



# Tourism Communication Model in Islamic Perspective

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## ABSTRACT

The development of technology greatly affects the changes in communication made to a tourist destination. Communication in Islamic tourism is very important in determining the ease of communication. Global Muslim Travel (GMTI) is an Islamic tourism ranking where the ACES (Access, Communication, Environment, and Services) Model covers four main areas in measuring it, one of which is 20% communication. Communication criteria include: language skills at the destination based on the language spoken by tourists from the top 30 Muslim market trips out. This research uses qualitative methods, through the collection of literature reviews and documents obtained from several other sources such as journals, magazines, the Global Muslim Travel Index (GMTI) or news that is useful for increasing understanding of the data obtained. The halal tourism communication model can be concluded that a clear communication path with relevant authorities to react in real-time to any Health emergency that can carry out these important things: destination marketing; stakeholder awareness; communication proficiency that is able to synergize in developing Islamic communication. Halal tourism communication model that is able to provide Muslim visitor guides, stakeholder education, market outreach, tour guides, and quality digital marketing in communicating.

*Keywords: Communication Model; Halal Tourism; Islamic Tourism Communication*

## 1. Introduction

Halal Tourism is growing very rapidly with many new destinations that meet the needs of the community, moreover, the need for travel from the Muslim community is an increasing part. Communicating and raising awareness among stakeholders in the destination is critical to ensuring the required infrastructure is developed and Muslim visitors are welcome at the destination. Communication in Islamic tourism is very important in determining the ease of communication. Global Muslim Travel (GMTI) is an Islamic tourism ranking where the ACES (Access, Communication, Environment, and Services) Model covers four main areas in measuring it, one of which is 20% communication as seen in figure 1. Communication criteria include language proficiency at the destination based on the language spoken by tourists from the

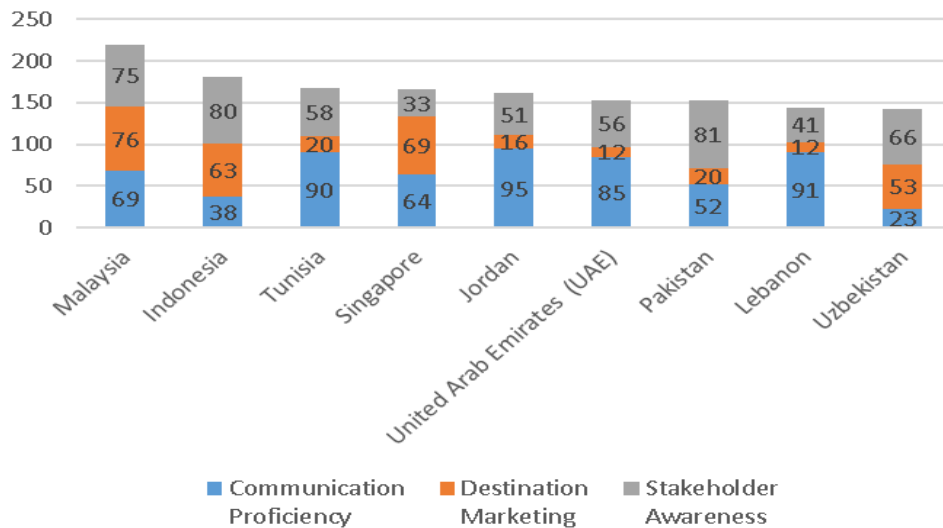
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top 30 Muslim outbound market trips. Stakeholder’s awareness of the Muslim travel market is another important criterion, which sees awareness programs carried out at the destination through conferences, workshops, seminars, and other educational activities related to Halal Food, Halal Tourism, Muslim Consumers, etc. Efforts in marketing destinations targeted at Muslim Traveler’s are another set of metrics used in this category. They include the availability of Muslim Muslim Visitor Guides, media mentions, and social media promotion. GMTI was conducted to 138 countries to enable destinations to attract more Muslim explorers.

Figure 1. GMTI 2022 Rankings - Communication



Source : GMTI (2022)

A model is a simple illustration of a phenomenon. Based on a model we can understand a process that occurs as well as its elements and the systems that make up the process. By understanding tourism communication and finding the model, of course, it can be a reference for other locations if you want to develop the same in their area (Ismandianto, Nasution, & Lubis, 2020). The Communication model is an ideal description of what is needed for communication to occur, the communication model represents abstractly important features in eliminating unnecessary communication details in the real world. Communication models can help us in explaining theories and suggesting ways to improve concepts so that the message we will convey later can be effective (Sari, 2013).

