

Assessment of the Potential in Halal Tourism in the Philippines: The Case of the Municipality of Bayang, Lanao del Sur

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Abstract — This study aims to determine the Halal Potentials of Bayang, Lanao del Sur in developing halal tourism. The sources used in this research were primary sources gathered according to actual observations based from history on the current *halal* local tourism in Bayang, Lanao del Sur, Mindanao. This research employed ethnography. Ethnography describes the culture of an ethnic group or people. The ethnographer employed fieldwork that entails participant observation, interviewing, and observing the customs and practices of the people including their life. The study's results indicate that Bayang, Lanao del Sur has the potential to build a halal tourism spots since Bayang is one of the most notable, and historical places not only in Mindanao but also in the world. There are a lot of historical places in Bayang that serve as the sign of bravery and *maratabat* of *Bangsa Meranaw* who fought for the religion and their independence of the whole municipality. The success of their landmarks depends on the government support, incentive, infrastructures, cultural, culinary, and natural attractions. The location's predicament is that there are still challenges related to the development of human resources involving in the tourism industry. This research requires all stakeholders' commitment to make Bayang Lanao del Sur a world-class destination for halal and sustainable tourism.

Keywords — Halal Tourism, Tourism Development, Sustainable Tourism.

I. INTRODUCTION

Bayang Lanao del Sur has great halal tourism in terms of historical background considering that the majority of the population is Meranaw. Tourism is the act of spending time for relaxation, recreation, and pleasure to explore things away from stress, problems, and focus on the place where you are going to spend without worries. Nowadays, tourism is a part of life. It is to spend time with family, friends, or even alone. A place where one can experience being happy, relaxed, and away from the stresses of life.

Halal tourism has grown because this tourism segment is not top in certain religions. Values that are more universal and beneficial to society such as the value of education and the value of local wisdom are also not abandoned. The public perception of halal tourism is an activity carried out by tourists visiting mosques and cemeteries even though halal tourism itself includes cultural tourism, natural tourism, and artificial tourism related to Islam c principles and values. Several terms are also used by several countries in the implementation of halal tourism such as halal tourism, halal lifestyle, Islamic tourism, Muslim-friendly tourist destinations, or Muslim-friendly eco-tourism destinations (Subarkah, 2018: 193-194).

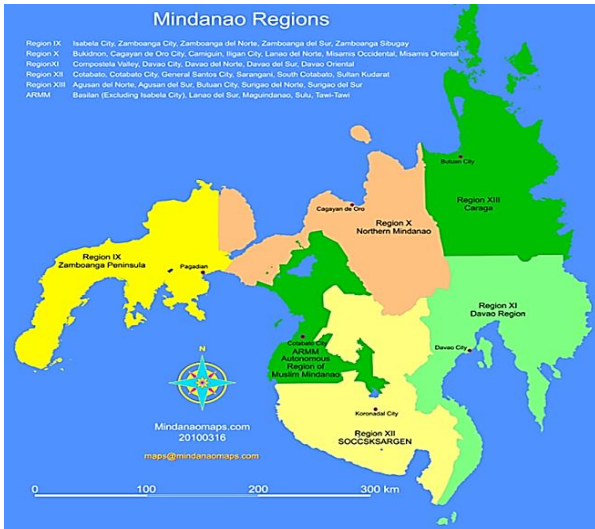
1.1 Mindanao

Mindanao is the largest part of the Philippine archipelago. This portion of the nation houses the

majority of the Muslims. Mindanao is rich in natural resources that continue to contribute in ever-expanding economic growth of the Philippines. Many ethnic groups in Mindanao have preserved their culture, and traditions. More or less, simultaneously with the early American efforts in colonization in the Philippines, the Dutch began to establish colonies in southern Sumatra for Javanese settlers. Parsons (1949) has described the background and early operations of these settlement projects to be a threat to the nation's native people. For a long time, there was little enthusiasm in Java for migration (or transmigration, in Indonesian terminology), and at times the government resorted to compulsory recruiting. This was in marked contrast to the Philippines, where the establishment of the National Land Settlement Administration in 1935 led to eagerness for migration under its vicinities. In the late 1930s, settlers were sent to the colonies in the Lampung area of South Sumatra before the rice harvest so that they could earn enough money to subsist for the next few months, living with earlier settlers until their farms were ready. Settlers paid their travel costs but the government surveyed and cleared land and built roads, and irrigation works. Each settler was allotted a farm of one hectare, and the aim was to attract migrants by making possible the re-creation of a typical Javanese village. The land allotment was so small that the rapid emergence was inevitable. Aspects of Javanese rural life was received less favorable, but in the early stages, this was not clear. The largest number of migrants moved pre-war year

