried out by the government to develop existing halal tourism, namely socializing to the community and stakeholders, integrating infrastructure development with increasing connectivity to tourist destinations, drafting laws and regulations, and providing guidance to the community and ease of doing business so that multiplier effect the tourism development (Sayekti, 2019). In previous studies, it can be said that the first step to developing halal tourism is to introduce and socialize to the public about halal tourism destinations. This research was conducted in order to introduce and socialize the potential of halal tourism in Pulau Belimbing Village.

Method

The method used in this research is descriptive qualitative research. This data source is obtained from primary data and secondary data. Literature studies, the process of observation, and interviews with the government and residents of Pulau Belimbing Village were carried out to obtain accurate information in identifying the potential for halal tourism in the area. Sampling in this study used *purposive sampling*. The informants involved 50 people who had visited tourism in Pulau Belimbing Village, the Kuok District Government as many as 2 people, the Kampar Regency Tourism Office as many as 2 people and the local community as many as 6 people. The choice of place

was done deliberately because Pulau Belimbing Village is one of the tourist villages in Kampar Regency and has good tourism potential to be developed.

Result and Discussion

Overview of Kuok District

According to the Tourism Office of Kampar Regency, one of the advantages of Pulau Belimbing tourism Village is that it is a tourist location that is very close to Pekanbaru City so the urban people can visit Pulau Belimbing Tourism Village in a short vacation time. Some local tourists say that the Pulau Belimbing Tourism Village has a natural atmosphere that is still very beautiful and the culture is still strongly attached to the local community.

The village is administratively adjacent to Empat Balai Village, Kuok District in the north, Bukit Melintang Village, Kuok District in the south, Pulau Terap Village/Lereng Village Kuok District in the west Titian Toghe Village/Ganting Village Salo District in the east. The strategic location can be seen from its existence on the side of the highway that connects Pekanbaru to the province of West Sumatra. In addition, the location is very close to the city center of Kampar Regency, which is 10 km. Meanwhile, from Pekanbaru, Kuok Village can be reached by traveling as far as 75 km. In addition, this village is the capital of the Kuok District. Pulau Belimbing Village is a fertile residential area on the banks of the Kampar river. This area is an area of agricultural land. The community uses their land for farming. The land use in this village is divided into 770 ha of paddy fields, 500 ha of farmland, 920 ha of plantation land, 35 ha of livestock land. The main commodities produced are rubber, rice, and citrus. The leading commodities based on the highest economic value are made by rubber and citrus plantations typical of this region, better known as Kuok Oranges.

In recent years, Pulau Belimbing village has been famous as a tourist village area. The Kuok region is known as a producer of sweet and good quality Kuok oranges. But unfortunately, this good quality is not matched by its ability to penetrate large retail markets, such as modern markets and supermarkets. The distinctive feature of the Kuok orange is that it is dark green with a slight yellow tinge, large seeds, large fruit, and a lot of water content in it. In addition, there are new agro plant variants that are being introduced to tourists, namely the guava image variety. This type of guava has a thin, light green skin, a large fruit with thick flesh, and tiny seeds. Some of the guava staples are even able to produce fruit without seeds. Most residents still market these agricultural products manually, namely by direct marketing on the roadside. That is why when tourists enter the Pulau Belimbing area, they will be greeted with stalls decorated with oranges and guavas hanging from the roof. This is a characteristic that tourists will easily recognize on Pulau Belimbing.

The location of Pulau Belimbing is right under the Koto Panjang hydropower dam, which is very potential for aquaculture. The water flow varies in depth between 50-300 cm on several sides. Many people use this river flow for locations to make fish cages. The types of fish that are kept are tilapia and catfish. In addition, fishers also look for

other types of wild freshwater fish in rivers such as catfish, baung fish, selais fish, and monitor fish. Monitor fish itself is known for its delicacy so that many visitors are sought after as a typical Kampar souvenir. As for the typical Kuok, tourists will find processed kapiék fish with soft spines or pulled out in the grilled fish/curry menu variant. In addition, another regular menu of fish dishes is roup, which is a kind of fish curry without soup (dry curry) made from raw fish or catfish.