Some previous studies on halal tourism did not discuss issues related to communication carried out at tourism sites. Previous studies have focused a lot on the nature and character of halal tourism itself (Noviantoro and Zurohman 2020; Hermawan, 2019) . In addition, the communication models developed so far in tourism are more dominated by general communication models (Suhendra, 2018). Therefore, this study offers a communication model based on the context of religious tourism which makes the principles of Islamic communication a value base.

## 2. Literature Review

The development of technology greatly affects the changes in communication made in a tourist destination. Digitalization has transformed and transfigured media and communication technologies. Automated telephone networks that were previously operated manually can now be operated by computer intellect devices with software capable of configuring intelligent networks with digital complex features (Eka and Wuryanta 2013). Based on GMTI data, international Muslim tourist arrivals reached 160 million in 2019. After the disruptions in 2020 and 2021, we

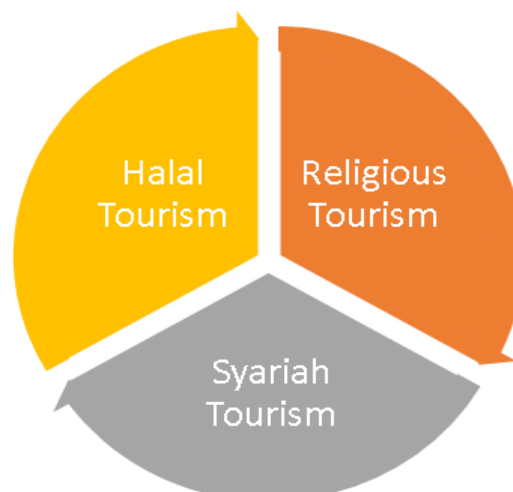
project Muslim tourist arrivals will reach 140 million by 2023 and return to the 2019 level of 160 million by 2024. The pre-pandemic projection of 230 million arrivals in 2026 will now be achieved in 2028 with an estimated expenditure of USD 225 Billion. This recovery process is fragile and could be disrupted by the ongoing war in Ukraine, rising fuel prices, and other health threats such as the monkeypox variant or the burgeoning COVID-19. This is important to support the travel industry's critical role in bringing communities together and embracing diversity, equity and inclusion. The communication aspect is one point in developing Islamic tourism as a whole.

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### 2.1. Halal Tourism

The concept of sharia tourism emphasizes the principles of shari'a in tourism management, polite and friendly service for all tourists and the surrounding environment. In practice, sharia tourism chooses tourist destinations that uphold Islamic sharia rules and this is the main consideration. Every sharia tourist destination throughout Indonesia that will become a destination must be in accordance with Islamic rules (Noviantoro and Zurohman 2020) in Halal Tourism (Fatkurrahman, 2017) can be seen figure 2. Halal Tourism is emphasizing sharia principles in tourism management and polite and friendly service to all tourists and the surrounding environment. Therefore, making Indonesia the center of the world in the management and service of tourism that is polite and friendly to all tourists and the surrounding environment (Jaelani, 2017).

Figure 2. Halal Tourism Terms



Source : Hakim (2022)

Halal Tourism is a destination that provides halal tourism facilities and services in accordance with the needs of Muslim tourists and Islamic law (Hermawan, 2019). Halal tourism arises from the needs of Muslim tourists according to Islamic teachings, namely in accordance with the Quran and Hadith. Thus, the concept of halal tourism is an actualization of the concept of Islam, namely the value of halal and haram is the main benchmark (Satriana & Faridah, 2018).