was, and the proponents were estimated to be around 53,000 in 1940. This figure represented less than ten percent of the annual natural increase of the population of Java.

1.2 Map of Mindanao



Map of Mindanao

1.3 Map of Lanao del Sur

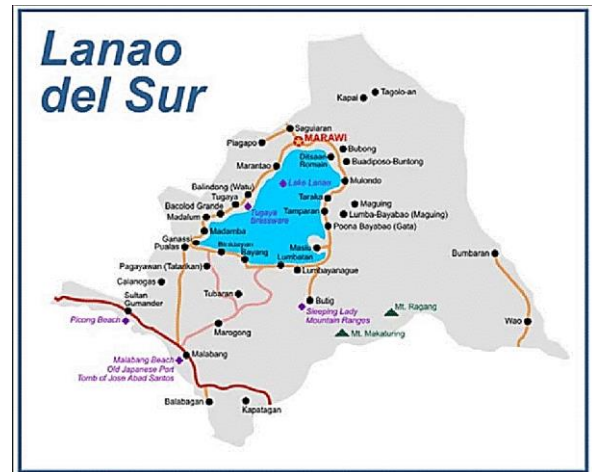
Most Meranaws live in the provinces of Lanao del Sur, Lanao del Norte, and Marawi City. They are known as the "people of the lake" because they live around the lake called Lake Lanao. The lake is hailed as one of the ancient lakes in the world. It is deepest and second largest lake in the Philippines.

Meranaws are presumed to be the last tribe who embraced Islam as their religion. Colonizers fail to seize the Meranaws due to their strong resistance, and explicit opposition to Christian influences from the Spaniards.

They were able to retain their rich culture in spite of the colonizers's intentions of reforming them. They are famously known for their ancient artifacts, wood carvings, cultural dances, artworks, golden cultural attire, and their distinctive cuisine.

Lanao del Sur is often dubbed as the "Cradle of Muslim Art". Meranaw culture is known internationally due to its authenticity, and aesthetics.

To this day, Meranaws uphold their culture even if growing technology, and modernization of the world may seem to factor the diminishing relevance of their former ways.



Map of Lanao del Sur

2. History

One of their most popular epics is the ancient "Darangen," which mainly talks about the love story of Prince *Bantogen* and Princess *Gandingan* and is narrated through singing. In 2005, this was selected by UNESCO as one of the masterpieces of the Oral and Intangible Heritage of Humanity. Moreover, *Sarimanok* served as the symbol of Meranaws. Built in select infrastructures and buildings, it is a legendary bird of the Meranaw people. The mythological birds is believed to symbolize fortune, and good wealth. *Sarimanok* came from the word "sari" which means garment, and "manok" meaning chicken. Nowadays, Meranaws keep in touch with this generation where new technology and modernization has developed. Aforementioned, the preservation of cultural monoliths from the past is upheld the Meranaw people, and is taken seriously by the tribe.

2.1 People

Ranao is a term that describes the ethnic identity "Meranaw" which it was derived from. It means "people of the lake." It connotes that the people residing in *Ranao* are *Meranaw*. The ancient Meranaw penned the terminology that served as meaningful, and can never be forgotten because of their intellectual knowledge in adopting generation to generation. They also portray reminiscence of the historical substance of Meranaw beliefs and values. The writer is very proud to be of the Meranaw tribe that embody chivalry and the Islamic religion.

