



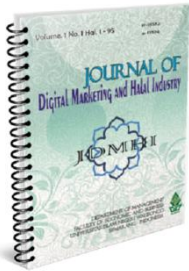
## Zoning Potential Halal Tourism; Evidence in Indonesia

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### ARTICLE INFO



#### Article history:

Received 28 February 2022

Accepted 26 August 2022

Published 30 October 2022

#### Keywords:

Repurchase Intention, Halal Food Product Quality, Brand Image Islamic

### ABSTRACT

Halal tourism destinations have grown quite significantly, although there are still various weaknesses. This research aims to map the potential of halal tourist destinations in Pekanbaru. This mapping is expected to be a reference for Pekanbaru City to develop the concept of halal tourism in Pekanbaru. The method in this research is the study of documentation, observation, and interviews. This documentation study is also intended to obtain the concept of mapping halal tourism zoning in the city of Pekanbaru. The results show that tourist attractions in Pekanbaru have very good and friendly facilities for visitors to halal tourism which must be linked to mapping. The potential of halal tourist destinations in Pekanbaru can be grouped into historical destinations, nature, shopping centers, mosques, sports centers and restaurants. Several destinations still need to continue to develop supporting facilities to increase the comfort of visitors to halal destinations while in these destinations. The mapping that has been done has a role as a travel route recommendation that makes it easier to direct halal tourists from arrival to returning to their homes.

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## Introduction

The condition of the pandemic has shaken the tourism sector since the last two years. In 2022, Indonesia will start to reopen tourism services with the hope that this sector can

revive and support the country's economy (Ismanto et al., 2022; Mubarok & Imam, 2020; Muheramtohadhi & Fataron, 2022; Riofita & Iqbal, 2022). The potential of tourism as a tourist destination is very important for the tourism industry. Indonesia has a high contribution to the development of halal tourism, because the population is

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DOI: <http://dx.doi.org/10.21580/jdmhi.2022.4.2.12591>

predominantly Muslim. According to Global Muslim Travel Index (GMTI) 2021, Indonesia was chosen to be the number 3 best halal tourism destination in the world in 2021 (GMTI, 2021).

Tourism is one aspect of development in the economic field that is able to accelerate regional economic development and community welfare so that it needs to be supported by tourism industry stakeholders, both the Government, Majelis Ulama Indonesia (MUI), the private sector and all elements of society, working together to develop a halal tourism business. The background of the social and cultural conditions of the people of Riau Province, which is based on Malay and Islamic culture, has the potential and supports the implementation of halal tourism. Currently, Pekanbaru City does not yet have main zones, functional zones, buffer zones and outer zones for halal tourism. Although regulations regarding the determination of halal tourism have been set forth in Governor Regulation number 18 of 2019.

Based on this, the Province is ready to make improvements related to the tourism sector. This situation is reinforced by the Riau Governor's Regulation Number 18 of 2019 concerning halal tourism, thus halal tourism has the potential to be developed in Riau Province. Based on the Fatwa of the National Sharia MUI No. 108/DSN-MUI/X/2016 concerning Guidelines for the Implementation of Tourism Based on Sharia Principles, sharia tourism is tourism that is in accordance with Sharia principles. Sharia tourism destinations are geographical areas located in one or more administrative areas in which there are tourist attractions, worship and public facilities, tourism facilities,

accessibility, and communities that are interrelated and complement the realization of tourism in accordance with Sharia principles. The principle of implementing Sharia tourism is as follows: avoiding polytheism, immorality, evilness, tabdzir/israf, and evil. Tourism is also directed to create benefits and benefits both materially and spiritually.

Halal tourism attraction is something that exists in the location of a destination or/or tourism destination that not only offers/provides something for tourists to see and do, but becomes a magnet that attracts someone to travel (Pramana and Zamaya, 2021). The main characteristic of halal tourist attraction is to fulfill worship services such as: Prayer facilities, Availability of food and guarantees with halal labels, Adequate public facilities such as toilets with clean water, Services and facilities during the month of Ramadan, As well as the absence of alcoholic beverage activities, and private services that can distinguish between women and men. Determining tourist attraction objects in Pekanbaru City that can be developed into halal tourist destinations. It is necessary to zoning halal tourist attractions, so that the concept of halal tourism can be planned and organized to continue to be developed.

