

Green Tourism Development Using The Addie Learning Model In A *Maqashid Sharia* Framework at Gayo Highlands

Ramdansyah Fitrah,¹ Sukiman,² Andri Soemitra³

¹Institut Agama Islam Negeri Takengon

^{2,3}Universitas Islam Negeri Sumatera Utara Medan

Correspondence: winramdan4783@gmail.com

ABSTRACT

Balancing economic, social and environmental impacts in tourism management is a problem faced by the Gayo Highlands region. This research aims to reveal the development of green tourism in the Gayo Highlands using the ADDIE (Analyze, Design, Develop, Implement and Evaluate) learning model. The results showed that the development of green tourism in the Gayo Highlands could be done through 1) Environmental conservation, 2) Waste management and cleaning, 3) Renewable energy, 4) Use of sustainable transport, 5) Environmental education, and 6) Water and energy management for the environment responsibility component. For the experiential richness component, green tourism development can be done by 1) Knowledgeable tour guides, 2) Educational information, 3) Interactive experience, 4) Service quality, 5) Nature experience, and 6) Assessment of tourist satisfaction. For the cultural diversity component, green tourism development can be done through: 1) Promotion of cultural heritage, 2) Cultural tourism, 3) Cultural involvement in the local economy, 4) Respect for culture, 5) Counselling and education of tourists, and 6) Maintaining language heritage. As for the economic vitality component, green tourism development can be done through 1) Development of small and micro enterprises, 2) Providing training and education to residents, 3) Partnerships with local communities, 4) Local purchasing, 5) Local community involvement in planning, 6) Measuring social impacts. Through an approach that considers Maqashid Sharia, green tourism can be an effective means to achieve the goals of environmental protection, social welfare, and economic sustainability.

Keywords: Green Tourism, ADDIE Models, Maqashid Sharia

A. INTRODUCTION

Tourism has become a "double-edged sword" because, in addition to providing benefits, tourism also causes problems and impacts on the environment and socio-culture, including ecosystem degradation as a result of exploitation for tourism development (Koh & Fakfare, 2020). Unlike manufacturing, mining, wood processing, garment, and other industries that tend to cause pollution, tourism was initially seen as a pollution-free industry. Since the 1970s, this assumption has begun to be doubted because tourism, with its various activities, has a substantial negative impact on the physical environment, archaeological heritage, and tangible and intangible culture. On the other hand, tourism is a mainstay sector that can drive economic activity, including the activities of other related sectors, to expand employment, increase community income, regional income, and state revenue and foreign exchange earnings.

The form of tourism that has been known is modern tourism, pioneered by Thomas Cook, which has been going on for approximately one and a half centuries. It is often also called conventional or mass tourism because tourist trips are carried out in large numbers through Tour Operators. The positive impact of mass tourism is excellent, especially in the economic field, but the negative impact is also very much, especially on environmental damage and socio-cultural degradation. An alternative tourism model was created to anticipate the negative impacts, namely green tourism (Kodyat, 1997).

Green tourism is environmentally friendly and assumes that tourism development is integral to national and regional development (Singh & Mishra, 2004). *Green tourism* is a term for sustainable tourism practices that substantively include environmental, economic, and socio-cultural sustainability (Azam & Sarker, 2011); In order to achieve sustainability in tourism, green tourism must consider environmental, socio-cultural and economic aspects (Tunde, 2012). Green tourism is a form of tourism that prioritises sustainability and avoids causing damage to the visited tourist locations and cultural heritage (environmentally friendly).

The implementation of green tourism manifests human response to the warning about environmental damage caused by human actions, as stated in the divine scripture of Almighty Allah SWT in Q.S Ar-Rum: 41:

ظَهَرَ الْفَسَادُ فِي الْبَرِّ وَالْبَحْرِ بِمَا كَسَبَتْ أَيْدِي النَّاسِ لِيُذِيقَهُمْ بَعْضَ الَّذِي عَمِلُوا لَعَلَّهُمْ يَرْجِعُونَ

“Corruption has appeared in the land and the sea on account of what the hands of men have wrought, that He may make them taste a part of that which they have done, so that they may return.”

