

Halal Tourism Short Course-Based Mentoring to Strengthen the Capacity of Local Tourism Groups

Eko Andy Saputro¹, Alfet Robi' Nur Muhammad², Galuh Dwi Purwasih³

Institut Agama Islam Badrus Sholeh Kediri, Indonesia^{1,2,3}
{eandysaputro@gmail.com¹, muhammadalfeth93@gmail.com²,
galuhdwipurwasih3@gmail.com³}

Submission: 2026-04-21

Received: 2026-06-20

Published: 2026-06-30

Keywords: Asset-Based Community Development; Community Empowerment; Digital Branding; Halal Tourism.

Abstract. The Southern Coastal Route (Jalur Lintas Selatan/JLS) of Tulungagung has significant potential for community-based coastal tourism; however, limited managerial capacity among local tourism awareness groups (Pokdarwis) hinders its development. Key challenges include low access to tourism training, limited halal tourism literacy, and weak digital branding skills, which affect service quality, Muslim-friendly readiness, and destination competitiveness. This program aimed to strengthen Pokdarwis capacity through a participatory Halal Tourism Short Course using the Asset-Based Community Development (ABCD) approach. The program was implemented through intensive mentoring, thematic workshops, Focus Group Discussions (FGDs), participatory asset mapping, and pre-post evaluations. The results show measurable improvements, with participants' managerial understanding increasing by 35%, halal tourism literacy by 40%, and digital branding competency by 38% based on pre-post test scores. Participants were able to design halal tourism service plans, identify Muslim-friendly services, and optimize digital platforms for destination promotion. Furthermore, 70% of participants demonstrated readiness to develop halal-based tourism products, including halal culinary services, Muslim-friendly homestays, and Islamic educational tourism packages. The novelty of this program lies in integrating ABCD-based empowerment, halal tourism literacy, and digital branding into a structured participatory short-course model tailored for coastal communities. This approach contributes to strengthening local tourism governance and supports sustainable, inclusive, and competitive halal tourism development along the JLS corridor.

Katakunci: Asset-Based Community Development; Digital Branding; Pariwisata Halal; Pemberdayaan Masyarakat.

Abstrak. Jalur Lintas Selatan (JLS) Tulungagung memiliki potensi yang besar untuk pengembangan pariwisata pesisir berbasis masyarakat. Namun, keterbatasan kapasitas manajerial kelompok sadar wisata (Pokdarwis) masih menjadi kendala utama dalam pengembangannya. Tantangan yang dihadapi meliputi rendahnya akses terhadap pelatihan pariwisata, terbatasnya literasi pariwisata halal, serta lemahnya kemampuan digital branding yang berdampak pada kualitas layanan, kesiapan destinasi yang ramah Muslim, dan daya saing destinasi wisata. Program ini bertujuan

untuk memperkuat kapasitas Pokdarwis melalui Halal Tourism Short Course berbasis partisipatif dengan menggunakan pendekatan Asset-Based Community Development (ABCD). Program dilaksanakan melalui pendampingan intensif, workshop tematik, Focus Group Discussion (FGD), pemetaan aset partisipatif, serta evaluasi pre-test dan post-test. Hasil kegiatan menunjukkan peningkatan yang terukur, yaitu pemahaman manajerial peserta meningkat sebesar 35%, literasi pariwisata halal meningkat 40%, dan kompetensi digital branding meningkat 38% berdasarkan hasil evaluasi sebelum dan sesudah pelatihan. Peserta juga mampu menyusun rencana layanan pariwisata halal, mengidentifikasi kebutuhan layanan ramah Muslim, serta mengoptimalkan platform digital untuk promosi destinasi wisata.

Selain itu, sebanyak 70% peserta menunjukkan kesiapan untuk mengembangkan produk wisata berbasis halal, seperti layanan kuliner halal, homestay ramah Muslim, dan paket wisata edukasi Islam. Kebaruan program ini terletak pada integrasi pemberdayaan berbasis ABCD, literasi pariwisata halal, dan digital branding ke dalam model short course partisipatif yang dirancang khusus untuk masyarakat pesisir. Pendekatan ini berkontribusi dalam memperkuat tata kelola pariwisata lokal serta mendukung pengembangan pariwisata halal yang berkelanjutan, inklusif, dan berdaya saing di sepanjang koridor JLS Tulungagung.