2.2 Bayang, Lanao del Sur

The agency profile in The Municipality of Bayang, Province of Lanao del Sur, is a 6th-class municipality that belongs to the 2nd congressional District of Lanao

del Sur having 49 barangays. It was founded by *Diwan*, the brother of Sultan *Pagayawan*. *Diwan* traces his forefather to Sharief *Kabunsuan* of Johor, Malaysia. Bayang is said to have been derived from the first word of the National Anthem. It was created as a municipality through Executive No. 42 on June 25, 1962. It is presently under the administration of Hon. Aslani P. Balt, the Municipal Mayor of the location. He came from a family of politicians in the province, being the son of a three-term municipal mayor, and is also a nephew of an incumbent mayor of a nearby town. The municipality of Bayang is located about 61 km south of Marawi City. It has an area of 7,850 hectares. It lays 124°15'00 and about 4°45'00 latitude. It is bounded on the north and east by Lake Lanao, on the west by the Municipality of *Binidayan*, and on the south by the Municipality of *Lumbatan*. The climate of Bayang falls under the fourth climate type of the corona system of the Philippine Climate Classification.



Island of Bayang, Lanao del Sur. Photo Source not mine

2.2.1 Island of Bayang, Lanao del Sur

The Island of Bayang, Lanao del Sur is one of the most beautiful islands in Lanao del Sur that has a significant historical background of Lanao del Sur. Bayang Island is unique from other municipalities that have a wide part of Lake Lanao. It also has thick foliage of vegetation, constituting of trees, plants, and many species of wildlife. This aids the island's residents to continue living healthy lifestyles. Also, you can find many historical spots that prove the ancient heart of the battle which inspires local identities that symbolizes the bravery of the people in Bayang.

The *I-bayangen* or people from Bayang are conscious in protecting, and heralding the island planting, cleaning their surroundings, and not harming the animals to preserve the local ecosystem in hopes of ensuring the scenic value of their location. In ancient times, the lake

of Bayang was filled with many different kinds of fish. It is rich in many types of trees where one could see animals that are classified as rare, and presumably endemic. Examples are: amphibians, reptiles, birds, and others. The lake of Bayang is one of the sources of different species of fish. The lake of Lanao del Sur is essential to Bayang for that it contained aquatic natural resources so that the locals can buy fish. According to the ancestors of Bayang, the province is full of *barakah* when it comes to their economic wealth. However, right after the battle of Bayang, the *barakah* of the economic stature decreased. This is evident in the species of fish disappearing, as well as the monkeys of the forest becoming few. It was speculated the cause of why *barakah* diminished was because the battle of Bayang, and many *rido* (family feuds) prevalent in the province.

2.2.2. Bayang is politically subdivided into 49 barangays

The municipality of Bayang is subdivided into to forty nine (49) barangays, and they are follows: Bagoaingud, Bairan (Poblacion), Bandingun, Biabi, Bialaan, Bubong Lilod, Bubong Raya, Cadayonan, Cadingilan Occidental, Cadingilan Oriental, Condaraan Pob. (Condaraan Dimadap), Cormatan, Gandamato, Ilian, Lalapung Central, Lalapung Proper, Lalapung Upper, Linao, Linuk (Poblacion), Liong, Lumbac, Cadayonan Lumbac, Maliwanag, Mapantao, Mimbawag, Palao, Pama-an, Pamacotan, Pantar, Parao, Patong, Bayang Pobl., Porotan, Rantian, Cadayonan Raya, Rinabor, Samporna (Poblacion), Sapa, Silid, Sugod, Sultan Pandapatan, Sumbag (Poblacion), Tagoranao, Tangcal, Tangcal Proper, Tomarompong, Tomongcal Ligi, Torogan, and lastly, Tuca (Poblacion).

2.3 Map of Bayang, Lanao del Sur



Map of Bayang

3. Statement of the Problem

What are the potentials in *halal* tourism in Bayang, Lanao del Sur, Mindanao?

4. Objectives of the Study

To assess the potentials in *halal* tourism in Bayang, Lanao del Sur, Mindanao.

5. Methods of the Study

The sources used in this research were primary sources gathered according to actual observations as based on the history and context of the research of the current *halal* local tourism in Bayang, Lanao del Sur, Mindanao. This research employed ethnography. Ethnography describes cultures of an ethnic group or people. The ethnographer engages and conducts fieldwork which includes participant observation, interviewing, and observing the customs and practices of the people including their customs.