In the interpretation of the Ministry of Religion of the Republic of Indonesia, it is explained that the word *al-fasad* in verse above is all things that are not in harmony or experience confusion with the system or rules set by Allah SWT, which, if translated into Indonesian becomes "damage". The damage in question is the contamination of the environment so that fewer places can be visited or destroying nature until it can no longer be utilized (Kementerian Agama RI, 2014). And whoever obeys God has corrupted the earth, and the way to repair the earth is obedience (Herman, Hery Saparjan Mursi, Ahmad Khoirul Anam, Ahmad Hasan, Ade Naelul Huda, 2023).

The above verse implies that tourism management must be done wisely and pay attention to sustainability so that negative impacts can be minimised while positive impacts are enhanced. Responsible and sustainable tourism is the key to maintaining a balance between economic growth, environmental conservation, and the welfare of local communities. Green tourism aims to reduce negative environmental impacts per the Islamic principle of nature conservation. Green tourism also seeks to provide broader economic, social and environmental benefits to local communities and tourists, which aligns with Islam's principle of general welfare, namely *maslahah*. Thus, efforts to realise green tourism are closely related to *maqashid sharia*, the primary Islamic law principle.

Green tourism will be realised if there is support from government policies that can create comfort for tourists because government policies can provide guarantees for tourists (Jumadi, 2014). Furthermore, green tourism can be implemented if it is supported by factors such as good regulation and governance, participation of all stakeholders, availability of capital and financing, capacity building and education, marketing and good public relations (Arismayanti, 2015). Some determinants of green tourism implementation are government policies and regulations, partnerships and collaborations, community involvement, and environmental and social awareness among tourists and tourism industry players. The Gayo Highlands, an area of the ridge of the Bukit Baran that runs along the island of Sumatra, is located in Central Aceh Regency, Aceh Province. After Sabang and Banda Aceh, the Gayo Highlands region ranks third as a tourist destination in Aceh Province (Said, 2022). In addition, one of Aceh's Tourism

Strategic Areas is the Ecotourism and Geotourism of Lake Lut Tawar in the Central Aceh District (Disbudpar Aceh, 2020). The Gayo Highlands also has 62 tourist attractions, of which 40 objects (64%) are natural attractions, 13 objects (21%) are cultural or heritage attractions, and nine objects (15%) are artificial attractions. The data shows that this area has excellent potential for tourism development (Qanun Rencana Induk Pembangunan Kepariwisataaan Kabupaten Aceh Tengah Tahun 2018-2025, 2018).

The majority of tourism potential in the Gayo Highlands is natural tourism, so the problems that arise in the development of the tourism sector include reduced forest cover due to land conversion into tourist attractions, waste from tourism activities that cause environmental pollution and a decrease in endemic species populations, overlapping land use, and disaster risks such as floods and landslides. On the other hand, the sector with the highest growth rate that supports the economic growth of this region is the accommodation sector, which is closely related to the tourism sector with a growth of 34.58% as more inns, restaurants or cafes and the number of tourists in Aceh Tengah Regency (Badan Pusat Statistik Kabupaten Aceh Tengah, 2023).

Therefore, to balance tourism management's economic, social and environmental impacts in the Gayo Highlands, sustainability must be prioritised by implementing green tourism focusing on sustainable and environmentally friendly tourism practices. This research aims to reveal the development of green tourism in the Gayo Highlands using the ADDIE (Analyze, Design, Develop, Implement and Evaluate) learning model introduced by Branch (2009). The development of green tourism with this ADDIE learning model will be designed in the corridor of Maqashid Sharia.

