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Identification Criteria for Evaluating the Quality of Implementation of Tourism Destination Development Policies

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ABSTRACT

For decades, the criteria for measuring tourism policy implementation have tended to be dominated by studies of government and public administration, leaving tourism science merely an object. This article aims to identify and synthesize criteria for measuring the implementation of tourism destination development policies in accordance with Sharia-compliant tourism. The research method used is descriptive qualitative with the approach used being a review of related literature by adapting and modifying research results through the process of identification, composition, visualization, decomposition, and adaptation. The results of the study indicate that the assessment of policy implementation has so far been under the culture of public administration including communication, resources, disposition, bureaucratic structure. From these parameters, only communication and resources can be integrated into the culture of tourism science that focuses on tourists and tourism destinations. The integration of communication and resources produces 9 criteria and 50 indicators for measuring the quality of implementation of Sharia Tourism destination development policies for further empirical research adaptation processes, namely 1) Community 2) Tourism Consumers 3) Islamic Clothing 4) Tourist Attractions 5) Tourist Accommodation 6) Public Facilities 7) Products with halal logos 8) Information Services; 9) Services that ensure the security of personal belongings. This study contributes to the field by introducing a novelty consisting of the implementation of tourism destination development policies that are consistent with tourism science, cultural values, and Sharia principles.

Keywords: *Policy Implementation; Tourism Destination Development; Sharia Tourism*

INTRODUCTION

Tourism encompasses a wide variety of tourism activities supported by facilities and services provided by the community, entrepreneurs, regional governments, and the central government. The keyword "tour" refers to a trip undertaken by a person for a temporary stay, not for permanent residence or work. As a science, tourism studies the theories and practices of tourist travel, community activities that facilitate tourist travel, and their various implications. Tourism activities can be focused on four elements: (1) tourist movement; (2) community activities in an effort to facilitate tourists; (3) facilitating tourists; and (4) the implications or consequences of tourist movement and community activities on the life of the wider community (Pitana & Diarta, 2009).

Tourism policy is a set of regulations, guidelines, directives, development objectives, and strategies that provide a framework for decision-making, both collectively and individually, that directly impacts long-term tourism development and daily activities at tourist destinations (Goeldner and Ritchie in Anom 2023). Tourism policy is an ethical framework focused on the issues at hand and effectively aligning community desires/needs with plans, development, products, services, marketing, and sustainability goals and objectives for future tourism growth (Anom et al., 2023, pp. 12–13).Tourism policy products have two dimensions: tangible and intangible. The tangible dimension takes the form of formally agreed-upon and established regulations and documents. Product formalization is manifested in organizational structures and policy implementation, including areas such as tourism destinations, tourism marketing or promotion, and human resource development. The intangible dimension takes the form of public services provided at tourism destinations to tourists and visitors,

such as providing information on tourist attractions, organizing events, promotions, and exhibitions, and so on.

Policy implementation is a process within a series of policies, namely the formulation, implementation, and evaluation of policy outcomes achieved in the field. In the context of tourism destination development, policy implementation relates not only to the implementation process but also to the programs implemented and the target groups. The focus of policy implementation assessments generally tends to be on coordination and communication, effectiveness, oversight, and accountability. Specifically, there are no parameters for assessing the quality of tourism destination development policies, so this article aims to synthesize measurement criteria based on previous research findings.

This research is urgently needed to identify the quality criteria for implementing tourism destination development policies for two reasons: first, to modify the implementation of tourism destination development policies. Second, tourism destinations cannot be equated from one region to another. This is due to differences in regional context and demographic profile, tourist market distribution, capital allocation and distribution, governance, and human resource readiness. Some underdeveloped and developed tourism destinations, such as Bali and Yogyakarta, are often used as benchmarking sites for improving human resource capacity and learning about the experiences of the public and private sectors in tourism destination development. Meanwhile, other regions are still in the development stage of tourism destinations.

Based on the background description, this article formulates two research questions: (i) What are the criteria for implementing tourism destination development policies? (ii) What are the criteria for implementing Sharia tourism destination development policies?

METHOD

This article adapts the qualitative descriptive research method used by Nirwani et al. (2025) and Creswell and Clark (2018) with simple, systematic, and specific modifications that focus on the themes of policy implementation, tourism destinations, and Sharia tourism destinations. These themes are categorized through the following stages:

1. Identification of Criteria and Indicators
2. Composition of Criteria and Indicators
3. Visualization of Criteria and Indicators
4. Decomposition of Criteria and Indicators (according to the culture of tourism science)
5. Adaptation of Criteria and Indicators

Although many systematic literature review methods exist, this article does not utilize them fully. Instead, it simply combines artificial intelligence service tools with a perspective based on the ontology of tourism science and Sharia tourism. By relying on the ontology of tourism science, tourism becomes the primary focus of study, rather than being subordinated to or becoming the object of study of other disciplines.

