



## Developing Halal Geotourism in Indonesia by Improving the Global Muslim Travel Index (GMTI) Performance Using ESG Perspective

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### Abstract

Indonesia is well-known for its geotourism, offering various geological and geomorphologic attractions and destinations. Geotourism in Indonesia fosters environment, heritage, aesthetics, culture, and the community's well-being. In addition, Indonesia ranked second in the Global Muslim Travel Index (GMTI) Rankings by Crescent Rating. Indonesia performs well in providing prayer places, having free faith restrictions, increasing stakeholder awareness, and delivering general safety.

However, there must be a comprehensive integration between these two excellences (geotourism and halal tourism). There are only a few insights about combining halal tourism and geotourism. Geotourism represents the role of the environment, not only being of service to humans but also worshipping God. Unfortunately, some geotourism places are prone to impropriety, do not provide a place for prayer, and have leisurely access to meals forbidden by Islamic law (haram). One of the main factors of this is the role of the stakeholders.

This study collects secondary data to be analyzed by qualitative analysis to develop halal geotourism in Indonesia. Halal geotourism needs to adopt the excellent accomplishment of Indonesia in the Global Muslim Travel Index (GMTI) and utilize the emerging Environment, Social, and Governance (ESG) trend. ESG can be the consideration in planning the strategy of making immigration for international tourists efficient, raising stakeholder awareness, ensuring safety, and providing Muslim-friendly facilities in geotourism. ESG perspective can be incorporated in bettering the lousy performance in GMTI, such as providing connectivity, strengthening communication proficiency, continuously creating innovations, implementing sustainability, and presenting unique experiences. As a result, halal geotourism with the ESG as the base perspective will accelerate geotourism development in Indonesia and help achieve halal tourism development goals.

### INTRODUCTION

#### Geotourism Development in Indonesia

Geotourism was initially conceptualized as geology-based tourism, offering facilities and resources to understand the location's geological and geomorphological aspects, going beyond a superficial aesthetic appreciation (Hose, 1995). Geotourism aims to encourage geoconservation, appreciate geological heritage (geoheritage), and acknowledge geological diversity (geodiversity) (Dowling, 2013).

Based on National Geographic, geotourism has some principles. It fosters the integrity of a place by enhancing its

geographical character. It involves the community by utilizing local resources. Geotourism emphasizes economic and social benefits for the community. It also needs to satisfy the diverse geotourists with meaningful experiences. Geotourism, as it brings the basic definition, promotes environmental conservation in its practices. Geotourism is also based on comprehensive planning to sustainably exist in the long term. Although used for tourism, geotourism prevents undesired overdevelopment and degradation. Evaluation is also essential in geotourism, so it can accommodate stakeholders' interests and be sustainable.

Indonesia is well-known for its geotourism. The diverse geological landscape in Indonesia suits the geotourism concept (Novarlia, 2023). The location in the mountain range of the Mediterranean and Pacific circum and surrounded by the ocean makes Indonesia rich in the diversity of land relieves to be explored by tourists, both domestic and non-domestic. Indonesia has valuable geodiversity, which contains geoheritage with biodiversity and cultural diversity, located in the confluence of three tectonic plates. (Bappenas, 2021).

The development of geotourism in Indonesia relates to the sustainable development goals (SDGs). Goal Number 1 (No Poverty), Number 8 (Decent Work and Economic Growth), and Number 9 (Infrastructure, Industry, and Innovation) portray how geotourism can develop the community's livelihood and regional economy. The Goal Number 4 (Quality Education) conveys that geotourism aims to educate people. The combination of Goals 1 and 5 (Gender Equality) shows that geotourism creates resiliency in vulnerable groups due to the climate crisis. Goal Number 5 also represents geotourism supporting inclusivity. Goal Number 11 (Sustainable Cities and Communities), Number 12 (Responsible Consumption and Production), Number 13 (Climate Action), Number 14 (Life Below Water), and Number 15 (Life on Land) indicate that geotourism promotes sustainability. Last but not least, Goal Number 17 (Partnerships for the Goals) shows that geotourism utilizes collaboration. (Kominfo, 2018; Bappenas, 2020).