B. LITERATURE REVIEW

1. Green Tourism

Green tourism is a concept that refers to offering tourism activities that are environmentally friendly either by informing tourists that tourism has been labelled green tourism or by giving a sign that the management of tourist destinations is environmentally friendly or does not damage the environment (Furqan et al., 2010). According to Dodds and Joppe, the concept of green tourism can be divided into 4 (four) components, which are described in the following Green Tourism Model:



Figure 1: Green Tourism Model (Dodds & Joppe, 2001)

The four components of the green tourism model in the picture above can be explained as follows:

a. Environment Responsibility

It is protecting, preserving, and enhancing the natural environment to ensure the long-term sustainability of the ecosystem.

b. Local economic vitality

It supports the economic and business activities of local communities for the economic sustainability of local communities.

c. Cultural diversity

Respect and value the cultural diversity of communities to ensure their well-being as sustainable hosts.

d. Experiential richness

Providing experiences to enrich horizons through harmoniously engaging with nature, people, places and cultures (Dodds & Joppe, 2001)

Thus, green tourism is a form of tourism activity that focuses on realising a balance between nature and the socio-cultural environment in a destination, which in turn can increase benefits for local communities in terms of economy, culture and environment.

2. The ADDIE Learning Model

The ADDIE model, which stands for Analyse, Design, Develop, Implement and Evaluate, is a concept that relates to the creation of a learning product design to enhance individual learning. This model follows a systematic and phased approach involving

immediate and long-term phases. It also employs a systems approach to knowledge and human learning. Effective ADDIE instructional design emphasises authentic tasks, complex knowledge, and original problems, leading to a high level of correspondence between the learning environment and real-life work settings. The ADDIE learning model is interactive, involving students, teachers, and the environment, and is based on an effective and efficient systems approach. Evaluation results from each learning process step can inform the development of subsequent steps or phases (Junaedi, 2019).

The ADDIE model is schematised by Branch as a learning system design as follows:

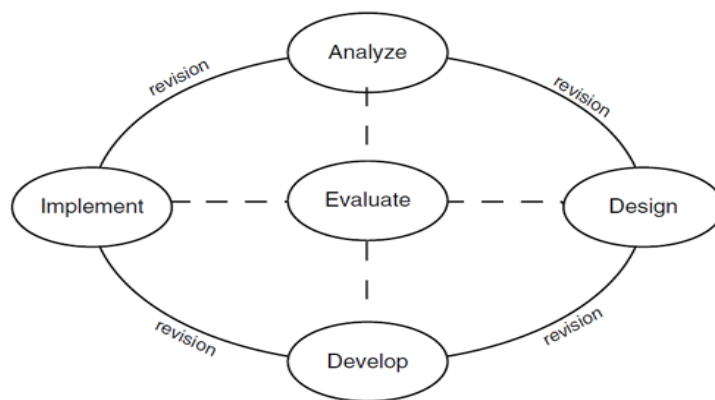


Figure 2: ADDIE Model Scheme (Branch, 2009)

This analysis stage aims to identify the possible causes of a gap in learning performance. Teachers must be able to determine the instruction that will cover the gap, suggest the level that will cover the gap, and offer strategies to close the performance gap based on empirical evidence about the potential for successful learning to fulfil the analysis stage. Furthermore, this design step is to verify the appropriateness of learning and testing methods. In completing this design stage, the teacher should be able to prepare a specific set of functions to close the learning gap for knowledge and skill deficiencies.

The development stage aims to produce and validate the selected learning resources. The teacher must identify the resources required to implement the planned lesson to complete this stage of Development. After that, they implement the planned teaching, select or develop all the necessary tools, evaluate the learning output, and complete the remaining stages of the ADDIE teaching design sequence.

This Implementation stage aims for teachers to prepare the learning environment and engage students well in the learning process. This implementation stage has a general

procedure of preparing teachers and preparing students. Teachers must adjust the actual learning environment so that students can build the new knowledge and skills needed to close the gap in student performance in learning. Development and evaluation activities mark the final stage of the implementation phase. Most ADDIE approaches use the implementation phase to transition to summative evaluation activities and other strategies that implement the teaching and learning process.

