

ISLAMIC SERVICE REGULATIONS FOR OPTIMIZING HALAL TOURISM POTENTIAL IN PANGANDARAN BASED ON THE WEST JAVA GOVERNOR'S REGULATION AND HALAL TOURISM GUIDELINES

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ARTICLE INFORMATION

History of the article:

Received: 26 August, 2024
Revised: 16 September, 2024
Accepted: 18 September, 2024
Published: 31 December, 2024

Keywords:

Halal Tourism, Islamic Service Ethics, Special Regulations, Worship Facilities, Destination Development

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ABSTRACT

Pangandaran Regency holds considerable potential to emerge as a prominent halal tourism destination, supported by places of worship, halal cuisine, Islamic boarding school-based creative economies and halal accommodations. Despite these assets, the absence of specific regulations governing halal tourism hinders full optimization. Presently, Pangandaran relies on broader frameworks like West Java Governor Regulation Number 1 of 2022 on Sharia Economy and Finance Development, along with the 2019 West Java Halal Tourism Guidelines. This study explores the application of Islamic service ethics as a tailored regulatory approach to foster halal tourism growth in Pangandaran. It also aims to identify implementation challenges and propose viable solutions. The research uses qualitative methods to draw from regulatory analysis, interviews, questionnaires, observations, and documentation. The theoretical framework incorporates contemporary maqashid Sharia, legal change theory, masalah mursalah, and halal theory. Findings reveal that integrating Islamic service ethics can effectively serve as a specialized regulation to unlock Pangandaran's halal tourism potential. This approach enhances security, comfort, and appeal for Muslim tourists, aligning with their religious values. Furthermore, the study underscores the broader economic benefits of halal tourism, offering a scalable regulatory model applicable to other regions with similar potential. The implications of this research extend to Islamic economics by promoting Sharia principles within the tourism sector, driving economic growth, and



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positioning Pangandaran as a leading halal tourism hub. This initiative bolsters local development and contributes to the overarching vision of integrated halal tourism in Indonesia.

How to cite: Ahyani, H., Mutmainah, N., Adnan, N. I. M., Khafidz, H. A., Solehudin, E., Huda, M., & Lathif, A. M. M. (2024). Islamic Service Regulations for Optimizing Halal Tourism Potential in Pangandaran Based on The West Java Governor's Regulation and Halal Tourism Guidelines. *Jurnal Ilmu Ekonomi Dan Bisnis Islam*, 6(2), 100–115. <https://doi.org/10.24239/jiebi.v6i2.305.100-115>.

INTRODUCTION

West Java Province, consisting of 18 regencies and nine cities with an area of 37,040 km² and a population of 48,637,180 people, faces challenges in resource management and regional development (Geographic Information System Portal of the Ministry of Home Affairs of the Republic of Indonesia). Among these regencies, Pangandaran Regency, which, based on the 2020 population census, has an area of 1,010.00 km² and a population of 42,368 people (Badan Pusat Statistik Provinsi Jawa Barat, 2022), stands out for its significant natural tourism potential. Pangandaran is known for its main tourist attractions, such as Pangandaran Beach, Green Canyon, and Batu Hiu, attracting domestic and international visitors. Tourist visit data shows that in 2022, Pangandaran Regency received more than 1.5 million tourists, reflecting the high interest in this tourist destination (Badan Pusat Statistik Kabupaten Pangandaran, 2023). However, the main challenge faced is how to manage this tourism potential properly, especially in terms of infrastructure and environmental sustainability.

Although Pangandaran has great tourism potential, geographical issues such as limited space and infrastructure often affect the effectiveness of tourism development. Limited land and infrastructure capacity often hinder optimizing tourist experiences and ensuring

environmental sustainability. In this context, developing effective regulations is essential to overcome these challenges and utilize existing tourism potential. For example, regulations governing environmental management and tourism facilities must be considered to avoid negative impacts from increasing visitor numbers.

Therefore, this study aims to analyze the application of Islamic service ethics as a special regulation to optimize halal tourism potential in Pangandaran. By considering tourist visit data and existing geographical challenges, it is hoped that this study can provide valuable recommendations to improve tourism management and ensure that halal tourism development can occur sustainably and effectively in Pangandaran Regency.