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## **Literature Review**

Halal tourism is part of the tourism industry aimed at Muslim tourists. Tourist services in halal tourism refer to Islamic rules. Basically, sharia tourism is tourism that is carried out to visit tourist attractions to see the greatness of God's creation on earth, so that we can learn to be more grateful and improve the quality of personal faith by referring to the holy books Al-Quran and Al-Hadith (Mutmainah et al,

2022). Tourism destination development is based on five components (Cooper, 2008): (1) attraction includes uniqueness and attraction based on nature, culture and artificial nature; (2) accessibility includes supporting and supporting facilities for tourism transportation facilities and systems; (3) amenities includes supporting facilities and tourism support; (4) ancillary or tourist organization includes authority, responsibility and role in supporting tourism activities.

The principle of tourist destinations must be directed at endeavors to realize the general benefit, enlightenment, refreshment and calming, maintaining trust, security and comfort, realizing goodness that is universal and inclusive, maintaining cleanliness, preserving nature, sanitation and the environment, respecting social values culture and local wisdom that do not violate sharia principles (Adinugraha *et al*, 2021). Furthermore, tourist destinations must have worship facilities that are suitable for use, easily accessible and meet sharia requirements, halal food and drinks that are guaranteed to be halal with a halal certificate from the MUI. Tourist destinations must be protected from nuisance and superstition, immorality, adultery, pornography, pornography, liquor, drugs and gambling, arts and cultural performances and attractions that conflict with Islamic/sharia principles (Battour and Ismail, 2016).

Halal tourist attraction is something that exists at a destination or tourism destination that does not only offer or provide something for tourists to see and do, but becomes a magnet that attracts someone to travel (Ferdiansyah, 2020). Tourism potential is something that currently exists and is being carried out by the community (Widagdyo, 2015). This is due to

the condition of the Indonesian people who are predominantly Muslim and are spread in almost all cities in Indonesia (Awalia, 2017). Halal tourism development needs to be done to increase people's income.

Fatwa DSN-MUI 108/DSN-MUI/X/2016 explained about; (1) tourism is a travel activity carried out by a person or group of people by visiting certain places for the purpose of recreation, personal development, or studying the unique tourist attractions visited in a temporary period; (2) sharia tourism is tourism that complies with sharia principles; (3) tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, businessmen, government and local government; (4) sharia tourism is tourism that complies with sharia principles; (5) sharia tourism destinations are geographical areas that are in one or more administrative areas in which there are tourist attractions, worship and public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism in accordance with sharia principles; (6) tourists are people who travel; (7) sharia travel bureau is a commercial business activity that regulates and provides services for a person or group of people to travel with the main objective of traveling in accordance with sharia principles; (8) tour guides are people who guide in sharia tourism; (9) tourism entrepreneurs are people or groups of people who carry out tourism business activities; (10) sharia hotel business is the provision of accommodation in the form of rooms in a building which can be equipped with food and drink services, entertainment activities and/or other facilities on a daily basis with the aim of obtaining profit which is carried out in accordance with sharia

principles; (11) criteria for sharia hotel business is a formulation of qualifications and/or classification that includes aspects of product, service and management; (12) therapist is a party who performs spa, sauna, and/or massage; (13) an ijarah contract is an agreement for the transfer of usufructuary rights (benefits) over an item or service for a certain time with payment or wages; (14) wakalah bil ujah contract is a power of attorney contract accompanied by ujah from sharia hotels to bureau to make inquiries; (15) ju'alah contract is a company's promise or commitment (iltizam) to provide certain rewards (reward/'iwadh/ju'f to workers ('anil) for achieving results (achievement/natijah) determined from a job (object of akad ju'alah).

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### **Method, Data, and Analysis**

The method in this research is the study of documentation, observation and interviews. Documentation studies are used to enrich the data while at the same time compiling an objective and comprehensive study arrangement for ecotourism development from various literatures (secondary data). This documentation study is also intended to obtain the concepts of mapping the halal tourism zoning of the city of Pekanbaru.

The data collection tool is to use a questionnaire to assess the potential of resources by using the One Score One Indicator Scoring System method in the field study. One Score One Indicator Scoring System is a scoring of 1 (one) for 1 (one) indicator with a scale used is 1-5; which is the development of a Likert scale 1-5, including (1) strongly disagree/strongly (2) disagree (3) undecided (4) agree and (5) strongly agree. The application of the meaning of the scoring can

also be changed and adjusted starting from a score of one (1) meaning very bad/very unattractive/very not unique to a score of seven (5) meaning very good/very interesting/very unique. In assessing the potential of a tourist attraction, at least 7 kinds of aspects are assessed that are related and associated with the potential of a tourism object, namely: 1) uniqueness; 2) scarcity; 3) beauty; 4) seasonality; 5) accessibility; 6) sensitivity; 7) social function which is the embodiment of the first five aspects as an important aspect in the realm of tourism, while the last two aspects are important aspects in the realm of sustainable development.

