

REVIEWER'S REPORT

Manuscript No.: IJAR-50603

Date: 11-03-2025

Title: MUSLIM FRIENDLY TOUR PACKAGES BASED ON PESANTREN IN LOMBOK FOR MALAYSIAN MARKET

Recommendation:

Accept as it is.....**YES**.....

Accept after minor revision.....

Accept after major revision

Do not accept (*Reasons below*)

Rating	Excel.	Good	Fair	Poor
Originality	√			
Techn. Quality		√		
Clarity		√		
Significance			√	

Reviewer's Name: Mr Bilal Mir

Reviewer's Decision about Paper: **Recommended for Publication.**

Comments (*Use additional pages, if required*)

Reviewer's Comment / Report

The study "Muslim Friendly Tour Packages Based on Pesantren in Lombok for Malaysian Market" provides a comprehensive examination of the growing trend of Muslim-friendly tourism (MFT) and the potential role of pesantren in shaping tourism experiences for Malaysian travelers in Lombok. The research adopts a qualitative approach to assess the feasibility of integrating pesantren visits into Muslim-friendly tour packages, considering cultural, educational, and economic factors.

Abstract Analysis

The abstract presents a clear and concise overview of the study's objectives, methodology, and findings. It effectively outlines the significance of MFT as a global economic driver and positions Lombok as a key destination for Muslim travelers. The inclusion of pesantren as a focal point of tourism diversification is well-articulated, demonstrating how religious, educational, and cultural

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REVIEWER'S REPORT

elements can enhance the attractiveness of Lombok for Malaysian tourists. The abstract successfully highlights the four key criteria—products, services and management, educational activities, cultural and architectural values, and cuisine—that contribute to the feasibility of pesantren-based tourism.

Introduction Analysis

The introduction effectively contextualizes the study within the broader framework of global Muslim-friendly tourism. It presents relevant statistical data from authoritative sources, such as the State of the Global Islamic Economy Report and the Global Muslim Travel Index, reinforcing the economic significance of this niche market. The discussion on Indonesia's recognition as a top Muslim-friendly destination further substantiates the study's relevance. The inclusion of Malaysia as a key source of international tourists to Indonesia, with specific reference to Malaysian visitor trends in Lombok, strengthens the study's foundation. The research aim is clearly stated, and the justification for exploring pesantren as a tourism component is well-supported.

Literature Review Analysis

The literature review provides a structured discussion of the concept of Muslim-friendly tourism, referencing relevant academic sources and industry reports. It highlights Malaysia's leadership in the Halal economy and its impact on travel preferences, establishing a logical connection between the demand for Islamic tourism services and the feasibility of pesantren-based tourism packages. The review effectively discusses the role of government policies in promoting Muslim-friendly accommodations and tour services, adding depth to the study's theoretical foundation. The use of recent references, including those from 2023 and 2024, demonstrates the study's alignment with current industry trends.

Overall Assessment

The study presents a well-researched and structured analysis of Muslim-friendly tourism, with a particular focus on pesantren as a potential tourism attraction for Malaysian travelers in Lombok. The research is grounded in relevant literature, industry statistics, and qualitative data collection through document analysis and interviews. The findings contribute to an emerging area of study in Islamic tourism by identifying the key elements that make pesantren-based

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tourism attractive. The discussion is well-supported by empirical evidence and aligns with broader industry developments in Halal tourism. The study successfully highlights the opportunities for travel agencies and Indonesian authorities to integrate pesantren into the existing Muslim-friendly tourism framework, reinforcing the economic and cultural benefits of this approach.