


**SHARIA TOURISM BUSINESS RECOVERY STRATEGIES ON LOMBOK ISLAND  
INDONESIA POST COVID-19**

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ARTICLE INFO	ABSTRACT
<p><b>Article history:</b></p> <p>Received 21 April 2023</p> <p>Accepted 18 July 2023</p>	<p><b>Purpose:</b> This study aims to identify and analyze the recovery strategy of the Sharia tourism business on Lombok Island, Indonesia, after the Covid-19 pandemic.</p> <p><b>Theoretical framework:</b> The recovery of the Sharia tourism business on Lombok Island after COVID-19 requires joint efforts, innovation, and adaptation to changing trends and tourist preferences. With the right strategy, Sharia tourism on Lombok Island can recover and generate a positive economic impact for the area.</p> <p><b>Design/Methodology/Approach:</b> Through a qualitative descriptive research approach, researchers collected data through observation, analysis of related documents, and interviews with stakeholders related to Sharia tourism on Lombok Island.</p> <p><b>Findings:</b> The results of this study reveal several essential strategies in the recovery of the Sharia tourism business on Lombok Island, namely increasing online marketing, a collaboration between tourism actors, developing halal tourism, and developing environmentally friendly tourism.</p> <p><b>Research, practical &amp; social implications:</b> The resulting recommendations can be a reference for tourism industry players, government, and other related parties in developing practical and sustainable recovery efforts. With the implementation of the right strategy, it is expected that Sharia tourism on Lombok Island can recover successfully, provide significant economic benefits, and meet the expectations of Muslim tourists and local communities.</p> <p><b>Originality/Value:</b> This research contributes to understanding the recovery strategy of the Sharia tourism business on Lombok Island after the Covid-19 pandemic.</p> <p>Doi: <a href="https://doi.org/10.26668/businessreview/2023.v8i7.2915">https://doi.org/10.26668/businessreview/2023.v8i7.2915</a></p>
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## SHARIA TURISMO ESTRATÉGIAS DE RECUPERAÇÃO DE NEGÓCIOS NA ILHA DE LOMBOK INDONÉSIA PÓS-COVID-19

### RESUMO

**Objetivo:** Este estudo visa identificar e analisar a estratégia de recuperação do negócio turístico da Sharia na Ilha Lombok, na Indonésia, após a pandemia da Covid-19.

**Quadro teórico:** A recuperação do negócio turístico da Sharia na Ilha Lombok após a Covid-19 exige esforços conjuntos, inovação e adaptação às tendências e preferências turísticas em constante mudança. Com a estratégia certa, o turismo da Sharia na Ilha Lombok pode recuperar-se e gerar um impacto econômico positivo para a região.

**Design/Methodologia/Abordagem:** Através de uma abordagem qualitativa de pesquisa descritiva, os pesquisadores coletaram dados por meio da observação, análise de documentos relacionados e entrevistas com as partes interessadas relacionadas ao turismo da Sharia na Ilha Lombok.

**Constatações:** Os resultados deste estudo revelam várias estratégias essenciais para a recuperação do negócio de turismo da Sharia na Ilha Lombok, nomeadamente o aumento do marketing on-line, uma colaboração entre os atores do turismo, o desenvolvimento do turismo halal e o desenvolvimento de turismo ambientalmente amigável.

**Investigação, implicações práticas e sociais:** As recomendações resultantes podem ser uma referência para os agentes da indústria do turismo, o governo e outras partes relacionadas no desenvolvimento de esforços de recuperação práticos e sustentáveis. Com a implementação da estratégia correta, espera-se que o turismo da Sharia na Ilha Lombok possa recuperar com sucesso, proporcionar benefícios econômicos significativos e satisfazer as expectativas dos turistas muçulmanos e das comunidades locais.

**Originalidade/Valor:** esta pesquisa contribui para a compreensão da estratégia de recuperação do negócio turístico da Sharia na Ilha Lombok após a pandemia da Covid-19.

**Palavras-chave:** Sharia Turismo, Negócios Turísticos, Ilha Lombok, Pós-COVID-19.

## ESTRATEGIAS DE RECUPERACIÓN DE NEGOCIOS TURÍSTICOS DE LA SHARIA EN LA ISLA LOMBOK DE INDONESIA TRAS COVID-19

### RESUMEN

**Objetivo:** Este estudio tiene como objetivo identificar y analizar la estrategia de recuperación del negocio turístico de la Sharia en la isla de Lombok, Indonesia, después de la pandemia de Covid-19.