In addition, there are three pillars in developing geotourism in Indonesia, which are 1) conservation (preserving natural and cultural heritage to maintain the ecosystem, reducing climate change impact, and mitigating and adapting disaster hazards), 2) education (increasing the capacity of the community to understand nature and the potential of local resources), 3) economy (improving the community welfare through sustainable local economic development) (Bappenas, 2021). Indonesia currently has six geoparks registered with United Nations Educational, Scientific, and Cultural Organization (UNESCO): Batur, Ciletuh, Gunung Sewu, Rinjani, Belitong, and Toba Caldera Geopark (UNESCO, 2023).



Regulation-wise, The Minister of National Development Planning/Head of the National Development Planning Agency (Bappenas) enacted Regulation 15 of 2020, considering National Action Plan for Geopark Development in Indonesia from 2021 – 2025. It considers the UNESCO Global Ecopark framework, Presidential Regulation Number 9 of 2019 considering Geopark Development, SDGs, work meetings with regional governments and geopark operators, and work meetings with ministries/institutions (K/L). There is also a regulation by the Minister of Tourism and Creative Economy Number 2 of 2020 considering Technical Guidelines for Developing Geopark as a Tourism Destination. Even the Minister of Energy and Mineral Resources Regulation Number 31 of 2021 is considering the Determination of National Geopark.

There are few studies on geotourism in the academic realm since it is a new concept. However, geotourism research has great potential in Indonesia because this country excels in geodiversity spread across the country (Yuliawati, Pribadi, & Hadian, 2016).

#### **Halal Tourism Practice in Indonesia**

Halal tourism integrates Islamic values into all tourism activities (Widagdyo, 2015). According to Maqasid al-Shariah, the primary purpose of the Islamic framework is to protect faith, existence, mind, lineage, and property (Safinee, Jamaludin, Hashim, & Amid, 2022).

Halal tourism has some objectives (Lee Shi Yan, et al., 2017). It can revive and mainstream the Islamic culture and values (religious objective). Halal tourism can benefit the Islamic community economically (socio-economic objective). In addition, it can also strengthen stereotypical Islamic self-confidence in culture and lifestyle (socio-culture objective). Halal tourism represents allowable activities under Islamic teachings regarding behavior, dress, conduct, and diet (Battour, Hakimian, Ismail, & Boğan, 2018). Halal tourism guarantees more security and comfort in tourism sites, accommodations, and food provision (Santoso, Ubaidillah, Balqis, & Sembiring, 2020). The concept of halal can be developed and adapted by the non-muslim because of its perceived benefits (Lee Shi Yan, et al., 2017).

In halal tourism, there is a concept of Halal Travel Development Goals. It includes Goal Number 1 of Integration, Diversity, and Faith (Enable Muslims to be active citizens of the global community while remaining spiritual), Goal Number 2 of Heritage, Culture, and Connection (Connect Muslim travelers, the local community, and the heritage and history), Goal Number 3 of Education, Insights, and Capabilities (Enhance understanding among communities and increase academic and industry knowledge to increase capabilities of stakeholders), Goal Number 4 of Industry, Innovation, and Trade (Create new opportunities to increase commerce and drive growth across multiple sectors), and Goal Number 5 of Well-being and Sustainable Tourism (Recognize its responsibility and social impact on travelers, the wider community, and environment) (Mastercard-Crescent Rating, 2022).