6. Results and Discussion

6.0. The Assessment of the Potentials in *halal* tourism in Bayang, Lanao del Sur

This portion of the paprt tackles the diverse facets of Lanao del Sur, as the researcher explored the municipality of Bayang. This municipality, known for its *Maratabat* (bravery), is one of the main sources of Meranaw ethos that perpetuated their motivation in fighting against the American colonizers, the martyred heroes of Bayang.

6.1 Royal Pageantry

Bayang has an established elegant monarchy. Bayang is part of the *Pat a Pangampong sa Ranao* (The Four States of Lanao Sultanate or the Four Lake-Based Emirates) which was founded in 1616. The Meranaws and their monarchy still exist today. The crowning ceremonies of the royalties in Bayang add festive attraction to the people of Bayang, and the local tourists coming from Mindanao, and other cities in the Philippines.



The enthronement of royalties in Bayang Photo source: mine.

6.2 Mosques

Bayang is dubbed as a “small Mecca” since it symbolizes the first mosques to be built in the entire Lanao del Sur. This was initiated by the Meranaw in unson. As they believe that in this sacred place, they can perform worship (*Ibadah*), as I read about the mosque in Bayang, I found out that the people in Lanao del Sur went there not just to perform the prayer, but also the first Islamic teachings.

One of the reasons why Islam spread in Lanao del Sur was because of the teachings of the Imam Cali in Bayang alongside other religious members who partook in the mission of spreading the word, and strengthening faith. He is a prominent Imam who is well-read in Islam as he migrated from Kingdom of Saudi Arabia to learn there. When he already became an Aleem, he then announced that it is free to learn about Islam. In the ancient days, they prayed five times a day, and litanies were common to the community, which was a reason why the Masjid in Bayang called a small Mecca (*mayto ah Mekka*).



One of the mosques in Bayang. Photo source: mine.

6.3 Municipality of Bayang

The Municipality of Bayang is quite wide and very useful to the residents of Bayang, when I visited there, it was so very nice. There was a local Rural Health Care, and a Police Station, equipped with a wide gymnasium, and table tennis sets to play in.

Bayang, has possessed a quality of service as the Municipality house these facilities to that they can easily assist the people. As of now, there are many buildings there that are pending, and work in progress.



The Municipality of Bayang. Photo source: mine.

6.4 Historical Sites

6.4.1 Padang Karbala

One of the most prominent historical sites of the Philippines is the *Padang Karbala* of Bayang Lanao del Sur. This *Padang Karbala* of Bayang is also known as the “Battle of Bayang” wherein many of the resident’s forebears sacrificed their lives to achieve liberty, and like a ripple effect, also influence not only Bayang but also the whole nation of the Philippines against the invasion of American Colonizers.

The Ministry of Public Order and Safety and the local government of Bayang Municipality, Lanao del Sur commemorated the 120th anniversary of the Battle of Bayang known as "Padang Karbala" on 2 May 2022 at Barangay, Sultan Pandapatan, Bayang, Lanao del Sur, the same day that the Eid'l Fitr (end of Ramadhan) is coincidentally being celebrated worldwide. Around 400 individuals from different barangays of Bayang composed of Bangsamoro leaders, Sultans, religious leaders, youth, and historians came to reminisce about the historical narrative of the Battle of Bayang (Padang Karbala) after observing the Eid'l Fitr celebration.

The Battle of Bayang was the first and fiercest battle between the Moro and the American army in the Philippines that happened on May 2, 1902. Moros



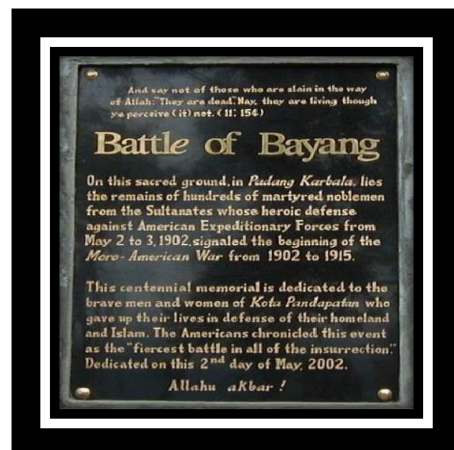
fought against American rule during the Philippine-American War to protect their homeland, among others. MPOS Director-General Atty. Al-Rashid L. Balt said: "We gather to respect and honor the courage of our great ancestors and dedicated this to their memories so that their bravery will never be forgotten. "MPOS will continue to commemorate historical events to preserve the truth about the Bangsamoro history in line with the correction of historical injustices against the Bangsamoro.