1 Introduction

The Southern Coastal Route (JLS) area in Tulungagung has experienced increasing tourism activity due to improved accessibility and the growing popularity of coastal destinations in southern East Java. Several beaches along the JLS corridor, including Gemah Beach and Bayem Beach, have become emerging tourism destinations supported by community-based management systems. However, field observations indicate that tourism governance in this area remains largely conventional, particularly in terms of service management, destination branding, and institutional capacity among tourism awareness groups (Pokdarwis) (Community Empowerment through the Formation of Tourism Awareness Groups/Pokdarwis, 2024; Local Potential Downstreaming and Pokdarwis Institutional Strengthening, 2025).

Existing tourism management practices in the JLS area are still primarily focused on physical destination management and visitor attraction enhancement, while aspects related to Muslim-friendly

tourism services have not yet been systematically developed. Basic indicators of halal tourism readiness—such as worship-supporting facilities, halal culinary information, service standard operating procedures (SOPs), and halal destination branding—remain limited across several tourism sites (Nahidloh et al., 2025).

The urgency of this community service program is closely related to the growing discourse on sustainable halal tourism development in Indonesia, which increasingly emphasizes community participation and local institutional strengthening as the foundation of destination sustainability. Recent studies highlight that halal tourism development cannot rely solely on destination promotion, but must also involve capacity building, local asset optimization, and participatory governance models within tourism communities (Liu et al., 2025).

The increasing demand for halal-friendly tourism is reflected not merely in Indonesia's large Muslim population, but also in the changing preferences of Muslim travelers who increasingly consider worship accessibility, halal food availability, cleanliness, and ethical services as important determinants in destination selection (Rahman et al., 2026). In East Java, the emergence of Muslim-friendly tourism initiatives demonstrates the growing relevance of halal tourism within regional tourism development strategies (Harini et al., 2025).

Preliminary observations conducted during the initial assessment indicate that most Pokdarwis members possess limited experience in tourism governance, particularly in halal destination management, digital branding, and the formulation of service standards. In addition, organizational management remains largely informal and has not yet been supported by structured tourism management instruments (Wang et al., 2022).

The tourism assets along the JLS corridor—including coastal landscapes, local culinary traditions, fisheries products, and community-based economic activities—provide strong potential for integration into a halal tourism model. These local assets can be transformed into Muslim-friendly tourism packages through the strengthening of halal services, Islamic hospitality practices, and destination branding strategies rooted in local wisdom (Sari et al., 2025).

This community service program offers a distinctive contribution by integrating halal tourism short-course training, participatory mentoring, digital branding reinforcement, and local asset mapping through the Asset-Based Community Development (ABCD) approach within coastal tourism communities along the JLS corridor. Unlike previous programs that primarily focused on tourism promotion, this initiative emphasizes measurable community transformation and institutional strengthening among Pokdarwis.

2 Method

This community service program was conducted in the Southern Coastal Route (JLS) area of Tulungagung Regency, East Java, Indonesia, which is recognized as a developing coastal tourism corridor with considerable potential for community-based halal tourism development (Timur et al., 2025). The program involved 15 active members of local Tourism Awareness Groups (Pokdarwis) representing several coastal tourism destinations within the JLS area. Participants were selected purposively based on their active involvement in destination management and community tourism activities.

This program employed the Asset-Based Community Development (ABCD) approach because it emphasizes local asset optimization, participatory empowerment, and sustainable community transformation within tourism governance systems (Ahyadi et al., 2026). The ABCD approach was considered relevant to strengthening community capacity by encouraging participants to identify, utilize, and develop local tourism assets collaboratively as the foundation for halal tourism development. In this context, local assets included coastal tourism potential, local culinary products, community participation, religious values, and existing tourism networks. Previous studies have shown that participatory empowerment and local asset optimization are essential components in strengthening sustainable halal tourism governance and community adaptability (Park & Widyanta, 2022).

