

Developing Sustainable Muslim-Friendly Tourism Village Model Through Digital Tourism: Perspective of Shari'ah Economy

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Abstract: Using digital technology and social media is important in advancing sustainable tourism and expanding its appeal internationally. In this regard, the digitalization program for tourist villages needs to be encouraged because it has significant prospects in increasing the number of visitors while supporting the sustainability of tourism. This study aims to discuss the development of a sustainable tourist village model through a digital tourism approach carried out in the Provinces of West Java, the Special Region of Yogyakarta, and Lampung from an Islamic economic perspective. Data were obtained through observation and *questionnaire* methods from primary and secondary sources. The collected data were then processed and analyzed using triangulation and SWOT techniques. The study results show that the three provinces above have good internet access, making it possible to promote tourism potential through digital platforms. In terms of opportunities, adopting the digital tourism concept can open up great potential in increasing tourist engagement and market expansion. On the other hand, the lack of information and limited Human Resources must be addressed because they can hinder marketing potential and operational effectiveness. In addition, tight competition with other tourist areas must be anticipated because it can reduce investment interest and tourist visits. The sustainable tourism village model development through an environmentally friendly tourism approach has a strong foundation from a shari'ah perspective because it is supported by the Qur'an, Hadith, and the fatwa of the DSN MUI.

Keywords: digital tourism, muslim friendly tourism, sustainable tourism village

Abstrak: Pemanfaatan teknologi digital dan media sosial merupakan hal yang penting dalam memajukan pariwisata berkelanjutan dan memperluas daya tariknya ke dunia internasional. Sehubungan dengan itu, program digitalisasi desa wisata perlu digalakkan karena ia memiliki prospek yang signifikan dalam meningkatkan jumlah pengunjung sekaligus mendukung kelangsungan wisata. Penelitian ini bertujuan untuk membahas pengembangan model desa wisata berkelanjutan melalui pendekatan wisata digital yang dilakukan di Provinsi Jawa Barat, Daerah Istimewa Yogyakarta dan Lampung dari perspektif ekonomi Islam. Data diperoleh melalui metode observasi dan angket yang berasal dari sumber primer dan sekunder. Data yang terkumpul kemudian diolah dan dianalisis dengan menggunakan teknik triangulasi dan SWOT. Hasil penelitian menunjukkan bahwa tiga provinsi tersebut memiliki akses internet yang baik sehingga memungkinkan untuk mempromosikan potensi wisata melalui platform

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digital. Dari sisi peluang, adopsi konsep pariwisata digital dapat membuka potensi besar dalam meningkatkan keterlibatan wisatawan dan perluasan pasar. Di sisi lain, minimnya informasi dan keterbatasan Sumber Daya Manusia perlu diatasi karena dapat menghambat potensi pemasaran dan efektivitas operasional. Selain itu, persaingan yang ketat dengan daerah wisata lain perlu juga diantisipasi karena dapat menurunkan minat investasi dan kunjungan wisatawan. Pengembangan model desa wisata berkelanjutan melalui pendekatan pariwisata ramah lingkungan ini memiliki landasan yang kuat dari sisi syariat karena ditunjang oleh dalil Alquran, hadits, dan fatwa DSN MUI.

Kata kunci: pariwisata digital, pariwisata ramah muslim, desa wisata berkelanjutan

Introduction

Sustainable tourism village development is encouraged by the Government to respond to the increasing public awareness of the need for the protection and preservation of nature. For this reason, tourism villages in Indonesia continue to strive to present new and attractive tourism offerings, but still uphold environmental sustainability,¹ Sustainable tourism villages are a tourism development concept that emphasizes aspects of economic, social, and environmental sustainability.² This concept was developed to promote and foster tourism locations and to maintain a harmonious balance between the use of natural resources with cultural sustainability, the welfare of residents, and beautiful and beneficial experiences for visitors. The equal distribution of economic and social benefits and the preservation of local culture in the development of sustainable tourism villages require the involvement and active participation of local communities.³ Therefore, in any area where this concept will be implemented, it is important to involve the community's willingness to comply with sustainable principles.⁴

¹ Muhammad Alif K. Sahide et al., "The Boom of Social Forestry Policy and the Bust of Social Forests in Indonesia: Developing and Applying an Access-Exclusion Framework to Assess Policy Outcomes," *Forest Policy and Economics*, 120 (2020): 102290.

² Conceição Cunha, Elisabeth Kastenzholz, and Maria João Carneiro, "Entrepreneurs in Rural Tourism: Do Lifestyle Motivations Contribute to Management Practices That Enhance Sustainable Entrepreneurial Ecosystems?," *Journal of Hospitality and Tourism Management*, 44 (2020): 215–226.

³ Diede L. Maas et al., "Recognizing Peripheral Ecosystems in Marine Protected Areas: A Case Study of Golden Jellyfish Lakes in Raja Ampat, Indonesia," *Marine Pollution Bulletin*, 151 (2020): 110700.