Data related to halal tourism zoning was collected thoroughly in the Pekanbaru City area. Data collection and observation of all resources are attempted as optimally as possible in accordance with the capabilities of the research team (assessors of ecotourism resources). Data collection in the form of a questionnaire instrument addressed to each object is assessed for its eligibility to be included in the halal tourism zoning in accordance with predetermined criteria. The Grouping of Pekanbaru Tourism Destinations is as follows:

**Table 1.**

*Grouping of destination*

No	Destination
<b>a. History :</b>	
1.	Rumah Tuan Kadi
2.	Monumen Kereta Api dan Pahlawan Kerja
3.	Museum Sang Nila Utama
4.	Dekranasda Riau
5.	Balai Adat Riau (LAM Riau)
6.	Balai Adat Pekanbaru (LAM Kota Pekanbaru)

7. Kampung Bandar
8. Pustaka Wilayah Soeman HS

**b. Nature:**

1. Arboretum Unilak
2. Alam Mayang
3. Danau Buatan
4. Argopuro
5. Taman Bunga Okura
6. Hutan Kota
7. Asia Farm

**c. Shopping Center:**

1. Durian Sudirman
2. Pasar Bawah
3. Mall SKA
4. Mall Ciputra
5. Mall Pekanbaru
6. Living World
7. Transmart
8. Plaza Sukaramai

**d. Mosque:**

1. Masjid Agung
2. Masjid Raya
3. Masjid Ar-Rahman

**e. Sports Center :**

1. Wisata Dakwah Okura
2. Rumbai Sport Centre

**f. Restaurant**

1. RM. Pak Abas
2. RM. Patin Yunus
3. Teras Kayu Resto
4. RM. Pondok Gurih
5. RM. Pondok Baungart

**Result and Discussion**

**Pekanbaru Halal Tourism Zone**

Tourism zoning is used to make it easier to determine regional development policies, but currently the availability of tourist zoning information based on SDTW (Tourism Attraction Resources) in Pekanbaru City is still very minimal. Regional zoning for tourist attractions based on the potential of SDTW in Pekanbaru City has a role that is used as a reference in making decisions for developing halal tourism areas and tourist attractions.

**Historical Zoning**

Pekanbaru is a city that has a long history, both in terms of religion, culture, social and local wisdom. This is supported by a pluralistic society, although geographically the majority of the community is inhabited by the Malays. From this historical zoning, Pekanbaru has tourism potential that is very supportive of halal tourism which can increase regional income. Based on the results of the field assessment in measuring the potential and attractiveness of halal tourism in the city of Pekanbaru, it shows that the potential for historical zoning has the following potential values:

Table 2.

*Historical Zoning Assessment*

No	Tourist Attraction	Score	Category	Superiority	Recommendation
1	Rumah Tuan Kadi	3.74	Adequate	Architecture Building	Need for Manager Tourism, Halal Label
2	Monumen Kereta Api/ Pahlawan Kerja	3.22	Enough	Legacy Railroad Dutch Age	Provision of Worship Facilities, Tourism Manager and Halal Label

3	Museum Sang Nila Utama	3.57	Adequate	Relics History and Culture	Tourism Manager and Halal Label
4	Dekranasda Prov. Riau	3.21	Enough	Kerajinan Khas Riau	Provision of Worship Facilities, Tourism Manager and Halal Label
5	LAM Riau	3.67	Adequate	Architecture Building	Tourism Manager and Halal Label
6	LAM Kota Pekanbaru	3.76	Adequate	Architecture Building	Tourism Manager and Halal Label
7	Kampung Bandar	3.45	Enough	Arsitektur Bangunan Tua	Provision of Worship Facilities, Tourism Manager and Halal Label
8	Pustaka Wilayah Soeman HS	4.74	Adequate	Architecture Building	Tourism Manager and Halal Label