The implementation of the program consisted of four main stages. The first stage was preliminary assessment and participatory asset

mapping aimed at identifying tourism potentials, managerial challenges, and halal tourism readiness among Pokdarwis members. The second stage involved a series of thematic workshops and intensive mentoring sessions focusing on halal tourism literacy, Muslim-friendly tourism services, destination governance, and digital branding strategies (Syaifuddin & Hakim, 2024). The third stage consisted of Focus Group Discussions (FGDs) designed to formulate participatory action plans and strengthen collaboration among tourism stakeholders. The final stage involved evaluation and reflection activities to measure participants' cognitive understanding, practical competencies, and participatory engagement throughout the mentoring process.

Program evaluation utilized pre–post tests, participatory observation, documentation analysis, and Likert-scale questionnaires to assess improvements in participants' understanding and competencies. The pre–post tests were used to measure participants' cognitive understanding of halal tourism concepts, destination management, and digital branding strategies. Participatory observation was conducted to evaluate participants' involvement and practical skills during mentoring activities. Meanwhile, the Likert-scale questionnaires were employed to assess participants' perceptions, engagement levels, and readiness to implement halal tourism practices within their respective destinations (Muslihah et al., 2025). The collected data were analyzed descriptively to identify changes in participants' managerial capacity and community readiness toward sustainable halal tourism development.

3 Results

The implementation of the Halal Tourism Short Course generated several measurable outcomes related to participants' managerial understanding, practical competencies, and destination governance capacity. Participants were able to formulate halal tourism service checklists, identify worship-supporting facilities within tourism destinations, develop initial halal branding concepts, and produce digital promotional content reflecting Muslim-friendly tourism values. These outcomes indicate that the mentoring process successfully strengthened participants' practical competencies beyond theoretical understanding,

particularly in integrating halal tourism principles into community-based destination management practices (Jauhari et al., 2025).



Figure 1. Delivery of Halal Tourism Training Materials by the Halal Center of UIN SATU

Source: Authors' documentation

The training materials focused on halal tourism governance, Muslim-friendly tourism services, sharia-based destination management, hygiene standards, halal culinary management, and digital tourism branding strategies. The materials were designed based on preliminary field assessments and participatory needs identification involving Pokdarwis members. The learning process was conducted through thematic discussions, case studies, simulations of Muslim-friendly tourism services, Focus Group Discussions (FGDs), and participatory mentoring sessions. This participatory approach enabled participants to actively engage in problem-solving processes and collaboratively formulate destination development strategies. The implementation model aligns with community-based halal tourism approaches emphasizing participatory empowerment, local asset optimization, and experiential learning within tourism governance systems (Nurhayati et al., 2025).

Capacity Building of Participants

The evaluation results demonstrate a significant improvement in participants' cognitive understanding and practical competencies following the implementation of the program. Based on the pre–post test evaluation, the average participant score increased from 56/100 at the baseline assessment to 84/100 after the completion of the mentoring activities. This increase indicates the effectiveness of the ABCD-based empowerment approach in strengthening participants' understanding of halal tourism governance, destination branding, and Muslim-friendly tourism service management (Afriansyah et al., 2023; Nurhayati, 2025).

