

The Role of the Tourism Department in Maintaining Natal Beach as a Tourism Destination in the Context of Fiqh Siyasah

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| Received: 29-07-2024

|| Revised: 28-08-2024

|| Accepted: 30-09-2024

| Published On: 30-10-2024

Abstract: Beaches are dynamic geographical areas formed by the accumulation of sand, shaped by sea waves, tides, abrasion, and accretion. These natural processes can lead to both temporary and permanent changes, impacting the attractiveness of tourism destinations. This study examines the role of the Tourism Office in managing and maintaining Pantai Natal, located in Kecamatan Natal, Mandailing Natal Regency, and analyzes its efforts through the lens of Fiqh Siyasah. The objectives are to: (1) evaluate the Tourism Office's role in preserving the destination, (2) identify supporting factors and challenges, and (3) assess the alignment of these efforts with Fiqh Siyasah principles. The research employs a combination of field research and normative empirical legal methods. Field research gathers direct data on conditions and task execution, while normative legal analysis reviews relevant regulations, including Presidential Regulation No. 51 of 2016 and Law No. 27 of 2007. Using a qualitative descriptive approach, data is collected through interviews and observations. The findings reveal that the Tourism Office's efforts are suboptimal, with issues such as damaged facilities, littering, and inadequate attention to historical sites. Positive measures, like enhanced cleanliness, have been implemented, but major barriers remain, including limited budget, insufficient infrastructure, and low community engagement. The study concludes by emphasizing the importance of community involvement and infrastructure development to ensure the sustainable management of Pantai Natal, ultimately maximizing its economic and cultural potential..

Keywords: *Tourism management, Natal Beach, Fiqh Siyasah*

Abstrak: gelombang laut, pasang surut, abrasi, dan akresi. Proses alami ini dapat menyebabkan perubahan sementara maupun permanen, yang berdampak pada daya tarik destinasi wisata. Penelitian ini mengkaji peran Dinas Pariwisata dalam mengelola dan menjaga Pantai Natal yang terletak di Kecamatan Natal, Kabupaten Mandailing Natal, serta menganalisis upaya tersebut melalui perspektif Fiqh Siyasah. Tujuan penelitian ini adalah: (1) mengevaluasi peran Dinas Pariwisata dalam pemeliharaan destinasi wisata, (2) mengidentifikasi faktor pendukung dan hambatan, dan (3) menilai kesesuaian upaya tersebut dengan prinsip-prinsip Fiqh Siyasah. Penelitian ini menggunakan kombinasi metode penelitian lapangan dan penelitian hukum normatif empiris. Penelitian lapangan mengumpulkan data langsung mengenai kondisi dan pelaksanaan tugas, sementara analisis hukum normatif meninjau peraturan yang relevan, termasuk Peraturan Presiden No. 51 Tahun 2016 dan Undang-Undang No. 27 Tahun 2007. Dengan pendekatan deskriptif kualitatif, data dikumpulkan melalui wawancara dan observasi. Temuan penelitian menunjukkan bahwa upaya Dinas Pariwisata belum optimal, dengan masalah seperti kerusakan fasilitas, sampah, dan kurangnya perhatian terhadap situs-situs bersejarah. Langkah positif, seperti peningkatan kebersihan, telah diimplementasikan, namun kendala utama masih berupa keterbatasan anggaran, infrastruktur yang kurang memadai, dan minimnya partisipasi masyarakat. Studi ini menyimpulkan pentingnya keterlibatan masyarakat dan pengembangan infrastruktur untuk memastikan pengelolaan berkelanjutan Pantai Natal, sehingga memaksimalkan potensi ekonomi dan budaya.