Halal tourism destinations are developed synergistically with tourist facilities, public facilities, accessibility/infrastructure, and local communities' empowerment to become tourist attractions. This synergy is summarized in a complete, competitive, and sustainable system. Various criteria have been set by the Ministry of Tourism and Creative Economic to implement halal tourism. These criteria consist of (i) regional government/support, (ii) tourist attraction, (iii) public facilities, (iv) tourism facilities, (v) accessibility, and (vi) investment (Ministry of Tourism, 2019).

Table 1. Variables, Dimensions and Indicators of Halal Tourism Development in Pulau Belimbing Village, Kuok District, Kampar Regency, Riau Province based on Halal Tourism Criteria by the Ministry of Tourism and Creative Economy

No.	Variable	Dimensions of	Indicators	Existing Condition
1	Regional / Government Support	Policy	1. The local government policy of Kampar Regency which supports the Pulau Belimbing Village as a halal tourism destination 2. Organizational structure and functions to organize halal tourism 3. Allocation of budget for halal tourism development 4. Support for obtaining halal certification for tourism businesses 5. Socialization, facilities, training and provision of human resources for halal tourism manusia pariwisata halal	The government of Kampar Regency is very supportive of the cultural tourism of Rumah Lontiok Kuok, and many SMEs from the area, especially in Kuok get support, one of which is Typical Foods (kapiék fish and Kuok oranges)
		Coaching	1. Guidance and supervision of the implementation/application of halal tourist	Coaching and supervision have been carried out in collaboration with the

No.	Variable	Dimensions of	Indicators	Existing Condition
2	Tourism Attractions	General Tourism Attraction	destinations	world of education and external parties
			2. Availability of data and <i>updating of</i> data on the application of halal tourism.	(companies that care about Halal tourism)
			1. Having a place of worship for Muslims that is clean, well maintained, sufficient lighting, good air circulation, availability of ablution places with clean and separate water sources for men and women, prayer equipment / other clean worship equipment, directions to places of worship from tourist attraction.	Places of worship are still maintained and clean, and around the island of Belimbing is also neat and has beautiful views, and is still a rural atmosphere.
			2. Having halal-certified food and beverage outlets at least 5 (five) units.	And for the customs and culture, there is still thick with its characteristic clothes brackets and wearing Muslim clothing for men.
		Natural tourist attraction	3. There are no activities that lead to polytheism and porno-action	
			4. Dress and dress modestly for tour guides and service personnel	
		Cultural tourism attraction	5. The availability of separate public toilets between men and women.	
			The availability of a choice of natural tourist attractions in the Kampar River and boat race tours adds to its charm	The Kampar River and boat race tours adds to its charm
			The availability of artistic and cultural activities that are full of Islamic nuances.	Many dance and cultural performances have been done in the island village of Belimbing
3	Public facilities	Travel services	The availability of travel agents that have halal tour packages	available but has not been managed optimally

No.	Variable	Dimensions of	Indicators	Existing Condition
		Accommodation services	Availability of sharia hotels/inns with halal-certified kitchens and restaurants	homestay will be built in the management of existing lontik houses in the location of Pulau Belimbing.
4	Tourism facilities	Entertainment and recreation services	The availability of Islamic entertainment and recreation services	The existence of halal tour packages in citrus picking tours and halal culinary (kapiék fish and fresh kuok orange drink)
		Shopping center	Availability of shopping centers to buy tourist needs during tourist attractions that sell halal products with syar'i services.	Not optimal shopping centers that are managed and developed by official institutions
5	Accessibility	Transportation facilities	Availability of transportation facilities that accommodate the needs of Muslims, safe, easily accessible and affordable.	Easy location access and strategic access, namely the Riau-West Sumatra route
6	Investment	Investment climate	The opening of investment channels to support halal tourism	There have been many independent investments in developing a culinary business in the village of the island of Belimbing

Source: research results

In the results of this study, it was found that the island village of Belimbing, Kuok District, Kampar Regency, Riau Province, has the potential for halal tourism by referring to the variables, dimensions and development indicators for halal tourism based on Halal Tourism Criteria by the Indonesian Ministry of Tourism and Creative Economy. Instead of the first variable being regional/government support, there are policy and development dimensions. In the policy dimension, there are indicators so that an area can be called as having halal tourism: (1) local government policies of Kampar regency which support Pulau Belimbing Village as a halal tourist destination; (2) organizational structure and functions of organizing halal tourism; (3) budget allocation for the development of halal tourism; (4) support to obtain halal certification for the tourism business; (5) socialization, facilities, training and provision of halal tourism human resources for halal tourism humans.