**Marco teórico:** La recuperación del negocio turístico de la Sharia en la isla de Lombok después de COVID-19 requiere esfuerzos conjuntos, innovación y adaptación a las tendencias cambiantes y las preferencias turísticas. Con la estrategia correcta, el turismo de la Sharia en la isla de Lombok puede recuperarse y generar un impacto económico positivo para la zona.

**Diseño/Methodología/Enfoque:** A través de un enfoque cualitativo de investigación descriptiva, los investigadores recopilaron datos a través de la observación, el análisis de documentos relacionados, y entrevistas con las partes interesadas relacionadas con el turismo de la Sharia en la isla de Lombok.

**Hallazgos:** Los resultados de este estudio revelan varias estrategias esenciales en la recuperación del negocio turístico de la Sharia en la isla de Lombok, a saber, el aumento de la comercialización en línea, una colaboración entre los actores del turismo, el desarrollo del turismo halal, y el desarrollo de turismo respetuoso con el medio ambiente.

**Investigación, implicaciones prácticas y sociales:** Las recomendaciones resultantes pueden ser una referencia para los actores de la industria turística, el gobierno y otras partes relacionadas en el desarrollo de esfuerzos de recuperación prácticos y sostenibles. Con la aplicación de la estrategia correcta, se espera que el turismo de la sharia en la isla de Lombok pueda recuperarse con éxito, proporcionar importantes beneficios económicos y satisfacer las expectativas de los turistas musulmanes y las comunidades locales.

**Originalidad/Valor:** Esta investigación contribuye a comprender la estrategia de recuperación del negocio turístico de la Sharia en la isla de Lombok tras la pandemia de Covid-19.

**Palabras clave:** Sharia Turismo, Turismo, Isla de Lombok, Post COVID-19.

## INTRODUCTION

The island of Lombok, Indonesia, is one of the most popular tourist destinations, famous for its stunning natural beauty and rich culture. However, like many other countries worldwide, the tourism industry on Lombok Island has also experienced a significant impact due to the Covid-19 pandemic that has hit the world since 2020 (Caraka et al., 2020; Atmojo & Fridayani, 2021; Ihsan et al., 2022). Travel restrictions, lockdowns, and a decline in tourist interest have seriously impacted the local economy, particularly the tourism sector (Huynh et al., 2021; Agovino & Musella, 2022).

However, as a Sharia tourism destination known for its principles related to ethics, morals, and Islamic values, Lombok Island has great potential to restore the tourism industry sustainably (Jaelani, 2017; Saparwadi, 2017; Ameraldo et al., 2019). In this context, the recovery strategy of the Sharia tourism business is crucial to rebuilding the tourism industry on Lombok Island after the Covid-19 pandemic. This recovery strategy aims to revive Sharia tourism on Lombok Island by incorporating essential aspects, such as good morals, sustainability, education, and local community development. The strategy aims to create a safe, comfortable, and welcoming environment for tourists and improve the well-being of local communities.

This article outlines several key steps in the recovery strategy of the Islamic tourism business on Lombok Island after the Covid-19 pandemic. These measures include increasing online marketing, collaborating with tourism actors, developing halal tourism, and developing environmentally friendly tourism. This recovery strategy also considers the importance of collaboration between the government, tourism industry players, and local communities. In this way, all parties can work together to face the challenges the tourism industry faces and rebuild tourist confidence.

The government also plays an essential role in providing policies supporting Islamic tourism businesses' recovery, including fiscal incentives, adequate infrastructure, and education and training for the tourism workforce (Khan et al., 2020; Zarkasyi et al., 2021). This strategy will explain how strong collaboration and prudent policies can accelerate the recovery of Islamic tourism on Lombok Island. Thus, the recovery strategy of the sharia tourism business on Lombok Island after the Covid-19 pandemic aims to optimize the unique potential of sharia tourism and ensure economic, social, and environmental sustainability on Lombok Island. With the proper steps and strong collaboration, it is hoped that Sharia tourism on Lombok Island will bounce back and provide sustainable benefits for all stakeholders.

## **MATERIALS AND METHODS**

This study used a qualitative descriptive approach (Seixas et al., 2018; Lambert & Lambert, 2012; Sandelowski, 2000). The qualitative descriptive research method is the right approach to explore a deep understanding of the recovery strategy of the Islamic tourism business on Lombok Island after the Covid-19 pandemic. This method provides a detailed overview of qualitative aspects relevant to Islamic tourism recovery, including perceptions, attitudes, needs, and expectations of industry players, tourists, and local communities. This research involved ten informants consisting of 1) Sharia tourism industry players: Sharia tourism industry players: hotel/resort managers, Sharia tourism business owners, travel agents, tour guides, and other related industry players. 2) Local Communities: Residents, community leaders, and other stakeholders related to Sharia tourism on Lombok Island. 3) The relevant agency that handles tourism. The reason for choosing this is that researchers believe they can provide information related to the topic studied.