Padang Karbala. Photo source: mine.

Monument Battle of Bayang. Photo source: mine

6.4.1.1 Monument Battle of Bayang

This picture was on the side of *Padang Karbala* Park and shows the sacred ground of the battlefield. One of the members in Bayang displayed a big stone embellished in and for the park, one can photograph this revered monument. Carved on stone would be words of commemoration in the battlefield of Bayang that states the narrative of the battle held in the *Kota Pandapatan*, these pictures symbolize the chivalry of the ancestors of Bayang, Lanao del Sur, and suggests that independence cannot be achieved in the Lanao del Sur without the *Maratabat* of the Meranaws.





Manga ala alad sa Bayang Photo source: mine.

6.4.2 *Manga ala alad sa Bayang*

Manga Ala Alad sa Bayang were made by the local environmental advocates of Bayang for the protection of the plants against wild animals. This is considered a tourist spot featuring pictures of the locality's ancient history. As I was there, the professionals of Bayang improved and designed a more attractive, and meaningful attached with historical evidences of the battle. There is appreciation for this project in a sense where the action plan was spontaneous, and elegantly used tiles for added charm. It attracts the tourist to visit there. Anyone can visit there, as well as learn about the place where you can see a lot of pictures of the historical sites.



Diwan Burial Sites Photo source: mine

6.4.3 *Diwan Burial Sites*

The Burial site of *Diwan* is one of the highest spots in Bayang that conveys the *Moriatao Diwan* of Bayang. *Diwan* first married *Labo in Malaig*, a son of *Datumaas in Wato*, and a sister of an old man in Masiu where they parented two children namely: *Datu sa Kalodan*, and *Maruhom Sedic*. The second wife of *Diwan* namely, *Paramata Impah* of *Wato Balindong*, they too, parented two children namely: *Amdag* and *Nanak*. Until then, each of the children of *Diwan* married and produced a big clan that reached in Maguindanao. The family member who migrated was the son of *Diwan* (*Nanak*),

and married *Ninig*, Maguindanaoan. A nephew of *Sarip*. They also have two children.

Based on the genealogy of *Diwan*, all of his children married into a big family (*Malay Bangsa*) in *Ranao*, and including *Maguindanao*, with the crown (*Grar*) of the respected provinces. The blood of *Diwan* spread throughout the *Lanao del Sur* to the *Maguindanao* area.

As of today's generation, the people of *Bayang* made an organization that archived the genealogy of *Diwan*, this would serve as something to base on so that there is basis on the unity, the oneness, and the promulgation of the bloodline of *Diwan*. This organization is called *MDYP* or the *Moriatao Diwan* Young Professionals. The founder of the said organization is *Johar Balt Dimaporo*.



Maradika Qur'an of Bayang, *Lanao del sur* Photo source: not mine

6.4.4 *Maradika Qur'an of Bayang, Lanao del sur*

This is the manuscript of *Qur'an* of Bayang, *Lanao del Sur*, which was copied by *Saidna* in *Palembang, Sumatra* after completing the *hajj* (pilgrimage) in *Mecca*. Originally an heirloom and a prized possession of the community, it was sequestered by the Americans in 1902 during their occupation of the Philippines, and was brought to the *Field Museum of Natural History* in *Chicago*. It then was later returned to the Philippines in 1980.

This *Qur'an* is considered holy by Muslims around the world. This book is filled with the words of the Almighty Allah SWT from the time of the prophet Muhammad (peace be upon him). This book is still used today.

