

DEVELOPMENT STRATEGY OF MUSLIM FRIENDLY TOURISM IN PALEMBANG CITY

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Abstract

After the COVID-19 pandemic, Muslim-friendly tourism has become a significant attraction in several Asian countries, including Indonesia. This study aims to analyze the potential strategies for Muslim-friendly tourism and identify effective development strategies. The methods used include descriptive qualitative analysis and SWOT analysis. Data collection techniques involved documentation, observation, and interviews with informants selected based on predetermined sampling criteria. The results indicate that the involvement of various parties in the development of Muslim-friendly tourism is focused on fulfilling their respective roles and functions, particularly in terms of regulations, policies, and the provision of halal-certified food and hotels that meet Muslim-friendly tourism standards. However, the destination lacks adequate standards to become a leading Muslim-friendly tourism destination.

Keywords: Muslim-Friendly Tourism, Potential of Muslim-Friendly Tourism, Strategies for Muslim-Friendly Tourism Development, Halal Certification, Development of Muslim-Friendly Tourism Destinations

A. INTRODUCTION

Tourism is a contemporary phenomenon experiencing global growth as a result of globalization. In this decade, the tourism industry has seen an increase in the number of Muslim tourist visits to various countries, leading to the emergence of the halal concept in tourism (Rais and Aisyah, 2022). This phenomenon is driven by a shift in tourist needs, with more individuals considering religious aspects in their travel activities. One expression of this religious consideration is through Muslim-friendly tourism, which aligns with the principles of Islamic travel (Mustaqiem, 2023). Today, Muslim-friendly tourism holds great potential amidst global challenges, as this market has demonstrated resilience and significant growth, with Muslim travelers showing strong willingness and capacity to continue traveling, as seen in Figure 1.1.

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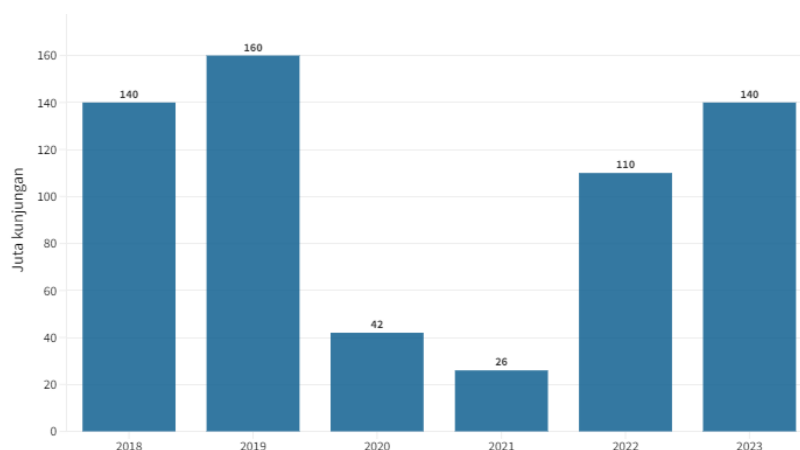


Figure 1. Global Muslim Tourist Visits - GMTI 2023
Source: Crescent Rating - GMTI 2023

The graph illustrates that after a decline due to the COVID-19 pandemic, the global Muslim-friendly tourism sector is on a promising recovery path. In 2022, Muslim tourist arrivals reached 110 million, or 68% of pre-pandemic levels, significantly rebounding from just 26 million in 2021, marking a 323.1% increase (GMTI 2023). Southeast Asia, mainly, has seen growth in Muslim-friendly tourism due to improved transportation, infrastructure, and continuous promotion efforts. Countries like Malaysia and Indonesia, with large Muslim populations and abundant natural, cultural, and historical resources, are key players. This growth enhances the image of Muslim-friendly tourism and boosts local economies by creating opportunities for SMEs (Razak, 2020; Muis & Aisyah, 2022).

Srifauzi and Surwandono (2023) highlight that Japan's government has started addressing the need for Muslim-friendly accommodations, with several hotels offering halal-certified meals and prayer amenities such as prayer mats, Qur'ans, and Qibla direction indicators. Halal food is now available in various regions, including Tokyo, Osaka, and Hokkaido, with Tokyo leading at 46% in halal food provision. Interest in Muslim-friendly tourism is growing, particularly in countries like Indonesia, Malaysia, and Japan, which incorporate it into their broader Islamic economic development strategies (Devitasari et al., 2022). According to Wahyuni and Yeni (2023), Muslim-friendly tourism, initially known as halal tourism, has evolved in both Muslim-majority and non-Muslim countries (Setyawan et al, 2016). Sharia-compliant tourism extends beyond religious tourism, focusing on elements such as safety, environmental preservation, and respect for local cultural values, while also providing halal facilities like hotels and restaurants in a Muslim-friendly environment (Putri, 2022).