RESULT

1. Policy Implementation

The concept and theory of tourism policy implementation have been formulated based on George C. Edward III's theory, which identifies four critical components that determine the success of policy implementation: communication, resources, disposition, and bureaucratic structure. These components are interconnected and play a vital role in effective policy execution. Research related to tourism policy implementation, particularly a contextual study in Konawe Regency by Jabal Arfah et al. (2019), highlighted several gaps in the implementation of tourism development policies by the local government. The identified issues include challenges in communication, human resources, disposition, and bureaucratic structure. Similar studies conducted by Jabal Arfah et al. (2020) have shown analogous gaps in Bulukumba Regency (Bahri, 2023), Banyuwangi Regency (Pandita, 2017), Kuntan Singingi Regency (Amri, 2020), and Tabanan Regency (Wismayanti, 2020).

Bahri (2023) discusses the factors contributing to the success of tourism policy implementation in Bulukumba, focusing on the institutional structure of the bureaucracy within the Bulukumba Regency Tourism Office. Key elements of the policy implementation process include the presence of implementing elements, the existence of programs being carried out, and the identification of target groups. Successful implementation of tourism development policies relies on effective communication, adequate resources, a positive disposition, and a well-structured bureaucratic framework. The findings indicate that the implementation of tourism development policies in Bulukumba has been relatively successful. Communication among stakeholders has been effective, with consistent information sharing. Resources, which encompass human, financial, material, and informational resources, have been adequately provided, although there is still a shortage of information resources. Disposition has been positive, particularly regarding the provision of incentives and the appointment of qualified bureaucrats. However, the bureaucratic structure still faces challenges, including overlapping responsibilities among officials.

Policy Value in Tourism

As an activity, tourism has become a vital part of industrial society in the era of media practices (Couldry, 2012; Damanik & Weber, 2006). Tourism is a phenomenon of the movement of people, goods, and services that we can observe in the real world and in virtual reality. The value of tourism policy can be viewed from two perspectives: the legal-economic perspective and the consumer-behavioral perspective. The legal-economic perspective refers to legal instruments and international agreements, affirming the right to travel and freedom of movement for tourists and all stakeholders to responsibly protect natural and cultural resources in tourist destinations to ensure their sustainability. Meanwhile, the consumer-behavioral perspective refers to the perception of industrial society values, which has shifted from how to capitalize resources to ecosystem improvement, focusing more on nature-based activities, and environmental preservation or conservation.

Policy values can be defined as principles that inform collective action. Values are both motivators and objects. Policy values are related to political values, but are conceptually distinct. Political values, such as freedom, democracy, and equality, underlie the general design principles of nation-state governance and have changed little over time. Policy values are embodied in specific areas of government action, such as the design of health systems or the support provided to regions, and they change over time, usually slowly, but sometimes quite rapidly (Stewart, 2009, pp. 14–15).

In tourism, policy values emerge in the form of sustainable tourism. Sustainable tourism is tourism that can be sustained over the long term without damaging the physical or human environment (Butler, 1999, p. 10). Tourism policy is one of the government's strategic instruments in directing destination development, regulating resource utilization, and ensuring tourism provides balanced socio-cultural, economic, and environmental benefits. Tourism policy values refer to the principles, norms, and preferences that underlie government decisions and actions in designing and implementing tourism policy. These values form the basis for policy orientation and often explain why a government chooses a particular development model. The economic value of tourism can contribute significantly to the regional economy. Significant policies for the economy include the establishment of national holidays or collective leave aimed at providing opportunities or longer vacations for travel. Based on travel data during the Eid al-Fitr joint leave period and several national holidays, such as Chinese New Year, Vesak Day, Nyepi Day, and the Ascension of Isa Al-masih, a significant increase was recorded. Furthermore, the Eid al-Fitr joint leave period leads to a relatively long holiday, encouraging travel to be distributed throughout the holiday (Central Statistics Agency, 2025). Tourist spending on accommodation, food, transportation, and other activities creates a circulation of money that can provide sustainable economic benefits. However, to achieve sustainable economic growth, it is crucial to ensure that the economic benefits of tourism are distributed equitably among local communities and that the informal sector is also addressed. An inclusive economic model must encourage local community participation in tourism activities and ensure that the benefits of this industry's growth are not enjoyed by only a select few (Anom & Suryasih, 2024, p. 57).

