

# Halal Tourism: Potency and Prospect towards Improving Local Economy (Case Study: NTB)

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Keywords: Halal tourism, public diplomacy, West Nusa Tenggara, local economy

Abstract: This study discusses about the halal tourism and its potential that can have an influence on the local economy, especially for the province of West Nusa Tenggara as a halal tourist destination. This research uses qualitative research with approach of concept of public diplomacy and concept of halal tourism. The results of this study indicate that the trend of halal tourism in the world is experiencing rapid development with the target character of high millennial Muslim tourists. It is expected to be able to be utilized by West Nusa Tenggara in developing halal tourism that is relevant to the socio-cultural values of the community with the majority of Muslims in West Nusa Tenggara as an additional tourist segment that can increase tourist visits and investments to West Nusa Tenggara as a driver of the local economy.

## 1 INTRODUCTION

Tourism is a sector to cultivate a world economy that is very promising, fastest growth and become the largest economic sector this makes it the leading sector due to several things, namely: the number of destinations and increased tourism investment makes it a key factor in creating jobs, infrastructure, business development, income from exports. The tourism sector is also a resilient sector to the global crisis seen from the development of world travel which has experienced a positive development since 1950 the number of tourist travel 25 million people, 1980 reached 278 million people, 1995 reached 528 million people, and 1.1 billion people on in 2014. (Ratman, 2016, p.4).

To welcome the tourism potential, Indonesia is a country that makes tourism as the main sector in national development besides agriculture / plantation, oil and gas, and mining, such as making tourism development planning in 2015-2019. By 2014 the number of foreign tourist arrivals reaches 9 million people, and is expected in 2019 to reach 20 million people, while domestic tourists travel in 2014 reach 250 million people, is expected in 2019 to reach 275 million people, with the hope of affecting the growth of Gross Domestic Product (GDP) nationally in 2014 reached 4.2%, is expected in 2019 to reach 8 %. In addition it is expected in

2019 to contribute to foreign exchange reached Rp. 240 trillion and in 2014 only reached Rp. 120 trillion. So it is expected that inclusive growth can improve local businesses in tourism and certified labor. (Deputy for Economy, 2014, p 2).

In actualizing the target of development, it carried out various efforts of tourism development, this sector has been developing in segmentation, currently a fairly rapid development and a trend in the international world is the development of halal tourism. A tourism segment that provides services to Muslim tourists who want to travel in accordance with Islamic principles, so that Muslim tourists become more comfortable and safe in enjoying travel trips, and still can perform his duties as a Muslim.

As in the *Intermestic* journal, a research by Alwafi Ridho Subarkah with the title of Tourism Halal Diplomacy of West Nusa Tenggara, the study explains that halal tourism becomes an instrument in conducting public diplomacy that can increase tourist visits to West Nusa Tenggara. (Subarkah, 2018, pp. 188-203). Aan Jaelani's research, titled Halal Tourism Industry in

Indonesia: Potential and Prospect with the results of research that Indonesia with Muslim majority easily develops halal tourism and can be a mecca of the world in halal tourism (Jaelani, 2017, pp. 23-34). There is also research from Intan Komalasari entitled Indonesia Efforts to Increase

Competitiveness of Muslim Friendly Tourism (MFT) Among OIC Countries (Upaya Indonesia Meningkatkan Daya Saing Muslim Friendly Tourism (MFT) Diantara Negara-Negara OKI) with the result of research that Indonesia showed commitment in developing tourist friendly to Muslim tourists by allocating budget specifically for the development of halal tourism, doing some standardization is based on the agreement of member countries of the Organization of Islamic

## 2 METHODS

This research study is using the type of qualitative research, to explain the potential of the world's halal tourism market and the potential of halal tourism owned by West Nusa Tenggara. Data collection is obtained through literature study, i.e. observation of literature from various sources such as reports, books, journals, interviews, and others that are reliable and appropriate to support this research. The perspective used to explain the phenomenon under investigation is the public diplomacy and the concept of halal tourism.

Public diplomacy is the way in which a country can present itself on the international stage in order to provide the country with information or knowledge related to the public through various media. However, the actor of public diplomacy is not only state or is statecentric, the local government or sub-state can carry out public diplomacy. (Indraswari & Hermawan, 2015, pp. 4-5). There are several things that can be achieved by public diplomacy: people know more about a country, the perception of the country through building a positive image can change public opinion towards the country, and the domestic community can be directly involved in building the image of a country so that the international community is interested to visit a country. (Leonard, et al., 2002, pp. 9-10).