Indonesia's potential for developing Muslim-friendly tourism is bolstered by its status as the country with the largest Muslim population, significant tourist arrivals from the UAE, and the provision of facilities for Muslim travelers (Abdullah, 2021). The government views this sector as an extension of the broader tourism industry (Patrianti & Binol, 2019). Kurniawan & Sidik (2021) emphasize the importance of catering to the fundamental needs of Muslim tourists, including halal food and prayer spaces in hotels. The National Committee on Islamic Economy and Finance's 2020 report highlighted the growth potential of Indonesia's tourism resources, especially for Muslim-

friendly tourism (Soli and Sarkowi, 2022). Indonesia has been recognized as a World Halal Destination since winning the World Halal Travel Award in 2015. Finance Minister Sri Mulyani (2023) noted that the halal economy could boost Indonesia's GDP by USD 5.1 billion annually, with global halal expenditures expected to grow significantly by 2030 (Afni, 2022). The Global Muslim Travel Index (GMTI) 2023 indicates that Indonesia has regained its top ranking, maintaining its leadership alongside Malaysia since 2015, as countries enhance connectivity and facilities for Muslim travelers (Amini and Suharto, 2022).

The Global Muslim Travel Index (GMTI) 2023 has ranked Indonesia as the top halal tourism destination in the world, surpassing 140 other countries (Andika, 2021). This marks a significant improvement from the previous year, where Indonesia held second place while Malaysia was in the lead (Annisa and Ali, 2021). The report, released in Singapore on June 1, 2023, represents the eighth edition organized by Mastercard-CrescentRating. The evaluation is based on four main categories: Access, Communication, Environment, and Services (ACES) (Battour and Ismail, 2016), with Indonesia and Malaysia scoring 73, followed closely by Saudi Arabia at 72, the UAE at 71, and Turkey at 70 (Husain, 2015). In the Weekly Press Briefing (2022), Minister of Tourism and Creative Economy Sandiaga Salahuddin Uno stated that the establishment of halal tourism does not equate to Islamization but instead aims to provide additional services that are Muslim-friendly (Glaesser et al., 2017). He emphasized that the policies for developing Muslim-friendly tourism focus not only on headlines but also on the substance of services catering to Muslim travellers' basic needs (Hasanah, 2020). This includes amenities such as hotels, transportation, tourist packages, banking, and halal travel options (Hayati and Putri, 2021).

Sumatera Selatan is recognized as a Muslim-friendly tourism destination, showcasing a rich array of historical sites preserved and developed by the local community. Many of these attractions are legacies from the Sriwijaya Kingdom, including the Agung Mosque, established in 1738 by Sultan Mahmud Badaruddin I, and various museums, such as the largest Al-Quran museum, built in 2002 as part of the Medium-Term Regional Development Plan (RPJMD) for Sumatera Selatan from 2019 to 2023. However, an assessment of the current tourism industry in Palembang, encompassing hotels, restaurants, and other destinations, reveals that it has yet to significantly impact the profits targeted by industry players, a situation complicated by the government's inconsistent policies. The Indonesia Muslim Travel Index (IMTI) 2023 conducted a comprehensive evaluation to assess the readiness and appeal of fifteen diverse provinces across Indonesia, highlighting their capabilities, offerings, and potential to serve Muslim travelers. The top-ranking province, Nusa Tenggara Barat, scored 67, followed by Aceh, Sumatera Barat, DKI Jakarta, and Jawa Tengah. These regions excel by offering halal tourism destinations and fostering a Muslim-friendly tourism environment that meets diverse needs. In contrast, Sumatera Selatan ranks last among the Muslim-friendly tourism destinations, indicating a notable discrepancy in implementing the Muslim-friendly tourism concept as reflected in the findings of the Indonesia Muslim Travel Index 2023.

Despite its significant potential as a Muslim-friendly tourism destination, Palembang faces several challenges that hinder the development of this sector. According to Herawati et al. (2023), the main obstacles include a lack of adequate halal facilities, limited availability of halal-certified restaurants, insufficient information on Muslim-friendly destinations, and a lack of training for tourism industry stakeholders to address the needs of Muslim travelers. Data from the Central Statistics Agency (BPS) of South Sumatra (2023) indicates that only about 35% of restaurants and hotels in Palembang have halal certification, a figure significantly lower than other provinces such as West Nusa Tenggara and Aceh, which exceed 60%. Furthermore, a survey by Yuniningsih et al.