- 1) Socio-cultural values emphasize cultural preservation, strengthening identity, empowering local communities, and respecting traditional knowledge. Policies reflecting these values include the development of tourism villages, the involvement of indigenous communities, the

revitalization of the arts, and the strengthening of community-based institutions. Contact between tourists and local communities can facilitate cultural exchange and cross-cultural understanding (Anom & Suryasih, 2024).

- 2) Environmental values are one of the biggest challenges. Increasing tourist numbers often put pressure on the natural environment, including ecosystem damage, increased pollution, and overconsumption of resources. Therefore, sustainable tourism must prioritize green and environmentally friendly practices. Measures such as waste management, the use of renewable energy, and the preservation of sensitive natural areas need to be adopted to ensure that tourism does not harm the environment that attracts tourists. Environmental education for tourists and local communities is also crucial to raise awareness of the environmental impacts of tourism activities (Anom & Suryasih, 2024, p. 58).
- 3) Values of justice and inclusivity, particularly in the context of equitable benefit distribution, accessibility for people with disabilities, gender inclusion, and fairer income distribution between large and local actors.
- 4) Governance values such as transparency, participation, and collaboration are also increasingly becoming a cornerstone of modern tourism policy. These values will determine the direction of tourism destination development policies. Ideally, tourism policy values should not be viewed as partial. However, it is also important to consider the capacity of researchers, research areas, and travel seasons. During peak domestic travel seasons, economic values tend to be significant, and governance values are focused on the function of the apparatus as program implementers and target audiences. On the other hand, environmental values tend to be conservative, suitable for destinations that are taking tourism to the next level.

Transformational Policy

Transformational policy involves changes in the direction, goals, instruments, actors, norms, and values underlying the policy. Transformational policy emerged from dissatisfaction with system- and mission-oriented policy designs (Hjalager & von Gesseneck, 2020) and the conditions and problems of industrial society, which tend to be social and technical in the era of media practice (Haddad et al., 2022). However, policy actors who are already proficient with conservative policy directions, such as systems, missions, and resilience capacity at the local government level, demonstrate (Rohne Till et al., 2024, p. 5), namely resilience and collaboration.

At the implementation stage, transformational policy refers to themes related to policy intervention, multiple actors, and multi-level governance (Haddad et al., 2022). The focus on actors also aligns with the views of Bressers (2009) regarding contextual interactions and Dunn (1994) regarding policy components. Key characteristics of actors are motivation that drives their activities, cognition (information used to interpret situations), and resources (Ilyas, 2020, pp. 111–112). Actor identification aims to identify key interests and then measure their positions, roles, influence, and existing perceptions and values related to a policy (Ayuningtyas, 2014). Table 2.5 shows the themes of transformational policies.

Table 1. Transformational Policy Implementation

Transformational Policy Theme	Characteristics	Challenges
Multi-faceted Policy Interventions	Developing adequate implementation structures and capacities	Implementation structures at different governance levels
Multiple Actors	involvement in the innovation process	Engaging stakeholders and building trust Aligning interests

		Encouraging collaboration between different stakeholders Coordinating policies between different levels of government
Multi-Level Governance	Different types of government	Understanding the constraints of political systems and cultural contexts Balancing the trade-off between strong leadership and the guidance needed for the transition process

Sources: Haddad, Nakic , Bergek , Hellsmark (2022, p. 24)

2. Development of Tourism Destinations

A tourism destination is a geographical area within one or more administrative regions that contains tourist attractions, public facilities, tourism facilities, accessibility, and a community that are interconnected to complement the realization of tourism. Tourism destination development is a process that begins with the product planning process of the tourism potential that exists in a regional/provincial destination to be offered to tourism consumers. The process of developing a tourism destination is usually carried out by the public and private sectors. The public sector plays a role as a regulator and a party that provides infrastructure and public facilities and improves accessibility, while the private sector plays a role as a partner in cooperation with the public sector, to provide the needs of goods and services and organize tourism business or service enterprises such as accommodation and food and beverage services, water services, and others (Perda, 2018).

3. Sharia Tourism

Sharia tourism is an activity supported by various service facilities provided by the community, entrepreneurs, government, and local governments that meet sharia requirements (Ministry of Tourism, 2012). In the mindshare of the Islamic community, the word tourism is associated with the words siyar, al-siyahah, al-ziyarah, al-safaru, al-sairu, and al-rihlah (Bahri Soi et al., 2023; Hidayah & Nurrusyifa, 2020). Al-siyâhah means going anywhere with any motive (absolutely not muqayyad). Rihlah refers to the work of Ibn Manzur and Qurashih Sihahb that the word rihlah is a form of irtahala-yartahilu-irithalan, namely, moving from one place to another, or also said to travel to achieve certain goals, both material and immaterial (Hidayati, 2017). In Quraish Shihab's interpretation, the word " rihlah " refers to a journey or a relatively long journey. This refers to the Quraysh's trade trips, which they undertook twice a year, in winter and summer (see Tafsir Al-Misbah). Rihlah is equivalent to the word " safar, " a movement undertaken during the rihlah, covering long distances and time, and involving Islamic jurisprudence (fiqh) of worship and transactions.