Indonesia is the 4<sup>th</sup> most populous country, and 87% are Muslims. Therefore, Indonesia is the country with the most

significant proportion of Muslims. In addition, Indonesia ranked second in the Global Muslim Travel Index (GMTI) Rankings by Master Card-Crescent Rating in 2022. There are four critical areas in the scoring, namely: 1) Ease of Access to the destination, including Connectivity, Visa Requirements, and Transport Infrastructure; 2) Internal and External Communication by the destination, including Communication Proficiency, Destination Marketing, and Stakeholder Awareness; 3) Environment at the destination, including Safety, Faith Restrictions, Visitor Arrivals, Enabling Climate, and Sustainability; and 4) Services provided by the destination, including Core Needs (halal food and prayer facilities), Core Services (hotels and airports, and Unique Experience. Beyond that, knowing the potential of halal tourism, Indonesia creates Indonesia Muslim Travel Index (IMTI) to track and measure the growth of halal tourism in Indonesia.

#### **Halal Geotourism: Synergy of Two Excellences of Indonesia's Tourism**

Geotourism and halal tourism are the excellences of Indonesia. This makes it easier for Indonesia to synergize both into halal geotourism. Halal geotourism has the value of Islam, which reflects on God's creation while exploring nature. This reflection can bring humans to think about the harmonization of the universe. Further, it will motivate reading, researching, understanding, and gratitude for God's blessings (Ratnasari, 2020).

The halal concept can offer benefits to geotourism. Based on the general principles of halal tourism by MUI DSN Fatwa Number 108/DSN-MUI/X/2016, the accommodation providers and tourism managers should not provide access to pornography and immoral acts. This measure benefits Muslims and other believers because it increases safety and security. The meals provided should be halal. Obtaining halal food is more ethical. The preparation ensures that the food sources are healthy (Amina, 2022; That Fat Cow, 2021). The accommodation providers should provide adequate cleaning facilities. This will not harm the non-muslim. Instead, it will benefit them. The employee must wear modest clothes which will not disturb the tourists. Tourism managers must prevent the site from immorality, adultery, pornography, porno-action, drugs, liquor, and gambling. This can increase the safety of tourists (Nadha, 2019).

Halal geotourism can increase the comfort of the tourists at the geotourism site. Therefore, it will increase the interest of the tourists and can develop the geotourism site-based or general development.

#### **The Emerging of ESG Concept in Tourism**

Environmental, social, and governance (ESG) considerations have become today's corporations' most important issues. The tourism industry, which directly interacts with the environment and communities, cannot ignore the importance of ESG in its operations and strategies. ESG in tourism can help companies improve customer acquisition and retention, manage risks and regulations, gain access to sustainable financing, and enhance investor relations.

Growing consumer awareness of the impact of travel on nature and communities will increasingly shape travelers'



decision-making when determining how, where, and when to travel. Businesses and governments in the tourism sector need to actively acknowledge the potential chances and opportunities that ESG policies offer to effectively cater to the shifting consumer preferences (Stolz, 2022).

Some consideration factors for traveling are the destination country's income, relative prices, trade openness, and infrastructure. However, the perception of international tourists on the level of risk of environmental, social, and governance factors are additional fundamental considerations in determining the level of inbound international tourism demand (Hassan & Meyer, 2021).

In the environmental aspect, tourists are more aware of the environmental impact of tourism. Travel-wise, the trip might generate greenhouse gas emissions. Activity-wise, it might generate waste that pollutes the environment. In the social element, tourism must involve the community through supply-chain localization. The consideration of a socially-responsible working system, vulnerable community inclusivity, geopolitical matters, human rights, and equal pay are some considerations in managing the welfare of the employees. In addition, major tourism enablers are developing guidelines for sustainable tourism (Stolz, 2022).

## DATA AND METHOD

This research used a qualitative approach by analyzing the development of halal geotourism in Indonesia by improving GMTI performance using the ESG perspective. This descriptive research aims to describe existing phenomena using abstract concepts in the framework of scientific development. The data are from journal articles, proceeding documents, books, regulations, and other sources.