(2023) revealed that while 78% of domestic Muslim tourists recognize Palembang's cultural and historical uniqueness as its main attraction, 65% expressed dissatisfaction with the availability of supporting facilities, such as clean and accessible prayer spaces (Maharani, 2018). A lack of integrated promotion also poses a challenge, with only 22% of international Muslim tourists being familiar with Palembang as a destination (Mahliza, 2018). This situation is exacerbated by inconsistent local government policies prioritizing the development of Muslim-friendly tourism, as reflected in the limited budget allocation for halal certification and infrastructure improvements in the 2023 regional budget (Mustaqim, 2023). Therefore, a comprehensive strategy is needed, encompassing halal certification infrastructure development and continuous education and promotion to address these gaps and enhance Palembang's competitiveness as a Muslim-friendly tourism destination (Noviarita and Nurmalia, 2021).

Previous studies have addressed various aspects of Muslim-friendly tourism, but several gaps remain that this research aims to fill. For instance, Herawati et al. (2023) highlighted the importance of providing halal facilities such as certified restaurants and hotels. Still, they did not explore in depth the strategies for building the capacity of local businesses to meet these standards. Additionally, Yuniningsih et al. (2023) identified dissatisfaction among Muslim tourists regarding supporting facilities in Palembang. Still, they did not propose systematic approaches that the government and stakeholders could implement to address these issues (Rumasukum, 2023). Earlier research has also focused on promotion and infrastructure, neglecting the management and sustainability dimensions, such as leveraging collaboration between the government, businesses, and communities to build a competitive Muslim-friendly destination over the long term (Riani, 2021). Furthermore, while the IMTI 2023 provides a comprehensive evaluation of provincial readiness in Indonesia, the data available for South Sumatra, particularly Palembang, is limited to general assessments without detailed implementation steps to improve its score and attractiveness as a Muslim-friendly tourism destination (Purwantoro, 2023). This research addresses these gaps by developing data-driven strategies focusing on physical infrastructure, enhancing human resource capacity, engaging local communities, and innovating integrated promotion to improve Palembang's competitiveness in the Muslim-friendly tourism market (Priyadi, 2020).

The primary objective of this research is to develop a comprehensive strategy to enhance Palembang's competitiveness as a Muslim-friendly tourism destination at both national and international levels (Saragih, 2021). It also aims to identify actionable steps for the government, businesses, and local communities to address gaps in halal infrastructure and services while improving the overall experience of Muslim travelers in Palembang (Srifauzi and Surwandono, 2023). This study contributes significantly to both academic knowledge and tourism practices. Academically, it provides a data-driven strategic framework that can serve as a reference for developing Muslim-friendly tourism destinations, particularly in urban areas with infrastructure challenges like Palembang. It also expands insights into Muslim-friendly tourism's management and sustainability dimensions, which have been underexplored in previous literature (Tresna et al., 2017). Practically, the research offers concrete recommendations for governments and stakeholders to improve halal facilities and services by global standards. Additionally, it facilitates capacity building for local businesses to meet the needs of Muslim travelers, encourages community engagement through empowerment programs to support sustainable tourism, and provides strategic promotion guidelines to increase Palembang's appeal as a Muslim-friendly destination in domestic and international markets (Wahidati et al., 2018).

Promoting Muslim-friendly tourism in Palembang focuses on providing halal food, clean ablution facilities, and accessible prayer areas to ensure comfort for Muslim travellers. With a majority Muslim population, the city should ideally attract more Muslim visitors; however, tourism data does not reflect this expectation. Research by Yuniningsih et al. (2023) identifies Palembang's natural, cultural, and man-made attractions, such as Bait Al-Qur'an Akbar and Masjid Cheng Ho Sriwijaya, as opportunities for enhancing Muslim-friendly tourism. Data from the Immigration Office and Tourism Office show that 1,542,485 visitors came in 2022, an increase from 2021 but still below the target of 2,000,000 due to overly optimistic projections about post-COVID travel. The Strategic Plan for 2023-2026 emphasizes the sector's economic, social, and environmental impacts, with Herawati et al. (2023) noting that Muslim-friendly tourism can provide new revenue streams for local governments. Halal certification for restaurants and hotels ensures compliance with Islamic principles (Al-Shami & Abdullah, 2023). Given the increasing demand for Muslim-friendly tourism, the author is motivated to research this area further under the title "**Strategies for Developing Muslim-Friendly Tourism in Palembang.**"

