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ABSTRACT

The development of halal tourism in Indonesia is carried out in a sustainable manner, aiming to realize the improvement of the personality and abilities of the Indonesian people, by utilizing science and technology and taking into account the challenges of global development. Halal tourism development is developed with an approach to economic growth and equity for the people's welfare and regional development-oriented development. This study uses a qualitative method by using books and other literatures such as journals, online news, and others as the main object. The increase in Muslim tourists from year to year is an opportunity and a challenge for the tourism sector to develop halal tourism. Many countries (both Muslim and non-Muslim majority) are trying to develop halal tourism. Based on the existing concepts and principles of halal tourism, these countries generally only try to create a Muslim-friendly atmosphere. The development of halal tourism needs to be done, one of which is by conducting various researches or studies.

Keywords: Opportunity, economic growth, halal tourism

ABSTRAK

Pembangunan kepariwisataan halal di Indonesia dilaksanakan secara berkelanjutan, bertujuan untuk mewujudkan peningkatan kepribadian dan kemampuan masyarakat Indonesia, dengan memanfaatkan ilmu pengetahuan dan teknologi serta memerhatikan tantangan perkembangan global. Pembangunan wisata halal dikembangkan dengan pendekatan pertumbuhan dan pemerataan ekonomi untuk kesejahteraan rakyat dan pembangunan yang berorientasi pada pengembangan wilayah. Penelitian ini menggunakan metode kualitatif dengan menggunakan buku-buku dan literatur-literatur lainnya seperti jurnal, berita online, dan lainnya sebagai objek yang utama. Adanya peningkatan wisatawan muslim dari tahun ke tahun merupakan peluang dan tantangan bagi sektor pariwisata untuk mengembangkan wisata halal. Banyak negara-negara (baik mayoritas muslim maupun non-muslim) berupaya mengembangkan wisata halal. Berdasarkan konsep dan prinsip wisata halal yang ada, negara-negara tersebut umumnya hanya mencoba menciptakan suasana yang ramah muslim. Pengembangan wisata halal perlu untuk dilakukan, salah satunya dengan melakukan berbagai penelitian atau kajian.

Kata kunci : Peluang, pertumbuhan ekonomi, wisata halal

INTRODUCTION

One of the strategic sectors that contribute to national income is the tourism sector. Based on UNESCO data, tourism revenues increased 25% from 1995 to 2005 and almost controlled 10% of the world's economic activity. For developing countries, the tourism industry is ranked 6th in national income below the trade value of the fossil energy sector, telecommunications equipment, computer equipment, automotive, and agriculture.

According to the United Nations World Tourism Organization (UNWTO), international tourist arrivals grew 4.6% in 2015 amounting to 1,184 million people. Furthermore, 2015 data shows the international tourism export revenue figure of 1.5 trillion US dollars. UNWTO defines tourism as an activity for leisure, business, or other purposes carried out by a person by traveling and temporarily living in places outside of his home country for less than one year (Kusumaningrum, 2017).

The tourism sector can be the mainstay of the Indonesian government to serve as an engine of economic growth for the country. Tourism is one of the fastest generating sectors of income for the country with a small capital. Law No. 10 of 2009 concerning tourism is the legal umbrella for actors in the tourism sector. Tourism can be relied upon as a supplier of foreign exchange for the country, especially from foreign tourists (Fitrianto, 2019).

The tourism sector also has a big role in increasing the country's foreign exchange income. One of the keys to strengthening the Indonesian economy from foreign exchange earnings is increasing the tourism sector. Foreign exchange is an amount of gold or foreign currency that can be used for payment transactions with foreign countries that are accepted and widely recognized by the international community. The foreign exchange itself has a function as; foreign debt payment instrument, export and import payment transaction instrument, foreign relations

payment transaction instrument (embassy mission, cultural mission), and as state revenue. Based on reports from the Indonesian Ministry of Tourism for the last five years, foreign exchange earnings from the tourism sector have continued to increase (Fitrianto, 2019).