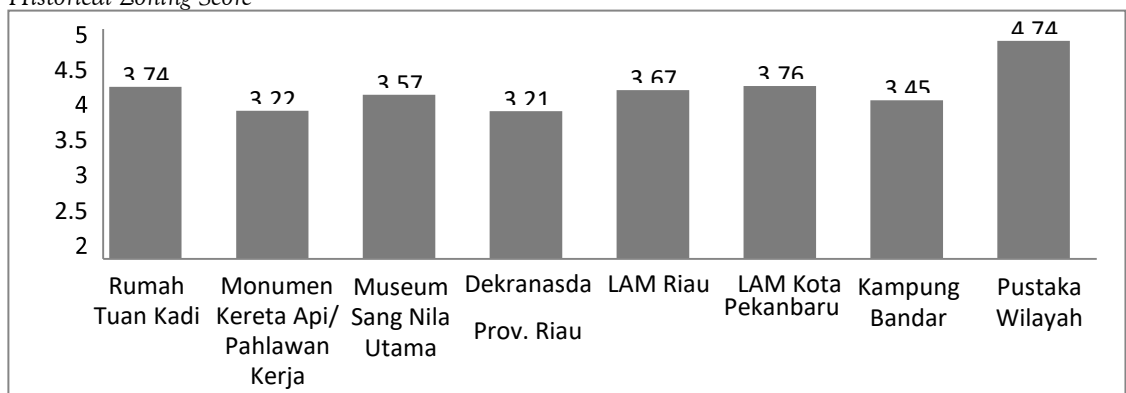
Description: 1 = Very unworthy, 2 = Not feasible, 3 = Enough, 4 = Adequate, 5 = Very Eligible  
 Source: Research results

From the overall value of historical zoning, which is 3.67, it means that historical zoning has the potential and power of halal tourism to be developed, what needs to be added is Worship Facilities, Tourism Management and Halal Labels. This halal tourism potential is

inseparable from the history and culture of the city of Pekanbaru which is related to Islam. Pekanbaru people are generally Malay and synonymous with Islam which is the foundation of the source of its customs (Hanif & Okputra, 2021).

**Figure 1.**

*Historical Zoning Score*



Source: Research results

**Natural Zoning**

The prospect of natural tourism that has the potential for the city of Pekanbaru to contribute to the provision of natural tourism, both natural tourism and artificial nature tourism. Nature tourism managed by religious-based management makes it a comfortable

tourist spot to be visited by tourists who are looking for the religious side. Based on the results of the field assessment in measuring the potential and attractiveness of Pekanbaru halal tourism, it shows that the potential for natural zoning has the following potential values:

**Table 3.**

*Natural Zoning Assessment*

No	Tourist Attraction	Score	Category	Superiority	Recommendation
1	Arboretum Unilak	3.62	Adequate	Agarwood, Meranti Swamp, Semar Bag and Simpur	Need Tourism Managers and Halal Labels
2	Alam Mayang	4.12	Adequate	Attractions and Nature	Need Halal Labels
3	Danau Buatan	2.70	Enough	Lake	Need for Worship Facilities, Tourism Managers and Halal Label
4	Argopuro	2.93	Enough	Nature	Need for Worship Facilities, Tourism Managers and Halal Label
5	Taman Bunga Okura	2.72	Enough	Flowers	Need for Worship Facilities, Tourism Managers and Halal Label
6	Hutan Kota	2.83	Enough	Nature	Need for Worship Facilities, Tourism Managers and Halal Label
7	Asia Farm	4.00	Adequate	Education	Need Halal Label

Descriptio : 1 = Very unworthy, 2 = Not feasible, 3 = Enough, 4 = Adequate, 5 = Very Eligible