In the Regional Regulation (PERDA) of Pangandaran Regency Number 7 of 2018 concerning the Regional Tourism Development Master Plan (RIPPARDA) 2018-2025, tourism is explained as a travel activity carried out for recreation, self-development, or study of the uniqueness of tourist attractions in a temporary period (Bupati Pangandaran, 2018). However, the Pangandaran RIPPARDA does not explicitly mention halal or Sharia. This regulation only covers multidimensional tourism activities without touching on specific aspects such as halal tourism.

The Pangandaran RIPPARDA emphasizes that regional tourism is an integral

part of a systematic, planned, integrated, sustainable, and responsible long-term development plan, with the protection of religious, cultural, and environmental quality values. Pangandaran, as a National Tourism Strategic Area (KSPN) in West Java Province, has various tourist destinations such as natural, cultural, artificial, and culinary tourism (Abidin & Anggita, 2022). The tourism development vision for Pangandaran Regency is "Realizing Pangandaran Regency as a World-Class Tourism Destination Based on the Environment, Nature, and Culture."

The potential for halal tourism in Pangandaran Regency includes religious tourism, halal culinary, halal hotels, and halal tourist villages, which can improve the welfare of local communities (Gustina et al., 2019; Mukhtar et al., 2022; Adli, 2021; Ahyani et al., 2021, 2022). However, the development of halal tourism in Indonesia still faces regulatory constraints. Although halal tourism has excellent potential, related regulations are still weak, so special regulations are needed to support this industry (Susilawati, 2019; Santoso et al., 2020). Strong regulations will help optimize the potential of halal tourism and improve community welfare through job creation and the development of small and medium enterprises (SMEs) (Nurdin, 2019).

Several previous studies have focused on tourism development and halal tourism potential in various regions. Research has also reviewed the regulatory and policy aspects of halal tourism in a limited way. However, no comprehensive research discusses the application of Islamic service ethics as a special regulation in the context of halal tourism development in the Pangandaran Regency. Therefore, this study examines the application of Islamic service ethics as a special regulation to optimize the potential of halal tourism in the

Pangandaran Regency. This study aims to identify and analyze how Islamic service ethics can be used as a basis for regulation to support the development of halal tourism, as well as to overcome challenges and solutions in its implementation. This research is expected to contribute significantly to formulating policies that support halal tourism and improve community welfare through the development of the tourism sector in Pangandaran Regency.

LITERATURE REVIEW

Halal Tourism Concept

Halal tourism refers to the concept of tourism that meets Islamic Sharia standards, focusing on providing services, facilities, and products that comply with Islamic principles. According to Nurdin (2019), halal tourism is about providing halal food and accommodation and includes cultural and service aspects that reflect Islamic values. This includes providing worship facilities, halal cuisine, and services that comply with Sharia principles. The Ministry of Tourism (2019) added that halal tourism must consider various dimensions, such as ease of access, cleanliness, and the halalness of the products and services.

This study aims to evaluate the implementation of Islamic service ethics as a specific regulation to optimize the potential of halal tourism in the Pangandaran Regency. While previous studies, as explained by Nurdin (2019) and the Ministry of Tourism (2019), focused on the provision of services, facilities, and products that comply with Islamic sharia standards with an emphasis on practical aspects such as halal food, accommodation, and cleanliness, this study proposes a more in-depth approach. This study not only identifies and analyzes how Islamic service ethics can be used as a basis for the regulation of halal

tourism but also addresses challenges and offers specific solutions for implementation at the local level. While previous studies provide an overview of Sharia principles in halal tourism, this study focuses on developing Islamic service ethics-based regulations and their implementation in the Pangandaran Regency, offering a more detailed and contextual contribution to improving the quality of service and community welfare.

Implementation of Islamic Service Ethics in Tourism

Islamic service ethics involve moral and ethical principles based on Islamic teachings in the provision of services. Adli (2021) explains that implementing Islamic service ethics in the tourism sector aims to ensure that all aspects of service meet Sharia standards and provide comfort and satisfaction to Muslim tourists. This includes honesty, friendliness, transparency in service, and compliance with sharia principles. These ethics are important for building trust and loyalty among Muslim tourists (Santoso et al., 2022).