The criteria for focusing on Sharia tourism destinations, as well as their relationship to policy implementation, have not been comprehensively researched. Meanwhile, the implementation of tourism development policies focuses on aspects of communication and clarity of information, effectiveness in the field, monitoring mechanisms, and accountability for implementation. Therefore, this research focuses on the implementation of Sharia tourism destination development policies.

The following are the results of the identification of the literature review related to policy implementation, tourism destination development, and Sharia tourism which consists of processes or cycles starting from identification, composition, visualization, decomposition, and adaptation.

4. The findings from the literature review delineate key aspects of policy implementation, tourism destination development, and Sharia tourism, which collectively constitute a processual cycle comprising identification, composition, visualization, decomposition, and adaptation

Identification

Table 2. Distribution of Articles related to Tourism Destinations

Author	Components/Attributes	Method
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(Sumaryadi et al., 2019)	Model 10A	Qualitative	
(Utomo et al., 2024)	Identification of Components 4A	Qualitative	
(Nirwani et al., 2024)	Attribute 7A of Muslim-Friendly Tourism	Qualitative	Literature Review
(Agustan et al., 2024)	Smart Tourism Destinations with the 6A Framework	Qualitative-TOPSIS	
(Hariani et al., 2024)	Implementation of the Six A Theory	Qualitative	
(Khairani et al., 2025)	Attribute 4A of Tourism Destination	Quantitative	
(Made Riki Ponga Kusyanda et al., 2022)	Attribute 4A of Tourism Destination	Quantitative	

According to Sumaryadi et al. (2019), tourism destination components can be divided into two perspectives: market and governance. Most components are market-oriented, while governance encompasses concrete actions embodied in the planning and evaluation of destination performance. Nirwani et al. (2024) refer to this as an assessment of service, finances, logos, and halal certification related to Muslim-friendly destination attributes. The literature review also indicates that tourism destination components within regulations already encompass all aspects, except for the community, which implies the presence of stakeholders in the implementation and policy environment of tourism destination development.

Based on our understanding and reflection on the literature review, there are two reasons why the community component included in the Regional Regulations is not included as an attribute or component of tourism destinations. First, the A formulation directs tourism scholars to be consistent with the abbreviations 4A, 8A, and 10A. Second, research findings by tourism scholars in the era of disruptive linguistics and artificial media practices have abundant data on these components, thus requiring repeated research by those studying tourism destination components. Recently, the components or attributes of the Destination have changed in line with changes in consumer behavior without following the coherence of the formulation carried out by Kim (2022) which was referred to by Khairani et al (2025).

Table 3. Distribution of Research Results related to Sharia Tourism Destinations

Author	Themes	Method
(MN Maulana, 2023)	Islamic Attire	Qualitative
(Cahyanti , 2024)	Guest Etiquette	
(Putra, 2022)(NA Maulana, 2022)	Principles of Sharia Hotel Management Minimum Standards for Sharia Tourism	
(Mauliza , 2023)	Halal Tourism Regulations	

Table 4. Distribution of Research Results related to the Implementation of Tourism Policies

Author	Theme	Method
(Arfah et al., 2020)	Policy Implementation Strategy	Qualitative
(Bahri, 2023)	Policy Implementation Process	
(Wismayanti, 2020)	Policy Implementation and Local Wisdom	
(Amri, 2020)	Policy Implementation and Tourism Promotion	

Composition

Table 5. Components/Attributes of Policy Implementation

Tourism Implementation	Policy	Component	Sources
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Policy Implementation	1. Communication, 2. resources 3. disposition, and 4. bureaucratic structure.	(Arfah et al., 2020) (Wismayanti, 2020) (Amri, 2020)
Implementation Process	1. The existence of implementers 2. The existence of programs being implemented, and 3. Targeting the target group;	(Bahri, 2023)
Policy Values	1. Economy 2. Environment 3. Culture 4. Justice and Inclusiveness 5. Governance	Sustainable Development
Transformational Policies	1. Policy Intervention 2. Multiple actors 3. Multi-level governance	Haddad, Nakic , Bergek , Hellsmark (2022, p. 24)