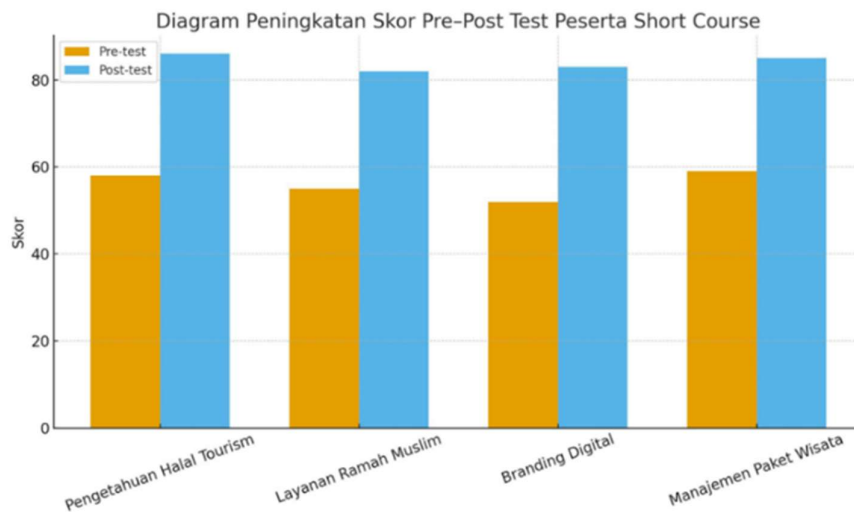


Figure 2. Pre–Post Test Results of Short Course Participants

The increase in pre–post test scores from 56 to 84 reflects not only cognitive improvement but also participants' enhanced understanding of halal tourism governance, destination branding strategies, and halal service implementation. Participants also demonstrated improved abilities in organizing tourism services based on Muslim-friendly principles (Applying Stake's Countenance Evaluation Model to Community-Based Tourism Governance, 2024).

The increase in participants' scores reflects not only cognitive improvement but also enhanced understanding of halal tourism implementation, destination governance, and digital branding strategies. Participants demonstrated improved abilities in organizing Muslim-

friendly tourism services, identifying halal-supporting tourism facilities, and preparing destination management plans based on halal tourism principles. This finding is consistent with the theory of adult learning (andragogy) proposed by Malcolm Knowles, which emphasizes that learning becomes more effective when participants acquire knowledge that is directly relevant to their practical needs and can be immediately applied in real-world contexts (Livingston & Cummings-Clay, 2023).

From a capacity-building perspective, improvements in knowledge and skills are key indicators of successful training programs, as they serve as the foundation for behavioral change and enhanced individual and organizational performance (Snowden et al., 2023). Therefore, the increased understanding of halal tourism concepts among participants indicates that the training program not only facilitated knowledge transfer but also strengthened their competencies in managing tourism destinations in a professional, sustainable, and Muslim-friendly manner.

Following the mentoring process, several tourism destinations along the JLS corridor initiated practical improvements, including the installation of prayer direction signage, identification of halal culinary vendors, enhancement of public cleanliness, and preparation of halal tourism service SOP drafts. These initial implementations indicate the operationalization of halal tourism principles at the community level and demonstrate the participants' readiness to adopt Muslim-friendly tourism standards within destination management practices (Hamdi & Widodo, 2026)

Participants also demonstrated increased digital literacy through the optimization of Google Business Profiles, more consistent tourism-related social media activities, and the production of halal-oriented visual promotional content. These developments contributed to strengthening destination identity and improving public communication regarding Muslim-friendly tourism services.

Strengthening Halal Tourism Branding in the JLS Area

The strengthening of halal tourism branding in the JLS area was implemented through three primary strategies, namely digital identity management, halal-oriented promotional content production, and

optimization of digital tourism platforms such as Google Maps and social media. Participants received practical training on updating Google Business Profiles, uploading visual documentation of halal-friendly tourism facilities, composing destination descriptions aligned with halal tourism values, and providing information regarding worship-supporting facilities.

The promotional content produced during the mentoring process included photographs, short videos, and destination storytelling narratives reflecting halal tourism identity and Muslim-friendly tourism experiences. The use of digital content strategies aligns with previous studies emphasizing that halal tourism competitiveness is strongly influenced by destination branding consistency, digital communication effectiveness, and public trust toward halal destination identities (Jaelani et al., 2025a). As a result, Pokdarwis social media platforms demonstrated increased posting consistency, stronger audience engagement, and more structured destination identity representation. These developments indicate that digital branding strategies contribute not only to tourism promotion but also to strengthening destination legitimacy and improving public recognition of halal tourism values within coastal tourism destinations.

Discussion: Comparison with Previous Studies

The findings of this program reinforce the argument proposed by Abd. Hakim and previous halal tourism studies that community-based halal tourism development requires active community participation in managing local resources and providing Muslim-friendly tourism services. Empirical evidence from this mentoring process demonstrates that the active involvement of Pokdarwis members accelerates the adoption of halal tourism standards through collaborative empowerment mechanisms and participatory governance approaches.

Furthermore, the mentoring model implemented in this program aligns with the halal community-based tourism (CBT) framework emphasizing social capital strengthening, collaborative governance, and stakeholder participation in sustainable tourism development. These findings are also consistent with bibliometric studies highlighting recent global halal tourism research trends focusing on community

empowerment, destination branding, digital adaptation, and sustainable tourism governance (Kurniawan et al., 2025).