Source: Research results

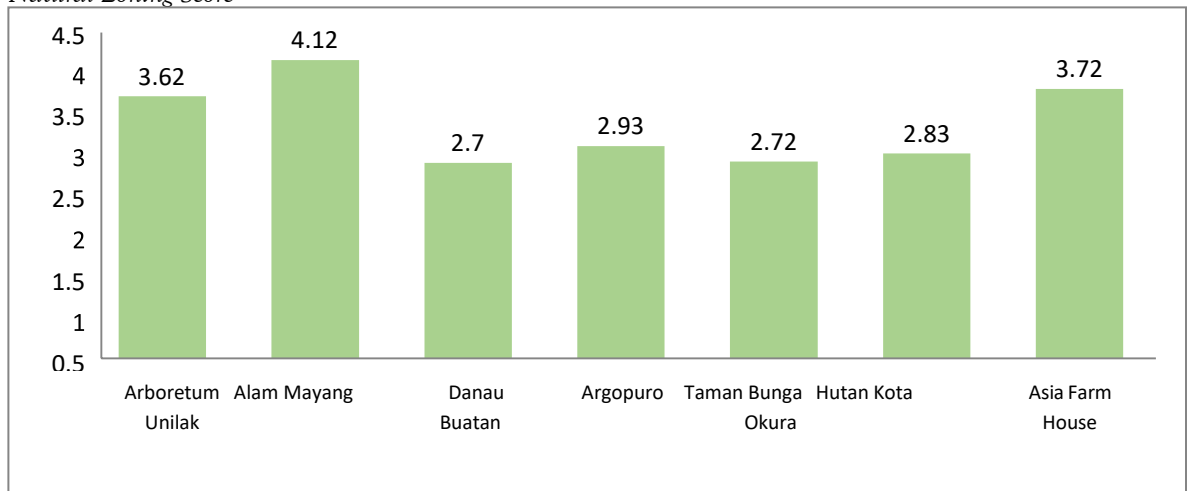
The overall value of natural zoning is 3.27. Sufficient means that natural zoning has the potential and attractiveness for halal tourism

to be developed. What needs to be added are Worship Facilities, Tourism Management and Halal Labels.



**Figure 2.**

*Natural Zoning Score*



Source: Research results

Natural beauty is one of the potential tourist destinations to be managed to become a halal tourist destination. The beauty of nature will reflect itself to be grateful and get closer to God (Oktavera, Spiritual, & Tua, 2022). Based on the table above, it is necessary to improve the facilities needed to provide the facilities needed by Muslims. Worship facilities and halal food at tourist attractions are the simplest things to realize halal tourism (Adinugraha, Sartika, & Kadarningsih, 2018).

**Shopping Center Zoning**

The shopping center with a core of one or **Table 4.**

*Shopping Center Zoning Assessment*

No	Tourist Attraction	Score	Category	Superiority	Recommendation
1	Durian Sudirman Radit	3.32	Enough	Durian	Need for Worship Facilities, Tourism Managers and Halal Label

several large department stores as an attraction for small retailers and restaurants with a building typology such as a shop facing the main corridor of a mall or pedestrian which is the main element of a shopping center (mall), with a function as circulation. and as a communal space for interaction between visitors and traders. Based on the results of the field assessment in measuring the potential and attractiveness of halal tourism in the city of Pekanbaru, it shows that the potential for shopping center zoning has the following potential values:



2	Pasar Bawah	3.12	Enough	Shopping center	Need for Worship Facilities, Tourism Managers and Halal Label
3	Plaza Sukaramai	2.4	Not Feasible	Shopping center	Need for Worship Facilities, Tourism Managers and Halal Label
4	Mall SKA	3.79	Adequate	Modern shopping center, arena play and cinema studio	Need for Worship Facilities, Tourism Managers and Halal Label
5	Mall Ciputra	3.67	Adequate	Modern shopping center, arena play and cinema studio	Need for Worship Facilities, Tourism Managers and Halal Label
6	Mall Pekanbaru	3.52	Adequate	Modern shopping center	Need for Worship Facilities, Tourism Managers and Halal Label
7	Living World	3.82	Adequate	Modern shopping center, arena play and cinema studio	Need for Worship Facilities, Tourism Managers and Halal Label
8	Transmart	3.55	Adequate	Modern shopping center, arena play and cinema studio	Need for Worship Facilities, Tourism Managers and Halal Label

Description : 1 = Very unworthy, 2 = Not feasible, 3 = Enough, 4 = Adequate 5 = Very Eligible

