

ABSTRACT

Ai Siti Aisyah, (2026). “Muslim-Friendly Tourism Development Strategy in Ciamis Regency Using the Analytiv Network Process (ANP) Methode. Sharia Economics Study Program, Faculty of Islamic Studies, Siliwangi University.

Ciamis regency holds significant potential in developing the concept of Muslim-friendly tourism through its natural wealth, culture and religious destination. However, tourism development effort continue to face challenges related to services, human resource quality, and halal certification for culinary micro, small, and medium enterprises (MSMEs). This study examines the priorities of five problem cluster; accessibility, communication, environment, service and human resources, as well as the priorities of seven strategies in Muslim-friendly tourism development. The purpose of this study is to determine the development strategies fo Muslim-friendly tourism in Ciamis Regency.

This research employs a quantitative non-parametric method. The respondents consist of 9 individuals, including regulators, tourism managers, tourists, and academics. Data collection techniques include observation, interviews, questionnaires, and documentation. Data analysis is conducted using geometric mean and rater agreement with the Analytic Network Process (ANP) approach.

Based on the result of the analysis using the Analytiv Network Process (ANP) methode, the priority strategy in developing Muslim-friendly tourism in Ciamis regency is the development of infrastructure and the improvement of Muslim-friendly facilities, with a geometric mean value of 0,276 and a rater agreement value of 50%. These results indicate a relative strong level of agreement among experts in determining the important strategy to be implemented.

The development of Muslim-friendly tourism in Ciamis regency highlights that improving service quality must be supported by adequate infrastructure and facilities as key factors. The implication of these findings emphasize the importance of synergy between local government and stakeholders in tourism management, particularly through enhancing infrastructure, strengthening human resources, and formulating integrated policies to promote more optimal and sustainable tourism development.

Keywords: Muslim Friendly Tourism, Tourist Destinations, Service Quality and Muslim Consumers.