Table 6. Components/Attributes of Tourism Destinations

Destination Tourist	Attributes / Components	Source
Component District Regional Regulation Konawe Number 15 of 2018	1. Power pull tour , 2. facility general , 3. facility tour , 4. accessibility , and 5. public	(Regional Regulation, 2018)
Results of the review of related literature	1. Attractions 2. Accessibility 3. Amenities 4. Service Addition 1. level knowledge , 2. Power pull tour , 3. Availability service reservation , 4. Convenience achievement , 5. Impression during stay at the destination 6. Activities and experiences tourists), 7. guarantee safety and security , 8. welcome and appreciation), 9. action the real thing that is written in planning , 10. evaluation performance destination .	(Khairani et al., 2025) (Made Riki Ponga Kusyanda et al., 2022) (Utomo et al., 2024) (Sumaryadi et al., 2019)
	1. accessibility 2. tourist attractions 3. accommodation 4. facilities available at tourist destinations 5. activities that tourists can do at tourist destinations, as well as . 6. additional services ;	(Hariani et al., 2024)
	1. appearance , 2. accessibility , 3. Power pull , 4. facility , 5. accommodation , 6. available packages ,	(Nirwani et al., 2024)

7.	activities , and	
8.	evaluation	
1.	management environment ,	(Khairani et al., 2025)
2.	safety ,	
3.	incidents that did not occur unexpected	
4.	practice business that is not ethical ,	
5.	infrastructure ,	
6.	culture local ,	
7.	activities /events,	
8.	friendliness ,	
9.	physiography ,	
10.	attachment place ,	
11.	superstructure ,	
12.	accessibility ,	
13.	quality service .	

Table 7. Components Sharia Tourism Destination

Sharia Tourism Destination	Component	
Clothes Islamic	<ol style="list-style-type: none"> 1. For traveler archipelago and tourists foreign countries are required dressed polite in places tour . 2. For traveler Muslim required dressed in accordance with Islamic law . 3. On -site bathing general separated between men and women . 4. For the audience shows / entertainment , separated between men and women . 5. For entrepreneurs , groups public or apparatus government and business entities forbidden give facility convenience and/ or protect people to do perverted , drunkenness and gambling . 6. Everyone , good Alone and group obliged prevent occurrence actions sin 	(MN Maulana, 2023, p. 28)
Product with halal logo	<ol style="list-style-type: none"> 1. material spice ; 2. body scrub ; 3. face mask; 4. aromatherapy ; and 5. ingredients maintenance face , hair , hands and nails 	(Son, 2022)
Criteria Compliance Industry Tourist	<ol style="list-style-type: none"> 1. direction qibla in hotel room ; 2. information on the nearest mosque ; 3. place of worship for tourists and employees Muslims ; 4. information about halal/ non -halal products ; 5. place separate ablution between men and women ; 6. means supporters for carry out pray; 	(Al Hasan, 2017)

	7. place separate urinal between men and women and make it easier for purify yourself.	
Minimum Standards for Sharia Tourism	1. available adequate facilities for purify yourself; 2. available facilities that make things easier for worship; 3. available halal food and drinks; 4. safe, comfortable and conducive facilities and atmosphere for family and business; and 5. awake cleanliness sanitation and environment.	(Son, 2022)
Tourist Attractions	1. tour education 2. tour natural 3. tour culture 4. tour history 5. tour religion 6. tour culinary	(Mauliza, 2023)
Sharia Hotel	1. Sharia hotel No may provide facility access pornography and acts immoral; 2. Sharia hotel No may provide facility entertainment that leads to polytheism, sin, pornography and immoral acts immoral; 3. Food and drinks provided by sharia hotels must get halal certificate from MUI; 4. Provide adequate facilities, equipment and resources for implementation of worship, including facility purify yourself; 5. Hotel managers and employees are required wearing appropriate clothing with sharia; 6. Sharia hotel must own guidelines and/ or guide about procedure hotel service ensure implementation appropriate hotel services with principle sharia; 7. Sharia hotel must use Islamic Financial Institution services in do service	(Azizah et al., 2022)

Previous research on the evaluation parameters for Sharia-compliant tourism destination development policies points to three criteria: criteria based on Sharia-compliant tourism guidelines, criteria based on regional regulations on halal tourism in Lombok and the Qanun in Aceh, and criteria based on expert studies that focus on consumer behavior through the construct of Muslim-friendly destination attributes. Each criterion encompasses components of the tourism destination, tourism industry, marketing, and human resources.