Kata Kunci: *Pengelolaan pariwisata, Pantai Natal, Fiqh Siyasah*

How to cite this article:

Niranda Yuniar and others, The Effect of North Sumatra's Trade Balance on Economic Growth from an Islamic Economic Perspective, *Jurnal Ilmiah Mizani: Wacana Hukum, Ekonomi Dan Keagamaan*, 11.2 (2024), 351-362

Doi: <http://dx.doi.org/10.29300/mzn.v11i2.4443>



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Jurnal Ilmiah Mizani: Wacana Hukum, Ekonomi, dan Keagamaan

Published by Faculty of Sharia, State Islamic University of Fatmawati Sukarno Bengkulu

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Introduction

Tourism plays a critical role in regional development, particularly in coastal areas, which are dynamic due to natural factors such as tides, erosion, and accretion.¹ Beaches are unique geographical formations located at the interface of land and sea, undergoing continuous changes driven by natural forces. This dynamic nature, while attractive for tourism, also poses significant challenges in terms of maintenance and preservation.² The Government of Indonesia has recognized the importance of protecting coastal areas and has implemented several regulatory frameworks, including Presidential Regulation No. 51 of 2016 on Coastal Boundaries and Law No. 27 of 2007 on the Management of Coastal Areas and Small Islands. These regulations aim to preserve coastal resources, maintain biodiversity, and ensure the sustainability of the environment for both local communities and the tourism industry.³

However, the effective implementation of these regulations has faced numerous challenges, particularly in Mandailing Natal Regency.⁴ Natal Beach, one of the prominent tourist destinations in this region,

suffers from a lack of public facilities, such as inadequate waste management systems and poorly maintained infrastructure. These issues highlight the critical need for the Tourism Office to play a more active role in maintaining and developing tourism potential in the area. Collaborative efforts between local government authorities, the Tourism Office, and the community are essential to address these challenges and optimize the sustainable management of the beach.

Mandailing Natal Regency is rich in natural resources, including forests, rivers, and lakes, which hold significant potential for both livelihood and recreational activities. Article 35 of Law No. 27 of 2007 emphasizes the importance of utilizing these resources sustainably, not only for tourism but also for local economic development. The Tourism Office, tasked with maintaining the attractiveness of tourism destinations like Natal Beach, must ensure that local regulations are effectively enforced and that sufficient resources are allocated for infrastructure improvements and environmental conservation.⁵

This study aims to examine the role of the Tourism Office in maintaining Natal Beach as a tourism destination, assess the challenges and supporting factors involved in its maintenance, and analyze these efforts from the perspective of Fiqh Siyasa (Islamic political jurisprudence). By focusing on the legal, environmental, and socio-political dimensions of tourism management, this research will provide insights into how the Tourism Office can enhance its role in promoting sustainable tourism in the region.⁶

¹ B. Spasojevic and G. Lohmann, 'What Role Do Tourism Stakeholders Play in Air Route Development? Lessons from Australia', *Journal of Hospitality and Tourism Management*, 53 (2022), doi:10.1016/j.jhtm.2022.09.006.

² Karla A. Boluk and S. Mostafa Rasoolimanesh, 'Introduction to the Special Issue on "Deepening Our Understandings of the Roles and Responsibilities of the Tourism Industry towards the United Nations Sustainable Development Goals (SDGs)"', *Tourism Management Perspectives*, 41 (2022), doi:10.1016/j.tmp.2022.100944.

³ Dewa Gede Sudika Mangku and others, 'THE POSITION OF INDEGENOUS PEOPLE IN THE CULTURE AND TOURISM DEVELOPMENTS: COMPARING INDONESIA AND EAST TIMOR TOURISM LAWS AND POLICIES', *Journal of Indonesian Legal Studies*, 7.1 (2022), doi:10.15294/jils.v7i1.52407.

⁴ Cucu Susilawati, 'Identification and Effectiveness of Halal Tourism Laws in Indonesia', *Journal of Islamic Economic Laws*, 6.2 (2023).

⁵ Ahmad Mukri Aji and others, 'Weakening Tradition: The Shifting in Same-Clan Marriage Prohibition in Mandailing Batak', *Ahkam: Jurnal Ilmu Syariah*, 21.2 (2021), doi:10.15408/ajis.v21i2.23729.