The evaluation stage aims to assess the quality of the product and the teaching process, both before and after the implementation stage. Determining evaluation criteria, selecting appropriate evaluation tools, and conducting evaluations are standard procedures associated with the evaluation stage (Branch, 2009).

3. Maqashid Sharia

The word *maqashid sharia* (مقاصد الشريعة) consists of two words, namely *maqashid* (مقاصد) and *sharia* (اشريعة). The word *maqashid* (مقاصد) is the plural of *maqshid* (مقصد) or *maqshad* (مقصد), both of which are mashdar of fi'il *qashada yaqshudu*. According to Al-Muqri, the word contains many meanings, but when adjusted to the discussion of maqashid, it means the purpose of the law. Meanwhile, according to the term, 'Allal al-Fasi defines maqashid as the purpose of sharia and the secrets Allah SWT places in each of His laws (Sutisna et al., 2021). Meanwhile, the word *sharia* (اشريعة) linguistically means the path to the source of water, which can be interpreted as the path to the source of happiness (Munawwir, 2007). While in terms, Ibn Taymiyyah states that the meaning of the word sharia is:

اسما للشر بعبارة الشرع فينتضم كل ما شرع الله من العقاد واللاء عمل

The words syaria, syara' dan syir'ah relate to all that Allah has ordained, whether it is a matter of aqidah or charity (Sarwat, 2019)

Previous classical scholars such as Al-Ghazali and Ash-Syatibi generally needed to provide a complete definition of maqashid sharia. Al-Ghazali in Al-Mustashfa only mentions five maqashid sharia, namely maintaining religion, soul, mind, offspring and property. Likewise, Ash-Syatibi, as Raisuni stated, Ash-Syatibi did not explicitly define maqashid sharia, although he strongly supported it because it was considered explicit. The definition of maqashid sharia is only found in the works of modern scholars such as

Ibn Ashur, 'Allal Al-Fasi, Ar-Raisuni, Wahbah Az-Zuhaili and Caliph Ba Bakr Al-Hasan. (Sarwat, 2019).

So, in terminology, maqashid sharia can be interpreted as the meanings, wisdom and goals Allah SWT wants from each of his shari'a to ensure benefits for His servants. So, the purpose of maqashid is to ensure the realisation of benefits for humanity.

C. METHODS

The type of research used is R & D (Research and Development). R & D is a research method used to produce specific products and test the effectiveness of these products. Research is used as a needs analysis to test the product's effectiveness in the broader community to get specific product results (Sugiyono, 2019). The research procedure uses the ADDIE (Analysis, Design, Development, Implementation, and Evaluation) development model introduced by Branch (2009). The research subjects were tourism businesses in the Gayo Highlands and experts consisting of regulators and academics. The object of the research is the development of green tourism in the Gayo Highlands. Data were collected through interviews and questionnaires and then analysed using the Delphi Method.

D. DISCUSSION RESULT

1. Research Results

a. Analysis

The analysis is the first step in developing green tourism in the Gayo Highlands using the ADDIE learning model. In this step, the analysis includes two stages, namely:

- 1) **Performance analysis:** This is carried out to discover and clarify whether the tourism development problems faced require solutions in the form of green tourism development in the Gayo Highlands.
- 2) **Needs analysis:** This analysis is necessary for realising green tourism in the Gayo Highlands.