Based on these indicators, the current condition in the village of Pulau Belimbing is that the Kampar regency government is very supportive of the cultural tourism of Rumah Lontik Kuok, and many SMEs from the area especially in Kuok get support, one of which is typical foods (Kapieh fish and Kuok oranges). For the development dimension, which has indicators in the form of (1) guidance and supervision of the implementation/application of halal tourism destinations and (2) availability of data and updating of data on the application of halal tourism. The current condition is that guidance and supervision has been carried out in collaboration with the world of education and external parties (companies concerned with halal tourism).

The second variable is tourism attractions, which have three dimensions are general tourism attractions, natural tourist attractions and cultural tourism attractions. In the dimensions of general tourist attractions, indicators that must be met are (1) having a place of worship for Muslims that is clean, well-maintained, adequate lighting, good air circulation, availability of ablution places with clean and separate water sources for men and women, prayer equipment; (2) directions to places of ablution worshiping from a tourist attraction, having halal certified food and beverage outlets at least 5 (five) units; (3) there are no activities that lead to polytheism and porno-action; (4) the tour guides dress modestly and also the service personnel, (5) availability of separate public toilets for men and women. The conditions that exist in this dimension are that there are places for praying that are still well maintained and clean. Pulau Belimbing is neatly arranged and has beautiful views, and still has a rural atmosphere. For their customs, they are thick and they carry on the Islamic traditions well.

In the dimension of natural tourist attraction, the indicator is the availability of a choice of natural tourist attractions on the Kampar River and boat race tours add to its charm, and the current condition is that there is a Kampar River and boat race tours add to its charm. As for the dimension of cultural tourism attraction, the indicator is the availability of artistic and cultural activities that are full of Islamic nuances, where the existing conditions are many dance and cultural performances have been carried out in the village of Pulau Belimbing.

The third variable is public facilities, with dimensions of travel services and accommodation services. In the dimension of travel services, it has an indicator of the availability of travel agents who have halal tour packages. The existing conditions are available but not yet managed optimally. In the accommodation service dimension, the indicator is the availability of sharia hotels/inns with halal-certified kitchens and restaurants. For now, the existing condition is that a homestay will be built in the management of the existing lontik houses on the location of the island of Belimbing.

The fourth variable based on the Halal Tourism Criteria by the Indonesian Ministry of Tourism and Creative Economy is tourism facilities. This variable has dimensions of entertainment and recreation services as well as shopping centers. For the entertainment service dimension, the indicator is the availability of Islamic entertainment and recreation services. The existing conditions are the existence of halal tour packages in

citrus picking tours and halal culinary (kapiék fish and fresh kuok orange drink). For the dimensions of shopping centers, the indicator is the availability of shopping centers to buy tourist needs while in tourist attractions that sell halal products with syar'i services.

Accessibility variable is the fifth variable. This variable has a transportation facility dimension. The indicator is the availability of transportation facilities that accommodate the needs of Muslims, safe, easy to reach and affordable. The current conditions for accessibility are easy location access and strategic access, namely the Riau-West Sumatra route.

The sixth variable is investment. This variable has a dimension of investment climate. The investment climate has an indicator, namely the opening of investment channels to support halal tourism. Currently, the existing condition is that there have been many independent investments in developing the culinary business in the village of Pulau Belimbing. Of course this will continue to develop in line with the cooperation of all related parties for the development of halal tourism in the village of Pulau Belimbing, Kuok District, Kampar Regency, Riau province.

The development of halal tourism has interrelated goals. This can be seen in the image below. With the existing opportunities, namely the openness of the community to the development of traditional houses, cultural products that can be used to improve the community's economy and traditional houses have the opportunity to become educational, cultural, historical and local wisdom tourism objects in Kampar Regency, Kuok District, Kuok Village. Supported by their strength, namely the Juru Pelihara who is still consistent in managing, maintaining and caring for the Traditional House, its cultural, historical and educational values, and the Traditional House, which is used as a model for the preservation of Cultural Heritage. So strategies that can be carried out include making the Traditional House the object of visits from the Tourism Village program, maximizing the management of the Lontiok House Traditional House and by involving the surrounding community, creating products that have economic value so that they can improve the community's economy by utilizing cultural and historical values, and by maximizing preservation of Traditional Houses in order to increase visits and maintain Traditional Houses as pilot objects for the preservation of Cultural Heritage.