Accordingly, this program contributes empirically to the growing literature on halal tourism governance by demonstrating that the integration of ABCD-based empowerment, participatory mentoring, and digital branding strategies can strengthen community adaptability and sustainable tourism transformation within coastal tourism destinations.

Program Strengths and Challenges

This program demonstrates several strengths, particularly through the implementation of an ABCD-based participatory mentoring model emphasizing local asset optimization, collaborative learning, and practical tourism governance capacity building. The participatory nature of the mentoring process enabled participants to actively engage in destination problem-solving and strengthened their sense of ownership toward local tourism development.

However, several challenges were encountered during program implementation, including limited mentoring duration for participants with daily occupational responsibilities, uneven access to digital infrastructure, and varying levels of technological literacy among participants. Similar challenges are frequently identified in community-based tourism development, particularly regarding sustainability, digital adaptation, and institutional readiness within local tourism communities (Islami et al., 2024). Despite these limitations, the program demonstrates significant potential for sustainability through integration with regional halal tourism development policies and collaborative partnerships involving local governments, halal certification institutions, tourism stakeholders, and creative economy communities. The ABCD approach applied in this program also opened opportunities for strengthening inter-institutional collaboration and long-term participatory tourism governance. Therefore, this program contributes strategically to supporting the transformation of the JLS area of Tulungagung into a competitive, inclusive, and sustainable halal tourism destination.

4 Discussion

The findings indicate that the Asset-Based Community Development (ABCD) approach effectively strengthens community capacity by encouraging local actors to identify, mobilize, and optimize existing resources within their communities. This finding supports the fundamental premise of ABCD, which emphasizes community assets rather than deficiencies as the foundation for sustainable development. Recent studies have demonstrated that ABCD enhances community ownership, social capital, and local resilience by positioning community members as primary drivers of development rather than passive beneficiaries (Campo & Guzman, 2024). Specifically, Campo (2024) found that the integration of ABCD within community-based tourism initiatives significantly increased local participation and strengthened tourism governance through bottom-up decision-making processes. Similarly, (Wajdi et al., 2026) highlighted that ABCD contributes to sustainable development by fostering collaboration, leadership, and collective action among community members.

From a theoretical perspective, these findings align with participatory development theory, which argues that sustainable social transformation emerges when communities actively engage in planning, implementation, and evaluation processes. The observed shift among Pokdarwis members from passive participants to active decision-makers reflects Arnstein's concept of citizen participation, where communities gradually gain greater control over development initiatives. This transformation also resonates with Sen's Capability Approach, which conceptualizes development as the expansion of people's capabilities to achieve goals they value. Through training and mentoring, participants acquired not only technical knowledge but also the confidence and institutional capacity necessary to manage tourism development independently.

Transformation of Pokdarwis Roles within the Community-Based Tourism Framework

The transformation of Pokdarwis roles throughout the program reflects the strengthening of Community-Based Tourism (CBT) principles. CBT emphasizes local ownership, participation, and equitable

distribution of tourism benefits. The findings demonstrate that Pokdarwis members increasingly function as tourism planners, managers, promoters, and facilitators, indicating a significant enhancement of local governance capacity. This finding is consistent with recent studies showing that CBT contributes to community empowerment, local economic development, and sustainable tourism management when communities are granted meaningful decision-making authority (Prayoga et al., 2024). Moreover, research by Dolezal and Novelli (2022) emphasizes that empowerment within CBT is closely linked to the redistribution of power and the establishment of partnerships that enable communities to influence tourism policies and development agendas. The increasing involvement of Pokdarwis members in strategic planning and destination management observed in this study reflects a similar process of empowerment and institutional strengthening.

Internalization of Halal Values in Tourism Practices

The implementation of halal tourism practices observed in this study demonstrates the internalization of Islamic values into tourism services and destination management. The provision of worship facilities, halal food assurance, service standardization, and enhanced cleanliness reflects a practical translation of Sharia principles into tourism operations. This finding supports the growing body of literature arguing that halal tourism extends beyond religious compliance and encompasses broader dimensions of ethical service delivery, trust-building, and customer satisfaction (Jaelani et al., 2025b).