⁴ Mousa Aazami and Karwan Shanazi, "Tourism Wetlands and Rural Sustainable Livelihood: The Case from Iran," *Journal of Outdoor Recreation and Tourism*, 30 (2020): 100284.

On the other hand, international recognition of sustainable tourism villages in Indonesia has helped to increase the reputation and attractiveness of these villages to tourists both locally and internationally. Tourists also seem to have realized the importance of preserving the ecosystem and traditions of local communities, as shown by their tendency to choose tourist locations that prioritize sustainability and their efforts to advocate for environmentally friendly tourism.⁵

Meanwhile, the sustainable tourism village development in West Java Province has shown rapid progress. Currently, the province is implementing many projects and programs aimed at sustainable tourism villages that continue to develop and operate continuously.⁶ With many cultural heritage sites, customs, and history, this province has promising tourism potential to develop as a strong foundation for the creation of sustainable tourism settlements that actively participate in encouraging and preserving local cultural and historical assets.

Furthermore, in the Special Region of Yogyakarta Province, the development of sustainable and environmentally friendly tourism villages is also being encouraged. In this province, the villages being developed to become sustainable and environmentally friendly tourism villages are Wukirsari and Rejo Winangun Villages. The main objective of developing tourism villages in the two areas is to maintain environmental sustainability because these two villages have promising potential and attributes in line with the principles of sustainable tourism.

Wukisari and Rejo Winangun villages have extraordinary natural beauty such as beaches, caves, underground rivers, hills, and parks. With these abundant natural resources, the Government further facilitates the development of sustainable tourism through the promotion of responsible ecotourism.⁷ In addition, the people of the Wukisari and Rejo Winangun tourist villages also actively promote education and awareness about

⁵ Fitri Rahmafritria et al., "Tourism Planning and Planning Theory: Historical Roots and Contemporary Alignment," *Tourism Management Perspectives*, 35 (2020): 100703.

⁶ Alexandra Crosby et al., "Tobacco Control Is a Wicked Problem: Situating Design Responses in Yogyakarta and Banjarmasin," *She Ji*, 5.4 (2019): 261–284.

⁷ Nur Aini Iswati Hasanah et al., "The Climate Comfort Assessment for Tourism Purposes in Borobudur Temple Indonesia," *Heliyon*, 6.12 (2020): 1-9.

ecological protection and sustainability to visitors and the surrounding community. Such is done through many activities including waste management, water conservation, and other environmentally conscious behaviors, aiming at maintaining the aesthetics of nature and ecological balance.⁸

On the other hand, the same activities are also carried out in Lampung Province. As a region with very enchanting natural beauty, Lampung Province is also actively developing sustainable and environmentally friendly tourist villages. Lampung is famous for its extraordinary wealth of natural potential in the form of mountains, hills, beaches, lakes, rivers, and forests. These natural potentials can be developed for various forms of tourism activities such as diving, surfing, snorkeling, camping, hiking, or simply enjoying the natural scenery.

In addition, Lampung also has a cultural wealth that continues to be preserved by its indigenous communities.⁹ Tourists have the opportunity to learn about the customs and lifestyles of the indigenous people, including enjoying a variety of local culinary specialties.¹⁰ In many areas of Lampung, there are tourist locations having characteristics that are rarely found elsewhere, such as Robusta coffee plantations, organic botanical gardens, or the original Lampung Tapis weaving skills.¹¹ All of these can be a special attraction not only for domestic tourists but also for tourists from outside Lampung, or even from abroad.

For this reason, the Lampung Provincial Government is actively developing several locations to be used as tourist areas based on sustainable and environmentally friendly tourism that involves the local community in every activity. The tourism infrastructure development is also being carried

⁸ Dyah Gandasari and Diena Dwidienawati, "Content Analysis of Social and Economic Issues in Indonesia during the COVID-19 Pandemic," *Heliyon*, 6.11 (2020): e05599.

⁹ Elena Maggi et al., "Cycle Tourism as a Driver for a Sustainable Local Development. The Case of a Natural Tourist Destination in a North-Western Area of Italy," *Transport and Sustainability*, 13 (2021): 159–178.

¹⁰ Djati Mardiatno, M. N. Malawani, and Ratri Marifatun Nisaa', "The Future Tsunami Risk Potential as a Consequence of Building Development in Pangandaran Region, West Java, Indonesia," *International Journal of Disaster Risk Reduction*, 46 (2020): 101523.

¹¹ Aristea Kontogianni and Efthimios Alepis, "Smart Tourism: State of the Art and Literature Review for the Last Six Years," *Array*, 6 (2020): 100020.

out to facilitate the expansion of the tourism industry, including increasing the availability of transportation and accommodation for visitors.