Visualization

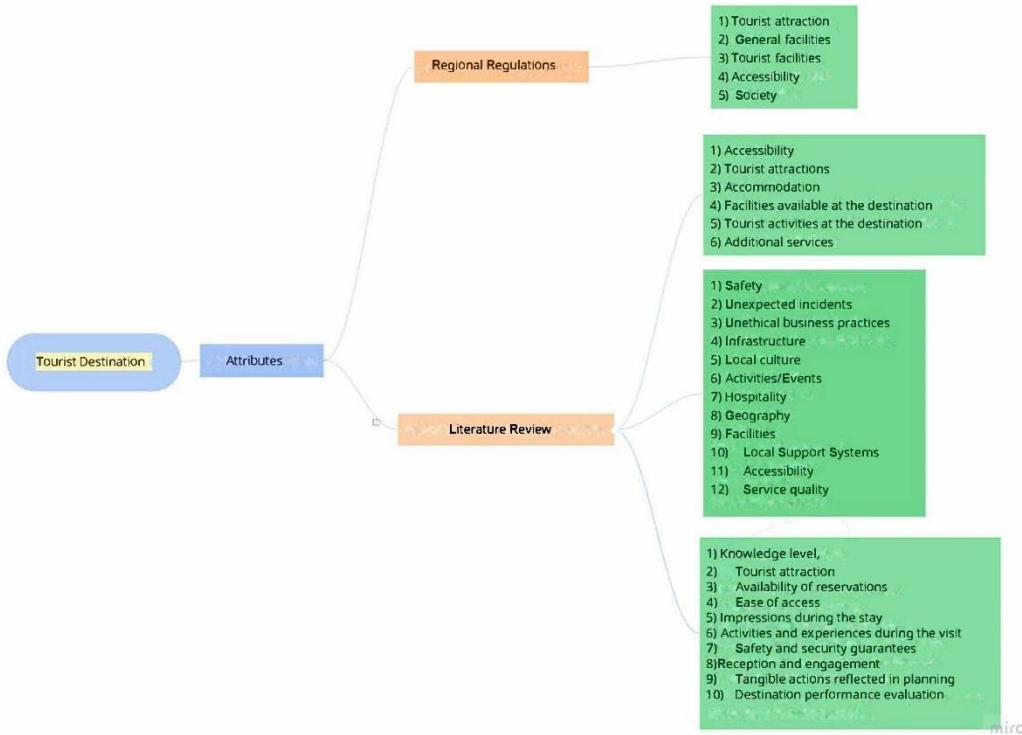


Figure 1. Attributes of Tourist Destination

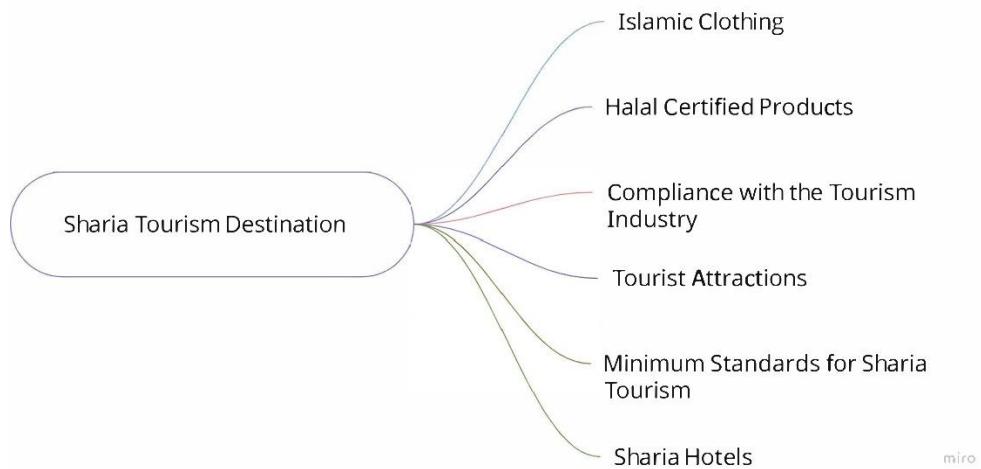


Figure 2. Attributes of Sharia Tourism Destinations

Decomposition

Based on the composition and visualization of previous research results regarding the assessment criteria for tourism destination development, the dimensions/components/attributes needed to assess the quality of implementation of Sharia-compliant tourism destination development policies were identified. Next, a decomposition was conducted by examining the characteristics of the objects and subjects of an administrative region, most of which are still in the development stage and aligned with Sharia principles. The decomposition results yielded the following assessment criteria:

