



ABSTRACT

The concept of halal tourism could be considered a very new topic that was brought into global tourism but offers many potentials within its market. Lombok is one of the destinations that strive to implement halal tourism, and succeed by obtaining various achievement. While halal tourism mainly intended for Muslim tourist, the condition of its implementation is a complex matter as Lombok had a vast non-Muslim tourist's market beforehand. A dilemma then rise between economy and local value throughout the implementation of halal tourism in Lombok.

Mandalika is a newly inaugurated Special Economic Zone (SEZ) in Lombok that has shows a promising economic development that can be seen from the world events that has been held. With the promising economic development that Mandalika have, it is a possibility that halal tourism will be implemented in Mandalika, considering also with the achievement that Lombok obtain from implementing halal tourism. With the dilemma that has been raised between economy and local value, it is important to discuss how Lombok government will bring the development of halal tourism especially in this case for non-Muslim tourists in order to compete within global tourist market. This undergraduate thesis strives to analyse how does government will implement development strategy of halal tourism towards non-Muslim tourists in Mandalika.

Keywords: Halal Tourism, Lombok, Mandalika, Public Sector Management, Branding-based Development, Value-based Development.