But in traditional tourism management, Rumah Lontiok still has shortcomings, namely inadequate infrastructure, lack of accessibility, lack of promotion of traditional houses, and inadequate human resources. As for how to improve these weaknesses, namely making regulations to protect the Cultural Heritage in Kampar Regency and holding a Team of Cultural Heritage Experts, repairing and adding infrastructure and accessibility facilities to support the development of tourist objects for the Traditional House of Lontiok Kuok, creating products that can generate value automatically. Economy, add human resources who can manage the traditional house and socialize to the community about the importance of developing the Lontiok House.

This strategy overcomes existing weaknesses by avoiding threats. Threats from developing this Traditional House include educational-based tourism objects in other areas, the lack of public interest in cultural, historical, and educational tourism, the damage and destruction of Traditional Houses, and the emergence of acculturation and assimilation.

The strategy is to increase the promotion of Traditional Houses so that their existence can be known and can attract visitors, create quality human resources so that they can be used as a Cultural Heritage Expert Team and HR who can manage the Traditional House, formulate policies that can protect the Traditional House from damage, maximize the management, maintenance, and care of the Traditional House, and must be consistent socializing and preserving the existing culture in each traditional house to avoid acculturation and assimilation of culture owned by the conventional house of lontiok, Kuok village, Kampar



The Traditional House of Lontiok



The Traditional House of Lontiok

Figure 1. The Traditional House of Lontiok, Kuok village, Kampar

Cultural Tourism

As for cultural tourism, other than the traditional house of Lontiok, it is teasing the tobu; it is a tradition passed down from the ancestors of the Kuok community, namely making candied sugar with sugar cane as raw material. The making is jointly carried out by the surrounding community. This moment is used as a match for men or women who are still single. And this is a tradition that must be developed and maintained. Then the culture apart from rubbing tobu is the art of dance; there are many dances and music that are characteristic of the culture of the Kuok village.



Figure 2. Cultural tourism in Kuok village

Kuok Oranges

Riau Province has the potential as a center for citrus production, located in Kuok Village, Kuok District, Kampar Regency. Oranges originating from Kuok, Kampar are often called Kuok Oranges. The chayote from Kuok is one of the local fruit potentials owned by Riau Province. The development of a tourism village is supported by the processing of local food products such as diversifying the typical products of Pulau Belimbing, making citrus derivative products such as jam and citrus drinks that can be used as souvenirs from tourists villages.

Jam is a spreadable semi-wet food product made from processing fruits, sugar with or without other food ingredients and permitted food additives. Products processed from the fruit into jams, jellies, and marmalades are expected to add value to products and increase shelf life. The marmalade uses the flesh of the Kuok orange, mashed orange pulp, and added sugar.

Kuok orange drink is a processed citrus drink made from a mixture of oranges, jelly, liquid sugar, and milk. This drink has a sweet taste. Drinks can be served using ice or not.

Local Food

Bodak Baghondam is a typical Kuok village food made from *pulut* flour, brown sugar, and coconut milk. The rice flour dough is shaped into a round shape with brown sugar filling. This dough only tastes plain and then steamed. Then arranged on a plate that has been coated with banana leaves then poured with coconut milk which will give a taste of fat. The coconut milk is poured to soak the body.



Figure 3. Citrus products and local food

Fish Kapiék

Fish Kapiék is a species of fish that lives in the general waters of Sumatra, and has not been developed as a cultivated fish. Kapiék fish is a typical Kampar culinary. This fish is served grilled first, and this fish has no bones. Precisely in the hands of the Kampar community, this fish has become boneless. This fishbone removal process uses a unique technique so that the bone is lost. The serving of boneless kapiék with green / red chilli sauce and curried c bowl containing bamboo shoots and cow skin (jangek).