In the study of the implementation of Islamic service ethics in tourism, there are significant similarities and differences between previous studies and the focus of this study. Previous studies, as explained by Adli (2021) and Santoso et al. (2022), emphasize the application of Islamic ethical principles, such as honesty, friendliness, and transparency, in the tourism sector to ensure that services meet sharia standards and increase the satisfaction and comfort of Muslim tourists. This study explores how these principles build trust and loyalty among Muslim tourists.

In contrast, this study focuses on applying Islamic service ethics as a specific regulation to optimize the potential of halal tourism in the Pangandaran Regency. While

previous studies provide a general understanding of the importance of Islamic service ethics in tourism and its impact on tourist satisfaction, this study seeks to identify and analyze how these ethics can be used as a basis for regulations to support the development of halal tourism, specifically at the local level. This study also aims to address the challenges and solutions in the implementation of Islamic service ethics in the Pangandaran Regency, offering a more focused contribution to formulating local policies and strategies to improve the halal tourism sector.

Thus, the main difference lies in the context and practical application, where this study follows the general principles identified previously and adapts them within a specific local regulatory framework.

Halal Tourism Regulation in Indonesia

Halal tourism regulations in Indonesia are still in development, with several regions starting to adopt policies to support this sector. According to Santoso et al. (2020), although halal tourism has enormous potential, existing regulations are often not specific or comprehensive enough. Susilawati (2019) points out that the lack of regulations related to halal tourism can hinder the development of this sector. Therefore, special regulations are needed to regulate various aspects of halal tourism in detail to maximize its potential and economic benefits.

At the national level, regulations regarding halal tourism are regulated in the Presidential Regulation of the Republic of Indonesia Number 28 of 2020 concerning the National Strategy for the Development of the Sharia Economy. This regulation provides a general framework for developing the Sharia economy, including halal tourism. In this regulation, the government sets out a vision

and strategic steps to develop halal tourism to advance the Sharia economy (Presiden Republik Indonesia, 2020).

At the provincial level, especially in West Java, there is the West Java Governor Regulation Number 1 of 2022 concerning the Sharia Economy and Finance Development. This regulation regulates the development of the sharia economic sector, including halal tourism, by providing guidelines for managing tourist destinations under sharia principles. This regulation covers various aspects such as halal certification for food and beverages, provision of prayer facilities, and training for tourism service staff to ensure that tourism facilities and services meet the established halal standards (Gubernur Jawa Barat, 2022).

In addition, the 2019 West Java Halal Tourism Guidelines provide technical guidance for implementing halal standards in the tourism industry. These guidelines detail the operational criteria that must be met by tourism service providers, including aspects of cleanliness, halal food, and the availability of facilities for prayer. These guidelines aim to ensure that all aspects of tourism services meet the needs of Muslim tourists and are under applicable Sharia principles (Taufik et al., 2019).

With these regulations and guidelines, it is hoped that Indonesia's halal tourism sector can develop more structured and effectively. This study aims to analyze how applying Islamic service ethics as a special regulation can help optimize the potential of halal tourism in the Pangandaran Regency while also providing recommendations for improving existing regulations. In the context of halal tourism regulation in Indonesia, there are significant similarities and differences between previous studies and the focus of this study. Previous studies, such as those by Santoso et al. (2020) and Susilawati (2019), show that although the

potential for halal tourism in Indonesia is immense, existing regulations are often not specific or comprehensive enough. Santoso et al. emphasized that existing policies have not fully met the need to support the development of halal tourism. At the same time, Susilawati identified the lack of regulation as a significant obstacle to the development of this sector. Both studies highlight the importance of developing more detailed regulations to maximize the potential of halal tourism.

This study focuses on applying Islamic service ethics as a specific regulation to optimize the potential of halal tourism in the Pangandaran Regency. While previous studies provide an overview of the shortcomings in halal tourism regulations and the need to develop more comprehensive policies, this study aims to identify and analyze how Islamic service ethics can be used as the basis for more specific and focused regulations for certain areas. Thus, this study discusses the identified regulatory shortcomings and offers concrete solutions by implementing Islamic service ethics within a local regulatory framework. This research focuses on the practical and contextual application of Islamic service ethics to support the development and implementation of halal tourism regulations at the local level, which distinguishes it from the general approach taken in previous research.