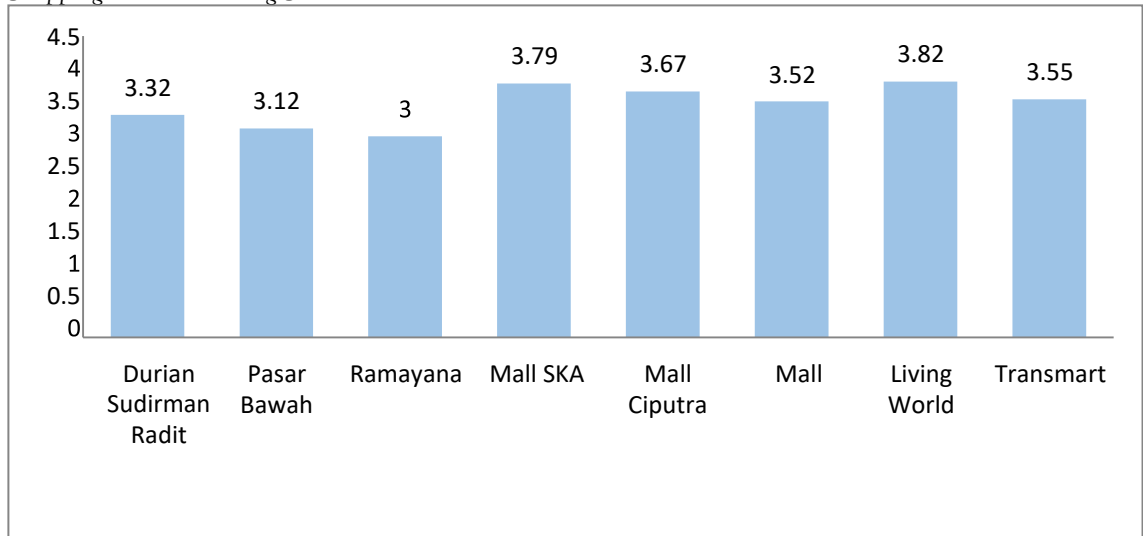
Source: Research results

The overall value of the shopping tourism zoning is 3.39, that meaning that the shopping center zoning has the potential and halal

tourist attraction to be developed, what needs to be added is Worship Facilities, Tourism Management and Halal Labels.

**Figure 3.**

*Shopping Tourism Zoning Score*



Source: Research results

Shopping centers are one of the potential tourist destinations for tourists to visit. So that providing convenient facilities for visitors will increase the interest of tourists to visit and make transactions. According to (Cupian, Rahmadita, & Noven, 2021) in developing halal tourism, tourist attractions need to be equipped with the facilities needed by tourism such as easy access to comfortable places of worship. in addition, good halal tourism management is needed, so that halal tourism can be arranged as well as possible (Faraby & Rozi, 2021).

Religious tourism is a trip or visit made by individuals or groups to places and institutions that are considered important in the spread of Islamic da'wah and education. Islam has left various important historical relics, such as tombs, mosques, former kingdoms, jewelry, customs and so on which can be used as potential attractions for one of the activities. Based on the results of the field assessment in measuring the potential and attractiveness of halal tourism in the city of Pekanbaru, it shows that the potential for shopping center zoning has the following potential values:

**Zoning of the Mosque**

Table 5. Mosque Zoning Assessment

No	Tourist Attraction	Score	Category	Superiority	Recommendation
1	Mesjid Agung Annur	4.57	Very Eligible	Building Architecture, history	Tour Manager
2	Mesjid Raya Pekanbaru	4.78	Very Eligible	Building Architecture,	Tour Manager

			history	
3	Mesjid Ar-Rahman	4.50	Very Eligible	Building Architecture Tour Manager

Description: 1 = Very unworthy, 2 = Not feasible, 3 = Enough, 4 = Adequate 5 = Very Eligible

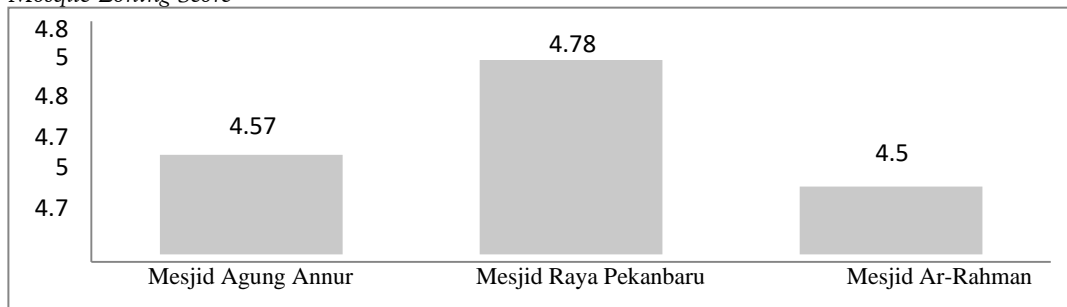
Source: Research results

From the overall value of the mosque zoning, which is 4.62 Very Eligible, it means that the mosque zoning has the potential and halal

tourism attraction to be developed, which needs to be added is the Tourism Manager.

**Figure 4.**

Mosque Zoning Score



Source: Research results

The tourism manager need to be active in making new things that can help the development of tourism locations. but they should be able to keep the authenticity of the iconic appeal that owned by using tourism destinations (Carollina & Triyawan, 2019). due to the life of differences and the distinctiveness should make the tourists experience comfort and don't experience bored to go to those tourism destinations (Hasanuddin & Pranggono, 2018).