Before compiling the questionnaire, the researcher conducted a literature review and interviews with tourism development stakeholders in the Gayo Highlands to identify tourism development issues in the area. The identification results were then outlined in the questionnaire. The results obtained from filling out the questionnaire are as follows:

Table 1. Tourism Development Issues in the Gayo Highlands

No.	Aspects of the Tourism Development Problem
1.	Environmental Impact
2.	Social Issues
3.	Quality of Traveller Experience
4.	Infrastructure and Facilities
5.	Quality of Service
6.	Local Community Welfare
7.	Regulations and Policies
8.	Sustainability

Based on the table above, the problems faced in tourism development in the Gayo Highlands that stakeholders have agreed upon are 1) Environmental impacts: tourism development activities cause environmental degradation, including damage to natural ecosystems, increased waste, and pollution. Another environmental impact of tourism activities is climate change, which can affect weather stability and increase the risk of natural disasters in tourist destinations. 2) Other problems arising from tourism are social problems where tourism activities affect local culture and the occurrence of economic inequality, increased land prices and population density in tourist destinations. 3) The increase in tourism activity in the Gayo Highlands has also resulted in a loss of quality of the tourist experience due to congestion, long queues, and damage to tourist attractions, reducing tourism attractiveness. 4) Another issue is the need for more tourism infrastructure and facilities in the Gayo Highlands, such as roads, transport, accommodation, and sanitation. 5) The quality of service to visitors, including security, hospitality, and clean and safe facilities, is also a problem for tourism in the region. 6) The lack of appropriate regulations and policies that result in exploiting natural resources is also a problem tourism faces in the Gayo

Highlands. 7) In addition, the increase in tourism in the region has yet to provide the economic benefits that local communities had hoped.

Thus, the main problem in tourism development in the Gayo Highlands is attention to environmental, social, and economic aspects. So, the effort needed to balance this friend's environmental, social, and economic aspects is tourism development that prioritises the concept of sustainability, namely green tourism.

b. Design

This step is the core of the work analysis step, which is to study the problem and find alternative solutions identified through the needs analysis. The design of tourism development in the Gayo Highlands was based on expert consensus by referring to Dodds and Joppe's (2001) concept of green tourism, which divides the concept of green tourism into four components as shown in the following table:

Table 2. Green Tourism Design in the Gayo Highlands

Environment Responsibility	Economic Vitality
a. Infrastructure <ol style="list-style-type: none"> 1. Environmental cleanliness 2. Security 3. Lodging facilities 4. Toilet facilities and places of worship 5. Parking area 6. Availability of dedicated rubbish bins 7. Existence of waste management system from tourism activities 8. Tree planting 9. Water conservation b. Access and connectivity to tourist destinations <ol style="list-style-type: none"> 1. Transport 2. Road 	<ol style="list-style-type: none"> 1. New employment opportunities for the local community 2. Increased community income 3. Market availability that supports economic resilience
Cultural Diversity	Experiential Richness
<ol style="list-style-type: none"> 1. Presence of cultural heritage preservation activities 2. Preservation of historical values 3. Local cultural wisdom 	<ol style="list-style-type: none"> 1. Uniqueness of nature 2. The originality of nature 3. Panorama and natural beauty 4. Flora dan fauna

The results of filling out the questionnaire show that experts agree on the criteria that must be met by tourism in the Gayo Highlands so that it is said to have implemented the concept of green tourism, namely: the development of tourist destinations has considered environmental impacts/environmental preservation,

the existence of tourist destinations contributes to the improvement of the economic conditions of local communities, then the development of tourist destinations does not conflict with local culture and even appreciates and preserves local wisdom. Another important criterion of green tourism is providing new and valuable experiences for tourists after visiting a destination. There was consensus on the criteria for developing green tourism in the Gayo Highlands.

c. Development

The development step involves selecting and determining strategies to develop green tourism in the Gayo Highlands. Based on the results of the questionnaire, the strategies for green tourism development in the Gayo Highlands are as follows:

Table 3. Green Tourism Development in the Gayo Highlands

Components	Strategies
<i>Environment Responsibility</i>	Environmental Conservation
	Waste Management and Cleaning
	Renewable Energy
	Use of Sustainable Transport
	Environmental Education
	Water and Energy Management
<i>Experiential Richness</i>	Knowledgeable Tourist Guide
	Educational Information
	Interactive Experience
	Quality of Service
	Nature Experience
	Traveller Satisfaction Assessment
<i>Cultural Diversity</i>	Cultural Heritage Promotion
	Cultural Tourism
	Cultural Engagement in the Local Economy
	Cultural Appreciation
	Traveller Education and Outreach
	Preserving Language Heritage
<i>Economic Vitality</i>	Micro and Small Business Development
	Training and Education
	Partnerships with Local Communities
	Local Purchasing
	Local Community Involvement in Planning
	Social Impact Measurement