## **2.2. Communication in Tourism**

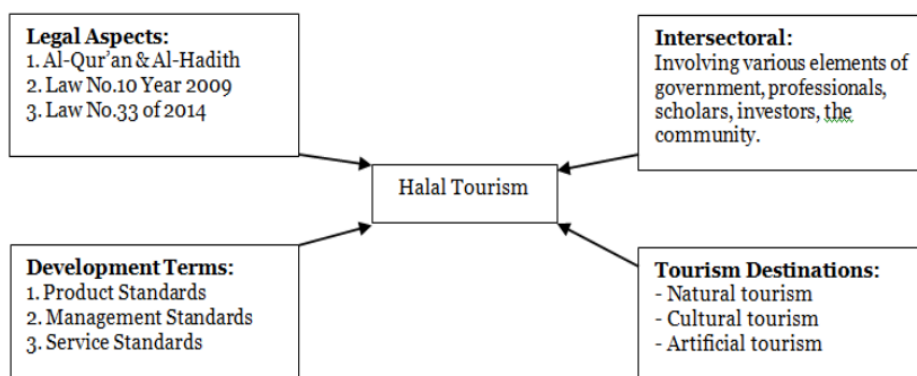
Communication in tourism is very important in building the image and commitment of a visit to an Islamic tourist destination. The development of Islamic tourism communication in the future has begun to be used Halal Travel 2.0, which will be activated by technologies such as Artificial Intelligence (AI), Augmented Reality (AR), and Virtual Reality (VR). The main drivers identified are Technology, Social Activism, Demographics, and the Environment. This, the accelerated deployment of technology will continue to change the way travelers communicate, the way travelers experience trip planning, during and after completing the trip. Communication Proficiency in Muslim travelers is based on language proficiency at the destination of the top 10 languages spoken by Muslim travelers. The top languages spoken by Muslim visitors are English, Arabic, Malay, Russian, Urdu, Indonesian, Turkish, French, Persian, and German. Malaysia, Indonesia, and Tunisia topped the communication category at GMTI 2022.

Word of mouth is a form of communication made from a customer who is satisfied to a potential customer of a good or service offered. This form of communication is a recommendation that can influence others to buy or try the product or service offered, and it is the most effective form of promotion. According to AC Nielsen, which is a transportation company, conducting a survey service for the field of marketing, it is stated that word of mouth ranks at the top of the most trusted by consumers in Southeast Asia (88%) and causes an action by consumers (91%). From the results of AC Nielsen's research, it can be the basis for marketers in developing their marketing communication strategies to promote the product or the jasa it produces (Nielsen.com, 2015).

Word communication or mouth communications is one of the factors that make tourists interested in visiting. In addition, information through social media such as Facebook, Instagram and Youtube also results in tourists coming here. A model can be said to be a form that explains a phenomenon (a representation of a phenomenon), where the model will explain the elements present in the phenomenon. A model is a simple picture of a phenomenon from a model we can understand a process that occurs as well as its elements and the systems that make up the process.

This communication component considers several sub-criteria, including the Muslim visitor guide through the completeness of existing information, the suitability of the choice of language used in the destination market, as well as the form of the Muslim visitor guide and the ease of obtaining it, stakeholder education through exposure, discussion and training, how to reach the market through special events or expo, foreign language skills tour guide with the language of the majority of destination tourists, and digital marketing. This aspect is intended so that information about Muslim-friendly tourism can be properly conveyed to tourists. On the other hand, stakeholder education can be carried out through training, workshops, or discussion forums for the development of halal tourism in these destinations. The use of international languages that are widely used by Muslim tourists such as Arabic and English also needs to be considered in conveying information about Muslim-friendly tourism. Development of halal tourism (see figure 3) pay great attention to an aspect of prosuk standards, management standards and service standards that will be presented and provided to tourists. The communication aspect of the connecting part of all aspects in order to run smoothly. This is very important to develop an Islamic perspective tourism communication model.

Figure 3. Halal Tourism Development



Source: Perbawasari et.al. (2019)

### 3. Method

This research uses qualitative methods, through the collection of literature reviews and documents obtained from several other sources such as journals, magazines, the Global Muslim Travel Index (GMTI) or news that is useful for increasing understanding of the data obtained. Literature study is research conducted by collecting, reading, and analyzing reading sources related to the problem of the object of study reviewing Muslim-friendly tourism papers, both empirical and theoretical, which highlight the concept of halal communication models in screening and finding relevant articles about Muslim friendly tourism (Hasanah & Harun, 2020).

In more detail, the researcher will take the following methodological work. *First*, reading the literature both online and printed related to the tourism communication model. *Second*, reading and recording information related to halal tourism. *Third*, building an Islamic tourism communication model. Model development is carried out in the context of three elements, namely destination marketing, communication proficiency, and stakeholder awareness. These three elements are also related to four main factors in assessing the development of the halal tourism segment, namely *Access, Communication, Environment, and Service* (ACES). Access contains the aspect of visa needs, connectivity, and transportation infrastructure. Communication includes aspects of reach, ease of communication, and ease of digital access. The environment includes aspects of security, ease of worship, visitor arrivals, and a stable climate. Services include core needs, core services, and unique experiences (GMTI, 2022).