Data was collected using the following techniques (Alshenqeeti, 2014; Gill et al., 2008; Lobe et al., 2020). a) In-depth interviews involving key informants in structured discussions to understand their views, experiences, and expectations regarding the recovery strategy of the Islamic tourism business on Lombok Island. b) Participatory observation involves researchers directly observing the situation and activities related to Sharia tourism on Lombok Island to gain a deeper understanding. c) Document analysis involves analyzing relevant documents, reports, policies, and literature to obtain information and data on the recovery of Sharia tourism on Lombok Island.

Researchers carried out the data analysis process through several stages (Rabiee, 2004; Roller, 2019; Ritchie et al., 2003). a) Transcription is a complete transcription of an in-depth interview with the primary information. b) Coding, i.e., identifying and grouping themes, patterns, and concepts that emerge from interview transcription data and document analysis. c) Thematic analysis, development, and interpretation of thematic findings relevant to the recovery strategy of the Islamic tourism business on Lombok Island. d) Concluding, namely, the preparation of conclusions based on findings and data analysis and considering the context and objectives of the Islamic tourism recovery strategy.

## RESULTS AND DISCUSSION

### Increased Online Marketing

Online marketing is one of the essential aspects in the recovery strategy of the Sharia tourism business on Lombok Island after the Covid-19 pandemic. In situations where travel and physical interaction are limited, online marketing can effectively promote tourism destinations, reach potential tourists, and build trust in the Islamic tourism industry (Awan et al., 2021; Wibawa et al., 2021). The increase in online marketing in the recovery strategy of the Sharia tourism business on Lombok Island after the Covid-19 pandemic includes the following.

An increasing digital presence in the recovery strategy is essential to increase the digital presence of Islamic tourism on Lombok Island (Suradin, 2018; Nasution & Rahmawati, 2021). It includes creating and updating official websites, improving content quality, active use of social media, and increased interaction with potential travelers through online platforms. By being present digitally, Sharia tourism destinations on Lombok Island can reach a wider audience domestically and internationally. Engaging and informative digital content is vital in attracting tourists (Kumar, 2021; Hartanto et al., 2022). Through photos, videos, stories, and other exciting content, Sharia tourism destinations on Lombok Island can introduce the uniqueness, natural beauty, culture, and experiences tourists offer. This content can be shared through websites, social media, blogs, or other platforms to attract interest and build traveler trust.

In addition to increasing digital presence, collaboration with influencers or influential figures in the Islamic tourism industry can also be an effective strategy in promoting Lombok Island. Influencers can reach a large audience and provide positive recommendations regarding Islamic tourism destinations on Lombok Island through the content they share on social media and other online platforms. Cooperation with influencers with a follower base relevant to Islamic tourism can increase the visibility and interest of tourists. App marketing can also be a strategy of choice. Using popular online booking applications, such as hotels or lodging, can help improve marketing and reach the target market of Islamic tourism (Battour et al., 2022; Destiana & Kismartini, 2020). In the recovery strategy, ensuring the existence and availability of Sharia tourism destinations on Lombok Island in these applications can make it easier for tourists to find, choose, and book accommodation that suits their needs.

Furthermore, using digital technology can also be an alternative (Berakon et al., 2023; El Junusi, 2020). Adopting digital technology can also improve the online marketing of Islamic tourism destinations on Lombok Island. Using this technology, prospective tourists can

experience virtual experiences that are close to accurate, such as exploring tourist attractions, participating in cultural events, or feeling the natural sensation of Lombok Island, which can spark their interest in visiting physically. Increasing online marketing in the recovery strategy of the Sharia tourism business in Lombok Island is crucial to reach a wider audience, build trust, and increase tourist interest in visiting Sharia tourism destinations after the Covid-19 pandemic. By harnessing the power of the internet and digital technology, Lombok Island can strengthen its branding as an attractive, sustainable Islamic tourism destination and promote Islamic values.

### **Collaboration between Tourism Actors**

Collaboration between tourism players is essential in the recovery strategy of the Sharia tourism business on Lombok Island after the Covid-19 pandemic. Through strong collaboration and synergy between various stakeholders, government, tourism industry players, and local communities, recovery efforts can be carried out effectively and sustainably (Jamal & Stronza, 2009; Roxas et al., 2020; Camarinha-Matos et al., 2010). Collaboration between tourism players in the recovery strategy of the Sharia tourism business on Lombok Island is as follows.