B. RESEARCH METHOD

This research adopts a qualitative approach to describe the development of Muslim-friendly tourism in Palembang City. The study location is Palembang City, which consists of 18 districts and 107 villages. The research aims to explore information regarding the potential for developing both physical and non-physical aspects of Muslim-friendly tourism. Data were collected through direct interviews, observations, and documentation. Interviews were conducted with relevant parties, such as the Palembang City Tourism Office, the Bayt Al-Qur'an Akbar destination management, the Human Resources Department of Hotel Duta Palembang, Masjid Cheng Ho, and local MSME actors. Observations were made to understand the context and social situation of Muslim-friendly tourism in Palembang City. Documentation was used to complement the information obtained from interviews and observations. Additionally, secondary data were gathered from documents at the Palembang City Tourism Office, stakeholders, journals, and literature studies. The research also includes an analysis of visitor statistics, hotel occupancy rates, halal certification data from local restaurants, and the development status of tourism infrastructure and amenities. Furthermore, data on the local government's policies and plans for supporting Muslim-friendly tourism, including budgets and future development projects, were incorporated to provide a more comprehensive understanding of the sector's growth potential.

The research population includes the Palembang City Tourism Office, the Bayt Al-Qur'an Akbar destination management, HRD of Hotel Duta Palembang, the management of Masjid Cheng Ho, and local community MSME actors. The sample was taken using snowball sampling techniques, starting from a small number and expanding. The researcher conducted descriptive data analysis, which included analyzing the potential for Muslim-friendly tourism, building strategies for its development, and identifying supporting and inhibiting factors in the tourism development process. The results of this analysis are expected to provide direction for improving the quality of Muslim-friendly tourism in Palembang City, with a focus on both infrastructure enhancement and community involvement in the tourism ecosystem.

To gain a more in-depth understanding of the sector's strengths, weaknesses, opportunities, and threats, this study utilizes SWOT analysis based on the EFAS (External Factor Analysis Summary) and IFAS (Internal Factor Analysis Summary) frameworks, as proposed by Arikunto (2017). This analytical tool helps to systematically identify and evaluate the internal and

external factors influencing the development of Muslim-friendly tourism in Palembang City. The SWOT analysis is used to generate strategies for leveraging strengths and opportunities while addressing weaknesses and mitigating threats. In line with qualitative research methods, this research follows Sugiyono (2015) approach to qualitative research, emphasizing a naturalistic inquiry to understand the complexities of the tourism sector through rich, detailed data collection. Interviews, observations, and documentation, in combination with the analysis of secondary data, support the qualitative nature of this research, offering a comprehensive picture of the conditions and dynamics surrounding Muslim-friendly tourism in Palembang City.

C. RESULTS AND ANALYSIS

Palembang, the capital city of South Sumatra, Indonesia, spans 400.61 km² and is home to over 1.7 million residents, making it the second-largest city in Sumatra and the fifth-largest in Indonesia. Known for its strategic location along the Sumatra Crossroad, Palembang has a tropical climate characterized by high humidity and significant rainfall, with an average temperature ranging from 23.4°C to 31.7°C. The city features diverse tourist attractions, including 4 natural, 43 historical and cultural, and 29 man-made sites, showcasing its rich heritage and natural beauty. Key destinations include Pulau Kemaro, Sungai Musi, Masjid Agung, and Jakabaring Sport City. The city's independent Micro, Small, and Medium Enterprises (MSMEs) contribute to the vibrant tourism sector, offering a wide range of culinary and cultural experiences.

Palembang City, with its rich history and culture, has significant potential to develop into an attractive Muslim-friendly tourism destination. To successfully manage this type of tourism, several key aspects must be considered, as outlined in the Mastercard Crescent Rating Global Muslim Travel Index (2023). These criteria focus on essential factors, including the availability of places of worship and mosques, halal food restaurant options, Muslim-friendly airports, suitable accommodations, and tourist destinations that cater to Muslim travelers. Following the principles emphasized by Alfian (2023), Muslim-friendly tourism can enhance foreign exchange earnings, create jobs, and stimulate the growth of the tourism industry, ultimately driving economic growth and encouraging various countries to invest in the Muslim-friendly tourism sector.