In addition, researchers also review several aspects related to Muslim visitor guides, stakeholder education, market outreach, tour guides, digital marketing. In the final section we will discuss the model we made in the context of government programs in Indonesia related to halal tourism.

### 4. Results and Discussion

The increase in halal tourism is closely related to the effectiveness of communication between the Government and *related* parties (stakeholders), which in the end will reach the public. In the world of tourism, this communication is very important in the delivery of tourism promotion as an activity of tourism actors in conveying information about travel to an area, or tourist attractions that tourists will visit while enjoying a trip from one tourist attraction to another. So as to plan communication (strategy) to make the tourism program successful through three targeted changes, such as awareness, attention, and loyalty changes. This communication planning effort is associated with a series of appropriate ongoing activities to develop ideas through those channels in promoting and maintaining the communication behaviors carried out. Communication planning serves as a tool to transform communication between stakeholders and the public (Perbawasari, Sjuchro, Setianti, Nugraha, & Juddi, 2020)

#### 4.1. Description on Communication Elements

Communication is needed in carrying out tourism promotion. Communication must have at least three elements so that a communication can take place properly. Three elements that must be present in a communication activity are: the existence of a communicator as an informer, the existence of a message conveyed and the existence of a communicant as a recipient of information. In addition to these three elements, there must be a tool as an intermediary medium for giving messages from the communicator to the communicant. The role of communication in tourism is closely related to the notion of tourist travel as a temporary change of residence for a person outside his place of residence for some reason and not to carry out activities that generate wages. The existence of tourism in an area can be said to be a complex symptom in the community. Here there is an attraction between the tourist attraction area that has an attraction, the community or locals, and the tourists themselves (Suhendra, 2018).

In communication there are elements namely; the sender (communicator) is the one who provides the information; the message is the information material to be conveyed; a medium/channel is a tool or channel used in the delivery of a message; the receiver (communicant) is the person who receives the message from the communicator; Response is an activity carried out by the recipient of the message in accordance with the level of understanding and understanding of the content (Arifin, 2018). Talking about the tourism communication model, the ideal is to associate the purpose of developing tourist destinations with local branding and place branding of a tourist attraction through equitable distribution of the roles and functions of interested groups in a bottom-up system approach based on socio-cultural values and the beauty of natural panoramas. The existence of society becomes a normative foundation (Tanjung, Tanjung, & Wibowo, 2021) The communication model can serve as follows: organizational communication occurs as an open system; organizational communication involves the flow of messages, forms and channels; communication of the organization takes into account the goals of management; organized communication involves people's attitudes, feelings, relationships and skills (Amrullah & Fanani, 2019).

Figure 4. Halal Tourism Communication Model Indicators GMTI 2022



Source : GMTI (2022)

Communication is a continuous process that mainly involves three elements namely sender, message, and recipient (N. Geetha, Purna Chandra, and S.A.Rahiman 2020). Communication Aspects Is an important activity. Halal tourism and lifestyle have become a global trend, non-Muslim tourists can also enjoy this type of tourism (Husniati & Maryam, 2020) in developing communication needs media texts. Media texts are an inseparable part of the existence of news through new media. The authority behind the media becomes the background of a media text to be constructed. Media text, active on the other hand, can be referred to as auditive-visual media as another version of the text (Adeni & Hasanah, 2020). Media text is a means to frame and construct Islamic ideology in communicating in several halal tourism locations. The elements involved in the communication process of Islamic tourism are *first* the sender or communicator generates a message and relays it to the recipient. The sender of the message is the source and the person who initiated the communication. *Second*, a message is an idea, information, view, fact, feeling, etc. generated by the sender and is then intended to be further communicated. *Third*,

encoding is a message generated by the sender encoded symbolically such as in the form of words, images, gestures, etc. before being conveyed.

