

# ***STRATEGY FOR DEVELOPMENT OF DALEGAN BEACH WITH HALAL TOURIST CONCEPTS***

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## ***ABSTRACT***

Over time and the development of increasingly modern times and the number of new tours that appear so that visitors to the White Sand Beach Dalegan every year decreases. This encourages researchers to make a new concept on the White Sand Beach Delegan into halal tourism, in order to make visitors comfortable and so as not to be left behind by the time and development of the times that there are currently many halal tourist destinations. Thus, the question raised by researchers in this study is how the concept of developing the White Sand Beach of Dalegan Panceng Gresik becomes a halal tourist destination

The research method used in this study is a qualitative approach. The qualitative method as a research procedure that produces descriptive data in the form of written or oral words from people or observable behavior. This research is directed to obtain facts related to the delegan beach development strategy with the concept of halal tourism.

The results of this study are the development strategy of Dalegan White Sand tourism, boat decoration competition as an effort to improve tourism objects, Worship Facilities as the application of Muslim friendly in Dalegan White Sand tourism, Accomodation Development in the form of Transportation and Dalegan Rsort as tourist convenience, hawker centers and by -by. and also produce a Halal Beach Realization Scheme at Dalegan White Sand Tourism which contains, Attractions, Halal food & drinks, Infrastructure, Clothing, Human Resources, Halal interactions, Halal marketing.

***Keyword : Dalegan Beach, Halal Tourism Concept***