Case Studies and Best Practices

Several regions in Indonesia have succeeded in developing halal tourism thanks to supportive regulations and policies. Lombok, for example, has won international awards for halal tourism thanks to effective policies and implementation (Fahmi et al., 2023). According to Wijaya & Sholeh (2020), Lombok's success can be used as a model for other regions in developing halal tourism,

including applying Islamic service ethics as part of the regulation.

In the context of case studies and best practices of halal tourism in Indonesia, there are significant similarities and differences between previous studies and the focus of this study. As explained by Fahmi et al. (2023) and Wijaya and Sholeh (2020), previous studies show that regions such as Lombok have succeeded in developing halal tourism thanks to supportive policies and regulations. Lombok succeeded through effective policy implementation and integrating Islamic service ethics into tourism regulations, making it a model other regions can adopt.

This study focuses on applying Islamic service ethics as a specific regulation to optimize the potential of halal tourism in the Pangandaran Regency. Although previous studies provide concrete examples of how policies and best practices can be successful in areas such as Lombok, this study highlights how these principles can be applied and adapted to the local context in Pangandaran Regency. This study aims to explore more deeply how Islamic service ethics can be implemented as part of regulations to support the development of halal tourism, specifically at the local level. In contrast, previous studies have focused more on case studies and existing policy models. Both approaches acknowledge the importance of integrating Islamic service ethics into halal tourism development. Both previous studies and this study consider that supportive policies and regulations, including applying Islamic ethical principles, are key to success in the halal tourism sector.

The main differences lie in the specific application and context of the study. Previous studies, such as those discussed by Fahmi et al. and Wijaya and Sholeh, focused more on case studies and successful implementation in

Lombok as a model for other areas. In contrast, this study emphasizes the application of Islamic service ethics in local regulations in the Pangandaran Regency to develop more detailed and contextual policies. This study also focuses on identifying challenges and solutions in implementation in a specific area, offering a more specific contribution than the general approach described in previous case studies.

Halal Tourism Potential in Pangandaran Regency

Pangandaran Regency has great potential in developing halal tourism, with various supporting facilities such as places of worship, halal cuisine, and halal accommodation (Gustina et al., 2019; Ahyani et al., 2021). However, as stated by Abidin and Anggita (2022), the current regulations do not explicitly cover the halal aspect, which can potentially limit the development of this sector. Further research is needed to explore how Islamic service ethics can be integrated into regional regulations to optimize the potential of halal tourism in Pangandaran.

In discussing the potential of halal tourism in Pangandaran Regency, there are similarities and differences between previous studies and the focus of this study. As explained by Gustina et al. (2019) and Ahyani et al. (2021), previous studies highlighted Pangandaran's great potential in developing halal tourism with supporting facilities such as places of worship, halal cuisine, and halal accommodation. The study showed that Pangandaran has a strong foundation for attracting Muslim tourists. However, Abidin and Anggita (2022) indicated that current regulations do not explicitly cover halal aspects, which can hinder the development of this sector. On the other hand, this study focuses on how Islamic service ethics can be

integrated into regional regulations to optimize the potential of halal tourism in Pangandaran Regency. While previous studies provide an overview of the potential and shortcomings of existing regulations, this study aims to dig deeper into how Islamic service ethics can improve existing regulations and support the development of halal tourism more effectively.

This study also includes an analysis of the challenges and solutions in implementing Islamic service ethics at the local level, which distinguishes it from previous studies that are more descriptive and general. Both acknowledge Pangandaran's potential in the halal tourism sector and highlight the importance of sharia-compliant facilities. In addition, both acknowledge the shortcomings in current regulations that may hinder the development of halal tourism. Previous studies have focused more on describing the potential and facilities that support halal tourism and identifying shortcomings in regulations in general. In contrast, this study focuses on applying Islamic service ethics as a specific solution to address shortcomings in local regulations and optimize the potential of halal tourism in the Pangandaran Regency. This study also aims to develop more detailed and contextual policies, offering practical solutions to improve the implementation of halal tourism at the local level.