Furthermore, the findings are consistent with studies highlighting that successful halal tourism development depends on the integration of religious values, local culture, and service quality. (Adinugraha et al., 2025) argue that sustainable halal tourism emerges when Sharia principles are harmonized with local cultural identity, thereby creating authentic and meaningful tourist experiences. The present study demonstrates such integration through the development of halal-friendly services that remain rooted in local community traditions and destination characteristics.

From the perspective of Service-Dominant Logic (SDL), the implementation of halal standards contributes to value co-creation between service providers and tourists. The consistency of halal practices enhances perceived value and destination trustworthiness, which are crucial determinants of tourist satisfaction and loyalty.

Digital Branding as a Strategic Instrument for Competitiveness

The strengthening of digital branding capabilities represents one of the most significant outcomes of the program. Participants demonstrated improved competencies in social media management, content creation, and destination promotion through digital platforms. This finding aligns with contemporary tourism marketing literature, which recognizes digital transformation as a critical factor in destination competitiveness and market visibility. Recent studies suggest that digital storytelling, social media engagement, and online reputation management play increasingly important roles in shaping tourist perceptions and destination image (Tran & Rudolf, 2022).

From a strategic management perspective, these improvements contribute to the development of sustainable competitive advantages. Porter's differentiation strategy suggests that destinations can achieve competitive positioning by emphasizing unique attributes and effectively communicating them to target markets. In the context of halal tourism, digital branding enables destinations to communicate their halal identity, cultural uniqueness, and service quality to wider audiences, thereby increasing their attractiveness within the growing global halal tourism market.

Social Transformation and Sustainable Community Development

The overall implementation process reveals a progressive pattern of social transformation. The transformation begins with awareness-building activities, followed by capacity enhancement, practical implementation, and institutionalization of new practices. This process closely resembles Lewin's three-stage model of change, consisting of unfreezing, changing, and refreezing stages. Participants first developed awareness of halal tourism opportunities, then acquired the skills

necessary to implement new practices, and finally institutionalized these practices within their tourism management systems.

The findings also support recent studies demonstrating that community-based interventions facilitate sustainable social transformation when they are accompanied by continuous mentoring and institutional support. Emphasizes that the sustainability of community-based halal tourism depends on the community's ability to internalize knowledge and independently manage tourism development over time. Similarly, recent studies on rural tourism development highlight that long-term sustainability requires adaptive learning, stakeholder collaboration, and strong local institutions.

Constraints and Sustainability Challenges

Despite the positive outcomes, several challenges remain. Limited participant availability, uneven digital literacy levels, and inadequate tourism infrastructure emerged as significant barriers. These findings are consistent with previous studies identifying human resource capacity and institutional support as major determinants of successful community-based tourism development.

From a systems theory perspective, these challenges highlight that community empowerment cannot operate in isolation. Sustainable tourism development requires supportive ecosystems involving government institutions, private sector actors, educational institutions, and local communities. Therefore, the success of future interventions depends not only on community readiness but also on the availability of enabling policies, infrastructure, financial resources, and collaborative governance mechanisms.

5 Conclusion

Overall, the program demonstrates that ABCD-based halal tourism mentoring can strengthen Pokdarwis' managerial capacity, improve halal tourism literacy, encourage participatory destination transformation, and support the development of sustainable community-based halal tourism destinations along the Southern Coastal Route (JLS) of Tulungagung. The integration of participatory empowerment, local asset

optimization, and digital branding contributed to improving destination competitiveness, strengthening local tourism governance, and enhancing the implementation of Muslim-friendly tourism services within coastal tourism communities. These findings also confirm that the sustainability of halal tourism development depends on community readiness, collaborative institutional support, and adaptive digital transformation. However, several challenges remain, particularly regarding uneven digital literacy, limited tourism infrastructure readiness, and the sustainability of post-training implementation. Therefore, continuous mentoring, institutional collaboration, halal certification assistance, and policy integration involving local governments and tourism stakeholders are necessary to support the long-term development of inclusive, competitive, and sustainable halal tourism destinations.