Studies on the development of sustainable tourism villages through digital tourism are indeed interesting to do. For this reason, many researchers have participated in conducting studies in several locations using different approaches and perspectives. Among them, is Daiva Labanauskaitė et al. who emphasize the importance of collaboration between the government, business actors, and local communities to ensure the sustainability of tourism village management.¹² Another research, by Fabrizio Ferreri, shows the fact that the transition of tourism villages has strong and promising evolutionary potential by utilizing local resources so that it can grow economic turnover.¹³

Next, Fotis Kitsios proves that sharing information about trips from social media or travel sites can increase the comfort and trust value felt by tourists.¹⁴ Besides, Mariia Perelygina's research concludes that innovative digital technology creates a number of opportunities for the tourism sector in building networks and approaching customer segments. There is also another study conducted by Mariia Perelygina, et al. which discusses the configuration of digital business models in the tourism industry.¹⁵ This study, however, has not linked the development of sustainable tourism villages with the concept of Muslim Friendly Tourism (MFT), especially in the context of Islamic economic law.

This research has a clear gap between the normative and empirical approaches or between *das sein* and *das sollen*.¹⁶ Normatively, the development of tourist villages follows the regulations and policies set by

¹² Daiva Labanauskaitė, Mariantonietta Fiore, and Rimantas Stašys, "Use of E-Marketing Tools as Communication Management in the Tourism Industry," *Tourism Management Perspectives*, 34 (2020): 100652.

¹³ Fabrizio Ferreri, "Place Awareness and Community Tourism: The Case of Sambuca Di Sicilia," *Tourism in the Mediterranean Sea*, (2021): 75–91.

¹⁴ Fotis Kitsios et al., "User-Generated Content Behavior and Digital Tourism Services: A SEM-Neural Network Model for Information Trust in Social Networking Sites," *International Journal of Information Management Data Insights*, 2.1 (2022): 100056.

¹⁵ Mariia Perelygina, Deniz Kucukusta, and Rob Law, "Digital Business Model Configurations in the Travel Industry," *Tourism Management*, 88 (2022): 104408.

¹⁶ Inta Egger, Sut Ieng Lei, and Philipp Wassler, "Digital Free Tourism – An Exploratory Study of Tourist Motivations," *Tourism Management*, 79 (2020): 104098.

the government, such as Law Number 10 of 2009 concerning Tourism and the Regulation of the Minister of Tourism concerning Tourism Village Standards. However, in empirical reality, the implementation of tourist village development often faces technical challenges, such as minimal infrastructure, limitation of human resources, and lack of active participation from the local community.

The novelty of this study lies in the integration of the Muslim Friendly Tourism approach in the development of sustainable tourist villages through digital tourism which has not been widely studied by previous researchers, especially in Indonesia. In addition, this study uses a SWOT analysis applied to three provinces with different characteristics, namely West Java, DI Yogyakarta, and Lampung to identify specific opportunities and challenges from each region. This holistic approach makes a significant contribution to the development of a digital-based sustainable tourist village model.¹⁷

From the perspective of Islamic economic law, this study also provides a strong foundation for formulating the principles of managing tourist villages following Shari'ah, especially in ensuring transparency, justice, and sustainability in managing tourism assets. Thus, this study not only provides theoretical contributions to tourism literature but also provides relevant practical recommendations for policymakers and tourism industry players.¹⁸

Research Methods

This study uses a case study and field study approach to thoroughly examine the environmental context and dynamics of a social unit, person, group, institution, or community.¹⁹ This study uses descriptive analysis to accurately define and record the symptoms, habits, and situations, followed by critical analysis. In addition, it uses primary data collected at the research location, and secondary data sourced from the Indonesian

¹⁷ Jing Li, Philip L. Pearce, and Hera Oktadiana, "Can Digital-Free Tourism Build Character Strengths?" *Annals of Tourism Research*, 85 (2020): 103037.

¹⁸ Mona Chang et al., "Acceptance of Tourism Blockchain Based on UTAUT and Connectivism Theory," *Technology in Society*, 71 (2022): 102027.

¹⁹ Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif dan R&D* (Bandung: Alfabeta, 2021), p. 10.

Ministry of Tourism and Creative Economy. The data collection method is carried out through several stages, namely observation, interviews, questionnaires, and documentation.

The research population is all participants in the 2023 Indonesian Tourism Village Award (ADWI) event, totaling 4,573 tourist villages.²⁰ Sampling was carried out using a purposive sampling technique with several specific criteria including participation in the 2023 Indonesian Tourism Village Award (ADWI) Competition, being ranked in the top 75, having natural or artificial tourism potential, and having digital potential both in terms of social media and payment aspects.

Based on these criteria, the villages selected in this study were 6 (six) villages as follows:

Table 1. Research Locations

No.	Sustainable Tourism Village	Location
1.	Alamendah Tourism Village	West Java Province
2.	Kampung Baros Village	West Java Province
3.	Wukirsari Tourism Village	DI Yogyakarta Province
4.	Rejo Winangun Tourism Village	DI Yogyakarta Province
5.	Kelawi Tourism Village (Minang Rua)	Lampung Province
6.	Ringgis Jaya Tourism Village	Lampung Province

Source: ADWI Announcement 2023

This study uses qualitative analysis²¹ in the form of a SWOT Analysis. In conducting a SWOT analysis, a qualitative descriptive approach is used which consists of strengths, weaknesses, opportunities, and threats. The stages of SWOT analysis are IFAS Matrix (Internal Factor Analysis Summary), EFAS Matrix (External Factor Analysis Summary), External-Internal Matrix, and SWOT Analysis Matrix.²²

²⁰ M. Kholis Amrullah, *Metode Penelitian Kualitatif Dilengkapi Lima Pendekatan: Etnografi, Grounded Theory, Fenomenologi, Studi Kasus, dan Naratif* (Malang: Literasi Nusantara: 2022), p. 25.

