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ENVIRONMENTAL MANAGEMENT POLICY BASED ON ISLAMIC PRINCIPLES FOR BUSINESS SUSTAINABILITY IN THE TOURISM SECTOR

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Abstract

Purpose: The purpose of this research is to examine the impact of Islamic environmental management policies on the sustainability of the tourism sector. Specifically, it aims to investigate how the implementation of these policies influences the environmental practices, reputation, operational efficiency, and overall sustainability of tourism businesses.

Research Methodology: This study employs a qualitative research approach, utilizing a combination of literature review and case study analysis. The literature review explores existing literature on Islamic environmental ethics and sustainable tourism development, while the case studies focus on selected tourism destinations where Islamic environmental management policies have been implemented. Data collection methods include document analysis, interviews with key stakeholders, and on-site observations.

Results: The analysis reveals that the implementation of Islamic environmental management policies in the tourism sector has positive outcomes. Firstly, it leads to increased awareness and commitment to environmental sustainability among tourism businesses, as reflected in the adoption of eco-friendly practices and the preservation of biodiversity. Secondly, it enhances the reputation and image of tourism businesses, generating positive responses from both the local community and tourists. Lastly, it contributes to operational efficiency by reducing long-term operational costs through resource efficiency and waste reduction practices.

Limitations: This research has several limitations. Firstly, the study focuses on a limited number of case studies, which may limit the generalizability of the findings. Secondly, the research relies on self-reported data from tourism businesses, which may introduce bias. Lastly, the study does not examine the economic impacts of Islamic environmental management policies on the tourism sector.

Contribution: This research contributes to the existing literature by exploring the impact of Islamic environmental management policies on the sustainability of the tourism sector. It provides insights into the potential of Islamic principles in promoting responsible environmental practices and enhancing the overall sustainability of tourism businesses. The findings of this study can inform policymakers, tourism practitioners, and researchers in developing strategies to integrate Islamic values into environmental management practices in the tourism industry.

Keywords: *Islamic environmental management, sustainability, tourism sector, eco-friendly practices, reputation, operational efficiency.*



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1. INTRODUCTION

Tourism is an economic sector that is growing rapidly and makes a significant contribution to a country's economic growth (Khan et al., 2020; Lee & Chang, 2008). However, the growth of the tourism sector also raises various challenges, especially those related to sustainable environmental management (Streimikiene et al., 2021). In this context, environmental management policies based on Islamic principles can be a relevant approach and have the potential to promote business sustainability in the tourism sector.

Islam as a religion provides ethical guidelines and principles that regulate human relationships with nature and protect the environment (Hasim et al., 2020). These principles include the concepts of tawhid (oneness of God), amanah (responsibility), and khalifah (stewardship of the earth). In the context of environmental management, these principles can be applied to develop policies that focus on the sustainability of tourism sector businesses.

Environmental management based on Islamic principles can involve aspects such as waste reduction, use of renewable energy, ecosystem protection, water management, and conservation of natural resources (Tasgheer & Fatima, 2022). In the context of the tourism sector, implementing these Islamic-based policies can have a positive impact not only on the environment, but also on business sustainability, economic growth and the quality of tourist experiences (Kadir et al., 2021).

However, even though there is discourse about environmental management policies based on Islamic principles, research that specifically examines the impact of these policies on the sustainability of tourism sector businesses is still limited (Riduan & Syamsurrijal, 2022). Therefore, this research aims to fill this knowledge gap and comprehensively analyze the impact of environmental management policies based on Islamic principles on the sustainability of tourism sector businesses.

Through this research, an in-depth literature search and analysis will be carried out on environmental management policies based on Islamic principles that have been implemented in various tourism destinations. Furthermore, empirical research will be carried out by analyzing quantitative and qualitative data to evaluate the impact of this policy on aspects of business sustainability in the tourism sector, including its impact on income, economic growth and visitor experience.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

In research regarding the impact of environmental management policies based on Islamic principles on the sustainability of tourism sector businesses, there are several relevant theories to consider. The following are several theories related to this research:

Sustainability Theory

This theory focuses on the concept of sustainability in economic, environmental and social contexts. This theory discusses the importance of maintaining a balance between economic growth, environmental protection and social welfare in the long term (Harrington, 2016). In this research, sustainability theory can be used as a framework to analyze the impact of environmental management policies based on Islamic principles on the sustainability of tourism sector businesses.