## RESULT AND DISCUSSION

### Indonesia's GMTI Performances

The two excellences of Indonesia (geotourism and halal tourism) must synergize to create a more meaningful concept. However, to do so, there needs to be an effective strategy. GMTI is one of the frameworks to assess the factors in developing halal tourism. Considering its GMTI performances, Indonesia does not have to start the measure from scratch.

Indonesia did not perform as one of the top 10 countries with good access. For the next factor, communication, Indonesia performs well. For the environmental factor, it turns out that Indonesia is not included in the top 10 performing countries, whereas it is the factor with the most weightage (30%), whereas Indonesia has abundant natural resources. While in the factor of services, Indonesia performed the best.

The following is the recapitulation of Indonesia's performance based on the elements in GMTI.

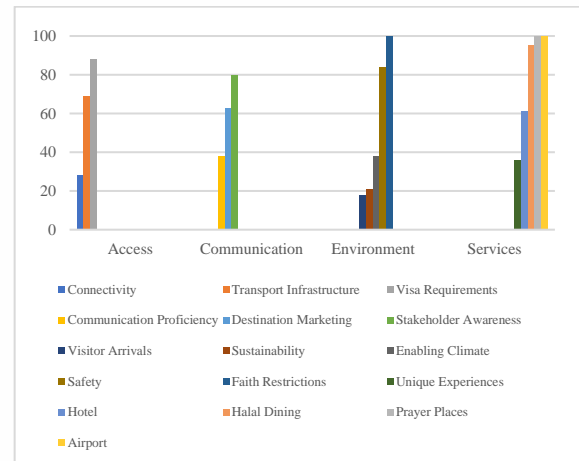


Figure 1. Indonesia's GMTI 2022 Performance

Source: (Mastercard-Crescent Rating, 2022)

The rating can map Indonesia's strengths (the score is at least 80) and weaknesses in developing halal tourism. This data can be the base for planning strategies to develop halal geotourism.

### Maximizing Strength in GMTI

#### *Good Governance Supports Streamlined, Yet Comprehensive Visa Requirements Fulfillment*

In the Access factor, the element in which Indonesia performed well is the Visa Requirements. Indonesian visa policy is very lenient. There are 169 Indonesia Visa-Free countries (Visa Guide World). This matter is not directly related to the geotourism site; it is more to the national government's authorities.

The visa system is a means to regulate the entry of foreign visitors. Establishing and enforcing visa requirements should be transparent, clearly communicated, and based on objective criteria. Good governance emphasizes transparency and accountability in the process. Nowadays, there are many innovations in the aspect of international travel, like apps for passport registration (M-Paspor) and the Immigration Online Service System (IOSS) by the Consulate General of the Republic of Indonesia (KJRI) Los Angeles. This innovation is a good beginning for Indonesia to make immigration more efficient and sophisticated.

The visa system can also implement measures to prevent specific individuals from visiting tourist places based on various factors, including security concerns, criminal records, or prior visa violations. There may be background checks on visa applicants to identify individuals with specific potential security threats. The system may require applicants to attend an in-person visa interview. Good governance will promote respect for human rights and non-discrimination in the process.

In addition, visa requirements can be vulnerable to corruption. Good governance puts integrity first. Online registration for a visa is one of the measures to prevent corruption. Four regional immigration offices have achieved the corruption-free area (WBK) title of the Ministry of Administrative Reform and Bureaucratic Reform because of





the online registration system (Direktorat Jenderal Imigrasi, 2019).

Therefore, incorporating good governance in the visa system can improve the effective fulfillment of the requirements and utilize the system to filter potentially troubled foreigners.

