

BEYOND HOSPITALITY: HOW BUMDES CAN DRIVE HALAL TOURISM GROWTH

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ABSTRACT

The burgeoning halal tourism sector presents immense opportunities for economic development. This paper explores the potential of Bumdes (Village-Owned Enterprises) in Indonesia to act as catalysts for halal tourism growth. Moving beyond the traditional role of hospitality providers, Bumdes can leverage their local knowledge and resources to create a holistic halal tourism experience. The abstract will discuss how Bumdes can develop halal-compliant infrastructure, promote cultural heritage aligned with Islamic values, and empower local communities to participate in the tourism value chain. By fostering collaboration between Bumdes, tourism stakeholders, and government agencies, this paper proposes a framework for maximizing the contribution of Bumdes to Indonesia's thriving halal tourism industry.

Keywords: Hospitality, Halal Tourism, Indonesia

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