- 1) Community
- 2) Tourist Consumers
- 3) Islamic Clothing
- 4) Tourist Attractions
- 5) Tourist Accommodations
- 6) Public Facilities
- 7) Products with a Halal logo
- 8) Information Services
- 9) Services that ensure the security of personal belongings

These nine criteria focus on the nature of tourism science, focusing on communities, tourism consumers, and thematic products packaged in tourist destinations. Although other criteria, such as concrete action and accountability, have been previously constructed by Sumarjayadi (2019) in long-term, medium-term, and annual planning documents, these criteria are more geared toward urban (civil) planning and are more technical, especially for studies of tourism potential that will be projected as development projects. Furthermore, policy implementation tends to focus on parameters of disposition, bureaucratic structure, resources, and communication. Meanwhile, tourism science studies have research areas such as (1) tourist movement; (2) community activities in an effort to; (3) facilitating tourists; and (4) the implications or consequences of tourist movement and community activities on the lives of the wider community (Pitana and Diarta, 2009). Based on this understanding, the policy implementation parameters reviewed in the literature, when compared to the nature of tourism science, only include communication parameters concerning information services regarding tourist attractions, ethical communication between service providers and tourists, and promotion. This can also be reflected in past literature. Past tourism reviewed by Sunjayadi (2019) focused on subsidies from the Dutch East Indies government to tourism managers in Bandung, Makassar, Yogyakarta, and Bali, as well as promotions to attract tourists. Resources can include human resources and tourist attractions within tourist destinations, which can be linked to tourism research areas. Meanwhile, bureaucratic dispositions and structures will constrain tourism science within the administrative culture.

Scholars have justified tourism destination criteria, distinguishing them from constructed criteria to assess tourism destination development, which are in accordance with Sharia principles. Several criteria are absorbed from the concept of Sharia tourism, guidelines for organizing Sharia tourism, legal-formal regulations on tourism that only concern the definition of tourism destinations, as well as the results of a literature review related to tourism attributes or components carried out by students at Islamic Religious Colleges in accordance with the author's institution of origin.

Adaptation Criteria and Indicators**1) Community**

Criteria	Indicator
Community	<ol style="list-style-type: none">1. Guard obligation of worship during interact2. Glorify visitor3. Service to visitor for fulfillment halal needs4. Arrange every activity tourism so as not to contradictory with Islamic values5. Attitude friendly, polite friendly, cheap smile to visitor6. Guard order and security environment7. Maintain and preserve environment

2) Consumer Tourism: Tourists and Visitors

Criteria	Indicator
Consumer (Cahyanti , 2024)	<ol style="list-style-type: none">1. Guard obligation of worship during traveling

2.	Choosing place tour near with the Mosque
3.	Stay in accommodation that implements Islamic values;
4.	Get dressed neat
5.	Using non- alcoholic perfume/ fragrance
6.	<i>Silaturahmi</i> with family, relatives and friends during the destination tour
7.	Responsible responsible for cleanliness environment after activity tour

3) Clothes Islamic

Criteria	Indicator
Clothes Islamic (Maulana, 2023)	1. Closing Tight Aurat 2. Clothes that are Loose and Not Strict: 3. Avoid Transparent Clothing:

4) Attractions

Criteria	Indicator
Tourist Attractions Thematic	1. Available tour education 2. Available tour natural 3. Available tour culture 4. Available tourism history 5. Available tour religion 6. Available tour culinary

5) Accommodation Tour

Criteria	Indicator
Accommodation Tour	1. direction qibla in hotel room; 2. information on the nearest mosque; 3. place of worship for tourists and employees Muslims; 4. place separate ablution between men and women; 5. means supporters for carry out prayer; and 6. place separate urinal between men and women and make it easier for purify yourself. 7. No may provide facility entertainment that leads to polytheism, sin, pornography and immoral acts; 8. Food and drinks provided by sharia hotels must get halal certificate from MUI; 9. Hotel managers and employees are required wearing appropriate clothing with sharia 10. Sharia hotel must use Islamic Financial Institution services in do service

6) Public Facility

Criteria	Indicator
Public Facility	1. Available adequate facilities for purify 2. Available facilities that make things easier for worship 3. Available halal food and drinks

	4. Facility rest and a safe, comfortable and conducive atmosphere For family
	5. Awake cleanliness sanitation and environment

7) Product with halal logo

Criteria	Indicator
Product with halal logo	1. Product material spice halal logo; 2. Product body scrub halal logo; 3. Aromatherapy products with halal logo 4. Product ingredients maintenance face, hair, hands and nails with halal logo

8) Service Information

Criteria	Indicator
Service Information	1. exhibition tourism and innovation village, 2. social media leader area 3. Tourist Information Center 4. worship place 5. agent journey