⁶ Dri Santos and Asnawan, 'Reviewing The Concept Of

Literature Review

Sustainable Tourism Management Theory

Sustainable tourism management is a crucial concept in the management of coastal areas, especially in regions with vulnerable ecosystems such as beaches.⁷ According to Butler (1980) in his **Tourism Area Life Cycle (TALC)** model, tourism destinations undergo various stages of development, from exploration to stagnation or decline if not properly managed. The role of the Tourism Office becomes essential in preventing the degradation of these areas through the implementation of policies aimed at achieving sustainability.⁸ The Tourism Office is not only responsible for the development of destinations but also for maintaining environmental integrity and tourist attractions.⁹

In this context, the management of beach areas in Mandailing Natal Regency can be viewed as part of efforts to maintain a balance between tourism activities and environmental protection. Therefore, the approach of sustainable tourism management is expected to enhance visitor satisfaction while preserving existing natural resources. This aligns with the theory of environmental governance, which

emphasizes the importance of collaboration among various stakeholders in managing natural resources.

Review of Fiqh Siyasah

Fiqh siyasah, or political jurisprudence in Islam, provides a relevant theoretical framework for understanding how public policies are applied in the context of managing natural resources and tourism areas. From the perspective of fiqh siyasah, the government has a responsibility as a manager and protector of society and the environment.¹⁰ The principle of **maslahah** (public interest) serves as a guiding tenet in formulating policies that benefit both society and the environment.¹¹

In this regard, the Tourism Office is expected not only to focus on the economic development of the tourism sector but also to consider social and environmental aspects.¹² This aligns with the views of **al-Ghazali**, who emphasized that government actions must always take into account the interests of the public and protect natural resources. By adopting the principles of fiqh siyasah, the Tourism Office can create more inclusive and accountable policies, ensuring that the maintenance and protection of beaches in Mandailing Natal Regency are carried out effectively.¹³

Fiqh Al-Bi'ah In Law Enforcement Against Ecocide Performers In Indonesia', *Relacoes Internacionais No Mundo Atual*, 4.42 (2023), pp. 310 – 327, doi:10.21902/Revrima.v4i42.6031.

⁷ Ryan Plummer and David A. Fennell, 'Managing Protected Areas for Sustainable Tourism: Prospects for Adaptive Co-Management', *Journal of Sustainable Tourism*, 17.2 (2009), doi:10.1080/09669580802359301.

⁸ Jihatul Akbar, Handam Handam, and Ahmad Harakan, 'PERAN DINAS KEBUDAYAAN DAN PARIWISATA DALAM MENGELOLA CAGAR BUDAYA SITUS WADU PA'A DI KECAMATAN SOROMANDI KABUPATEN BIMA', *Otoritas: Jurnal Ilmu Pemerintahan*, 2.2 (2012), doi:10.26618/ojip.v2i2.48.

⁹ Eka Siskawati and others, 'Good Governance Implementation in the Development of Sustainable Tourism; The Portrait of Padang City Government', *Akuntansi Dan Manajemen*, 15.1 (2020), doi:10.30630/jam.v15i1.58.

¹⁰ Fuad Masykur, 'Syariah, Fiqh Dan Siyasah: Suatu Telaah Terhadap Konsepsi, Relasi, Implikasi Dan Aplikasinya', *Jur'i*, 2023, doi:10.51476/syarie.v6i1.462.

¹¹ Saifuddin Saifuddin, 'Fiqh Siyasah: Antara Das Sollen Dan Das Sein', *IN RIGHT: Jurnal Agama Dan Hak Azazi Manusia*, 10.1 (2022), doi:10.14421/inright.v10i1.2504.

¹² Hamzah and others, 'Sustainable Development of Mangrove Ecosystem Policy in South Sulawesi from the Perspectives of Siyāsah and Fiqh Al-Bi'ah', *Juris: Jurnal Ilmiah Syariah*, 22.2 (2023), doi:10.31958/juris.v22i2.10559.