#### ***IAP2 Spectrum Enhances Stakeholder Awareness and Participation***

For the factor of Communication, Indonesia performs well in increasing Stakeholder Awareness through conferences, workshops, seminars, and other educational activities. Geotourism and the community have a symbiotic relationship. Geotourism depends on the active participation and support of the community, while the community benefits from the economic, cultural, and environmental advantages that geotourism brings. Government agencies are responsible for establishing policies, regulations, and infrastructure that support sustainable tourism practices. Engaging the tourism industry helps create partnerships and collaborations that promote responsible and sustainable tourism practices. Involving environmental and conservation organizations can help ensure that geotourism activities are environmentally responsible. Academia and researchers in geotourism can contribute to understanding, interpreting, and promoting geological and cultural heritage. Engaging indigenous communities and local knowledge holders is crucial in incorporating their perspectives, cultural practices, and interpretation of geological features into geotourism activities.

Based on IMTI 2019, Lombok scored the highest in raising stakeholder awareness of its tourism. It published several visitor guides containing information for Muslim travelers. It also has been actively communicating with stakeholders through several Halal Tourism workshops and marketing outreach activities (Mastercard-Crescent Rating, 2019). This needs to be implemented by other regions.

The stakeholder awareness can be strengthened by implementing the International Association of Public Participation (IAP2) spectrum, which consists of Inform (provide the stakeholders with information to assist them in understanding their roles in the geotourism), Consult (obtain the stakeholders' input for developing the geotourism), Involve (work directly with the stakeholders through decision making), Collaborate (partner with the stakeholders in the decision-making process), and Empower (give the stakeholders the final decision making or create the decision that is a win-win solution for the stakeholders).

#### ***Integrating Modesty in Safety***

Most of Indonesia's population is Muslim, and most wear Muslim attributes like hijab and niqab. The geotourism site is associated with challenging fields, making the Muslim geotourists with Muslim attributes like loose or modest clothing get judged since it is more common to do outdoor activities with tight or short clothes.

Regarding governance, the geotourism site managers can set up modest-clothing-friendly infrastructure so Muslim geotourists, especially Muslim women, can do outdoor activities more conveniently. The managers can provide stairs, make footpaths, or clear vines for pathways. It will

make wearing modest clothes in geotourism activities more common, leading to acceptance.

The safety element can be enhanced even by the business industry selling Muslim attributes that facilitate Muslims to do activities in geotourism sites. Nowadays, there is a *rok celana* which is technically trousers but looks like a skirt. Muslim women usually wear it for outdoor activities comfortably but modestly. There is also a waterproof hijab so Muslim women can do activities at the geotourism site without worrying about getting soaked by rain or the waterfall. The mainstreaming of Muslim attributes for outdoor activities can enhance the comfort of Muslims in visiting geotourism sites.

#### ***Providing Muslim-Friendly Facilities through ESG Perspective***

One of the essential factors for a Muslim to consider on a trip is the availability of Muslim-friendly services (Mastercard-Crescent Rating, 2022). Due to the many Muslim populations, Indonesia is very good at providing halal dining and prayer places in public places.

However, some research and testimonials stated that geotourism sites usually lack prayer rooms. Some prayer rooms are too far away from the center of the tourism activity (Sumantri, Yuniarti, & Fitriani, 2020) (Imanah, Yuliani, & Puspitasari, 2019) (Hakim & Nuryana, 2022). Some are usually not decent, narrow, and built-in between food stalls (Kemenag Jawa Barat, 2018). Others need to be significantly improved (Humaini, 2021).

Geotourism is associated with dirtiness because it requires adventure and outdoor activities. Islam is related to cleanliness and purity since one of the worship requirements is purity. A toilet or a place to clean impurities is essential. Some geotourism sites lack clean and decent toilets (Agustiyar, Wirandok, & Naimudin, 2021). Even if the toilet is usable, the number is small and does not fulfill the needs of the number of tourists (Anwar, 2019). Other geotourism sites do not even provide in the area (Hakim & Nuryana, 2022) (Atika, 2019).

Providing a pleasant and easily-accessed prayer room in a geopark is essential for the visitors to spend more time in the geotourism site. They do not have to worry about passing the praying time. A good toilet can also ensure visitors stay clean from any impurities.