²¹ Karsadi, *Metodologi Penelitian Kualitatif* (Yogyakarta: Pustaka Pelajar, 2022), p. 56.

²² M. Afif Salim Agus B Siswanto, *Analisis SWOT dengan Metode Kuesioner* (Semarang: Pilar Nusantara, 2019), p. 87.

Results and Discussion

Table 2. Analysis of *Strength* Factors of Sustainable Tourism Villages

No	Strength	Score	Rank	Weight (%)	Weight Rank (X)
1.	Number of people who can access the internet	173	3	0.111	0.32
2.	Internet infrastructure owned by the Tourism Village	121	2	0,078 year	0.16
3.	Having a clear picture of the digitalization aspects of the Tourism Village	134	2	0,086 year	0.19
4.	Government support for the concept of digital tourism	176	3	0.113	0.33
5.	Ease of searching for information about the Tourism Village on the internet	170	3	0.109	0.31
6.	Websites that are easily accessible to all groups	124	2	0,080	0.16
7.	Running promotions on social media	167	3	0,107	0.30
8.	Ease of online reservations	151	3	0,097 year	0.24
9.	The Tourism Village is the main branding carried out by the government to promote tourism.	170	3	0.109	0.31
10.	The local community is proud of the existence of the Tourism Village	169	3	0.109	0.31
Total		1.555	26	1	2.64

Source: 2023 Data Processing Results

The table above shows the data for the *strength* factor in each area studied. The score for each item is obtained by adding and dividing the scores for each respondent's answer by the number of respondents. The result of the *strength* factor analysis is 2.64, indicating that in terms of *strength* potential, the area studied is in a *moderate* position.

Next analysis is carried out on the *weakness* factor. The calculation results show the following tendencies:

Table 3. Analysis of *Weakness* Factors of Sustainable Tourism Villages

No	Weaknesses	Score	Rank	Weight (%)	Weight Rank (X)
11.	Information updates on the Tourism Village website are not regularly available	185	3	0,107	0.33
12.	A website for the implementation of digital tourism is unavailable	189	3	0.110	0.35
13.	Human resources do not master the networks and the internet system	169	3	0,098	0.28
14.	The ecosystem regarding internet use is not yet integrated	146	2	0,085	0.21
15.	Digital tourism monitoring and control system is unavailable	178	3	0.103	0.31
16.	A team that specifically handles data management is unavailable	170	3	0,099 year	0.28
17.	The creation of digital tourism content is not routine	170	3	0,099 year	0.28
18.	Promotion of the Tourism Village is not carried out by managers on social media platforms	165	3	0,096 year	0.26
19.	Information regarding the implementation of the Tourism Village is not optimal	181	3	0,105	0.32
20	Lack of Support from the government regarding the implementation of the Tourism Village	171	3	0,099 year	0.28
Total		1.724	29	1	2.89

Source: 2023 Data Processing Results

The table above shows the calculation of the *weakness* factor analysis with a result of 2.89. The value of 2.89, as stated in the table above, means that the potential *weakness* in the area studied is *moderate* position.

Table 4. Analysis of *Opportunity* Factors of Sustainable Tourism Villages

No	Opportunity	Score	Rank	Weight (%)	Weight Rank (X)
21.	The concept of digital tourism has been developed	182	3	0,104 tahun	0.31
22.	Travel agents make tourism villages one of the tourist destination	177	3	0.101	0.30
23.	Cooperation with various parties in efforts to promote Tourism Villages	168	3	0,096 tahun	0.27
24.	The number of reviewers visiting Tourism Villages on the internet increased	183	3	0,104 tahun	0.32
25.	Allocation of promotional funds as an effort to increase the sustainability of Tourism Villages is adequate	167	3	0,095	0.26
26.	Using marketing platforms such as Airyrooms, AirBnB, Red Doorz, Zen Room, and Nida Room, to book the room	176	3	0.100	0.29
27.	Use of the QRIS feature to facilitate the management system of Tourism Villages	185	3	0,105	0.33
28.	Promoting Tourism Villages through digital cinema such as cinemas, YouTube channels, TikTok	172	3	0,098	0.28
29.	Positive government support for the development of Tourism Villages	174	3	0,099 tahun	0.29
30.	The Indonesian Tourism Village Award Program from the Ministry of Tourism and Creative Economy promotes Tourism Villages	171	3	0,097 tahun	0.28
Total		1755	29	1	2.93

Source: 2023 Data Processing Results

In the above calculation results, the analysis of the *Opportunity* factor shows a value of 2.93. This result means that in the *Opportunity* aspect, the potential for sustainable tourism is on a *significant* scale.