¹³ Miftahol Fajar Sodik and Dimas Bima Setiawan, 'Undang-Undang Nomor 11 Tahun 2020 Tentang Cipta Kerja Prespektif Siyāsah Dustūriyah Dan Fikih Lingkungan (Klaster Lingkungan Hidup)', *Online Terakreditasi Nasional. SK*, XIII.1 (2021).

Methods

This study employed a field research methodology, aimed at gathering first-hand data on the role of the Tourism Office in maintaining and protecting the coastline of Natal District, Mandailing Natal Regency. The empirical legal approach was used, combining normative analysis with field observations to examine how legal regulations, particularly Presidential Regulation No. 51 of 2016 on Coastal Boundaries, are applied in practice.¹⁴

The research was conducted from June until completion in various coastal locations within the Mandailing Natal Regency. The study applied a **qualitative descriptive approach**, chosen for its ability to provide a comprehensive understanding of the phenomena under investigation. Qualitative methods are appropriate when examining legal implementation in its social context, providing a nuanced depiction of the practical challenges and successes encountered by the Tourism Office.¹⁵

Data were collected through **semi-structured interviews** with key stakeholders, including officials from the Tourism Office and local government, as well as community members involved in tourism management. Additionally, direct observations of public facilities and environmental conditions at Natal Beach were conducted to complement the interview data. This approach ensured a detailed and grounded understanding of the interplay between legal provisions and real-world outcomes. The data were analyzed thematically to identify patterns and key

issues impacting the effectiveness of tourism management.¹⁶

Results and Discussion

The Role of the Tourism Office in Maintaining the Natal Beach Tourist Destination

The study reveals that the Tourism Office's role in maintaining Natal Beach in Mandailing Natal Regency is critical yet not optimally executed, as outlined by Law Number 10 of 2009 concerning Tourism. This law emphasizes the importance of enhancing economic growth, societal welfare, environmental preservation, and cultural heritage. However, observations indicate that Natal Beach faces several challenges, including damaged facilities, litter accumulation, and inadequate attention to historical sites, such as colonial forts. These findings suggest that the Tourism Office must adopt a more proactive approach to the maintenance and promotion of Natal Beach, which could include improving facility management, initiating cleanliness awareness campaigns, and enhancing the use of historical heritage for tourism.¹⁷

Further analysis shows that the principle of sustainable development, as mandated by Law No. 10 of 2009, requires a concerted effort to integrate environmental considerations into tourism development. The current situation at Natal Beach, characterized by significant environmental degradation, underscores the ineffectiveness of implementation strategies.

Interviews conducted with key

¹⁴ Sandra L. Siedlecki, 'Understanding Descriptive Research Designs and Methods', *Clinical Nurse Specialist*, 34.1 (2020), doi:10.1097/NUR.0000000000000493.

¹⁵ Ramalingam Shanmugam, 'Understanding Research Methods: An Overview of the Essentials', *Journal of Statistical Computation and Simulation*, 90.10 (2020), doi:10.1080/00949655.2019.1628904.

¹⁶ Mildred L. Patten and Michelle Newhart, *Understanding Research Methods: An Overview of the Essentials, Tenth Edition, Understanding Research Methods: An Overview of the Essentials, Tenth Edition*, 2017, doi:10.4324/9781315213033.

¹⁷ Plummer and Fennell.

stakeholders, including Mr. Salamuddin Nasution, the head of the Tourism Office, reveal that while efforts are underway to maintain cleanliness and promote tourism, significant challenges remain. Mr. Nasution highlighted the importance of managing waste and preserving coastal ecosystems while improving supporting infrastructure such as access roads and parking areas. He emphasized the need for serious attention to public facilities, asserting that enhanced maintenance would contribute to a better tourist experience and local economic development.