### Sports Tourism Zoning

Sports tourism is a tourist activity carried out by doing fun sports activities, generally carried out in tourist areas. Based on the results of the field assessment in measuring the potential and attractiveness of the Pekanbaru city sports center, it shows that the potential for shopping center zoning has the following potential values:

Table 6. Sports Tourism Zoning Assessment

No	Tourist Attraction	Score	Category	Superiority	Recommendation
1	Rumbai Sport Centre	3.2	Enough	Facility Sport	Tour Manager, Halal label and Event

2 Wisata Dakwah Okura	3.68	Adequate	Archery and Equestrian	Worship Facilities, Halal Label
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Description : 1 = Very unworthy, 2 = Not feasible, 3 = Enough, 4 = Adequate 5 = Very Eligible

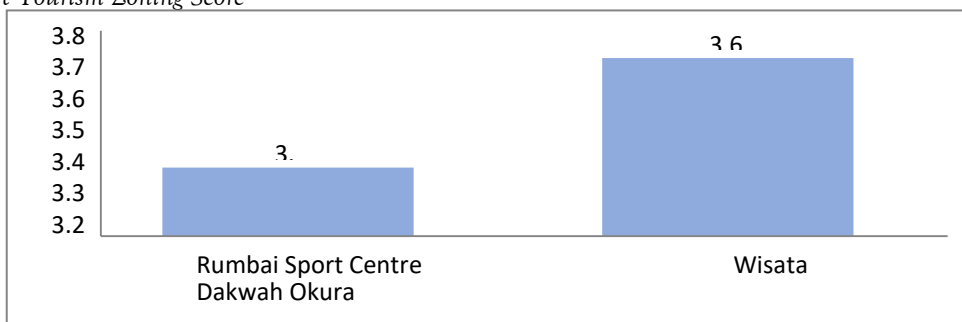
Source: Research results

The overall value of Sport Tourism zoning is 3.44. It means that the shopping center zoning has the potential and halal tourism attraction

to be developed. What needs to be added are Worship Facilities, Tourism Managers and Halal Labels.

**Figure 5.**

*Sport Tourism Zoning Score*



Source: Research results

The high score of Wisata Dakwah Okura assessment as one of the halal tourist destinations in Pekanbaru is due to several factors. Namely, Wisata Dakwah Okura has done halal tourism promotion well to determine the correct target by employing a pretty good promotion (Lestari, 2020). A good marketing strategy will direct the product to the right target market so that the product will be more popular (Karytsas, Vardopoulos, & Theodoropoulou, 2019). In addition, Wisata Dakwah Okura is also supported by policies issued by the Pekanbaru city government, so the government trusts this destination. According to Wibawa dan Budiasa (2018), government policies significantly affect the progress of an industry.

**Restaurant Zoning**

Restaurant is a general term to describe a gastronomic business that serves dishes to the public and provides a place to enjoy these dishes and sets certain rates for food and services. Although in general restaurants serve food on the spot, there are also some that provide take-out dining and delivery services as a form of service to their customers. Restaurants usually specialize in the type of food they serve. For example, Chinese food restaurants, Padang restaurants, fast food restaurants and typical Malay restaurants and so on. Based on the results of the field assessment in measuring the potential and attractiveness of halal tourism in the Pekanbaru city, it shows that the potential for

zoning restaurants has the following potential values:

**Table 7.**

*Restaurant Zoning Assessment*

No	Tourist Attraction	Score	Category	Superiority	Recommendation
1	RM. Pak Abbas	3.68	Adequate	Catfish/Baung spicy sour	Infrastructure Worship, Halal label
2	RM. Patin Yunus	3.82	Adequate	Catfish/Baung spicy sour	Infrastructure Worship, Halal label
3	Teras Kayu Resto	3.72	Adequate	Seafood	Infrastructure Worship, Halal label
4	Pondok Gurih	3.55	Adequate	Fried Gourami	Infrastructure Worship, Halal label
5	RM. Pondok Baung	3.68	Adequate	Baung spicy sour	Infrastructure Worship, Halal label