Figure 4. Local food



Source: (Mastercard & CrescentRating, 2019)

Figure 5. Synergy Diagram of Halal Tourism Destinations

The diagram above explains that halal tourism development. It will increase the integration between various tourist communities that still prioritize faith as a solid muslim. Integration, diversity and faith its enable muslims to be active citizens of the global community while remaining spiritual. Humans as social beings must always socialize and become active in various communities. When being part of the community, a muslim must maintain faith in diversity and still maintain the process of immersion in a social interaction.

Culture, heritage and connections connect muslim travelers with each other, local communities, and heritage and history. In the Qur'an it is written that a Muslim is a brother to other Muslims. This brotherhood is a brotherhood because of faith/religion. Allah ﷻ said "*Surely the believers are brothers, therefore reconcile your two brothers (who are at odds) and fear Allah so that you may receive mercy*" (Surah al-Hujurat [49]: 10). On the basis of the equality of faith as Muslims, there is a connection between culture and heritage that describes Islam, so that this becomes a binding for closeness between fellow Muslim travelers.

Education, insight, and ability to increase understanding among the community. Increase academic and industrial knowledge to improve the capabilities of stakeholders. With the increase of insight and education about halal tourism, it is certainly a major driver for the sector. The synergy of academics and residents of halal tourism destinations in increasing knowledge and insight will make this industry grow rapidly and be accepted by all circles.

Industry, innovation and trade in the halal tourism sector will create new opportunities to increase trade and encourage growth in various sectors. This is also known as the multiplier effect. The multi-effects of halal tourism can come from various sectors, from transportation, accommodation, food and beverage, buildings, electricity, services and various other sectors. This is related to the input and output in the halal tourism sector. Production factors (input) can be in the form of natural resources, human resources, capital, technology, entrepreneurship and so on. Meanwhile, the output produced in the form of tourism services will be an input for other sectors. If this goes well, the economic growth of halal tourism destination areas will increase rapidly.

Prosperity or good and sustainable tourism is recognized for its social responsibility and its impact on tourists, society at large, and the environment. The conducive halal tourism climate created in tourist destinations will attract tourists to come back and invite other travelers who have never come to visit these tourist destinations. The impression that travelers get on a tourist spot is created by the local environment and society. Halal tourism which is synonymous with Islam provides a sense of tranquility, close kinship, and conducts worship activities with great reverence. This atmosphere can be created with the cooperation and involvement of all parties, both active roles and from a regulatory perspective.

Halal tourism provides access to connections to introduce Islamic cultural heritage and become an attraction for the region, which is the Pulau Belimbing village. The growing development of halal tourism today, of course, must renew education, insight, and abilities by the demands of the times and remain in the corridor of sharia. Industry and trade innovations will continue to be carried out to continue developing better tourism. Of course, in every tourism activity, realizing good and sustainable tourism is the final goal, including halal tourism.

The halal tourism industry is not a threat to existing tourism industries. This halal tourism is a unique package that includes existing tourism packages provided expressly for Muslims who want to carry out tourism activities while maintaining Islamic religious values. Halal tourism will not be a competitor or obstacle for other tourism that is being developed (Ropiah, 2018).

Conclusion

Indonesian government synergizes with local governments to improve the quality of halal tourism that focuses on aspects of destinations, providing facilities and services that are in accordance with the needs of muslim tourists and Islamic law. Utilizing advances in communication and information technology to promote halal tourism, and improving the quality of human resources engaged in this sector can be another focus in the development of this halal tourist destination. Halal tourism is now an opportunity that can be developed with the aim of regional growth and development. Pulau Belimbing Village has the potential for that. Of course, with various improvements and support from the local government, halal tourism packages in the Pulau Belimbing Village that are in accordance with the Shari'a will be realized soon. Current conditions indicate that this area has begun to prepare for halal tourism. With continuous planning, implementation, monitoring, and evaluation, Halal tourism in the Pulau Belimbing Village will become one of the icons of halal tourism in Riau Province. For this reason, the government and stakeholders of halal tourism in the Pulau Belimbing Village need to be more serious, provide more detailed regulations, facilities, infrastructure, natural resource exploration technology, human resource development, and the establishment of an environment that supports halal tourism. This research is about identifying potentials, so it is recommended for further research to focus on strategies for developing halal tourism potential and socialization in order to promote halal tourism destinations in Pulau Belimbing Village.

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