Similarly, Mr. Pak Arif, Head of the Tourism Marketing Department, noted that while some facilities meet visitor needs, substantial improvements are required, particularly regarding telecommunications and electricity access. His observations about the disorganized placement of beach amenities indicate a pressing need for strategic planning and execution by the Tourism Office.

The collective insights from these interviews affirm that the Tourism Office is pivotal in ensuring the sustainability and appeal of Natal Beach. However, the challenges of inadequate infrastructure, poor telecommunications, and the need for better environmental management call for immediate action to enhance the tourist experience and promote local economic growth.

Implications of Fiqh Siyasah

The role of the Tourism Office is further contextualized within the framework of **Fiqh Siyasah**, which pertains to the principles of governance in Islam.¹⁸ This framework

underscores the responsibilities of government authorities as stewards of the earth, aligning with the directive in Surah Hud (11:61) that emphasizes human stewardship over the environment. The verse implies a divine mandate to protect and nurture the natural world, reinforcing the notion that the Tourism Office must prioritize sustainable practices in managing tourist destinations.

the principles of **maslahah** (public interest) and accountability in governance compel the Tourism Office to adopt comprehensive strategies that encompass environmental preservation, social welfare, and economic benefit. This perspective aligns with the operational goals set forth in Law No. 10 of 2009, which seeks to fulfill the physical, spiritual, and intellectual needs of tourists while enhancing community welfare.¹⁹

Despite these guiding principles, the findings indicate a significant gap between theoretical mandates and practical implementation. The Tourism Office's current strategies must evolve to embrace a more community-involved approach, promoting ecotourism initiatives that support both environmental sustainability and economic development.²⁰ Thus, the potential of Natal Beach as a sustainable tourist destination hinges on the Tourism Office's commitment to fulfilling its stewardship responsibilities in accordance with both Islamic principles and national regulations.

¹⁸ 'The Urgency and Strategic Role of Maqasid Shari'ah and Maslahah in Responding to The Legal and Economic Challenges of Muslim Business', *Jurnal of Middle East and Islamic Studies*, 10.1 (2023), doi:10.7454/meis.v10i1.158.

¹⁹ Marduaty Mukhtar and others, 'Involvement of Families as Owners of Cultural Heritage Improving Religious Tourism in Banda Aceh: Perspective of Maslahah Theory', *Samarah*, 6.2 (2022), doi:10.22373/sjhk.v6i2.12537.

²⁰ 'Halal Tourism in The View of Maslahah Mursalah', *DE LEGA LATA: Jurnal Ilmu Hukum*, 8.1 (2023), doi:10.30596/dll.v8i1.12088.

Supporting Factors and Constraints Faced by the Tourism Office in Maintaining Beach Tourist Destinations in Natal District, Mandailing Natal Regency

In maintaining and developing the Christmas Beach tourist destination in the Natal District, Mandailing Natal Regency, the Tourism Office encounters various supporting factors and obstacles that influence the effectiveness of their programs and policies.

Supporting Factors

Supporting factors include:

1. **Collaboration Among Stakeholders:** The synergy between the local government, community, and private sector is crucial for the successful implementation of maintenance programs. As stated by Mr. Salamuddin Nasution, head of the Tourism Office, "Without support from all parties, the maintenance program will be difficult to implement."
2. **Community Involvement:** Active participation from the local community plays a significant role in maintaining the cleanliness of the beach and public facilities. Mr. Syaiful Anhar Harahap noted, "Support from the surrounding community is very important," emphasizing the impact of community engagement in tourism management.
3. **Improved Facilities and Infrastructure:** The provision of adequate facilities significantly enhances the attractiveness of the beach to visitors. The Tourism Office is actively working to upgrade these facilities, which has included road repairs and the installation of trash bins.
4. **Training Programs for the Local Community:** Training sessions empower the local community, enabling them to take a more active role in the maintenance and management of tourism. Mr. Nasution highlighted that

training has been essential for community engagement in maintenance efforts.