Table 5. Analysis of *Threads* Factors of Sustainable Tourism Villages

No	Threads	Score	Rank	Weight (%)	Weight Rank (X)
31.	Other regions are more active in promoting digital tourism	154	3	0.11	0.28
32.	Other regions have more neat digital tourism marketing graphic displays	140	2	0.10	0.23
33.	Position of village tourism visitor assessment results on the internet	147	2	0.10	0,25
34.	The online payment feature with QRIS or other digital payments has been realized but has not been followed by the capabilities of the Tourism Village managers	163	3	0.11	0.31
35.	E-commerce facilities in efforts to sell merchandise are increasingly widespread	130	2	0,09	0.20
36.	World competition in the tourism sector is increasingly massive	130	2	0,09	0.20
37.	Online transaction security is still vulnerable	156	3	0.11	0.29
38.	Promotions on digital media that cannot be followed by managers	138	2	0.10	0.22
39.	Village Tourism Managers do not fully understand the concept of digital tourism	130	2	0,09	0.20
40.	The concept of digital tourism cannot be accepted by all groups	135	2	0,09	0.21
Total		1423	24	1	2.39

Source: 2023 Data Processing Results

The results of the calculation and analysis of the *Threat* factor show a figure of 2.39. This figure indicates that the potential threat to sustainability in this region is at a significant level.

The above factors are then assessed to obtain an overview of the Internal Strategic Factors Analysis Summary (IFAS) and External Strategic Factors Analysis Summary (EFAS). IFAS. is based on strengths and weaknesses while EFAS is based on opportunities and threats. After assessing the internal (IFAS) and external (EFAS) factors in the SWOT factor analysis, a description of the total score of each factor is obtained as follows:

Table 6. Analysis of SWOT Factors of Sustainable Tourism Villages

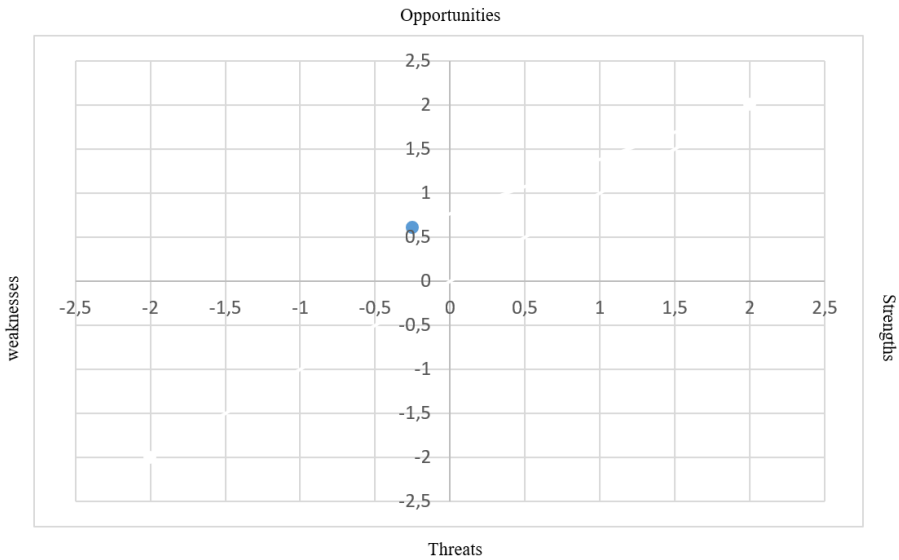
IFAS	Strength	2.64
	Weaknesses	2.89
EFAS	Opportunity	2.93
	Threats	2.39

Source: 2023 Data Processing Results

Based on the results obtained from each respondent's answer, there is a tendency that on the internal side, the *Strengths* factor obtains a lower value/score compared to the *Weaknesses* factor value/score while on the external side, the results obtained show that the *Opportunities* factor obtains a higher value/score compared to the *Threats* factor. The analysis results in Table 7 illustrate that the *Strength* factor value is below the *Weaknesses* factor value with a difference of -0.25. Meanwhile, the *Opportunities* factor is above the *Threats* factor, with a difference of 0.54.

The following is a description of the position of each factor in the SWOT diagram that the researcher identified:

Figure 1. Results of the Sustainable Tourism Village SWOT Diagram



The diagram above shows that the promotion strategy of tourist villages in the Lampung, West Java, and Yogyakarta regions is in quadrant 3 (negative, positive) where tourist villages have many opportunities, but on the other hand, face various internal obstacles/weaknesses. For this reason, efforts must be taken to minimize internal problems so that they can achieve better market opportunities while implementing a digital tourism development strategy as a promotional media to maximize existing opportunities.

Furthermore, Figure 7 shows that on the X axis, there is a gap between Strengths and Weaknesses (SW), with a score of -0.25, while on the Y axis, there is a gap between Opportunities and Threats (OT) with a score of 0.54. This shows that the implementation of the digital tourism development strategy as a promotional media in tourist villages in the Lampung, West Java, and Yogyakarta regions has not been running optimally. Although there are big opportunities that can be taken, internally the gap is still not good enough because there are still many weaknesses that need to be fixed.