Collaboration between the government and industry players is essential. Local governments and relevant agencies must collaborate closely with tourism industry players to develop recovery strategies. This collaboration includes supportive policies and regulations, including fiscal incentives, visa policies, and more efficient licensing. In addition, the government can also work with industry players to identify the needs and challenges faced and design training and education programs to improve the quality and sustainability of the Islamic tourism industry.

In addition to collaboration between the government and industry players, collaboration is also essential. Tourism industry players, such as hotel and resort managers, travel agents, and tour guides, must collaborate to develop attractive tour products and packages per the principles of Sharia tourism. This collaboration can involve developing religious tourism packages, procuring halal products, or offering tour packages that integrate cultural and natural aspects of Lombok Island. By working together, industry players can support each other and optimize the potential of sharia tourism on Lombok Island.

Close collaboration with local communities is also essential in recovering the Sharia tourism business on Lombok Island. Involving local communities in the development and promotion of Islamic tourism can provide direct economic benefits to them. This collaboration

can take the form of skills training for local people to become tour guides, local craft craftsmen, or tourism support service providers. Involving the local community will create strong bonds between tourists and local communities and enrich the tourist experience with local culture and traditions.

Tourism actors on Lombok Island also collaborate in marketing efforts and promoting Sharia tourism destinations. It cooperates with market destinations through joint campaigns, collaboration in digital content production, or participation in tourism exhibitions and promotional events. By collaborating in marketing, tourism players can increase the attractiveness of destinations and reach a broader target market.

Collaboration between tourism players is a strong foundation in the recovery strategy of the Sharia tourism business on Lombok Island (Amrin et al., 2022; Sholehuddin et al., 2010). By uniting and working together, the recovery of Sharia tourism can be carried out more effectively and sustainably while strengthening commitment to the principles of Sharia tourism that promote Islamic values and sustainability.

### **Halal Tourism Development**

Halal tourism aims to provide a tourist experience that complies with Sharia principles, including halal food, Muslim-friendly accommodation facilities, and a tourist experience following religious values (Junaidi, 2020; Battour, 2018; Mohsin et al., 2016; Rasul, 2019). The development of halal tourism in the recovery strategy of the Sharia tourism business on Lombok Island includes the following.

One of the essential steps in the development of halal tourism is to ensure halal certification and accreditation for tourism facilities on Lombok Island. It includes restaurants, hotels, and other tourist attractions. Halal certification will give Muslim travelers confidence that the food and facilities they enjoy follow halal principles. Local governments and tourism industry players must work together to facilitate and encourage the acquisition of valid halal certification (Nasution & Rossanty, 2018; Aisyah et al., 2019; Sudirman et al., 2023).

Lombok Island needs to develop infrastructure and facilities that are friendly to halal tourism. It includes ensuring adequate mosques or worship facilities, clean toilets that comply with Sharia standards, and accommodation facilities that meet the needs of Muslim travelers, such as prayer rooms, halal food arrangements, and private facilities. The development of good halal infrastructure and facilities will increase the attractiveness of Lombok Island as a Sharia tourism destination.

Proper promotion is essential in developing halal tourism on Lombok Island. Through marketing campaigns targeting the Muslim tourist market nationally and internationally, halal tourism destinations on Lombok Island can attract tourists who want a tourist experience following Sharia principles. Promotions can be done through social media channels, tourism fairs, cooperation with Muslim travel agencies, or unique marketing programs targeting Muslim market segments.

The development of attractive and comprehensive halal tour packages can be an attraction for Muslim tourists who want to visit Lombok Island. Halal tour packages include visits to historical or religious sites, halal culinary experiences, sharia-compliant cultural activities, and Muslim-friendly accommodations. Lombok Island can attract Muslim tourists with various interests and preferences by developing halal tour packages.

The development of halal tourism is an essential focus in the recovery strategy of the Sharia tourism business on Lombok Island after the Covid-19 pandemic. By ensuring the availability of halal facilities, effective promotion, and the development of attractive tour packages, Lombok Island can strengthen its position as an attractive halal tourism destination for Muslim tourists worldwide.

### **Development of Eco-Friendly Tourism**

Eco-friendly tourism aims to minimize negative impacts on the natural and cultural environment and promote sustainable practices that support the preservation of natural resources and cultural diversity (Kiper, 2013; Furqan et al., 2010; Lee & Moscardo, 2005; Chan & Bhatta, 2013). The development of environmentally friendly tourism in the recovery strategy of the Sharia tourism business on Lombok Island includes the following.