Research Gaps and Novelities

Based on the literature review, several studies have discussed the development of halal tourism and the application of Islamic ethics in various contexts. However, comprehensive research on the application of Islamic service ethics as a special regulation in the development of halal tourism in the Pangandaran Regency is still very limited. Therefore, this study aims to fill this gap by

exploring how Islamic service ethics can be used as a basis for formulating special regulations supporting halal tourism development in Pangandaran. The purpose of this study is to provide a clear and practical framework for implementing Islamic ethics in halal tourism regulations and make a significant contribution to formulating policies that support this sector.

Although several studies have discussed the development of halal tourism and the application of Islamic ethics in various contexts, comprehensive research on the application of Islamic service ethics as a specific regulation in the development of halal tourism in Pangandaran Regency is still minimal. Previous studies generally focus on the general aspects of halal tourism and the principles of Islamic ethics in general. However, no in-depth study has explored how Islamic service ethics can be used as a basis for formulating specific regulations that support the development of halal tourism at the local level.

Therefore, this study aims to fill this gap by exploring how Islamic service ethics can be used to formulate specific regulations that support the development of halal tourism in Pangandaran Regency. The main objective of this study is to provide a clear and practical framework for applying Islamic ethics in halal tourism regulations and to make a significant contribution to formulating policies that support this sector. Thus, this study not only fills the existing gaps but also offers concrete and applicable solutions to improve the implementation of halal tourism in the area.

RESEARCH METHOD

This study adopts a mixed methodological approach that integrates normative-empirical methods to explore the

application of Islamic service ethics in the development of halal tourism in the Pangandaran Regency. This approach combines normative legal analysis and empirical data to understand how Islamic ethics can be applied to halal tourism regulations (Sunggono, 2007). Pangandaran Regency, which is known for its great potential for halal tourism through facilities such as places of worship, halal hotels, halal cuisine, and tourist attractions such as Pangandaran Beach and Green Canyon, was chosen as the research location. This study aims to describe and analyze the application of Islamic service ethics as a specific regulation and the challenges faced in its implementation.

Research data were collected through several techniques, including documentation studies, interviews, and observations. Documentation studies were conducted to collect and analyze regulatory documents and guidelines related to halal tourism, such as West Java Governor Regulation Number 1 of 2022 and West Java Halal Tourism Guidelines in 2019 (Gubernur Jawa Barat, 2022; Taufik et al., 2019). This technique helps understand the relevant legal and policy framework and assess the effectiveness of existing regulations. Interviews were conducted with various stakeholders, including local governments, tourism industry players, and tourists, to gain insight into the application of Islamic service ethics in practical contexts and the challenges faced. Direct observation assessed existing conditions and facilities, providing additional perspectives on implementing policies and services available.

Data analysis was conducted using qualitative and documentation techniques. Qualitative analysis was used to explore the application of Islamic ethics in halal tourism regulations and identify challenges and

possible solutions (Sihombing, 2023). Data from interviews and observations were analyzed to understand the experiences and perceptions of various stakeholders regarding regulations and policies. Meanwhile, documentation analysis was used to assess existing policies and provide recommendations for improvement. The descriptive-analytical research design used purposive sampling techniques to ensure relevant representation from local governments, tourism industry players, and tourists. Through this methodology, the study is expected to provide in-depth insights into the application of Islamic service ethics in halal tourism development and ways to optimize the potential of halal tourism in Pangandaran Regency.

RESULT AND DISCUSSION

Results

Halal Tourism Potential in Pangandaran Regency

Pangandaran Regency demonstrates significant potential to become a leading halal tourism destination due to several favourable factors. The region is equipped with around 500 mosques, including 12 jami' mosques and numerous public mosques, as well as 720 prayer rooms, which cater to the worship needs of Muslim tourists (Jabar Open Data, 2023; Kementerian Agama Provinsi Jawa Barat, 2023). Additionally, Pangandaran hosts notable Islamic boarding schools like the historic Kalangsari Islamic Boarding School, which provides opportunities for religious, educational, and agro-tourism (Jabar Open Data, 2023). Facilities such as the Great Prayer Center in Batuakras Village further enhance the region's attractiveness for religious and halal tourism (Jabar Open Data, 2023). Pangandaran's diverse range of hotels, offering

prayer facilities and segregated amenities, supports its potential as a halal destination. Moreover, local fishery, agriculture, and animal husbandry production form a solid foundation for halal culinary tourism. To fully capitalize on this potential, regional authorities must conduct a thorough SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to address the current strengths and challenges in developing Pangandaran into a prominent halal tourism hub ([Kementerian Agama Provinsi Jawa Barat, 2023](#)).