ESG perspective supports building Muslim-friendly facilities. First, the concept of sustainability must be in mind to emphasize the need for environmentally friendly and resilient facilities. This can also add more value to the geotourism site. The food corner can prevent waste using reusable cutlery and local food sources. The toilet and the prayer room can also implement sustainability by managing water use efficiently. Secondly, public facilities should be designed and provisioned with universal accessibility consideration, ensuring they are inclusive and usable by individuals of all abilities. Also, engaging with the community is crucial during the provisioning process. The community can become one of the decision-makers or the beneficiaries, like the food sellers. Gathering feedback and involving visitors in decision-making can help ensure that the facilities meet the specific needs and preferences.



Lastly, from the governance perspective, provisioning a public facility involves its initial construction and long-term maintenance and management. Adequate funding, asset management strategies, and regular maintenance plans can ensure the sustainability and functionality of the facility over time.

#### **Bettering Weaknesses in GMTI**

Besides utilizing the existing strength in developing halal tourism, mapping the weakness in GMTI allows Indonesia to plan strategies by putting more effort into developing halal geotourism.

#### ***ESG and Collaboration Increase Connectivity***

Accessibility is one of the main problems in the geotourism site, considering that the geotourism site is usually in an isolated area. Based on IMTI, Jakarta has the highest score for the access element. This is due to the Soekarno-Hatta Airport, which serves international flight routes (Mastercard-Crescent Rating, 2019). Other regions must strive to increase infrastructure and facilities by enhancing ESG performances. It is for meeting the standards required for international trips. Moreover, major tourism enablers are leveraging international standards, certifications, and guidelines on tourism, so Indonesia needs to keep up with this development.

Furthermore, Jakarta has a better railway transportation system than other areas (Mastercard-Crescent Rating, 2019). The local government should work on bettering its transportation infrastructure. Some of the geotourism sites in Indonesia face access issues, including bad quality roads and the lack of direction signs (Sumantri, Yuniarti, & Fitriani, 2020) (Dwi, 2022). The tourism stakeholders must collaborate to provide a clear and decent mobilization route to make the geotourism site more accessible.

#### ***Strengthening communication proficiency***

Lombok, Indonesia's number one halal tourism provider, has the highest number of tour guides; many are fluent in English and Arabic. Effective communication in the language that the tourist understands can provide efficient services. Good communication, starting with closing the language barrier, can avoid misunderstandings, strengthen relationships, and create a comfortable atmosphere between tourists and the geotourism site operator or between tourists (Mantra, Widiastuti, Handayani, & Pramawati, 2020).

Communication skills are multi-dimensional. The first dimension, written communication, ensures that the employee can understand and provide written information to the tourist or the other employees. Oral communication skill is also needed because the tourism site managers will speak to the tourists. The language barrier can be seen more clearly in this communication skill. Listening communication is also crucial in understanding what the tourist needs. Digital communication skill is about absorbing digital information or further sharing information to the digital network to gain more visitors' attention. In this era, digital communication skills can be the means to attract more interest to the geotourism site by marketing. *Non-verbal communication* is also vital since it creates comfort and a sense of being understood (Tanković, Kapeš, & Benazić, 2023). Tourism employees must develop communication strategies to communicate in various

situations (Mantra, Widiastuti, Handayani, & Pramawati, 2020). The government must also build the local's capacity to speak international languages.

#### ***Local Involvement for More Meaningful Experience***

The trend of meaningful travel within the Muslim community is becoming more popular as Muslims seek personal growth opportunities while exploring. Places that provide distinctive experiences can take advantage of this growing market. (Mastercard-Crescent Rating, 2019).

Geotourism is about enhancing the distinctive geographical character of the place, including the environment, heritage, aesthetic well-being of the community, and culture. Moreover, one of the geotourism principles is Interactive Interpretation which intends to highlight the visitors' engagement in learning about the geotourism site (National Geography, n.d.). Unique and customizable experiences can deepen the tourist's impression.