The only book that preserved its words, and no alterations whatsoever are allowed. This book was fixed and it is the only book around the world that millions of Muslims around the globe memorized faithfully. Memorizing the book is believed to grant many blessings to an individual.

6.6 Folks and Sayings of Bayang



Bayang Rural Health Unit. Photo source: mine

6.7 Bayang Rural Health Unit

It is one of the greatest resources of the people in Bayang, that even the tourists or the visitors of Bayang can benefit from. Its importance is to assist and check the health of a people who are not in good condition. For the residents of Bayang, this will serve as a big help to cure diseases of the residents. As the writer visited the area, she saw that some of the parts of this Health Unit were undergoing construction offering convenience and option for the locals to not opt to go to Amai Pakpak Medical Center, a hospital that is far away from the area.



This is the under-construction site of Bayang Rural Health Unit. Photo source. Mine



Bayang Municipal Police Station. Photo source: mine

6.8 Bayang Municipal Police Station

In the Municipality of Bayang, aside from the Rural Health Unit, affixed is the photo of Bayang Municipal Police Station. When the writer went there, the police employees were active and accommodating. They were strict on photo shots, they even the writer asked a police officer "Why are you capturing our building?", it is

presumed that their policies are strict when it comes to non-consensual photography.

6.9 Ancient Dwelling of Bayang



Old House in Bayang. Photo source: mine

6.9.1 Old House in Bayang

Nowadays, many houses and buildings have become modern given the changes of generation, many have become professionals who have enough money to improve their houses. However, when the writer saw this house, it was quite an old one and belonged to an ancient house of Bayang that preserved its quality. Even the wood of that house looked rickety. This kind of house is very rare in today's contemporary society.



Ripag in Bayang Lanao del sur. Photo source mine

6.9.2 Ripag in Bayang Lanao del Sur

One of the famous parts of Bayang, during ancient times is the *Ripag a Bayang*. According to the ancestors, many of the residents of Bayang went there to wash clothes, take baths, and catch fish while riding on *lansa* (wooden small boats).

Ancestors enjoyed going there with many ladies together with their big container that contained many dresses to wash. It was too common to see their children accompanying them to in such baths.



Moriatao Diwan Young Professional (MDYP) Organization. Photo source mine

6.10 Moriatao Diwan Young Professional (MDYP) Organization

It was created in 2018. This organization would help the youth and professionals to continuing the legacy of Diwan. The organization proved as a resource in knowing the genealogy of Diwan. There are many improvements in the Municipality of Bayang, Lanao del Sur because of this organization. Most especially, the preservation of *Padang Karbala* of Bayang. Every Anniversary of the battle of Bayang, the MDYP unites as one to commemorate the said *Padang Karbala* via clean drive before the anniversary. One common engagement would be beautification, and sermons.

6.11 Halal Local Products and Pastries



Meranaw Pastries. Photo source. Mine

6.11.1 Meranaw Pastries

They are very delicious, and are served as a delicacy by the Meranaw. Only Meranaws are able to accurately cook these kinds of confections. Usually consisting of *tyatag*, *tamokonsi*, *pabrot*, and others. It has its unique flavors, and is continued to be preserved by the ancestors. This food is a staple to the whole Meranaw ethnic tribe in Lanao del Sur, however, this could also symbolize our ancestors were united as one when it

comes to palate and preference. This is one of the many things preserved in the culture of Meranaw. This food is mostly served during a special occasion, and can even be served when there are visitors in important events. It is a common tradition of a Meranaw to enjoy these.



Udang a pyaparan. Photo source. Not mine

6.11.2 Udang a pyaparan

It is one of the famous dishes of the Meranaws. Every municipality has its version of making the *Udang a pyaparan*. It is eaten on a mundane day, during an event, or even on special occasion.



Traditional Meranaw food. Photo source. Not mine

6.11.3 Traditional Meranaw food

It is served during a special occasion, or a regular day. This traditional cuisine is usually served because this kind of food is only for a traditional occasion. However, if wealth is given, this can be eaten by those who can afford so. It is called *Pagana*, for the Meranaw who believes in traditions.