Based on the table above, the strategies that can be done for the environmental responsibility component are 1) Environmental conservation by identifying and protecting areas in tourist destinations that have high ecological value by making

rules and signs for visitors to maintain environmental integrity. 2) Furthermore, an efficient and environmentally friendly waste management system through waste reduction, treatment and recycling practices to reduce negative environmental impacts. Include a regular cleaning programme to keep the destination clean. 3) Switch to renewable energy sources such as solar, wind, or biomass to fulfil energy needs in tourist destinations. 4) Promote sustainable transport such as bicycles, public transport, or electric vehicles to reduce air pollution and congestion. 5) Environmental education programmes on the importance of conservation and sustainable practices to raise awareness among tourists and locals. 6) Wise management of water resources, including water saving, wastewater cleaning, and maintenance of aquatic ecosystems.

Furthermore, strategies related to the quality component of the traveller experience include: 1) Ensure tour guides have adequate knowledge of the environment, culture, History and green tourism practices to provide insights to tourists, thereby enhancing the quality of their experience. 2) Provide educational information for tourists about environmental and cultural values in tourist destinations. 3) Visitors engage directly in the destination's culture and environment by offering interactive experiences such as nature walks, farming/ranching activities, or local cooking lessons. 4) Focus on high-quality service. Ensure staff have good training in hospitality and communication. Visitor feedback should be considered and used to improve services. 5) Provide immersive experiences in nature, such as beautiful scenery and ecotourism activities. 6) Conduct regular assessments of traveller satisfaction.

For the preservation of cultural diversity component, the strategies are 1) Promotion and protection of local cultural heritage, including traditional arts, crafts, music, dances and rituals. This can be done through cultural festivals, art shows, and cultural exhibitions. 2) Offering cultural tours to Historical sites, traditional villages, and cultural performances that allow tourists to understand local culture. 3) Encourage the development of micro and small enterprises that focus on culture, such as handicrafts, local cuisine, and the arts. 4) Reward cultural practices and individuals who play a role in preserving local culture. 5) Educate

travellers on cultural norms, etiquette, and how to interact with local communities.

6) Support maintaining and teaching the community's native language to preserve the culture.

Moreover, finally, the strategies for the local economic resilience component are:

1) Support the establishment of locally owned small and micro enterprises. 2)

Provide training and education to residents to improve the skills required in the tourism industry. 3) Partnerships between tourism operators and local

communities to ensure that most economic benefits accrue to local communities.

4) Encourage tourism operators to purchase local products and services such as food, handicrafts, and other goods to support the local economy. 5) Involve local

communities in green tourism planning to accommodate their needs and determine the direction of tourism development. 6) Monitoring the economic impact of

tourism on local communities. This evaluation includes income levels and quality of life.

d. Implementation

Researchers tested the developed green tourism development strategy in the Gayo Highlands at this stage. The test was conducted using the Delphi Method through a questionnaire to seek approval and disagreement from experts, including regulators consisting of the Central Aceh Tourism Office, the Central Aceh Environment Office and the Central Aceh Bappeda, then academics including lecturers and observers and practitioners, namely tourism business actors/managers. Based on the questionnaire filling on the rating assessment and strategy prioritisation, statistical calculations from the tabulation above can be seen in the following table:

Table 4. Calculation Results of the Green Tourism Development Questionnaire in the Gayo Highlands