Cooperation, as well as making conferences to introduce the concept of halal tourism. (Komalasari, 2017, pp. 1-12).

Based on previous research from West Nusa Tenggara, which successfully conducted the diplomacy of halal tourism, then see the potential that Indonesia has in developing halal tourism and efforts by Indonesia to allocate budget and standardize the development of halal tourism, this research aims to see the potential of halal world tourism which is compatible with the potential of West Nusa Tenggara in building a halal tourism that is in line with the values and culture within the West

Nusa Tenggara community.

In the context of this research, public diplomacy is conducted by the local government of West Nusa Tenggara to present itself as a halal tourism destination that is expected to attract tourists, especially Muslim tourists to attract investment so that the local economy moves towards a positive direction.

The concept of halal tourism is emphasizing on tourism activities that run in accordance with Islamic principles with the aim of providing facilities and services friendly to Muslim tourists. Specifically there are some things to consider in halal tourism: local governments can provide the services of worship such as *shalat* facilities; then the availability of food and guarantee with halal label, adequate public facilities such as toilets with clean water, services and facilities during Ramadan, and the absence of alcoholic beverages and private services that can distinguish between women and men. (Subarkah, 2018, p.194).

The core of this halal tourism is to provide tourist services to Muslim tourists at least meet the three basic needs, namely: the existence of adequate facilities and services of worship, a place to stay friendly to Muslim tourists (sharia hotels), food and drinks with halal assurance through certification of a particular body which has the authority to do that, as well as tourist destinations such as nature tourism, culture, and more.

## 3 RESULT

### 3.1 World Halal Tour: Potentials and Prospects

Halal tourism becomes a new trend in the world tourism segment, its development continues to increase. Visible since 2014 there are 108 million Muslim tourists who travel, increased in 2015 which reached 117 million Muslim tourists, then in 2016 reached 121 million Muslim tourists, and also increased in 2017 to 131 million Muslim tourists. The value of Muslim travelers travel globally is projected to increase from 2014 to reach USD 145 billion, and in 2026 will reach USD 300 billion. (Global Muslim Travel Index, 2015, 2016, 2017, 2018). There are several things that make this segment experience significant growth, for instance: the fastest growing of Muslim population, the middle class income growth of a sizable Muslim population, the Muslim population with an average age of 24 years by 2015 is also an opportunity

because of this young age who often travels, increasing access to information with various media that make it quickly known by the public, facilities and services are friendly to Muslim tourists is also getting better, Ramadan Travel is the service in the month of Ramadan to make Muslim tourists interested in visiting, and an increasingly diverse travel business quickly seizes the opportunities to serve Muslim tourists. (Global Muslim Travel Index, 2018).

The main target of fast growing halal tourism market is the Millennial Muslim Tourists who drive the growth of the halal tourism market. In population, the average age of Muslims in 2010 was at the age of 23 years. This Millennial Muslim tourist who is also called Y generation in the 20 to 38 years old has the potential as the fastest growing consumer segment, representing 20% of international tourists. By 2020, Millennial Generation is expected to make 320 million international travels annually, representing an incredible 47% increase of 217 million in 2013. (Mastercard & HalalTrip, 2017, p 4).

Generally, millennial tourists are unique groups with special needs, characters, motives and expectations. Unlike previous generations, the Millennium is a native of digital origin and often shares their experiences and opinions openly on the internet, especially on social media sites. Having greater access to education and information, this market segment often puts more time and effort into conducting comprehensive research before creating a travel itinerary. There are 3As that influence their decisions in traveling - Authentic: Destination discovery, Local cuisine, Flexible itinerary; Affordable: Accommodation, Transport, Experiences; Accessible: Technology, Information, Sharing. 3A summarizes the main travel patterns throughout the Muslim millennial traveler's journey from travel planning to sharing experiences with others. Because the internet and the social environment play a key role in everyday life, tourism destinations and service providers must develop offerings that are aligned with 3As to complement their facilities to this halal tourism segment. (Mastercard & HalalTrip, 2017, pp. 5-6)

### **3.2 Halal Tours and West Nusa Tenggara: Is it compatible?**

Noticing at the concept of halal tourism and the potential of halal tourism, it is very compatible if it harmonized with the characteristics of values and culture in the Muslim-

majority West Nusa Tenggara. In line with the vision of West Nusa Tenggara, "Faithful, Cultured, and Competitive", in the vision to show that the people of West Nusa Tenggara have a high religious sense and mutual respect among religious people, has a cultural value that is in tune and has a high competitiveness. Then, NTB itself has a regional regulation that regulates the halal tourism, namely the Local Regulation no. 2 About Halal Tourism which guides and accommodate under legal law in running a halal tourism business.