SWOT Analysis of Digital Tourism Development as a Media for Promoting Sustainable Tourism Villages in West Java, DI Yogyakarta, and Lampung

The results of the SWOT analysis of the sustainability of tourist villages in the provinces of West Java, DI Yogyakarta, and Lampung show that the main strength factor lies in adequate internet access, which encourages the development of digital tourism. High internet access allows tourist villages such as Alamendah, Kampung Baros, Wukirsari, Rejo Winangun, Rua Kelawi/Minang, and Ringgis Jaya to increase promotion through digital platforms, increase tourist engagement, and support village economic growth.

Government support for digital tourism is a significant force in driving innovation and investment in the tourism sector while promotion through social media provides opportunities to reach a wider audience and increase tourist interaction. However, a striking weakness also identified was the lack of up-to-date information on the tourist village website, which can reduce the appeal and limit the interest of potential visitors.

Limited mastery of technology and lack of integration of the digital ecosystem hinder operational and marketing efficiency. Tourist villages that do not have a special team to manage data experience obstacles in making effective data-based decisions, which can ultimately limit the potential for village economic growth. In addition, the lack of consistent and interesting digital content can also reduce tourist interest, while the lack of promotion on social media will reduce public reach and awareness. This means that opportunities in the form of digital tourism concepts must be implemented to increase tourist attraction and engagement. In addition, partnerships with travel agents and online booking platforms also need to be opened more widely so that potential tourists can get to know and be interested in visiting the tourist location. This is where active government support is needed to develop infrastructure and tourism promotion that can increase economic growth and environmental interests.

Overall, sustainable tourism villages in West Java Province, DI Yogyakarta, and Lampung have strengths in digital aspects and government support. However, these villages need to take steps to overcome weaknesses in managing digital content and take advantage of existing opportunities to reduce the impact of external threats so that economic growth and the tourism environment are not hampered. Indeed, digital tourism

promotion may face many threats including increasing competition that can divert tourists' attention and reduce economic investment in the tourism village, and the risk of online transaction security that can reduce tourists' trust in using digital systems, including threats to the friendliness of the natural environment at tourist locations.

Digital Tourism Development Strategy as a Promotion Media for Sustainable Tourism Villages in West Java Province, DI Yogyakarta, and Lampung

The development of a digital tourism model in sustainable tourism villages, such as Alamendah Village and Kampung Baros (West Java), Wukirsari Village and Rejo Winangun (DI Yogyakarta), Kelawi/Minang Rua Village and Ringgis Jaya (Lampung), is necessary to support economic growth, social, and environmental sustainability. In the economic dimension, increasing internet access and digital infrastructure is a top priority so that people in tourist villages have stable and affordable internet access. With the availability of digital access and infrastructure, prospective tourists can obtain complete information about the locations/ tourist attractions offered; on the other hand, tourist villages can use it for promotional purposes, reservation management, and financial transactions. Of course, in this aspect, government support is important to encourage innovation and investment in the digital tourism concept through regulations and incentives that support business actors.

In addition, viewed from a social perspective, a collaboration between local communities, travel agents, and tourism experts to create a digital tourism concept with the characteristics of tourist villages is also needed. In addition, utilizing digital platforms such as YouTube, Instagram, Facebook, and TikTok is important in promoting tourist villages to a wider audience and motivating tourists to provide positive reviews. Positive reviews related to environmental sustainability from tourists are needed to build the image of tourist villages as environmentally friendly destinations. If the development points contained in this strategy are implemented, the results can not only increase awareness and tourist visits but also stimulate the active involvement of local communities in the planning and promotion process and create a sense of ownership and pride.

Furthermore, viewed from an environmental sustainability perspective, the integration of sustainability principles into digital tourism is also a key to success. Collaboration with environment observers and local communities in planning and implementing sustainability initiatives is necessary, especially in waste management, nature conservation, and the use of renewable energy. Government support in the form of recognition of community participation in environmental sustainability initiatives through the awarding of the "Indonesian Tourism Village" is also important.

In short, the success of the digital tourism model in sustainable tourism villages depends on the synergy between strong digital infrastructure, government support, multi-party collaboration, and the application of environmental sustainability principles. The development of such a model not only increases tourist attractions, but also supports economic growth, strengthens social networks, and ensures that the environment is well-maintained. Thus, a holistic approach that combines economic, social, and environmental aspects through digitalization in sustainable tourism villages will not only contribute to improving the welfare of local communities but also create a strong foundation for sustainable tourism management in the future.

Development of Muslim-Friendly Tourism Model through Digital Tourism in Tourist Villages in West Java Province, DI Yogyakarta, and Lampung Province

The development of a digital tourism model in sustainable tourist villages with a Muslim Friendly Tourism approach in West Java Province, DI Yogyakarta, and Lampung also provides a comprehensive picture of the aspects of strengths, weaknesses, opportunities, and threats (SWOT).