Quran World Competition Champion. Photo source. Not Mine

6.12 Ustadh Mohammad Nadhir Asgar- Quran World Competition Champion

This photo features one of the world champions Qur'an Reading, a competition held back in 2019. He is from the municipality of Bayang, Lanao del Sur. He is Ustadh Mohammad Nadhir Asgar Jr. He competed in Doha, Qatar. He studied in Mahad Zaid bin Thabit in the year 2000. He earned a total of seven million pesos.



Tennis Court of Bayang, Lanao del Sur. Photo source mine

6.13 The Tennis Court of Bayang, Lanao del Sur

It is spacious, and usually athletes perform in games in Bayang. The writer was amazed by the enormous space, and that the audience who will watch them can be offered a good vantage point. It is enclosed within the compound of the Municipality of Bayang.

6.14 Madrasa of Bayang



Maahad Diwan Al-Islamie, Bairan, Bayang, Lanao del Sur. Photo source mine.

6.14.1 Maahad Diwan Al-Islamie, Bairan, Bayang, Lanao del Sur.

It is a big *madrasa* in Bayang, Lanao del Sur. According to the ancestors, this was the first *masjid* in Bayang but got converted into a *Madrasa* because of its spacious interior. It strived in the accommodation to the *Morits* (students) of the location. Since Bayang is the first municipality of Lanao del Sur to be taught about the teachings of Islam. Bayang is known to be the *Mayto ah Mecca* because the people of Lanao del Sur congregated not exclusively to worship the Almighty Allah SWT, but also to learn the Islamic teachings from the Imam of Bayang known as *Imam Cali sa Bayang* (the judge of Bayang). Bayang is credited as one of the reasons why

the teachings of Islam spread throughout Lanao del Sur. As well as the picturesque scenery, unfortunately pillaged by the colonizers, resulting to the forefathers of Bayang being martyred.

Challenges in halal tourism in Bayang Lanao del sur

Today's generation, in terms of commerce. Bayang, is meager because the locals relocated from other places. Some for professional reasons, personal reasons in hopes of looking for greener pastures, etc. The province of Bayang is poor when it comes to commerce, yet many professionals and even top-notch in board and bar examinations remain faithful in staying and serving their community. Despite that there are many tourist spots in Bayang, it is still not enough in helping with the economic growth. Bayang is still at a very low status.

IV. CONCLUSION AND RECOMMENDATION

Conclusion

The municipality of Bayang has a myriad option of historical spots. Its *halal* tourism is open and adjacent and present to the mosques of Bayang, its historical Sites, the *Padang Karbala*, the Battle of Bayang, *Manga Ala Alad sa Bayang*, *Diwan Burial sites*, *Maradika Qur'an* of Bayang, *Papanok sa Bayang*, *Pananaroon sa Bayang*, *Bayang Rural Health*, *Bayang Municipal Police Station*, the old house in Bayang, *Moriatao Diwan Young Professionals (MDYP)*, *Ripag a Bayang*, the food and pastries, tennis court in Bayang, and lastly, *Maahad Diwan Al-Islamie*.

This paper did not dwell on the revenue that *halal* tourism in Bayang residents. The current *halal* tourism in Bayang is not that popular with local and international tourists. However, the historical spot is famous in a historical context here in the Philippines. In addition, it is difficult to gauge the income of the people engaging in *halal* tourism as there is no metric applied in doing so. The businesses in Bayang are poor, and most of them are professionals but do not reside in Bayang, despite that majority of the professionals are living in the cities wherein a place where they can find income.

Recommendations

The local government unit of Bayang, Lanao del Sur must encourage the *halal* tourism business owners to have their own business registered in their local government office.

The local government unit of Bayang must conduct seminars on improving the *halal* tourism services and

making its products in Bayang so that *halal* tourism in Bayang would improve and generate income in Bayang, Lanao del Sur.

The local government unit of Bayang can conduct nationwide campaigns on popularizing local *halal* tourism in Bayang, so that Bayang's *halal* tourism can be sustained and becomes heavy weight for those residents in Bayang who have no income, can manipulate their skills in making some business owned by the province, and to enhance the ability of a Meranaw to pursue living in the province of Bayang Lanao del Sur.

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