Indonesia through the Ministry of Tourism has determined 13 (thirteen) provinces to become leading halal tourist destinations, namely West Nusa Tenggara (NTB), Nangroe Aceh Darussalam, West Sumatra, Riau, Lampung, Banten, DKI Jakarta, West Java, Central Java, Yogyakarta. , East Java, South Sulawesi, and Bali (IndonesiaTravel, 2013). Based on data from the 2015 Global Muslim Travel Index (GMTI) in the Organization of Islamic Cooperation (OIC) destination group, Indonesia is currently ranked 6th as a halal tourism destination after Qatar, Saudi Arabia, United Arab Emirates/UAE, Turkey, and Malaysia (Hasan, 2017).

Table 1. Halal Tourism Destinations

Top 15 Countries	GIE Indication	Islamic Finance	Halal Food	Halal Travel	Modest Fashion	Halal Media and Recreation	Halal Pharmaceuticals & Cosmetics
Malaysia	121	189	55	70	26	38	61
Uni Emirat Arab	86	92	75	81	67	137	78
Bahrain	66	90	45	45	30	58	36
Saudi Arabia	63	83	50	36	16	40	48
Oman	48	51	54	36	16	40	40
Pakistan	45	47	56	11	19	8	52
Kuwait	44	61	43	29	13	46	29
Qatar	43	47	46	36	16	46	32
Jordan	37	36	46	39	19	31	49
Indonesia	36	38	40	36	21	9	41
Singapore	32	22	39	44	26	9	56
Brunei	32	22	45	22	12	30	39
Sudan	28	30	33	23	5	17	23
Iran	28	30	29	36	10	20	27
Bangladesh	26	31	26	10	3	26	26

Source : State of the Global Islamic Economy 2016

Based on the table above presented by Thomson Routers in 2016 Indonesia is no

longer in the top 10 halal tourism destinations compared to Malaysia, United Arab Emirates,

Bahrain, etc. Indonesia is currently known as a country with the largest Muslim population in the world, so the tourism sector should see this as a potential new market niche, by combining the concept of tourism and Islamic values, sharia tourism can be the answer to these conditions. (Widagdyo, 2015). With the potential that Indonesia has, Indonesia should be a successful country in developing halal tourism. Indonesia has a positive reputation as a democratic and religiously tolerant country. However, tourism in Indonesia is still unable to compete with countries where the majority of the population is Muslim compared to Indonesia.

When studied more deeply, the opportunity in halal tourism is very large from an economic point of view. Mentioned in *Republika*, a report published by the World Travel Market in London in 2007 stated that there is a huge potential for halal tourism from an economic point of view. According to a report from Bank Indonesia (BI) stating that halal tourism also supports the development of the sharia economy. Indonesia actually has a lot of tourism potential that is developed in the concept of halal tourism considering that the majority are Muslim. Based on some of the explanations above, it is clear that Indonesia has a great opportunity to develop halal tourism to boost the economy. Therefore, the author is interested in discussing more about the development of halal tourism in Indonesia to increase the country's economic value.

LITERATURE REVIEW

Tourism Characteristics

According to Law Number 10 of 2009 concerning tourism, what is meant by tourism is various kinds of tourism activities and supported by various facilities and services provided by the community, entrepreneurs, the Government, and Regional Governments. Meanwhile, a person or group of people who carry out travel activities as intended in the definition of tourism is referred to as a tourist. The World Tourism Organization (WTO) refers to tourists as travelers who make short trips. According to this organization, tourists are people who travel to an area or country and stay

at least 24 hours or a maximum of 6 months in that place (Sunaryo, 2013).

Tourism activities are activities that are system in nature, have their own scope, components, and processes. It is a trading system that is special in nature, has the object of service, and has the support of other systems, such as social, cultural, environmental, religious systems and other systems. The tourism business is an aspect of tourism activities oriented to the provision of tourism services. The tourism business includes all activities of providing services needed by tourists. These activities include travel and transportation services, lodging, catering services, recreation, and other related services, such as information services, telecommunications.