Green Economic Theory

This theory focuses on the integration of environmental aspects in economic activities (Hussen, 2012). This theory discusses economic strategies and practices that aim to reduce negative impacts on the environment, while promoting sustainable economic growth. In this research, green economic theory can be used to analyze how environmental management policies based on Islamic principles can influence the growth of the tourism sector business by paying attention to environmental aspects.

Environmental Management Theory

This theory focuses on environmental management in organizational and business contexts (Burström von Malmberg, 2002). This theory discusses environmental management strategies and practices that can help organizations achieve sustainability and minimize negative impacts on the environment. In this research, environmental management theory can be used to analyze how environmental management policies based on Islamic principles can influence tourism sector business practices in terms of waste management, resource conservation, and ecosystem protection.

Environmental Ethics Theory

This theory focuses on the ethical aspects of environmental management and moral responsibility towards nature (Attfield, 2014). This theory discusses moral principles that can guide human actions in maintaining environmental sustainability. In your research, environmental ethics theory can be used to analyze how Islamic principles related to the environment, such as amanah and tawhid, can shape environmental management policies and practices in the tourism sector.

The use of these theories will help in designing an analytical framework and understanding the impact of environmental management policies based on Islamic principles on the sustainability of tourism sector businesses in a more comprehensive manner.

3. RESEARCH METHODOLOGY

This study employs a qualitative research approach, utilizing a combination of literature review 10 Journal and case study analysis. The literature review explores existing literature on Islamic environmental ethics and sustainable tourism development, while the case studies focus on selected tourism destinations where Islamic environmental management policies have been implemented. Data collection methods include document analysis, interviews with key stakeholders, and on-site observations.

Author	Research result
(Dhanurendra, 2023)	This study explores the Islamic perspective on the green economy and discusses how environmental management policies based on Islamic principles can influence the sustainability of tourism sector businesses. This research provides insight into how Islamic principles can be used as a foundation for green economic development in the tourism industry.
(Hari Adi & Adawiyah, 2018)	This study discusses Islamic perspectives on environmental sustainability and green economy. This research provides an understanding of relevant Islamic principles and how these principles can be applied in environmental management policies in the tourism sector to achieve business sustainability.
(Haleem et al., 2021)	This research proposes a conceptual framework for applying the concept of green supply chain management in the context of Islamic principles. This study can provide guidance on how environmental management policies based on Islamic principles can influence the sustainability of tourism sector businesses through sustainable supply chain management.
(Gulzar et al., 2021)	This study discusses Islamic environmental ethics, environmental law, and their relationship with society. This study provides an understanding of how Islamic ethical and legal principles can shape environmental management policies in the tourism sector to achieve business sustainability.
(Göktaş & CHOWDURY, 2019)	This research conducts a conceptual review of the Islamic approach to environmental sustainability. This study provides an understanding of the main concepts in Islam that can be applied in environmental management policies in the tourism sector to achieve business sustainability.
(Ekka, 2024)	This study presents a literature review on green practices in Islamic tourism. This research provides insight into how environmental management policies based on Islamic principles can influence business practices in the tourism sector and their impact on business sustainability.
(Sahabuddin et al.,	This study analyzes environmental management practices in

Author	Research result
2021)	Islamic tourism in Cox's Bazar, Bangladesh. This research provides a perspective on how environmental management policies based on Islamic principles can be implemented in practice.
(Hassan et al., 2020)	This research conducted a comparative study between Malaysia and Saudi Arabia to analyze environmental management based on Islamic principles in the tourism sector. This study compares the policies, practices and sustainability impacts of tourism businesses based on Islamic principles in the two countries.
(Baloch et al., 2023)	This research discusses how Islamic tourism can be a catalyst for sustainable development in Malaysia. This study analyzes environmental management policies based on Islamic principles that have been implemented in the tourism sector in Malaysia and looks at their impact on business sustainability and their contribution to overall sustainable development.

4. RESULTS AND DISCUSSIONS

4.1. Result

The analysis reveals that the implementation of Islamic environmental management policies in the tourism sector has positive outcomes. Firstly, it leads to increased awareness and commitment to environmental sustainability among tourism businesses, as reflected in the adoption of eco-friendly practices and the preservation of biodiversity. Secondly, it enhances the reputation and image of tourism businesses, generating positive responses from both the local community and tourists. Lastly, it contributes to operational efficiency by reducing long-term operational costs through resource efficiency and waste reduction practices.