Principles of Islamic Business Ethics in Optimizing Halal Tourism Potential

The development of halal tourism in Pangandaran can be significantly enhanced by applying Islamic business ethics principles aligned with maqasid al-shari'ah, which aims to preserve religion, life, reason, lineage, and property ([Sholihah, 2020](#); [Fauzia, 2016](#)). These principles ensure that tourism activities comply with Sharia and contribute positively to societal welfare. Key Islamic business ethics principles include monotheism (Tawhid), justice and balance, freedom, responsibility, and goodness. Monotheism underscores the unity of God and the integration of this belief into all aspects of life, including business practices. Justice and balance guarantee fair treatment for all stakeholders, while freedom allows for creativity within Islamic boundaries. Responsibility highlights the need for accountability, and goodness promotes actions beneficial to society ([Janah & Ghofur, 2018](#); [Nizar & Rakhmawati, 2020](#)).

Applying these principles to halal tourism affects various aspects, including facilities and services. For instance, honesty and trust must be reflected in all interactions with tourists, ensuring transparency in promotional activities and the clarity of halal certifications.

Evidence from a tourist satisfaction survey indicates that 85% of respondents are satisfied with the clarity of halal certification, while 90% find that services align with the principles of sincerity and brotherhood. These principles, reflected in the staff's interactions with tourists, are reinforced through training programs focusing on Islamic service ethics. The positive feedback from customers highlights the effectiveness of these ethical practices.

Additionally, ensuring knowledge and fairness involves providing staff with thorough training on Islamic principles and guaranteeing that all facilities adhere to halal standards. Audit reports confirm that tourism facilities in Pangandaran comply with halal criteria and that staff training programs are in place ([Taufik et al., 2019](#)). By integrating these Islamic business ethics principles, Pangandaran can enhance service quality and build its reputation as a reliable halal tourism destination, attracting more tourists and benefiting the regional economy ([Shodikin, 2016](#); [Azzarqa & Khanifa, 2014](#)).

Discussion

Implications of Islamic Service Ethics for Optimizing Halal Tourism in Pangandaran Regency

The integration of Islamic service ethics into the development of halal tourism in Pangandaran is pivotal for optimizing the region's tourism potential and achieving its goal of becoming a world-class destination grounded in national values. Principles of Islamic service ethics honesty, trustworthiness, sincerity, brotherhood, knowledge, and justice are fundamental in ensuring that tourism services adhere to Islamic values and maintain high integrity standards. Implementing these principles involves ensuring transparency in

promotional activities and providing clear information about halal certifications in hotels and restaurants. Supporting evidence includes a tourist satisfaction survey where 85% of respondents expressed satisfaction with the clarity of halal certification, and 90% appreciated services aligned with sincerity and brotherhood principles. Training staff in Islamic service ethics has led to more positive interactions with tourists, as reflected in favourable customer reviews.

Furthermore, knowledge and fairness are crucial for ensuring compliance with halal standards. Adequate staff training on Islamic principles and adherence to halal criteria have been confirmed through audit reports. Case studies of successful hotels and restaurants implementing these ethical practices underscore the positive impact on customer satisfaction and service quality. By continuously applying these principles, Pangandaran can enhance its status as a premier halal tourism destination, attracting Muslim travellers and contributing to Indonesia's halal tourism growth. Adhering to the 5A model—attractions, accessibility, amenities, available packages, and activities—can further optimize the tourism experience, ensuring that all aspects of tourism infrastructure meet halal standards (A. Anjani, [personal communication, 2024](#)).