Lombok Island has extraordinary natural beauty, including beaches, mountains, and national parks that must be protected and preserved. The recovery strategy of the Sharia tourism business on Lombok Island must prioritize nature and ecosystem conservation. It can be done through prudent management of tourist attractions, reduced waste and pollution, and restoring and preserving damaged ecosystems. Tourism industry players, local communities, and local governments need to work together to protect the natural beauty of Lombok Island.

A critical aspect in the development of environmentally friendly tourism is the use of renewable and energy-efficient energy (Khan et al., 2022; Bohdanowicz et al., 2001; Pan et al., 2018; Raihan et al., 2022). Using renewable energy, such as solar or wind energy, can reduce tourism's dependence on fossil energy sources that negatively impact the environment. In



addition, implementing energy-saving practices such as using LED lights, efficient temperature regulation, and prudent water management can also help reduce negative environmental impacts.

Eco-friendly tourism on Lombok Island must pay attention to waste management and recycling. It involves improving waste management infrastructure, such as wastewater treatment systems and effective waste management. In addition, promoting and implementing recycling practices and single-use plastic reduction should also be part of the recovery strategy of the Islamic tourism business on Lombok Island. Reducing waste and implementing appropriate recycling practices can create more sustainable and environmentally friendly tourism.

The development of environmentally friendly tourism must also involve empowering local communities (Giampiccoli et al., 2020; Obie & Lahaji, 2020; Wani et al., 2022; Syah et al., 2023). Through training and education, local communities can be empowered to become responsible and sustainable tourism actors. For example, they can be involved in managing tourist attractions, be environmentally conscious tour guides, or handicraft artisans who use eco-friendly materials. Thus, sharia tourism on Lombok Island can provide local communities with sustainable economic and social benefits.

Environmental education and awareness are essential in developing environmentally friendly tourism on Lombok Island. Relevant parties, including the government, tourism industry players, and local communities, must educate tourists and the public about the importance of environmental conservation (Sulaiman et al., 2023). It can be done through information and awareness campaigns, providing information on sustainable practices to tourists, and involving tourists in environmental conservation activities.

Lombok Island can strengthen its position as a sustainable and environmentally caring Sharia tourism destination by developing environmentally friendly tourism. Eco-friendly tourism will provide long-term benefits for nature, local communities, and visitors and strengthen the attractiveness of Lombok Island as a unique and memorable tourism destination.

## **CONCLUSION**

The recovery strategy of the Sharia tourism business on Lombok Island, Indonesia, after the Covid-19 pandemic is essential in returning the Sharia tourism industry to sustainable growth. Through a holistic and diverse approach, the island of Lombok can gain a competitive advantage and strengthen its position as an attractive Islamic tourism destination. After

implementing a comprehensive and integrated strategy for Sharia tourism business recovery, Lombok Island can gain a competitive advantage in the Sharia tourism market after the Covid-19 pandemic. By increasing destination attractiveness, expanding markets, and balancing economic growth and environmental preservation, Lombok Island can achieve sustainable recovery and provide economic, social, and environmental benefits to local communities and visiting tourists. This research significantly contributes to understanding, recommending, and inspiring related to the recovery strategy of the sharia tourism business on Lombok Island after the Covid-19 pandemic. With proper implementation, these strategies can help restore the Islamic tourism industry, promote economic growth, and improve the tourist experience for Muslim tourists and local communities.

This study has several limitations that need to be noted. The study faced limitations in access to the necessary data. In particular, specific data on the recovery of the Sharia tourism business on Lombok Island after the Covid-19 pandemic is not always available in total. It can affect the validity and reliability of the findings produced. This research was conducted in the post-Covid-19 pandemic period, but tourism conditions and situations may continue to change over time. In the long run, the recovery strategy of the Sharia tourism business in Lombok Island may undergo changes or adjustments. Therefore, the findings and recommendations of this study need to be updated regularly to maintain their relevance. This study used the qualitative descriptive research method, which relies on an interpretive analysis of qualitative data. This method may not be able to provide solid generalizations or represent the entire population. In addition, the study did not involve direct surveys or other primary data collection, which could provide more comprehensive insights. Geographically, this study focused on the recovery strategy of the Sharia tourism business on Lombok Island, Indonesia. It makes the findings and recommendations of this study may not entirely relevant or applicable in different geographical contexts. Unique factors on Lombok Island, such as local culture, infrastructure, and characteristics of Islamic tourism, may influence the generalization of the study's findings to other places.

In order to overcome these limitations, future research may involve broader methodological approaches, more comprehensive primary data collection, and expanding geographic coverage to produce more robust and broadly applicable findings.

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