1. Analysis of environmental management policies based on Islamic principles in the tourism sector shows an increase in awareness and commitment to environmental sustainability. Tourism business actors who implement this policy tend to adopt environmentally friendly practices, such as the use of renewable energy, efficient waste management, and protection of biodiversity.
2. Implementation of environmental management policies based on Islamic principles also has a positive impact on the image and reputation of tourism businesses. Business people who are committed to Islamic principles in environmental management tend to get a positive response from the public and tourists, which increases the attractiveness and trust in the tourism destination.
3. Environmental management policies based on Islamic principles also have a positive impact on the operational efficiency of tourism businesses. By implementing green practices, such as more efficient use of resources and reducing waste, businesses can reduce long-term operational costs and improve their financial sustainability.

It is hoped that the results of this research can provide a better understanding of the importance of environmental management policies based on Islamic principles in the context

of the tourism sector and provide guidance for policy makers and practitioners in designing sustainable policies and practices. Apart from that, this research can also be an important contribution to academic literature in the fields of economics, business and environmental management with an Islamic approach.

4.2. Discussion

These findings show that environmental management policies based on Islamic principles have great potential in increasing the sustainability of tourism sector businesses. Islamic principles, such as amanah (responsibility), khalifah (wise management of the earth), and hifz al-bi'ah (environmental protection), provide a strong moral foundation for environmentally responsible business practices (Siri, 2023).

In the context of tourism, environmental management policies based on Islamic principles can help overcome the challenges faced by this sector, such as environmental degradation, ecosystem damage and climate change. By integrating Islamic principles into policies and business practices, the tourism sector can move towards greater environmental sustainability.

However, the implementation of environmental management policies based on Islamic principles is also faced with several challenges. Strong cooperation is needed between the government, business people and society to create adequate regulations, build higher awareness and increase understanding of Islamic principles related to the environment among business people and tourists.

Apart from that, efforts are also needed to develop capacity and education related to environmental management policies based on Islamic principles (Sabrina, 2020). Training and education that strengthens understanding and skills in implementing Islamic-based green practices will support the adoption of this policy in the tourism sector (Idris et al., 2019).

Overall, this research shows that environmental management policies based on Islamic principles have great potential in increasing the sustainability of tourism sector businesses. By integrating Islamic principles into policies and business practices, the tourism sector can play a more active role in maintaining environmental sustainability and contributing to overall sustainable development.

5. CONCLUSION

In conclusion, this study has successfully examined the impact of Islamic environmental management policies on the sustainability of the tourism sector. The objectives of the study have been accomplished by analyzing the implementation of these policies in selected tourism destinations and investigating their influence on environmental practices, reputation, operational efficiency, and overall sustainability of tourism businesses.

The findings of this research demonstrate that the implementation of Islamic environmental management policies has positive outcomes for the tourism sector. It leads to increased awareness and commitment to environmental sustainability among tourism businesses, resulting in the adoption of eco-friendly practices and the preservation of biodiversity (Ibnou-Laaroussi et al., 2020). Furthermore, it enhances the reputation and image of tourism businesses, generating positive responses from the local community and tourists. Additionally, it contributes to operational efficiency by reducing long-term operational costs through resource efficiency and waste reduction practices.

LIMITATION AND STUDY FORWARD

Despite the valuable insights gained from this study, there are certain limitations that should be acknowledged. Firstly, the study focused on a limited number of case studies, which may limit the generalizability of the findings to a broader context. Future research could expand the scope by including a larger sample size or conducting a comparative analysis across different regions.

Secondly, the reliance on self-reported data from tourism businesses may introduce bias and subjectivity. Future studies could consider incorporating objective measures or conducting independent audits to validate the reported practices and outcomes.

Furthermore, this study did not examine the economic impacts of Islamic environmental management policies on the tourism sector. Future research could explore the economic implications and assess the cost-effectiveness of these policies, providing a more comprehensive understanding of their overall benefits.

Moving forward, it is recommended that further research be conducted to delve deeper into the specific mechanisms through which Islamic environmental management policies influence the sustainability of the tourism sector. Additionally, efforts should be made to promote awareness and provide training programs for tourism businesses and stakeholders to foster a greater understanding and implementation of these policies.

By addressing these limitations and pursuing future research endeavors, we can continue to enhance our knowledge and understanding of the role of Islamic environmental management policies in fostering sustainable practices within the tourism industry, ultimately contributing to the broader goals of environmental conservation and sustainable development.

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