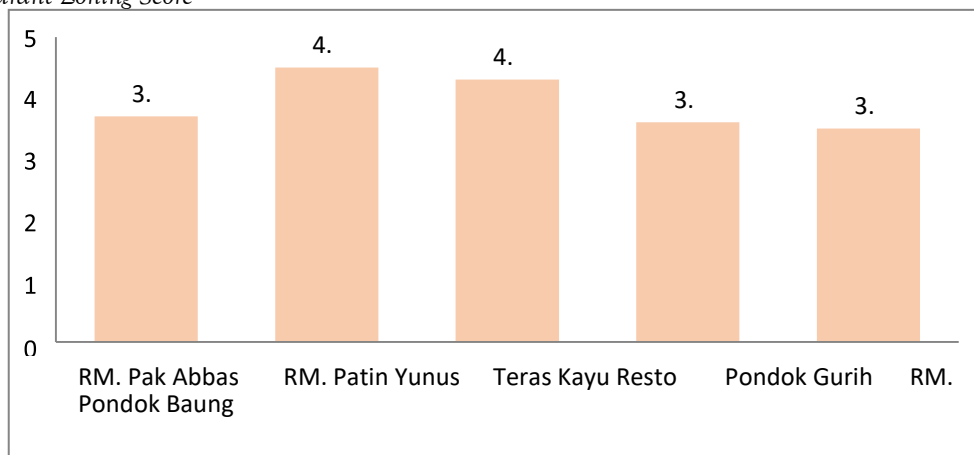
Description: 1 = Very unworthy, 2 = Not feasible, 3 = Enough, 4 = Adequate 5 = Very Eligible

The overall value of halal tourism zoning for restaurants is 3.69 adequate, meaning that restaurant zoning has the potential and attractiveness for halal tourism to be developed, what needs to be added is Worship Facilities and Halal Labels. According to (Addina, Santoso, & Sucipto, 2020), the restaurant emphasizes the quality of food, service quality, and the quality of the physical environment, by

bringing halal food in restaurants and souvenirs to increase the attractiveness of halal tourism. This halal restaurant business concept can function as a unique image for branding. The readiness of facilities such as restaurants to provide halal food as one of the qualities of service is crucial in halal tourism (Andrianto, 2019).

**Figure 6.**

*Restaurant Zoning Score*



Source: Research results

### Pekanbaru City Halal Tour Route Plan

Halal tourist attractions in Pekanbaru are intended to be able to connect with each other so that there is a need for good mapping. Mapping tourist attractions will make the concept of halal tourism in Pekanbaru neat and make it easier for tourists to be able to determine what tourist attractions can be visited next. Based on halal tourist attractions in Pekanbaru, a map of tourist travel routes in Pekanbaru can be compiled in figure 7 below.

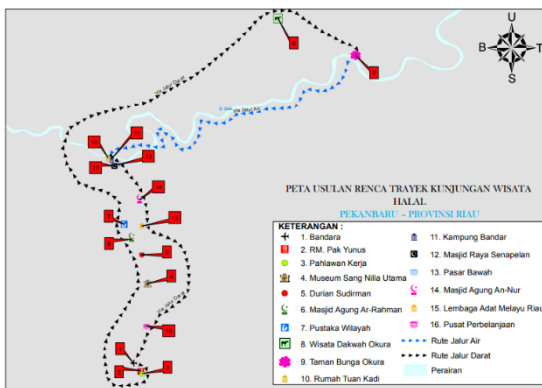


Figure 7. Map of The Proposed Route Plan for Pekanbaru City Halal Tourism Visits

### Conclusion

Pekanbaru as the center of crowds in Riau can have objects that support the formation of halal tourism. The available tourist attractions have quite good facilities and are friendly for halal tourist visitors. The concept that is composed makes the potential for the development of halal tourism better and more comfortable to visit. Based on the results above, halal tourist destinations in Pekanbaru can be arranged and sorted from departure to return trips that are comfortable and safe for Muslim tourists. This halal tourist destination

is divided into several zones: historical zones, natural zones, shopping centers, mosques, sports centers, and restaurants.

### Recommendation

In developing halal tourism based on zones in Pekanbaru City, it is necessary to further prepare religious infrastructure at tourist destinations, hire tour managers who really understand halal tourism, and have halal labels on halal tourist destinations. Halal tourism socialization also needs to be carried out to various stakeholders, and the management of halal tourism is carried out on an ongoing basis so that it can provide economic benefits for people's welfare. Respect for the wisdom of local culture and saving the surrounding environment are of great concern in the development of halal tourism. Henceforth, further research must be carried out on the characteristics of tourists who require halal services in the context of halal tourism.

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