In this research, data collection involved direct interviews with several informants regarding indicators of Muslim-friendly tourism in Palembang City, focusing on Halal foods, prayer facilities, hotels, airports, and attractions. Regarding Halal foods, interviews revealed that Palembang is rich in diverse local food products. For instance, Desty from Pempek Candy explained that their pempek is made from halal-certified sago flour and fresh fish, ensuring quality and consumer trust. Similarly, Cek Ti, the owner of a pempek shop near Alquran Al Akbar, emphasized the use of halal ingredients despite lacking official halal certification, indicating that customer trust is paramount. While many restaurants in Palembang offer halal food, some have not registered with halal certification agencies due to administrative issues, as noted by a tourism department official. Regarding prayer facilities, Palembang, known as Darussalam, provides ample mosques, such as Cheng Ho Mosque, popular among visitors for worship and its unique architectural blend. Regarding hotels, observations at Duta Palembang Hotel revealed that they have implemented Sharia-compliant practices since 2013, despite not obtaining official halal certification from MUI due to COVID-19 delays. Lastly, attractions like Bayt Alquran Akbar offer facilities such as a mosque and clean restrooms, catering to both local and international tourists, including non-Muslims, provided they dress modestly. Overall, these aspects highlight the significant potential for Palembang to develop as a Muslim-friendly tourism destination.

Palembang City, with its rich historical and cultural heritage, has great potential to become an attractive destination for Muslim-friendly tourism. Several essential aspects must be considered in managing this sector to achieve success. According to the Mastercard Crescent Rating Global Muslim Travel Index in 2023, service criteria such as the availability of prayer places and mosques, halal food options, Muslim-friendly airports, accommodations, and tourist attractions are essential for Muslim travellers. Alfani (2023) emphasizes that Muslim-friendly tourism can increase foreign exchange earnings, create jobs, stimulate tourism industry growth, and drive economic development, encouraging countries to enhance their Muslim-friendly tourism sectors. An interview conducted on February 22, 2024, with Mr. Dadang from the South Sumatra Tourism and Culture Office revealed that the management of Muslim-friendly tourism in Palembang encompasses halal food, prayer facilities, and Muslim-friendly hotels and attractions. The tourism office collaborates with halal certification bodies to provide certification to hotels, restaurants, and tourism service providers. However, challenges such as a lack of public awareness, limited budgets for tourism development, and competition with other destinations persist. The Palembang City Tourism Office addresses these issues by providing information on policies, programs, and government support while also fostering collaboration among stakeholders, businesses, and local communities to promote and preserve Muslim-friendly tourism products.

Insights from interviews with representatives of the Bayt Al-Quran Al-Akbar destination, including Mr. Sarkoni and Ms. Tasya, highlighted the dynamics, challenges, and efforts to develop this site, emphasizing the need for support from various government departments for training, promotion, and improved accessibility. They discussed the involvement of local communities in tourism production and how it enhances the local economy. Furthermore, an interview with Mr. Chandra, the HRD of Hotel Duta Palembang, provided information on the status and role of Muslim-friendly hotels in supporting tourism development. He noted regulatory hurdles regarding official permits but confirmed that the hotel is obtaining certification from the MUI as a Muslim-friendly establishment. Despite these challenges, they have implemented the principles of Muslim-friendly hospitality and continue to support the government's efforts to develop this sector in Palembang City.

This research highlights the significant potential for Palembang to develop as a Muslim-friendly tourism destination, focusing on key components such as halal food, prayer facilities, Muslim-friendly accommodations, and cultural attractions. Findings from interviews with stakeholders, including the Palembang City Tourism Office, Bayt Al-Qur'an Akbar, Hotel Duta Palembang, and local MSMEs, revealed that the city already offers several elements essential for Muslim tourists. Local restaurants, such as Pempek Candy and Cek Ti, provide halal food, though some lack formal halal certification due to administrative challenges. Additionally, Palembang is home to several mosques, including the Cheng Ho Mosque, which serves both as a place of worship and a cultural site for visitors. The Duta Palembang Hotel has also incorporated Sharia-compliant practices, even though official halal certification has been delayed due to the COVID-19 pandemic. These findings align with previous research emphasizing the importance of halal food, prayer facilities, and culturally appropriate services in attracting Muslim travelers (Alfani, 2023) and underscore the growing recognition of the economic and social benefits of Muslim-friendly tourism. However, the research also uncovered several challenges in fully realizing the potential of Muslim-friendly tourism in Palembang. These challenges include limited public awareness, administrative barriers to halal certification, and budget constraints for tourism development, which were also highlighted by stakeholders such as the Tourism Office. Despite these obstacles,

the research suggests that with increased support and investment from both the government and private sector, Palembang can enhance its Muslim-friendly tourism offerings and attract more Muslim travelers.