The approach can be made by accompanying or guiding the tourists with local guides and experts to get a sense of the local community. They can incorporate storytelling to engage the tourists emotionally and intellectually by weaving narratives into the experience so that it can be more relatable. Giving opportunities to the locals, such as tour guides, food tenants, or security guards, not only can increase the well-being of the locals but also give more chances for local immersion. The idea of Kampung Inggris, although it is not a geotourism, can be one of the inspirations, where the surrounding community is involved actively to create a unique atmosphere for the tourists.

Further, the geotourism can facilitate a platform to share the experiences and learnings from the meaningful journey of the tourists. This can encourage awareness and attract more tourists in the future.

#### ***Impact Assessment for Sustainable Geotourism***

Impact assessment refers to evaluating and analyzing the potential positive and negative effects of a particular activity, project, or policy on various aspects of the environment, society, and economy. It aims to identify and understand the potential impacts and provide a basis for informed decision-making.

On the other hand, sustainable tourism is an approach to tourism development and management that seeks to minimize negative and maximize positive impacts while ensuring the long-term viability of tourism destinations.

Impact assessment plays a crucial role in the context of sustainable tourism. It helps to identify the potential impacts of tourism activities on the environment, local communities, and cultural heritage.

The environmental impact assessment evaluates the effects of tourism on ecosystems, natural resources, biodiversity, water and air quality, and waste management. They help identify measures to minimize resource consumption, reduce pollution, and preserve natural areas.

The social impact assessment considers the effects of tourism on local communities, including aspects such as employment, cultural heritage, community cohesion, and quality of life. They help identify strategies to involve and benefit local communities and minimize negative social impacts such as overcrowding or cultural commodification.

The economic assessment also examines the economic effects of tourism on destinations, including income generation, job creation, and economic diversification. They



help identify opportunities to enhance local economic benefits and ensure that tourism contributes to sustainable development.

## CONCLUSIONS

Indonesia is well-known for its geotourism due to its distinctive geological landscape. On the other hand, as the country with the largest Muslim population in the world, Indonesia ranked second in the GMTI Rankings by Master Card-Crescent Rating 2022, indicating that Indonesia excels in halal tourism. The integration between geotourism and halal tourism can provide more benefits. At the same time, tourism, which directly interacts with the environment and communities, is facing the emergence of ESG. Therefore, the development of halal geotourism in Indonesia based on its GMTI performances can use ESG perspectives.

### 1. Maximizing Strength in GMTI

- Indonesia performed well in the component of visa requirements. To increase the connectivity between foreign countries and Indonesia, Indonesia's streamlined visa requirement can be strengthened with good governance. This idea emphasizes transparency and accountability, respects human rights and non-discrimination, and promotes integrity.
- Indonesia is excellent at raising stakeholder awareness. This strength can be advanced with the IAP2 spectrum, making stakeholder participation more comprehensive and inclusive.
- Geotourism is usually associated with a challenging field that requires flexible clothing. The governance of the tourism site managers can provide Muslim-friendly infrastructure to accommodate the modesty in the clothing of Muslims. The business industry can participate in innovative modest outdoor-activity clothing.
- Indonesia is ranked good in the provisioning of Muslim-friendly facilities. However, some field findings say differently. ESG can be the base consideration for providing Muslim-friendly facilities by considering environmental, social, and governance aspects.

### 2. Bettering Weaknesses in GMTI

- Indonesia lacks the internal mobilization infrastructure. It needs benchmarking and fulfilling the gaps with ESG in mind while collaborating with all related stakeholders.
- Communication is a component in which Indonesia needs improvement. Building the capacity of the tourism site managers and the local communities can minimize the deficiency of communication.
- Meaningful halal tourism experience is in the trend. Supply-chain localization or local immersion can accommodate this growing market.
- Halal geotourism needs to menjunjung tinggi sustainability. One of the preventive measures for managing environmental, social, and economic impacts and risks is the impact assessment.

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