6 Acknowledgements

The authors would like to express their sincere appreciation to all parties who have contributed to the successful implementation of this community service program. Special thanks are extended to the Forum Komunikasi Kelompok Sadar Wisata (Forkom Pokdarwis) of Tulungagung for their active participation and support, which enabled the halal tourism short course to be conducted effectively. Gratitude is also addressed to the Government of Tulungagung Regency, village administrations along the Southern Coastal Route (Jalur Lintas Selatan/JLS), and the local tourism awareness groups (Pokdarwis) for their collaboration and commitment throughout the program. In particular, the authors would like to acknowledge Mr. Karsi Nero Soetamprin, Head of Forkom Pokdarwis, as a key partner who played an active role in all stages of the program, from asset mapping and training implementation to the execution of follow-up action plans. The authors further extend their appreciation to the mentoring team, facilitators, and experts who contributed to the development of training modules, workshop implementation, field assistance, and program evaluation. The synergy and dedication of all stakeholders have been instrumental in ensuring the success of this initiative and in strengthening the

development of community-based halal tourism destinations in the JLS area of Tulungagung.

7 Reference

- Adinugraha, H. H., Rahmawati, F., & Andrian, R. (2025). Local Cultural Transformations in the Development of Halal Tourism in Indonesia and Malaysia. *Dampeng: Journal of Art, Heritage and Culture*, 1(3), 162–179. <https://doi.org/10.70742/dampeng.v1i3.354>
- Ahyadi, Kurniawati, D., Niam, K., Arifin, Z., & Ahmad, A. (2026). ENHANCING RELIGIOUS TOURISM THROUGH HALAL CERTIFICATION AND CREATIVE PACKAGING: AN ASSET-BASED COMMUNITY DEVELOPMENT PERSPECTIVE. *International Journal of Cultural and Social Science*, 7(1), 84–91. <https://doi.org/10.53806/ijcss.v7i1.1264>
- Campo, C., & Guzman, R. D. (2024). An Asset-based Community Development (ABCD) Approach to Integrating Natural Capital as Touristic Assets. *Journal of Management, and Development Research*, 1(1), 1–12. <https://doi.org/10.69739/jmdr.v1i1.71>
- Hamdi, M., & Widodo, H. (2026). Developing Halal Tourism Destinations in Kitakyushu, Japan: An International Community Service Collaboration. *IJECS: Indonesian Journal of Empowerment and Community Services*, 7(1), 135–147. <https://doi.org/10.32585/ijeecs.v7i1.7501>
- Harini, S., Rahmawati, R., Silaningsih, E., Nurhayati, I., Mutmainah, I., Rainanto, B. H., & Endri, E. (2025). Development of Halal Tourism Villages Based on Local Culture and Sustainability. *Tourism and Hospitality*, 6(2). <https://doi.org/10.3390/tourhosp6020055>
- Jaelani, A. K., Kusumaningtyas, R. O., Sarjiyanto, S., & Sobirov, B. (2025a). Sustainable Halal Tourism Regulation Based on Local Wisdom in Indonesia and Uzbekistan. *Journal of Human Rights, Culture and Legal System*, 5(1), 351–377. <https://doi.org/10.53955/jhcls.v5i1.671>