To formulate a strategy for developing Muslim-friendly tourism in Palembang, the research employed a SWOT analysis, revealing the city's strengths, weaknesses, opportunities, and threats. Palembang's strengths lie in its rich cultural heritage, strategic location, and existing infrastructure, such as halal food outlets and mosques. However, weaknesses such as limited halal certification, administrative hurdles, and low awareness hinder the sector's growth. Opportunities for development include expanding halal certification, promoting local MSMEs, and fostering collaboration between government bodies and the private sector to improve tourism infrastructure and services. At the same time, threats such as competition from other Muslim-friendly destinations and potential political instability pose challenges to the city's tourism ambitions. This research contributes to the broader field of Muslim-friendly tourism by providing a comprehensive analysis of the sector's current state in Palembang and offering a strategic framework for its development. However, the study has limitations, including a small sample size and the reliance on qualitative methods such as interviews and observations, which may introduce biases. Additionally, the research was conducted within a specific timeframe, and the tourism landscape may evolve over time. Future studies could address these limitations by incorporating quantitative data, expanding the sample size, and exploring the experiences of tourists and local communities in greater detail.

In developing Muslim-friendly tourism in Palembang City, a comprehensive and effective strategy is essential to enhance the appeal of this sector. This section outlines the Muslim-friendly tourism development strategy that will serve as a foundation for achieving these objectives. The strategy is informed by interviews with key stakeholders, an analysis of the management of Muslim-friendly tourism development, and a theoretical framework guiding this research. To formulate a strategy for Muslim-friendly tourism development in Palembang City, we will employ a SWOT analysis for Strengths, Weaknesses, Opportunities, and Threats. This analytical tool will be crucial in identifying the strengths and weaknesses inherent to the local tourism landscape and the external opportunities and threats that could impact the development of Muslim-friendly tourism. The SWOT analysis will allow us to understand the internal and external factors affecting the potential growth of Muslim-friendly tourism in Palembang City.

Tabel 1. SWOT Matrix Analysis

EFAS \ IFAS	Strength	Weakness
Opportunities	Strategy SO Great potential for developing Muslim-friendly tourism in Palembang City by utilising adequate facilities and aspects, Islamic solid culture, diverse halal culinary, and government support.	Strategy WO Muslim-friendly tourism in Palembang City has opportunities that can be utilised but constrained by some limitations of transportation infrastructure, such as improving some aspects, of workforce training, promotion and additional international flight routes at the airport.
Threats	Strategy ST The competitive advantage of Muslim-friendly tourism aspects in Palembang city, especially in diverse halal culinary, has the potential to attract Muslim tourists from neighbouring countries, but faces competition from other destinations and build a solid halal culinary brand.	Strategy WT Muslim-friendly tourism in Palembang City has a weakness in diversification in destination standard management and still lacks the improvement of promotion and development of training on Muslim-friendly tourism by the government. Conduct training on the standardisation of Muslim-friendly tourism.

Source: Researcher's Processed Results, 2024

The SWOT matrix above in Table 1 outlines the strategic analysis of Muslim-friendly tourism development in Palembang City, focusing on its internal factors (IFAS) and external factors (EFAS). Palembang City possesses significant potential for developing Muslim-friendly tourism due to its adequate facilities, strong Islamic cultural heritage, diverse halal culinary offerings, and government support. By leveraging these strengths, stakeholders can create a robust strategy to attract more Muslim tourists, potentially involving targeted marketing campaigns that promote the city's unique Islamic culture and halal cuisine while partnering with local businesses to enhance the overall visitor experience. However, despite these opportunities, Muslim-friendly tourism in Palembang faces challenges, particularly regarding transportation infrastructure. To maximize these opportunities, it is crucial to address these limitations through improvements in transportation, workforce training, and enhanced promotional activities. Additionally, establishing additional international flight routes at the airport can significantly boost tourist arrivals, enabling the city to tap into the growing Muslim tourism market.

The competitive advantage of Palembang's halal culinary scene can attract Muslim tourists from neighboring countries, but the city must contend with competition from other destinations. To mitigate this threat, building a solid halal culinary brand that distinguishes Palembang from its competitors is essential, possibly by showcasing unique local dishes and promoting food festivals that highlight the region's culinary diversity. Conversely, Palembang's weaknesses, such as the lack of diversification in destination management standards and insufficient promotion and training in Muslim-friendly tourism, pose challenges to its growth. Therefore, the government and relevant stakeholders should implement training programs focusing on standardizing Muslim-friendly tourism practices to address these weaknesses and counter threats. This approach can help elevate

the services' quality and enhance the city's overall attractiveness as a Muslim-friendly destination. The SWOT matrix is a foundation for developing effective strategies to enhance Muslim-friendly tourism in Palembang City by capitalizing on strengths and opportunities while addressing weaknesses and mitigating threats.