Constraints

Despite these supporting factors, the Tourism Office faces significant challenges, including:

1. **Budget Limitations:** Budget constraints are a major obstacle in executing planned programs. Mr. Nasution noted that "the budget we receive is often not enough to carry out everything we have planned."
2. **Lack of Public Awareness:** Not all community members recognize the importance of preserving the tourist environment, which hinders participation in maintenance efforts. Mr. Harahap mentioned ongoing issues with littering despite the presence of trash bins.
3. **Environmental Issues:** Coastal erosion and pollution present considerable challenges that are difficult to tackle without greater support, potentially from the central government. Both Mr. Nasution and Mr. Harahap acknowledged the need for assistance in addressing these environmental concerns.
4. **Coordination Among Parties:** Inadequate coordination among stakeholders can disrupt maintenance efforts. Misalignment in goals and responsibilities can lead to ineffective implementation of programs.

the findings indicate that the role of the Tourism Office in maintaining the tourist destination of Pantai Natal is supported by several critical factors, including effective collaboration among stakeholders, community involvement, improved infrastructure, and training initiatives. However, significant challenges remain, such

as budget constraints, lack of public awareness, environmental issues, and coordination gaps. Addressing these challenges requires a holistic approach and the concerted efforts of all parties involved.

The importance of individual and collective responsibility in maintaining tourist destinations can be further underscored by referring to Surah Al-Hashr (59:18), which emphasizes accountability for one's actions and the need to consider the impact on the environment. This principle aligns with the Tourism Office's efforts to sustainably manage and preserve Natal Beach, highlighting the need for a collaborative and responsible approach to environmental stewardship.

Christmas Beach Tourist Destinations in Mandailing Natal Regency: A Review of Political Jurisprudence Regarding the Role of the Tourism Office in Maintenance

This section explores the intersection of political jurisprudence and the role of the Tourism Office in preserving the Natal Beach tourist destination. Political jurisprudence, or Islamic political law, examines the principles and practices governing public administration within an Islamic framework. A comprehensive review of this jurisprudence can elucidate the responsibilities of the Tourism Office in maintaining Natal Beach.

a. Government Responsibility

In political jurisprudence, the government is entrusted with the duty to administer public resources and ensure community welfare. This includes managing natural resources and maintaining public facilities effectively. As an integral part of the local government, the Tourism Office in Natal Regency is accountable for the preservation and development of Natal Beach. This aligns with the Islamic

jurisprudential principle that emphasizes governmental responsibility for public interest and efficient resource management. As stated in the Quran, Surah An-Nisa (4:58):

"Indeed, Allah commands you to give trust to those who are entitled to it, and when you judge among people, you should judge with justice."

This verse underscores the importance of accountability in governance, reflecting the responsibility of the Tourism Office to act justly in managing public assets.

b. Resource Management

Fiqh Siyasah advocates for equitable and sustainable resource management. In maintaining Natal Beach, effective management of facilities and infrastructure is paramount. The Tourism Office must ensure that resources are managed in a way that supports the public interest without compromising environmental integrity. The Quran states in Surah Al-Baqarah (2:205):

"And among people are those who speak much about worldly life, while they oppose Allah and the Day of Judgment, and Allah does not guide the unjust."

This reinforces the necessity of responsible stewardship of resources. The Hadith also emphasizes this principle:

"Do not endanger yourself and do not endanger others." (HR. Abu Dawud)

These teachings highlight the imperative of environmental preservation in resource management.

c. Community Participation

Political jurisprudence emphasizes the significance of community involvement in decision-making and

resource management. For the Tourism Office, engaging the local community in the upkeep of tourist destinations is crucial. This engagement includes providing training, raising awareness, and encouraging community participation in maintaining the cleanliness and aesthetic appeal of the beach. Surah Ash-Shura (42:38) states:

"And those who respond to the call of their Lord and establish prayer and whose affairs are conducted by consultation among themselves, and who spend from what We have provided for them."