*Fourth*, media is the way in which encoded messages are transmitted. The message may be delivered orally or in writing. Communication media include telephone, internet, postal, fax, email, etc. The choice of media is determined by the sender. *Fifth*, decoding is the process of changing the symbol encoded by the sender. After decoding the message is received by the recipient. *Sixth*, the recipient is the person last in the chain and for whom the message was sent by the sender. Once the recipient receives the message and understands it in the right perspective and acts according to the message, only then is the purpose of the communication successful. *Seventh*, feedback. After the recipient confirms to the sender that he has received the message and understands it, the communication process is completed. *Eighth*, effect refers to any obstruction caused by the sender, message, or recipient during the communication process. For example, poor telephone lines, incorrect encoding, incorrect decoding, negligent recipients, poor understanding of messages due to prejudice or inappropriate attitudes, etc. *Ninth*, destination is a location that will be informed to be effectively and easily accepted in visitors. *Tenth*, language is something that needs to be curated to carry out a communication at the destination location. The languages spoken are mainly Arabic and English.

#### 4.2. Developing Islamic Tourism Communication Model

Building the right communication in the communication process in general can be classified into verbal communication and non-verbal communication. As the word indicates, verbal communication means communication with the use of words (Blichfeldt 2017). This includes both written and oral communication. Oral conversation or dialogue is affected by the modulation of voice, pitch, volume, and even the speed and clarity of speech. Then we need to carry out an Islamic tourism communication model, including:

*Destination marketing*. It is a strategy carried out by a destination to bring in a visitor so that what visitors get is in accordance with what is issued and enjoyed in a tourist location, especially halal tourism. Destination marketing needs to be done a communication that underlies a strategy to create a destination, communicate a destination to be promoted, provide a choice of a destination, convey an attractive destination location with this a tourist destination can have a promising destination selling point. Halal tourism marketing destinations will have good customer value influenced by what products are offered from a destination according to needs, how prices and halal tourism destinations are attractive, promotions that are carried out on target and relationships that already have a market table network. Destination marketing refers to initiatives created to reach the Muslim market through online channels and digital content, Muslim visitor guides, media campaigns, and other marketing reach activations.

*Communication proficiency*. It is based on the GMTI 2021 ranking of language proficiency in the top 10 language destinations spoken by Muslim travelers. The top languages spoken by Muslim visitors include English, Arabic, Malay, Russian, Urdu, Indonesian, Turkish, French, Persian, and German. This is an added value in improving halal tourism communication in order to be able to compete and adapt in Muslim-friendly and efficient tourist destinations. Based on Figure 3, aspects of good communication in serving tourism include; Malaysia, Indonesia, and Tunisia occupy the top positions at GMTI 2022.

*Stakeholder awareness*. It is a policy carried out by parties related to the implementation must be able to provide comfort and benefits in communicating to the destination to be targeted. How can the communication awareness that Stakeholder builds be accommodated go well. In the era of new media, the digital economy and esteem economy such as TikTok, Instagram, Facebook have an effect on a communication that will be used in presenting and conveying messages when in tourist destinations. The convenience of a stakeholder by creating a policy that is orderly, measurable and on target activities. Communication and raising awareness among stakeholders

in a destination are very important aspects. Kasadara to the measured policy must be able to place the right policy on target. In addition, based on the indicators of the halal tourism communication model from GMTI (2022), it can be discussed as below.

*Muslim visitor guide.* It is an availability that guides Muslim tourists to visit destinations made online and printed travel guides. During the pandemic, some destinations decided to also make Muslim visitor guides accessible online, ultimately providing potential Muslim travelers with more information. Before COVID-19 hit, Muslim visitor guidance was key in promoting the destination to Muslim travelers. Inside the Muslim visitor guide, one can find a list or guide to Muslim-friendly services, facilities, experiences, and to some extent - a halal food guide. Some destinations that have provided Muslim visitor guides include Australia, New Zealand, South Korea, Japan, Indonesia, the Philippines, Singapore, and others. Now, Muslim visitor guides are more important than ever, especially in times when most travelers are looking for travel inspiration online. The digital Muslim visitor guide not only inspires Muslim travelers to travel outside of the pandemic, but also allows them to search for relevant services with ease. Muslim Visitor Guides or Halal Travel Guides are an important asset for destinations to communicate and display Muslim-friendly services at the destination. This can be in the form of a special page on the website of the destination marketing organization, a downloadable pdf guidebook, or a mobile application. Several destinations have published Muslim Visitor Guides (MVGs) over the past few years. This allows them to highlight the facilities and, more importantly, show Muslim tourists that they are welcome at their destination. Some of the destinations that have published MVGs over the past few years include South Africa, South Korea, Japan, Indonesia, the Philippines, and Singapore, to name a few. Recently, New York City & Co. published a Halal Travel Guide to New York City. This is the first official Muslim visitor guide launched by a U.S. destination marketing organization.