Strategi	Mean	Std. Dev	Q1	Q2	Q3	IR	Evaluasi	
							Std. Dev	IR
Environmental Conservation	8,56	0,50	8,00	9,00	9,00	1,00	<i>Convergent</i>	<i>Convergent</i>
Waste Management and Cleaning	8,67	0,47	8,00	9,00	9,00	1,00	<i>Convergent</i>	<i>Convergent</i>
Renewable Energy	8,00	0,67	8,00	8,00	8,00	0,00	<i>Convergent</i>	<i>Convergent</i>
Use of Sustainable Transport	8,11	0,74	8,00	8,00	9,00	1,00	<i>Convergent</i>	<i>Convergent</i>
Environmental Education	7,22	1,13	6,00	7,00	8,00	2,00	<i>Convergent</i>	<i>Convergent</i>

Water and Energy Management	7,44	0,83	7,00	7,00	8,00	1,00	<i>Convergent</i>	<i>Convergent</i>
Knowledgeable Tourist Guide	7,89	0,99	7,00	8,00	9,00	2,00	<i>Convergent</i>	<i>Convergent</i>
Educational Information	8,00	0,67	8,00	8,00	8,00	0,00	<i>Convergent</i>	<i>Convergent</i>
Interactive Experience	8,11	0,74	8,00	8,00	9,00	1,00	<i>Convergent</i>	<i>Convergent</i>
Quality of Service	8,22	0,63	8,00	8,00	9,00	1,00	<i>Convergent</i>	<i>Convergent</i>
Nature Experience	8,11	0,74	8,00	8,00	9,00	1,00	<i>Convergent</i>	<i>Convergent</i>
Traveller Satisfaction Assessment	8,44	0,50	8,00	8,00	9,00	1,00	<i>Convergent</i>	<i>Convergent</i>
Cultural Heritage Promotion	8,33	0,47	8,00	8,00	9,00	1,00	<i>Convergent</i>	<i>Convergent</i>
Cultural Tourism	7,89	0,57	8,00	8,00	8,00	0,00	<i>Convergent</i>	<i>Convergent</i>
Cultural Engagement in the Local Economy	8,44	0,50	8,00	8,00	9,00	1,00	<i>Convergent</i>	<i>Convergent</i>
Cultural Appreciation	8,44	0,50	8,00	8,00	9,00	1,00	<i>Convergent</i>	<i>Convergent</i>
Traveller Education and Outreach	8,56	0,50	8,00	9,00	9,00	1,00	<i>Convergent</i>	<i>Convergent</i>
Preserving Language Heritage	7,67	1,05	7,00	7,00	9,00	2,00	<i>Convergent</i>	<i>Convergent</i>
Micro and Small Business Development	8,11	0,74	8,00	8,00	9,00	1,00	<i>Convergent</i>	<i>Convergent</i>
Training and Education	7,56	0,96	7,00	7,00	8,00	1,00	<i>Convergent</i>	<i>Convergent</i>
Partnerships with Local Communities	8,22	0,42	8,00	8,00	8,00	0,00	<i>Convergent</i>	<i>Convergent</i>
Local Purchasing	8,67	0,47	8,00	9,00	9,00	1,00	<i>Convergent</i>	<i>Convergent</i>
Local Community Involvement in Planning	8,67	0,47	8,00	9,00	9,00	1,00	<i>Convergent</i>	<i>Convergent</i>
Social Impact Measurement	8,44	0,50	8,00	8,00	9,00	1,00	<i>Convergent</i>	<i>Convergent</i>

Description: Std. Dev (Standard Deviation); IR (Interquartile Range)

Based on the calculations, it is known that all strategies have converged and reached consensus because the standard deviation value < 1.5 and the Interquartile Range value < 2.5 . Thus, all strategies offered in tourism development in the Gayo Highlands have been agreed upon by all stakeholders.

e. Evaluation

The fifth stage is the evaluation stage. At this stage, an assessment and conclusion is made. Based on the questionnaire filling and statistical calculations shown in Table 4 above, it can be concluded that the strategy for developing green tourism in the Gayo Highlands has reached agreement from stakeholders so that it is declared feasible to use in developing green tourism in the Gayo Highlands.