In this dimension, the strength value of 2.64 indicates that tourist villages have a moderate position in meeting the needs of Muslim tourists. One of its main strengths is the provision of adequate places of worship, such as mosques or prayer rooms. Further development can include digitizing information about these facilities, such as location, prayer times, and direction of the Qibla which can be accessed through an application or website. In addition, the halal aspect in the provision of food and services is also a significant strength, although there is still room to increase the diversity and affordability of halal food choices.

However, on the other hand, there is a weakness factor with a value of 2.89 which indicates that there are several aspects that need to be improved, especially regarding the limited availability of adequate or easily accessible places of worship, including the number or quality of prayer rooms and the lack of information about these facilities. Another weakness is the lack of restaurants or shops that provide halal food with clear certification, which raises doubts among Muslim tourists. Promotion and digital information related to halal options are also still limited, reducing the appeal for Muslim tourists looking for destinations that follow Islamic principles.

Next, in the opportunity dimension, a value of 2.93 shows great potential to expand and improve aspects of Muslim-friendly tourism. These opportunities include adding and improving prayer facilities, such as adding new facilities or improving the comfort of existing facilities. In addition, digital technology, such as applications that provide information on prayer times and the direction of the Qibla, can improve the tourist experience. In addition, the development of halal food options, by adding halal restaurants and ensuring the authenticity of halal certification, is also a great opportunity to increase the appeal for Muslim tourists. The threat value of 2.39 shows that the threats faced by tourist villages are in a moderate and insignificant position. One potential threat is limited investment or maintenance of places of worship that can trigger dissatisfaction among the surrounding community or Muslim tourists. Another threat is uncertainty or lack of understanding regarding halal standards which can reduce the trust of Muslim tourists. Competition with other tourist destinations that offer more authentic halal options is also a challenge in itself. In addition, the threat in terms of Islamic morals comes from the lack of appreciation or understanding of Islamic values that can affect the perception of Muslim tourists towards the tourist village.

Overall, the development of a digital tourism model with a Muslim-Friendly Tourism approach also requires a mature strategy to overcome existing weaknesses and threats. Digitization of facilities, increasing halal facilities, and developing programs that support Islamic values are important steps to strengthen the position of tourist villages as friendly destinations for Muslim tourists. Digital technology can also be a solution

to increase openness and communication regarding services that follow Islamic values so that threats can be faced more effectively.

Sustainable Tourism Villages Through a Muslim-Friendly Tourism Approach from the Perspective of Shari'ah Economy

From the perspective of Islamic economic law, creating a sustainable tourism village model through a digital tourism approach has a strong foundation in Sharia principles derived from the Qur'an, Hadith, and DSN-MUI fatwas. From the perspective of the Qur'an, the concept of sustainability and wise use of resources is explained in several verses, including Surah al-Baqarah verse 205 and Surah al-Rum 41, which highlight the importance of protecting the earth from damage. These verses provide ethical guidance for maintaining the sustainability of nature and the environment in all forms of economic activity, including tourism.²³ The use of environmentally friendly technology is an important part of efforts to fulfill this principle. Natural resources must be utilized wisely and not exploited excessively to reduce the negative impact on the environment.²⁴ Furthermore, the development of sustainable tourism villages with a digital approach must involve the ecological impact of every step taken, both in the form of infrastructure development and tourism management, to maintain harmony with the natural environment.

In the hadith, there are many sayings of the Prophet Muhammad SAW that emphasize the importance of preserving the environment.²⁵ One of the most relevant is the hadith narrated by Imam Muslim, in which the Messenger of Allah SAW said: *Whoever plants a tree, then every time the tree bears fruit, he will receive a reward for charity from Allah.* This hadith teaches the importance of preserving the environment and managing natural resources sustainably.²⁶ In the context of developing

²³ Mulyono Jamal et al., "Implementasi Wisata Syari'ah Lombok Dalam Perspektif Maqashid Syari'ah," *Al-Istinbath: Jurnal Hukum Islam*, 4.2 (2019): 143–160.

²⁴ Norliza Katuk et al., "Halal Certification for Tourism Marketing: The Attributes and Attitudes of Food Operators in Indonesia," *Journal of Islamic Marketing*, 12.5 (2021): 1043–1062.

²⁵ Hendy Mustiko Aji, Istyakara Muslichah, and Cahyo Seftyono, "The Determinants of Muslim Travellers' Intention to Visit Non-Islamic Countries: A Halal Tourism Implication," *Journal of Islamic Marketing*, 12.8 (2021): 1553–1576.