In recent years, Palembang City has emerged as a promising destination for Muslim-friendly tourism, leveraging its rich cultural heritage and historical significance. A thorough analysis of critical components essential for developing Muslim-friendly tourism is crucial to harnessing this potential. By utilising the External Factor Analysis Summary (EFAS) and Internal Factor Analysis Summary (IFAS) methods, various aspects of tourism in Palembang have been evaluated to identify strengths, weaknesses, opportunities, and threats (SWOT) that could impact its growth. This analysis focuses on five critical components: attractions, hotels, the airport, halal food, and prayer facilities. Each component's performance, as indicated by its EFAS and IFAS scores, helps to illustrate its current position in the market and informs strategic recommendations to enhance the overall Muslim-friendly tourism experience in Palembang. The details of this analysis can be seen in Table 2.

Table 2. SWOT Analysis of Key Components for Muslim-Friendly Tourism Development in Palembang City

Component	EFAS Score	IFAS Score	Quadrant	Position and Strategy
Attractions	4.5	4.25	Quadrant I	Tourist attractions possess significant strengths and opportunities. Maximize the utilization of these attractions as a primary draw in promoting halal tourism.
Hotels	4.25	3.75	Quadrant I	Hotels have substantial strengths with supportive opportunities. They need to provide Muslim-friendly services such as prayer facilities and halal food to optimize this potential.
Airport	3.75	4.0	Quadrant I	The airport has significant strengths and opportunities, including worship facilities and halal food. Improve airport services to support accessibility and Muslim-friendly amenities.
Halal Food	3.5	3.75	Quadrant IV	There are significant opportunities, but weaknesses exist in the availability of halal food. Improvements are needed in the variety and availability of halal food and certification to enhance consumer trust.
Prayer Facilities	3.0	3.25	Quadrant III	Prayer facilities remain a weakness and face threats. Focus on improving prayer facilities, increasing quantity and quality, and ensuring cleanliness and comfort.

Source: Researcher's Processed Results, 2024

In Table 2, the analysis evaluates five key components essential for developing Muslim-friendly tourism in Palembang City, using EFAS (External Factor Analysis Summary) and IFAS (Internal Factor Analysis Summary) scores. Each component's scores are categorised into quadrants that indicate their strengths, weaknesses, opportunities, and threats. The attractions receive an EFAS score of 4.5 and an IFAS score of 4.25, suggesting they have significant potential and should be leveraged for promoting halal tourism. Hotels also demonstrate strong capabilities with an EFAS score of 4.25 and an IFAS score of 3.75, indicating the need for Muslim-friendly services to enhance their appeal. The airport shows a favourable position with an EFAS score of 3.75 and an IFAS score of 4.0, highlighting the importance of continuous service improvement. Conversely, while halal food presents opportunities for growth with an EFAS score of 3.5 and an IFAS score of 3.75, its current limitations necessitate better availability and certification to gain consumer confidence. Finally, the prayer facilities indicate weaknesses, with an EFAS score of 3.0 and an IFAS score of 3.25, that need to be addressed to support the overall experience of Muslim tourists in Palembang.

After the explanation of Table 2 above, the Cartesian diagram illustrates the positioning of each component in relation to its strengths, weaknesses, opportunities, and threats. The diagram clearly shows that attractions, hotels, and the airport are situated in Quadrant I, indicating strong strengths and significant opportunities. In contrast, halal food is placed in Quadrant IV, reflecting a large opportunity but notable weaknesses, while prayer facilities are found in Quadrant III, highlighting existing weaknesses and threats that require urgent attention. This visual representation aids in understanding the strategic focus needed for enhancing Muslim-friendly tourism in Palembang City. Furthermore, it serves as a valuable tool for stakeholders to prioritize initiatives that will leverage strengths and opportunities while addressing weaknesses and threats, ensuring a holistic approach to tourism development in the region.