*Stakeholder education.* It is a readiness of stakeholders in making a policy and organizing a more competent Muslim tourist destination by organizing workshops or trainings and seminars on Muslim-friendly tourism to stakeholders.

*Market outreach.* It is a marketing strategy that involves reaching out to potential customers, influential individuals, or brands with strong relationships with your target audience. To do this, you'll need to look for these influencers, study them, and send outreach messages to pitch your collaboration ideas. Outreach marketing is a marketing strategy that aims to achieve different goals such as (1) drive brand awareness; (2) promoting products or services in tourist destinations; (3) SEO reach for backlinks in promoting tourist destinations; (4) collecting data (through studies and surveys); (5) increase customer retention; (6) brand partnerships and collaborations.

In carrying out an outreach strategy, it is necessary to carry out a form of communication that is used to inform (to inform), to persuade (to persuade), or to instill other people's memories of products produced by companies, individuals and households (Rachmiatie et al. 2020). Promotion is part of the support in building communication in halal tourism destinations, especially when providing offers. The implementation of communication using E-tourism is a concept of utilizing information and communication technology to increase usability in the field of tourism, by providing various tourism services to customers in the form of telematics, and making tourism marketing more accessible (Oktavianti & Yani, 2017). In most cases, outreach marketing can involve reaching out to people and individuals with whom you have no prior relationship. This requires you to strategically structure your campaigns so they don't look spammy. Muslim-Friendly Tourism Event is a halal tourism event that can be seen in one time land that can be accessed by tourists in need. This is also a part that needs to be managed so that there is synergy between the stakeholders who make it.

Brochures/marketing media in marketing halal tourism destinations must continue to look for this information because it is an important source in marketing destinations. The search should include his online channels: mobile phone, website, email, social networks, and review sites like



TripAdvisor. The media takes part very much in the process of construction of social reality. Massively, it can be seen from the use of media in the hamper of modern social life. Media is used mainly as a communication and community interaction tool that supports daily activities through new media or the advancement of online media (Adeni, Karim, & Koroglu, 2021). The use of international languages in media that are widely used by Muslim tourists such as Arabic and English also needs to be considered in the delivery of information about Muslim-friendly tourism. The emergence of e-commerce, electronic marketing also appeared. The online environment is favorable for e-tourism mainly from the point of view of marketing communication applications, online service reservations, operational processes, customer relationship management, and supply chain management. Electronic tourism has caused changes in customer behavior. Thanks to Web 2.0, users can make content available on web pages and this helps organizations as well as influence stakeholders, especially potential customers. This type of content is found on blogs, social networks, review sites, where visitors create online communities, exchange information and at the same time other users respond to the content (Ďad'ová & Soviar, 2021).

*Tour guide.* It is the beginning of welcoming tourists and providing detailed and easy-to-understand information, it is necessary that the Language Skills of the Tour Guide must be able to master international languages widely used by Muslim tourists such as Arabic and English to make it easier to obtain information and understand what is conveyed. And the need for Public Relations (PR) and Meetings, Incentives, Conference dan Exhibition (MICE) is a very interesting field in tourism communication, because this field is one of the entrances for tourism to destinations.

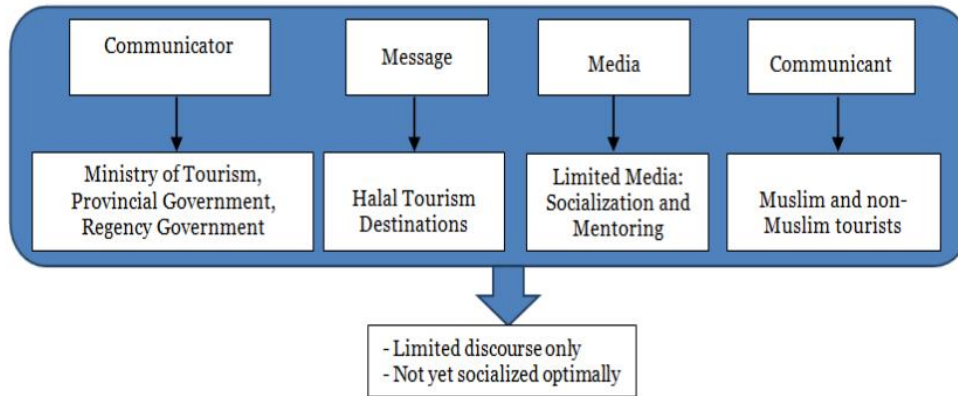
*Digital marketing.* The existence of digital marketing related to Muslim-friendly tourism there is a plan to create digital marketing related to Muslim-friendly tourism using digital marketing platforms related to Muslim-friendly tourism in web and apps format.