- Jaelani, A. K., Kusumaningtyas, R. O., Sarjiyanto, S., & Sobirov, B. (2025b). Sustainable Halal Tourism Regulation Based on Local Wisdom in Indonesia and Uzbekistan. *Journal of Human Rights, Culture and Legal System*, 5(1), 351–377. <https://doi.org/10.53955/jhcls.v5i1.671>
- Jauhari, S., Zakaria, M., Amrulloh, M. K. Z., Wijayanto, M. D., Nafi, A., & Hakim, A. (2025). Community Empowerment in the Development of Halal Tourism in Religious Destinations of Syaikh Wasil Setono Gedong Kediri. *TAAWUN*, 5(02), 311–326. <https://doi.org/10.37850/taawun.v5i02.1020>
- Kurniawan, T., Islam, M. F., Gazi, Md. A. I., & Hossain, M. B. (2025). Halal tourism research in Indonesian context: A bibliometric analysis. *Discover Sustainability*, 6(1), 254. <https://doi.org/10.1007/s43621-025-00959-7>
- Liu, C., Liu, G., Gao, H., & Xie, Y. (2025). Effect of No-Tillage on Soil Bacterial Community Structure in the Black Soil Region of Northeast China. *Sustainability*, 17(5), 2114. <https://doi.org/10.3390/su17052114>
- Livingston, M., & Cummings-Clay, D. (2023). Advancing adult learning using andragogic instructional practices. *International Journal of Multidisciplinary Perspectives in Higher Education*, 8(1), 29–53. <https://doi.org/10.32674/jimphe.v8i1.3680>
- Nahidloh, S., Qadariyah, L., Setiawan, F., Putra, T. R., & Pujiati, T. (2025). Evaluating Halal Certification Assessment on Madurese Tourism Destination. *AL-IHKAM: Jurnal Hukum & Pranata Sosial*, 20(2), 643–672. <https://doi.org/10.19105/al-lhkam.v20i2.14913>
- Nurhayati, I., Gustiawati, S., Rofiáh, R., Pujiastuti, S., Mutmainah, I., Rainanto, B. H., Harini, S., & Endri, E. (2025). Community-Based Halal Tourism and Information Digitalization: Sustainable Tourism Analysis. *Tourism and Hospitality*, 6(3). <https://doi.org/10.3390/tourhosp6030148>
- Park, E., & Widyanta, A. (2022). Food tourism experience and changing destination foodscape: An exploratory study of an emerging food

- destination. *Tourism Management Perspectives*, 42, 100964. <https://doi.org/10.1016/j.tmp.2022.100964>
- Prayoga, T. Z., Rahmiati, F., Amin, G., Goenadhi, F., & Hariri, M. (2024). Boosting Local Economy through Tourism: Community-Based Tourism on Cultural Tourism Activities. *Ilomata International Journal of Social Science*, 5(2), 499–511. <https://doi.org/10.61194/ijss.v5i2.1146>
- Rahman, M. R., Mustapha, M. R., & Fauzi, M. A. (2026). Halal tourism in Southeast Asia: Past, present and future trends. *Journal of Islamic Accounting and Business Research*, 1–23. <https://doi.org/10.1108/JIABR-08-2025-0499>
- Sari, P. R. K., Wardani, R., Mutia, G. R., Amri, S., & Ratnasari, R. T. (2025). Halal tourism and Sasak culture: ANP approach. *Journal of Islamic Marketing*, 16(9), 2489–2513. <https://doi.org/10.1108/JIMA-10-2024-0473>
- Snowden, B., Lahiri, S., Dutton, R., & Morton, L. (2023). Achieving and Sustaining Change Through Capacity Building Train-the-Trainer Health Initiatives in Low- and Middle-Income Countries: A Systematic Review. *Journal of Continuing Education in the Health Professions*, 43(2), 96. <https://doi.org/10.1097/CEH.0000000000000458>
- Timur, Y. P., Wijaya, M. W., Hilmi, A., Nizami, A. G., Sari, D. P., & Ahmad, M. I. (2025). Mapping Halal Tourism as Sustainable Tourism Through the Lens of the Triple Bottom Line: Insights and Lessons Learned from a Scopus-Based Bibliometric Review (2017-2024). *International Journal of Sustainable Development and Planning*, 20(7), 2843–2857. <https://doi.org/10.18280/ijstdp.200709>
- Tran, N. L., & Rudolf, W. (2022). Social Media and Destination Branding in Tourism: A Systematic Review of the Literature. *Sustainability*, 14(20). <https://doi.org/10.3390/su142013528>

- M. B. N., S.a.p, R. S., Ekaningsih, L. A. F., Rizal, H. S., & Fathurrohman, A. (2026). Asset-Based Community Development: | Engagement: Jurnal Pengabdian Kepada Masyarakat. <https://engagement.fkdp.or.id/index.php/engagement/article/view/1784>
- Wang, H., Zhang, B., & Qiu, H. (2022). How a hierarchical governance structure influences cultural heritage destination sustainability: A context of red tourism in China. *Journal of Hospitality and Tourism Management*, 50, 421–432. <https://doi.org/10.1016/j.jhtm.2022.02.002>