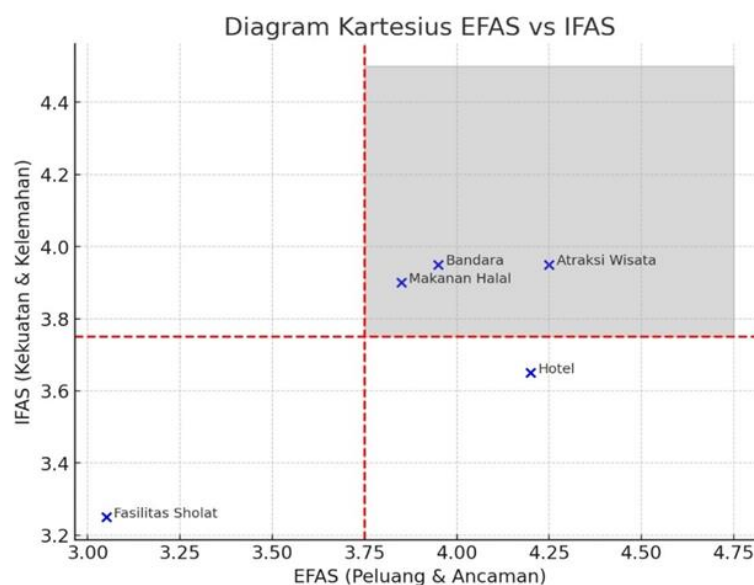


Figure 2. Cartesian Diagram EFAS & IFAS
Source: Researcher's Processed Results, 2024

The Cartesian diagram, derived from the EFAS (External Factor Analysis Summary) and IFAS (Internal Factor Analysis Summary) analysis, highlights the positioning of key components in

developing Muslim-friendly tourism in Palembang City. It reveals that tourist attractions, hotels, and the airport are strategically placed in Quadrant I, indicating strong strengths coupled with significant opportunities that can be leveraged to promote Muslim-friendly tourism effectively. In contrast, halal food is located in Quadrant IV, suggesting a considerable opportunity exists despite notable weaknesses in availability and variety. Lastly, prayer facilities are positioned in Quadrant III, denoting existing weaknesses and threats that necessitate urgent attention and improvement. This visual representation emphasizes the need for an aggressive strategy to enhance strengths, address weaknesses, and capitalise on opportunities to foster a competitive Muslim-friendly tourism landscape in Palembang City.

An aggressive strategy in this context involves leveraging existing strengths and opportunities to maximize growth and competitiveness in the tourism sector through proactive measures that attract more tourists and enhance the overall tourism experience. Key actions that Palembang City should consider implementing include promoting the city's cultural and historical sites more effectively to cater specifically to Muslim tourists, encouraging hotels to adopt and market Muslim-friendly amenities such as halal food options and prayer facilities, and enhancing airport services by providing more halal dining options and ensuring the availability of prayer spaces. Additionally, supporting local food businesses in obtaining halal certifications and expanding the variety of halal food options available to tourists, investing in developing and maintaining clean, accessible prayer facilities throughout the city, and implementing targeted marketing campaigns to highlight Palembang as a Muslim-friendly destination is crucial. Furthermore, fostering partnerships between the government, local businesses, and community organizations will create a cohesive approach to promoting Muslim-friendly tourism. Establishing a system for regular assessment of tourism offerings and traveller feedback will help identify areas for improvement, ensuring the city adapts to the evolving needs of Muslim tourists. By implementing these actions, Palembang City can capitalize on its strengths and opportunities effectively, turning potential weaknesses into advantages and ultimately fostering a thriving Muslim-friendly tourism environment.

D. CONCLUSION

In conclusion, this research has comprehensively analyzed the potential for Muslim-friendly tourism in Palembang City, using the EFAS and IFAS frameworks to assess key components such as attractions, accommodations, halal food, prayer facilities, and airport services. The findings of the study indicate that while Palembang City possesses significant strengths, such as a variety of attractions and developing accommodations, there are challenges related to the availability of halal food, the lack of halal certification for some restaurants, and the need for more accessible and improved prayer facilities. These challenges hinder fully realizing the potential for Muslim-friendly tourism in the area. However, the study also identifies substantial opportunities for growth, primarily through improving facilities and services to cater to Muslim travelers. The research concludes that with the right strategies to enhance halal food options, increase certified halal accommodations, and develop better prayer facilities, Palembang can position itself as a competitive Muslim-friendly tourism destination.

While providing valuable contributions, this study has several limitations to consider when interpreting its findings. First, the research relies heavily on qualitative data collected from a limited sample of stakeholders, which may not provide a comprehensive picture of the perspectives of tourists and the local community. Additionally, the study was conducted within a limited timeframe and geographical context, restricting the ability to generalize the findings to other or

global Muslim-friendly tourism destinations. This study also does not address financial and logistical constraints that could impact the implementation of the proposed strategies. Therefore, while the findings offer valuable insights, further research is needed to explore the influence of various external factors and expand the study's scope. Future research should investigate the impact of these improvements on tourist satisfaction and broader tourism growth. Additionally, examining the experiences of Muslim travelers through qualitative research across different demographics could provide valuable insights into their needs and expectations. Finally, broader collaboration between local stakeholders and government bodies will ensure that Palembang reaches its potential as a leading Muslim-friendly destination and contributes to the long-term growth of a sustainable tourism industry.

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