This verse illustrates the importance of consultation (shura) and community engagement in governance.

The Tourism Office of Mandailing Natal Regency bears a substantial responsibility for managing public interests, including the maintenance of tourist destinations. According to Islamic jurisprudence principles, the government serves as a custodian of public trust, ensuring sustainable resource management that benefits the community. For Natal Beach, the Tourism Office must prioritize fairness and sustainability while engaging the local community in management processes. Community involvement not only alleviates governmental burdens but also aligns management with local needs and aspirations. Political jurisprudence advocates for deliberation, necessitating community participation in planning and executing maintenance programs, thus fostering a sense of ownership and accountability.

As highlighted by community member Siti Aminah, "The Tourism Office should act as a fair and wise manager, ensuring the beach is well-maintained for the common good. This includes cleanliness, improved

facilities, and community involvement in management." Continuous collaboration among government, community, and private sectors is essential, emphasizing political jurisprudence's role in fostering effective coastal management.

The analysis reveals the critical importance of applying **Fiqh Siyasah** principles in managing tourist destinations such as Natal Beach. Fiqh Siyasah, or Islamic political jurisprudence, serves as a guiding framework that emphasizes the role of the government in promoting the common good while ensuring justice and fairness. This framework underscores that the government must act as a **guardian of trust** (wali al-amr), responsible for maintaining public welfare and administering resources in a manner that aligns with Islamic values.

Principles of Fiqh Siyasah in Beach Management

1. Guardianship and Trust (Amanah)

The government's role as a custodian of public trust necessitates that it prioritize community welfare in its management strategies. This requires the Tourism Office to implement robust oversight mechanisms to ensure that the resources allocated for maintaining Natal Beach are used effectively and transparently. For instance, establishing a monitoring system that tracks expenditures on maintenance and improvement projects can help build community trust and demonstrate accountability. This aligns with the **Sharia principle of amanah**, which dictates that leaders must manage public resources with integrity and responsibility.²¹

²¹ Erhan Boğan and Mehmet Sarışık, 'Halal Tourism: Conceptual and Practical Challenges', *Journal of Islamic Marketing*, 2019, doi:10.1108/jima-06-2017-0066.

2. Public Interest (Maslahah)

A core tenet of **Fiqh Siyasah** is the concept of **maslahah** (public benefit), which mandates that all governance actions should aim to promote the welfare of the community. In the context of Natal Beach, this could involve developing recreational facilities, enhancing safety measures, and ensuring environmental sustainability. The Tourism Office could implement eco-friendly practices, such as waste segregation and recycling initiatives, that not only preserve the beach's natural beauty but also promote a culture of environmental stewardship among the local population. Such initiatives can be framed within the Islamic imperative to protect and sustain natural resources for future generations.²²

3. Community Involvement (Shura)

The principle of **shura** (consultation) is vital in **Fiqh Siyasah** and emphasizes the need for community participation in governance. The Tourism Office should actively seek input from local residents regarding their needs and expectations from the beach management. This could take the form of regular town hall meetings or focus groups, where community members can express their views on maintenance priorities and suggest improvements. By fostering a participatory approach, the office not only aligns its management strategies with the community's aspirations but also cultivates a sense of ownership and accountability among residents.

4. Environmental Stewardship Fiqh

²² Fathurrahman Thaha and others, 'Value-Chain in Beach Tourism: The Consideration of Maslahah in Strategic Formulation', *Jurnal Minds: Manajemen Ide Dan Inspirasi*, 9.2 (2022), doi:10.24252/minds.v9i2.31584.