Three things that make West Nusa Tenggara (NTB) compatible with halal tourism development and can be an opportunity to reach the world's halal tourism potential are: first, seen from religious facilities, NTB with the island of Lombok which known as "Pulau Seribu Masjid", the number of mosques in NTB reach 4,500 mosques scattered in 598 villages, as well as

Musholla are provided in public places such as Mall and tourism places which makes it easy to perform worship. Secondly, housing and food and beverage with halal guarantee, NTB through cooperation of Food, Drugs and Cosmetics Assessment Institute - *Majelis Ulama Indonesia* (LPPOM-MUI) certified halal 644 halal certification to Hotel Restaurant, Non-Hotel Restaurant, House Eating and Micro Small and Medium Enterprises (MSMEs). As for the residence, there are several hotels that run the principles of halal tourism, including Hotel Sheraton, Villa Senggigi, Grand Legi Hotel, Holiday Resort, Hotel Santosa, Hotel Santika, Grand Madani Hotel, Lombok Plaza Hotel, Hotel Savargra, Lombok Raya Hotel. Third is a tourist destination, NTB has halal tour packages that visit several destinations such as Islamic Center NTB, Sade Village, Karang Bayan Mosque, Gili Sudak, Gili Nanggu, Gili Kedis, Jurang Malang, Sesaot, Yarn Netting. However, not limited to

## **4 DISCUSSION**

### **4.1 Public Diplomacy of Halal Tour of West Nusa Tenggara**

In public diplomacy by portraying itself as a halal tourism destination conducted by West Nusa Tenggara with tourists from Middle East and Muslim millennial as main target were through of various efforts, which are: to build a brand with the tagline "Friendly Lombok" which is intended to display the face of Lombok as a destination the main halal tour that is friendly to all tourists, especially

Muslim tourists. (Subarkah, 2018, pp. 195-196)

And also for the promotion of halal tourism is done together by social media activist community incorporated in Generation Pesona Indonesia (GENPI). Familiarization Trip (fam these destinations, various other interesting sights there are facilities to facilitate the travel of Muslim tourists. (Subarkah, 2018).

Through the development of halal tourism is expecting the economy to be better in NTB and have a real impact, the optimism arises because the concept and characteristics of halal tourism is in line with the values and culture in society, so there is no need for anxiety to the community in facing the development Halal tourism which developed in NTB, with the existence of public diplomacy will help NTB present itself internationally to attract tourists and investment so that the local economy can grow and move well. One way is to conduct a variety of tourism exhibition activities in various countries and conduct promotions via the internet targeting millennial Muslim tourists as the main target of halal tourism market.

trip) with journalists and ambassadors from various Middle East countries, such as Saudi Arabia, Egypt, Qatar, Oman, Libya, Iraq, Bahrain, Yemen, Morocco, Tunisia. International events related to halal tours are also conducted to attract the visit of Muslim tourists held domestically and abroad, such as: in Malaysia ECONDE event, in Abu Dhabi World Halal Travel Summit in 2015 and 2016, Internationale Tourism Bourse (ITB) in Berlin. While in the country made the event World Islamic Travel Mart 2015, and International Halal Travel Fair 2016. (Subarkah, 2018, pp. 196-198)

## 5 CONCLUSION

The potential and prospects of halal tourism in improving the local economy, especially for NTB, which develops halal tourism sector because it is in accordance with the values and culture that exist in the community of NTB, and also it is visibly well said from the vision, local regulations as guidelines and legal law, as well as facilities and services of halal tourism in NTB is highly compatible with the concept of halal tourism. Halal tourism is also a form of public diplomacy that can be utilized by local governments to attract tourist and investment as a driver of the local economy with a growing potential of halal tourism market every year and target the rapidly growing Millennial Muslim tourist market, such as branding, promoting through various

media, and also to join and contribute on domestic and international events to support the promotion of halal tourism.

Further research is expected to explain the halal tourism in West Nusa Tenggara can directly impact on the local economy by conducting surveys to tourism businesses, specifically tourism businesses that exist near tourist destinations.

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