Information and communication channels need to be developed both directly and through the media (online and offline). Information and communication channels are built to strengthen coordination between business actors, Halal Assurance Institutions, and related agencies. The model formed in halal tourism is more linear, meaning that the government as a regulator in determining a place to be developed into a tourism destination in limited communication media in the form of information, guidebooks and discussions between people who are interested in developing halal. tourism is visiting Muslims and non-Muslim tourists. The media is through a process of socialization and assistance between tourism activist groups and the Tourism Office in the regions. The meeting was conducted with informants who said most of the community was half-hearted in accepting the concept of halal tourism. Because, there is no guarantee that destinations conceptualized by halal tourism will provide business benefits. In addition, the political will of the government in each region is different regarding the application of the concept of halal tourism. Through the established model of tourism communication, there has been interaction and influence in social processes. However, the expected level of achievement is still limited (Perbawasari et al., 2019). Application development on smartphones makes a digital transformation in Indonesia's halal tourism sector which is increasingly attractive in the world. the creation of applications on android as well as OS becomes very interesting to develop. halal tourism applications, especially in the field of android-based religion that can make it easier for tourists to access halal tourism information easily and quickly, digital media is currently very influential on tourists' perceptions in choosing the location of a tourist destination (Hakim, 2021).

Figure 5 explains that the development model of the halal tourism formation process is an object that is still limited policy, so that the communication pattern conveyed to the community is top-down. Which is where *top-down* communication practices are more linear. This means that the communicator is more powerful than the communicant. So that based on communication analysis, the phenomenon of tourism communication models that are formed is more inclined to

linear communication patterns. Proper proselytizing communication techniques are an important aspect in the process of transmitting Islamic messages. An Islamic message sourced from the Qur'an and Hadith formatted in the language of communication with appropriate techniques will appear as an inclusive language. So, communication techniques can filter Islamic messages (Adeni, 2020).

Figure 5. Tourism Communication Model



Source: Perbawasari et.al. (2019)

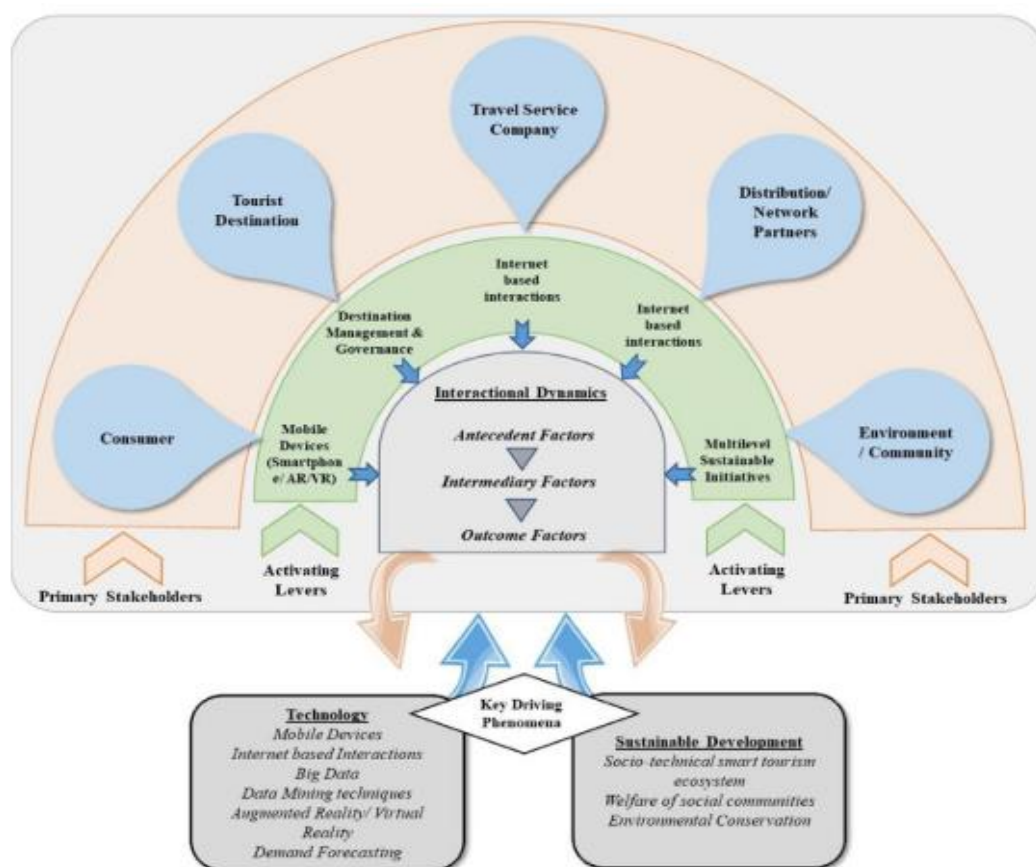
The Tourism Model is based on virtual tour as a form in Figure 6. presents a broad view of virtual tourism, accommodating four key elements – key drivers, key stakeholders, interactional dynamics, and levers activating a virtual-based communication model (Verma, Warriar, Bolia, & Mehta, 2022). Using virtual media that expands the social world, networking creates new knowledge opportunities, and provides a place to share views widely around the world is an open, flexible, and dynamic information environment that allows people to develop new knowledge (Adeni, 2021). In this case, the virtual model will make it easier and faster to communicate, especially in halal tourism. This needs to be supported by good media and communication in the implementation or modeling of tourism-based communication. The use of media in promoting halal tourism is also influenced by how quickly it is able to adapt to the environmental conditions of halal tourism destinations, in communication problems usually very dependent on how capable people are able to speak.