Siyasah

emphasizes the importance of environmental preservation as a moral and ethical duty. The Quran encourages responsible stewardship of the earth, and this is especially relevant for managing a tourist destination like Natal Beach. The Tourism Office should develop and enforce regulations that protect the beach's ecosystem, such as restricting harmful activities that may degrade the environment. Additionally, educational programs aimed at raising awareness about the importance of biodiversity and conservation can empower the community to participate actively in environmental protection efforts.²³

5. Sustainable Development

The application of **Fiqh Siyasah** also necessitates a commitment to sustainable development, ensuring that economic activities related to tourism do not compromise future generations' ability to enjoy natural resources. The Tourism Office can collaborate with local businesses to promote sustainable tourism practices, such as responsible fishing, eco-tourism, and support for local artisans. By encouraging practices that are both economically viable and environmentally sound, the office can help foster a sustainable tourism model that benefits the community while aligning with Islamic ethical principles.²⁴

In conclusion, the role of the Tourism Office in maintaining Natal Beach

²³ Alfonso Vargas Sánchez and María Moral Moral, 'Halal Tourism: Literature Review and Experts' View', *Journal of Islamic Marketing*, 2019, doi:10.1108/jima-04-2017-0039.

²⁴ Hendri Hermawan Adinugraha, Muhammad Shulthoni, and Anang Rikza Masyhadi, 'Interrelating State And Religious Laws On Halal Tourism In Indonesia', *Revista Juridica*, 4.76 (2023), doi:10.26668/revistajur.2316-753X.v4i76.6497.

exemplifies the practical application of **Fiqh Siyasah**, highlighting the necessity of responsible governance, sustainable resource management, and active community participation. By adhering to Sharia principles such as **maslahah** (public benefit), the authority of the Imam contingent on public interest, and environmental preservation, the Tourism Office can effectively contribute to the sustainable development of tourist destinations while safeguarding community welfare. The incorporation of these principles not only enhances the effectiveness of management practices but also strengthens the relationship between the government and the community, fostering a shared commitment to the well-being of both the beach and its surrounding environment.

Conclusion

The conclusion that can be drawn from this study concludes that the important role of the Mandailing Natal Tourism Office in maintaining and developing Natal Beach as a tourism destination, but has not been optimal. There are efforts to clean the tracks, manage waste and organise better supporting events, but there still remain a number of very pressing issues. The challenges brought to our attention from the Scenic Highway Study which include inadequate telecommunications infrastructure, poor public amenities and coastal management through Cyprus Pine Beach. Tourism Office representatives stressed that investments concentrating on infrastructure needed to be made with haste if visitor comfort was to be achieved here, and the beauty of No4 Natal Beach was to have its appeal maximised as a tourist destination.

From the perspective of **Fiqh Siyasah**, the Tourism Office's role as a steward of

public welfare is especially pertinent. Islamic principles underscore the government's obligation to safeguard the environment and promote community welfare. However, the current implementation of these responsibilities is lacking, as indicated by the deteriorating state of facilities and insufficient environmental protections. Consequently, the Tourism Office must adopt more proactive measures, including fostering community involvement in ecotourism initiatives that not only promote environmental sustainability but also yield significant economic benefits for local residents.

Furthermore, this research underscores the necessity for a synergistic collaboration between the Tourism Office, local government, community stakeholders, and the private sector to effectively address the multifaceted challenges facing Natal Beach. Such collaboration is essential to overcoming obstacles related to budget constraints, enhancing public awareness, and tackling environmental issues. With strategic improvements to infrastructure and facilities, combined with a commitment to sustainable practices, Natal Beach has the potential to evolve into a premier tourist destination that contributes to the economic and cultural vitality of the local community while adhering to Islamic principles and relevant regulatory frameworks.

Credit Authorship Contribution

Niranda Yuniar: Conceptualization, Methodology, Investigation, Writing - Original Draft, and Supervision. Deasy Yunita: Formal Analysis, Resources, and Writing - Review & Editing..

Declaration of Competing Interest

The authors declare no competing interests related to this study. No financial or personal conflicts of interest are present.

Acknowledgements

The authors thank the Faculty of Islamic Studies, Universitas Islam Negeri Sumatra Utara, Indonesia, for their support and resources throughout this research.

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