²⁶ About the importance of preserving the environment and managing natural resources

tourist villages, this can be translated as an encouragement to create a sustainable environment and support the welfare of the local community.²⁷

Moreover, utilizing digital technology to promote environmentally friendly tourism and educate tourists about sustainability is by the DSN-MUI Fatwa No. 108 / DSN-MUI / X / 2016 concerning Guidelines for Organizing Tourism Based on Sharia Principles. The fatwa mandates that all tourism activities must be carried out by considering Sharia principles, including product halalness, business ethics, and fulfilling the spiritual needs of Muslim tourists.²⁸ In the context of digital tourism villages, tourism villages must provide facilities that comply with Sharia principles, such as halal food, easily accessible places of worship, and services that support the comfort of Muslim tourists.²⁹

The DSN-MUI fatwa also emphasizes the importance of justice and transparency in economic transactions that can be supported by digital platforms through safe and transparent payment and reservation systems. The development of digital tourism models in tourism villages must also pay attention to aspects of Islamic morality in social interactions and the services provided. The fatwa also emphasizes the importance of maintaining manners and morals in every form of interaction, both between tourists and between tourists and the local community.³⁰

Digital technology can also be utilized to support cultural and religious values. For example provide information and guidance to visitors about local customs in line with Islamic principles, while visiting tourist villages, to behave in accordance with religious teachings. Through this holistic approach, the development of digital tourism in tourism villages

sustainably, see Nita Triana, "Membangun Prinsip Perlindungan dan Pengelolaan Lingkungan Hidup dalam Pemerintahan Daerah (Perspektif Hukum Islam)." *Al-Adalah*, 11.1 (2014): 75-88; Muhammad Harfin Zuhdi, "Paradigma Fiqh al-Bi'ah Berbasis Kecerdasan Naturalis: Tawaran Hukum Islam Terhadap Krisis Ekologi." *Al-Adalah*, 12.2 (2015): 771-784.

²⁷ Aishath Muneza et al., "Need to Pioneer Islamic Tourism in Tourist Resorts in Maldives," *Journal of Islamic Marketing*, 11.4 (2020): 895-916.

²⁸ Jamaluddin et al., "Examining the Synthesis of Islamic Commercial Principles and Local Customary Practices: A Case Study of Nyambut Sawah Traditions in Tejamari, Banten," *Journal of Islamic Law*, 5.1 (2024): 86-104.

²⁹ Ilisa Fajriyati et al., "Generic and Islamic Attributes for Non-Muslim Majority Destinations: Application of the Three-Factor Theory of Customer Satisfaction," *Heliyon*, 6.6 (2020): 1-14.

³⁰ Anna Farmaki et al., "Religion and Entrepreneurship in Hospitality and Tourism," *International Journal of Contemporary Hospitality Management*, 32.1 (2020): 148-172.

not only supports economic growth but also maintains environmental and social sustainability by the principles of shari'ah economy.³¹

Conclusion

The results of this study show that sustainable tourism villages in West Java, DI Yogyakarta, and Lampung have strengths, especially in terms of good internet access. This allows tourism villages to utilize digital platforms for tourist promotion and engagement, as well as increasing economic potential through online reservations and more efficient management. On the other hand, however, these villages also have some weaknesses such as the lack of human resources having knowledge and skills about digital and the lack of up-to-date information on the website. These weaknesses can affect the attractiveness of tourism villages in the digital era and reduce the possibility of increasing visitors which at the same time hinders marketing potential and operational effectiveness.

Moreover, in terms of opportunities, the implementation of the digital tourism concept can open up great potential in increasing tourist engagement and expanding the market. Partnerships with travel agents, wider promotions through digital media platforms, and increasing positive reviews from tourists can help improve the reputation and trust of visitors. This ultimately supports the economic growth of tourism villages. However, on the other hand, increasingly tight competition with other superior regions also needs to be watched out for because it is a threat that can reduce investment and tourist interest.

Furthermore, from the perspective of Islamic economic law, the development of a sustainable tourism village model through a digital tourism approach, as implemented in the Provinces of West Java, DI Yogyakarta, and Lampung, has a strong foundation in Shari'ah principles sourced from the Qur'an, Hadith, and DSN-MUI fatwas.

³¹ Asad Moshin, Ana Brochado, and Helena Rodrigues, "Halal Tourism Is Traveling Fast: Community Perceptions and Implications," *Journal of Destination Marketing and Management*, 18 (2020): 100503.

Authors Contribution

In this study, each author has a different contribution from one to another. The first author, Heni Noviarita, contributed to providing a theoretical basis and conceptual framework related to digital and sustainable tourism. The second author, Muhammad Kurniawan, contributed to examining the aspects of Shari'ah economic law and linking the SWOT analysis with relevant Shari'ah principles. Kurniawan's contribution also includes an evaluation of the development of tourism villages, including the provision of halal food, prayer facilities, and Shari'ah-compliant transactions through digital platforms. In short, Kurniawan enriches this research with a multidisciplinary approach that combines Shari'ah law with digital technology in tourism.

The third author, Khavid Normasyhuri, contributed to analyzing empirical data of tourist villages in West Java, DI Yogyakarta, and Lampung. Normasyhuri also played a role in validating the SWOT results with real situations in the field, including identifying operational challenges and weaknesses faced by tourist villages and providing recommendations for further improvement.

Regardless of the specificity of their respective performances, the three authors have collectively made important contributions in developing a sustainable tourist village model integrated with digital technology, while maintaining Shari'ah principles as the main guideline.

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