The alignment with national strategies for halal tourism, supported by frameworks like the Islamic Economic Masterplan and the National Committee for Sharia Finance, emphasizes the importance of creating a robust halal industry ecosystem. This includes improving halal certification processes and expanding halal product industries (KNEKS, 2022). By integrating these national goals with local practices, Pangandaran can enhance its appeal and contribute to the halal tourism

market. Applying Islamic service ethics supports local economic development. It ensures that tourism practices are consistent with Islamic values, offering long-term benefits for the local community and tourists (Rosili, [personal communication, 2022](#)).

Challenges and Solutions to Implementing Islamic Service Ethics

Challenges:

1. Arrangement, Expansion, and Acceleration of Road Access to Pangandaran: The development of halal tourism is hindered by inadequate road access and regional arrangement issues. Pangandaran's distance from major urban centres like Bandung and Jakarta poses challenges. Proposed solutions include constructing a toll road and encouraging airlines to establish routes to Pangandaran (Bagian Protokol dan Komunikasi Pimpinan & Sekretariat Daerah Kabupaten Pangandaran, 2020).
2. Lack of Tourism Support Facilities and Infrastructure: Major obstacles include insufficient tourism infrastructure and funding issues. Prioritizing improvements in local regulations and road quality is crucial for infrastructure development (Fauzi et al., 2019).
3. Lack of Public Understanding of Halal Tourism: There is a general lack of understanding about halal tourism among locals. Educational campaigns and community outreach are necessary to enhance awareness and understanding of halal tourism (Ano, [personal communication, 2024](#)).
4. Minimal Human Resources for Halal Tourism: The shortage of trained personnel and the high cost of halal certification are barriers. Recruiting and training halal

tourism staff and facilitators is essential (Rani, personal communication, 2024).

5. Absence of Halal Tourism Regulations: The current regulations focus more on general tourism than halal-specific needs. Developing and implementing local regulations that address halal tourism standards is critical (Rosili, personal communication, 2024).

Solutions:

1. Improving Road Access: Constructing a toll road and attracting airlines to establish routes to Pangandaran will improve accessibility. The Regent of Pangandaran has planned to complete the toll road project and encourage flights from major cities (Bagian Protokol dan Komunikasi Pimpinan & Sekretariat Daerah Kabupaten Pangandaran, 2020).
2. Enhancing Tourism Infrastructure: Securing funding and investment for tourism infrastructure is essential. Proposals for infrastructure development should be submitted to relevant stakeholders, focusing on improving road quality and expanding support services.
3. Increasing Public Awareness of Halal Tourism: Implementing educational campaigns and community outreach programs can improve public understanding of halal tourism. These efforts should explain the benefits and requirements of halal tourism to residents and businesses.
4. Developing Human Resources: Expanding recruitment and training programs for halal tourism staff is necessary. The recruitment of halal product facilitators should be increased to meet industry needs.
5. Establishing Regulations: Developing and implementing specific local regulations

(Perda) on halal tourism will provide a clear framework for its development and management. Accelerating this process is essential for establishing a robust halal tourism sector in Pangandaran.

By addressing these challenges through targeted solutions, Pangandaran can effectively leverage its potential as a halal tourism destination while aligning with the principles of Islamic service ethics.

CONCLUSION

The study reveals that applying Islamic service ethics in optimizing halal tourism in Pangandaran Regency involves embracing principles that enhance the comfort of both Muslim and non-Muslim tourists. These principles include truthfulness, trustworthiness, sincerity, fraternalism, mastery of knowledge, and justice. Pangandaran Regency can make significant strides in its tourism development goals by adhering to these ethics. However, several challenges persist. These include insufficient development and acceleration of road access, a lack of essential tourism infrastructure, limited public understanding of halal tourism, a shortage of trained human resources, and the absence of specific halal tourism regulations. To address these issues, several solutions are proposed: planning and constructing toll roads to improve access, attracting airlines and travel agents to establish routes to Pangandaran, enhancing public awareness of halal tourism, developing and recruiting skilled personnel for halal tourism, and accelerating the establishment of local regulations that specifically address halal tourism. By tackling these challenges and implementing these solutions, Pangandaran Regency can better

realize its vision for halal tourism and contribute to its overall tourism development.

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