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### The Attractiveness of Educational Tourism in Religious Tourism is Related to The Contextualization of Halal Tourism

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**Abstract:** Halal tourism as a form of embodiment of a destination for Muslims, has a variety of attractions in it which is the value of the tourism business. Educational tourism can be an option as a form of activity that supports Muslim tourists. Especially through religious tourism which has become a destination for religious or pilgrimage tourism. This study uses a qualitative approach, with a literature review study, educational tourism facilities in religious tourism as the embodiment of halal tourism which refers to Muslim tourists. Through the context of university cooperation as a tourism development partner, this research will examine what attractions allow it to be developed in religious tourism destinations. this condition can be a pilot project for the development of halal tourism, the attractiveness of educational tourism is very likely to be realized in religious tourism.

**Keywords:** *educational tourism; halal tourism*

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#### A. INTRODUCTION

Tourist Muslim world is becoming quite a trend interesting For interesting traveler Muslim around the world with population biggest second . Even in policy direction development national Indonesia ie tourist including inside it halal tourism, with stipulated conditions as form implementation moslem friendly. visit data traveler World Muslims show that in 2022 it will reach 110 million visit traveler Global Muslims , p This based on report with the theme of the Global Muslim Travel Index

(GMTI) 2023, namely the amount of 110 million This is spike by 323.1% with comparison by year previously i.e. 26 million visit. (Rizaty, 2023).

The reality in Indonesia is not can We deny it there is a number of field tourism that becomes part from culture regional Muslims, that is pilgrimage . kindly general in tourism tour pilgrimage is also worth it become attention Because mobility or level visit traveler very high, fine form visit without know time, as well event visit.



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Regarding with defined halal tourism as part service for visitors muslims, in matter This related with facilities and conditions about halal in particular food or culinary. Then position halal tourism on tourism religion is need legitimacy Halal, still proper questioned. Context tour more religion dominant on spiritual tourism, which is measurement level trust to fruitful activities get more spirituality ok.

Contextualization elements development halal tourism, can seen from Power pull tour religion, which can made example development something destination, so Power pull on traveler Muslims can too own opportunity innovation which leads to moslem friendlyldy, in a literally the meaning of friendly is closeness that has mark knowledge on diversity, so contextualization in matter This can form education.

Understanding about tour religious and halal exist assumption equality However contextualization latest matter This distinguished, like pilgrimage categories are also considered The same with halal tourism because tour This No free from visitors as Muslim (Sutan Emir Hidayat, 2021). However, stated Vice President Ma'ruf Amin that tour religious and halal tourism is different things. (Prasetya, 2023)

Tour education Enough interesting For be part from development tour religion, although in essence Already there are events that can become Power pull, with mark full religiosity will values Islam, as in some destination Religion in Indonesia has regular events ie there is haul warning or study.

## **B. METHOD STUDY**

Study This use approach qualitative literature review, as the main data ie results from a number of relevant research and theory, secondary data is the data obtained from study about implementation Work The same college tall with business tours in East (Alawi, 2022)Java that take studies case on travel religion a number of study about attractions tour education Analysis to component learning or literacy in research “Development Attractions based Tour Education in Object Ecotourism and Education of Green Talao Park” which reveals potency introduction animals and mangrove lessons (Gita Aroma Sari, 2023)

## **C. DISCUSSION**

### **1. Halal Tourism**

Halal tourism is part from industry tourism provides service based tourists Islamic rules with reserved for traveler Muslims, however No close possibility use by non Muslim tourists

Related about perception to be definition and effect to provision related tourism (Alhammad, 2022) Regardless from related religious restrictions with halal food, Jia and Chaozhi (2021) provide outlook about How matter That can changed become Power pull . Halal tourism is global industry that is not limited to Muslim- majority countries ( Feizollah et al., 2021). For example, Japan and Thailand are both seemingly non-Muslim countries provide attractions popular halal tourism ( Feizollah et al., 2021)

## 2. Educational Tourism Attraction, Culture and Religion

According to Law no. 10 of 2009 concerning tourism, stated that object and power pull tour is all something that has uniqueness beauty and value form diversity riches nature, culture and results artificial human being target or objective visit tourists .

Refer to Song & Witt (2012)(Andri Yandi, 2023) in grouping destination tour to 5 powers pull among others: 1) Power pull tour nature ( natural attraction ) which includes view natural land landscape natural oceans, beaches , climate or weather ; 2) Power pull tour form architecture building ( building attraction ) which includes building and architecture, modern buildings and architecture, archeology ; 3) Power pull managed tourism special ( managed visitor attractions ), which includes place legacy area industry such as in England , Theme Parks in America, Darling Harbor in Australia; 4) Power pull tour culture ( cultural attraction ) which includes theatre, museum, place history, customs, places religious, events special such as historical festivals and dramas ( pageants ), and heritage such as inheritance legacy culture ; and 5) Power pull tour social like style life local residents \_ objective tour

Tour education is a program where visitors in activity tour specifically children the do journey tour in the area tour with objective main get \_ experience Study in a manner directly related with area visited tours. ( Soepardi Harris,

Atie Ernawati, Rita Laksmitasari : 2014) (Rahmat Priyanto, 2018). Tour Education as A trend combined tour between activity recreation and education as product tourism that has retreat learning (Smith and Jenner, 1997)(Rahmat Priyanto, 2018)

Condition tour religion in the East Java region, very interesting For reviewed analyzed in a manner deep To use find goals and benefits in tourism Good in a manner theoretical nor practice. Albayrak et al (2018) (Alhammad, 2022) find that tour religion is draft multidimensional, consisting from dimensions like mental engagement, learning things new, interact and belong or connected spiritually and emotionally, relax, as well find serenity . matter This regarding with psychology tourists .

Study around tour religion very interesting For reviewed more deep, because fact or reality local with considerable global potential significant, like studies on differentiation and transformation around tour religion, that is discuss pilgrimage in spiritual thing than motivation and action religious, approaching view existential religion. Besides it's a pilgrimage No Again be an exclusive territory journey religious, and many type traveler acknowledged motivated For do journey to objective conventional religious /spiritual with look for spiritual well-being , enlightenment, knowledge, and relationships socia. Draft pilgrimage secular developed For emphasize

journey to non- religious holy sites or a possible “new age pilgrimage.” own spiritual meaning (Collins Kreiner, 2016; Kim et al., 2019; Kim, Kim, & King, 2016) in study with title “ Religion and tourism: A diverse and fragmented field in need of a holistic agenda” by Noga Collins Kreiner (2020)

Tourism on tours religion as context Halal tourism can become part from development and civilization with multi- field excellence that becomes crutch continuity, so own potency usefulness more broad and revealing creations, innovations new in contribute to Indonesian civilization general, and in general special to civilization Islam in Indonesia.

#### D. CONCLUSION

This study make an effort complete study in potency development halal tourism through tour religion . Studies This own a number of significant implications , ie \_ with find criteria halal tourism on tourism religion . future research \_ must focus on empowerment potency tour religion with enhancement management . kindly implementative , human civilization can materialized through , 1) Identification facilities , 2) availability source Power human , 3) management tourism , 4) action attractions.

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