9) Service security goods personal

Criteria	Indicator
Services that ensure security goods personal	1. facility free lockers available for keep goods valuable 2. Facility service rent lockers available for keep goods valuable 3. Facility available for storing footwear

DISCUSSION

The identified criteria are then discussed through a reflective understanding. These criteria are intended to fill research gaps and gaps in studies, given that the tourism destination criteria developed by researchers have been widely reproduced, as have the government's tourism destination criteria, which are based on the Sapta Pesona and tourism destination instrumen (2019). It is emphasized here that the content of the Sharia tourism destination criteria tends to focus on ethics and morals rather than community behavior and tourism consumer behavior. This emphasis is emphasized given the changes in consumer behavior in the era of media practices, which can include deviations, crime, and other issues in the relationship between hosts and guests.

In Indonesia, Sharia tourism tends to be applied conceptually, but in practice, halal tourism is more frequently used, for example, in the certification of hotels and restaurants, as well as cosmetic products. Meanwhile, abroad, the term "halal tourism" is used. However, halal tourism is actually covered by Sharia, or is part of Sharia, based on the maqasid (objectives) of Sharia. Several studies on halal tourism indicate three main spectrums of study conducted by scholars. First, a study of halal tourism in Muslim and non-Muslim countries. Second, research studies in the hospitality industry focus on hotel compliance in Muslim countries with Sharia principles and the transition from conservative hotels to halal hotels. This compliance by hotel industry players is implemented in Saudi Arabia, a major destination for Muslim tourists performing the Hajj and Umrah pilgrimages. Meanwhile, the transition from conservative to halal-compliant hotels is growing in Turkey (in Alanya), Indonesia (in Lombok and Bali), and Malaysia (in Kuala Lumpur). Hotel compliance and the transition of hotels in tourist destinations to Sharia principles will be legitimized by halal certification, which is also a theme in research in the hospitality and tourism industry (Azizah et al., 2022). Sharia compliance in Indonesia is specifically determined through a fatwa issued by the National Sharia Council - Indonesian Ulema Council, which is sourced from Sharia, the Qur'an, and the Sunnah. According to John Esposito and Natana DeLong-Bas (2018), thirty-five Muslim countries have operationalized Islamic Sharia law

sources within their civil, general, and customary legal systems. Therefore, the legal systems of most Muslim-majority countries can be described as a blend of Islamic law and Western-inspired legal codes. This blending of legal sources, in Ibn Taymiyyah's view, is a method of *ijtihad* to determine which Sharia laws are logically acceptable to humans (Hamang, 2010).

The values of sustainable tourism, defined as a balance between economic, environmental, cultural, justice, and governance, constitute a value construct within transformational policies. These policies not only impact the structural level, but also demonstrate the readiness of government ministries and agencies and local governments to adapt to ecosystem improvements and smart tourism destinations. For example, green tourism and smart tourism destination policies have provided a bright spot through collective action by all stakeholders. However, despite these positive outcomes, there are still (assumingly) responses that demonstrate resistance.

Resistance arises because transformational policies will change the current cooperation scheme between the public and private sectors, with the strengthening of technology-based transformational values that tend to be transparent and accountable. As a result, transformational values are changing the work culture that has previously prioritized family values and regional deliberation, as well as policies based on the social characteristics of the community in the economy, to values that are open in an open society, both in technology and services. In the context of tourism, for example, payment services, levies, licensing services, and so on. On the other hand, the desire for collaboration arises because societal practices in the modern era have changed, and policy adaptation mechanisms become important through a mix of young human resources with technical and technological skills and knowledge, with older ones. Likewise, collaboration between governments, actors, organizations, and volunteer communities is gaining ground in addressing public issues and seeking alternative solutions through partnerships and profit-sharing patterns. Real-life problems that tourism routinely faces during peak holiday seasons, for example, are closely related to congestion, waste/cleanliness, and services that ensure the security of personal belongings and the safety of tourism consumers.

CONCLUSION

Based on the background, literature review, results, and discussion outlined above, the following conclusions can be drawn. First, the assessment criteria for the implementation of tourism destination development policies consist of the four A components and so on. Second, the assessment criteria for the implementation of Sharia tourism destination development policies that have been compiled consist of 9 criteria with 50 indicators. For both tourism destination development and Sharia tourism destinations, the identification of components for assessing the quality of policy implementation needs to be structured in accordance with the culture of tourism science, namely that the areas of government and administration research that can be facilitated and selected are resources and communication to be integrated with destinations, tourism consumers, and the community, while bureaucratic structures and dispositions are not areas that need to be explored further by tourism scholars.

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