Figure 5 explains that the communication model formed in Halal tourism is more linear, meaning that the government as a regulator in determining a place to be developed into a tourist destination in limited communication media in the form of information, guidebooks and discussions between interested communities to develop Halal. tourism is visiting Muslims and non-Muslim tourists. The media is through a process of socialization and assistance between groups of tourism activists and the Tourism Office in the regions. The meeting was conducted with informants who said that most of the people were half-hearted in accepting the concept of halal tourism. This is because there is no guarantee that a destination conceptualized as halal tourism will provide business benefits. In addition, the political will of the government in each region is different regarding the application of the concept of halal tourism. Through the established model of tourism communication, there has been interaction and influence in social processes. However, the expected level of achievement is still limited. The development of halal tourism will contribute to improving the community's economy on the condition that it is managed professionally and supported by all elements of interest groups related to tourism (Perbawasari et al., 2019).

To support the discussion on halal tourism communication, it is interesting to see the government program of halal tourism in Indonesia. The Indonesian government has developed halal tourism in Indonesia by carrying out several stages, including; digital information system,

attractions and halal tour packages, certification and standardization, Muslim visitor guide, strengthening understanding of halal tourism, development and research, Indonesian Muslim Travel Index (TMTI) monitoring and evaluation, marketing outreach, halal tourism regulation and monitoring and evaluation DSRA (Design, Strategy, Plan and action). Then, the government, especially the Ministry of Tourism and Creative Economy needs to pay attention; 1) acceleration of special regulations on halal tourism; 2) there is regular coordination in updating halal tourism regulations in Indonesia between the institution that houses the rules for halal certification and standardization, namely the Indonesian Ulema Council (MUI) and the Ministry of Tourism; 3) preparation of other matters in addition to the acceleration of halal tourism regulations (Hakim, 2022). The tourism sector involves stakeholders from various sectors, namely tourists, business suppliers, local communities, local governments, and other stakeholders, so that external tourism communication that occurs must have substance in the development of related Tourism Villages: construction of facilities and infrastructure as well as various cultural activities, socialization and education (Tanjung, (Tanjung et al., 2021).

Figure 6. Virtual tourism



Source: Verma et al. (2022)

## 5. Conclusion

The halal tourism communication model can be concluded that a clear Line of communication with the relevant authorities to react in real-time to any health emergency that can carry out three important things: destination marketing; stakeholder awareness; communication proficiency that is able to synergize in developing Islamic communication. Halal tourism communication model that is able to provide Muslim visitor guides, stakeholder education, market outreach, tour guides, and digital marketing that are qualified in communicating. This model of tourism communication could be relevant to be implemented in the context of tourism development amid the advancement of communication technology and information.

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## 8. Conflicts of Interest

Authors declare that there is no conflict of interest in writing this research

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