D. DISCUSSION

The development of green tourism in the Gayo Highlands aligns with the purpose and meaning of Islamic law, namely *maqashid sharia*. *Maqashid sharia* includes five

objectives: preserving religion, soul, mind, offspring and property. Green tourism encourages environmentally friendly practices and behaviours, such as using renewable energy, good waste management, and preservation of natural resources. It reflects Islamic values about the obligation to protect the universe as man's duty as khalifah on earth. Furthermore, in the development of green tourism, there is a balance between economic and environmental benefits by complying with ethics and religious values. It reflects the principle of *Hifz al-Din* in *Maqashid Sharia*.

Green tourism that focuses on preserving the natural environment is consistent with preserving life (*Hifz al-Nafs*) in *Maqashid Sharia*. Green tourism emphasises the preservation and sustainability of natural ecosystems and protects the life that exists in them. By implementing green tourism, it has preserved and maintained life, including wildlife, ecosystems, and natural resources essential for human survival.

Green tourism can create opportunities for education, understanding and appreciation of the natural environment, culture and social values. It supports intellectual development and more profound understanding, reflecting safeguarding the mind or *Hifz al-Aql* in *Maqashid Sharia*. Green tourism is not just about the tourist experience but also about promoting understanding and respect for the environment.

Sustainable green tourism helps support the economic sustainability of local communities, as well as providing long-term benefits to future generations and protecting descendants' rights by preserving offspring or *Hifz al-Nasl* in *Maqashid Sharia*. It also supports cultural and environmental preservation that can be passed on to future generations.

Green tourism incorporates sustainable and responsible practices that minimise negative impacts on wealth, including the environment and natural resources, supporting safeguarding wealth or *Hifz al-Maal* in *Maqashid Syariah*. With the implementation of green tourism, wealth and economic resources (such as land, agriculture and micro-enterprises) can be safeguarded and managed adequately for economic sustainability and long-term benefits.

Through an approach that considers *Maqashid Shariah*, green tourism can be an effective means to achieve the goals of environmental preservation and sustainability

through Islamic ethical values of environmental protection, social welfare, and economic sustainability.

E. CONCLUSIONS

Based on the results of green tourism development research with the ADDIE learning model in the Gayo Highlands, green tourism development can be carried out to fulfil the environmental responsibility component These are: 1) Environmental conservation, 2) Cleaning waste management, 3) Renewable energy, 4) Use of sustainable transport, 5) Environmental education, and 6) Water and energy management. To fulfil the experiential richness component, Green tourism development can be done by 1) Knowledgeable tour guides, 2) Educational information, 3) Interactive experience, 4) Service quality, 5) Nature experience, and 6) Traveller satisfaction assessment. Furthermore, to fulfil the cultural diversity component, Green tourism development can be done through 1) Promotion of cultural heritage, 2) Cultural tourism, 3) Cultural involvement in the local economy, 4) Respect for culture, 5) Counselling and education of tourists, and 6) Maintaining language heritage. As for the fulfilment of the economic resilience component of economic vitality, green tourism development can be carried out through 1) Development of small and micro enterprises, 2) Providing training and education to residents, 3) Partnerships with local communities, 4) Local purchasing, 5) Involvement of local communities in planning, 6) Measuring social impacts.

The development of green tourism in the Gayo Highlands aligns with the purpose and meaning of Islamic law, namely *maqashid sharia*. *Maqashid sharia* includes five objectives, namely maintaining religion (*Hifz al-Din*), soul (*Hifz al-Nafs*), intellect (*Hifz al-Aql*), offspring (*Hifz al-Nasl*) and property (*Hifz al-Maal*). Through an approach that considers *Maqashid Shariah*, green tourism can be an effective means to achieve the goals of environmental preservation and sustainability through Islamic ethical values in environmental protection, social welfare, and economic sustainability.

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