According to the Fatwa of the DSN MUI, what is meant by sharia tourism is various kinds of tourism activities and is supported by various facilities and services provided by the community, businessmen, government and local governments in accordance with sharia principles. Meanwhile, Sharia Tourism Destinations are geographical areas located in one or more administrative areas in which there are tourist attractions, worship and public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism in accordance with sharia principles. The concept of Sharia tourism is a process of integrating Islamic values into all aspects of tourism activities. The value of Islamic law as a belief and belief held by Muslims is the basic reference in building tourism activities. Sharia tourism considers the basic values of Muslims in its presentation, ranging from accommodation, restaurants, to tourist activities that always refer to Islamic norms. The concept of Sharia tourism is the actualization of the concept of Islam where the values of halal and haram are the main benchmarks, this means that all aspects of tourism activities cannot be separated from halal certification which must be a reference for every tourism actor (Widagdyo, 2015). According to Chookaew, there are eight standard factors for measuring sharia tourism in terms of administration and management for all

tourists, which can be a separate characteristic, namely:

- a. Services to tourists must be compatible with Muslim principles as a whole;
- b. Guides and staff must be disciplined and respect Islamic principles;
- c. Regulate all activities so as not to conflict with Islamic principles;
- d. The building must be in accordance with Islamic principles. ;
- e. Restaurants must follow international standards of halal service;
- f. Transportation services must have a security protection system;
- g. There are places provided for all Muslim tourists to do religious activities; and
- h. Traveling to places that are not against Islamic principles (Chokaew et al, 2015).

From the characteristics of sharia tourism described by Chookaew, there are four important aspects that must be considered to support sharia tourism.

- a. Location: Application of the Islamic system in the tourism area. The selected tourism locations are those that are allowed by Islamic rules and can increase the spiritual values of tourists.
- b. Transportation: Implementation of systems, such as segregation of seats between men and women who are not mahrams so that Islamic law is maintained and the comfort of tourists is maintained.
- c. Consumption: Islam is very concerned about the halal aspect of consumption. In terms of halal here both in terms of its nature, acquisition and processing. In addition, a study showed that tourists' interest in food plays a central role in choosing a tourist destination.
- d. Hotel: all work processes and facilities provided run in accordance with sharia principles. According to Rosenberg, the service here is not limited to the scope of food and drink, but also in the facilities provided such as a spa, gym, swimming pool, living room and functional for men and women should be separated.

Halal Tourism Development

Sharia tourism is a new tourist destination in the world today. Utilizing the World Tourism Organization (UNWTO) shows

that foreign Muslim tourists of 126 billion US dollars in 2011 beat tourists from Germany, the United States and China. According to Global Muslim Traveler data, Indonesian Muslim tourists are included in the top 10 countries that travel the most. However, it is unfortunate that Indonesia is not included in the top 10 destinations for Muslim visits. Countries that have abundant wealth and Muslim majority tend to be consumers. Indonesia's tourism development is carried out in a sustainable manner, aiming to realize the improvement of the personality and abilities of the Indonesian people, by utilizing science and technology and taking into account the challenges of global development. Tourism development is developed with an approach to economic growth and equity for people's welfare and development oriented to regional development, community-based and empowering the community which includes various aspects, such as human resources, marketing, destination development, science and technology, cross-sectoral linkages. , cooperation between countries, empowerment of small businesses, and responsibility in the utilization of natural and cultural resources.

The Indonesian Ministry of Tourism and Creative Economy has developed and promoted service businesses in the fields of hotels, restaurants, travel agencies and spas in 12 sharia tourist destinations. The development was carried out in a number of cities, namely Aceh, West Sumatra, Riau, Lampung, Banten, Jakarta, West Java, Central Java, Yogyakarta, East Java, NTB and South Sulawesi. The provinces of Central Java and Yogyakarta are one of the sharia tourist destinations that have many interesting tourist objects to visit. Supported by adequate transportation, these tourist objects are very easy to reach. Sharia tourism in Central Java and Yogyakarta can be developed by optimizing the creative industry because tourism itself requires creative processes in its development (Alim et al., 2015).

In addition, Bappenas has planned the development of the tourism sector, which is consistent with the direction of development until 2025 in the form of tourism development in order to be able to encourage economic

activity and improve Indonesia's image, improve the welfare of local communities, and provide expansion of job opportunities (Jaelani, 2017).

METHODOLOGY

This research is a qualitative research that is library research by using books and other literatures such as journals, online news, and others as the main object. The type of research used is qualitative, namely research that produces information in the form of notes and descriptive data contained in the text under study.

RESULT AND DISCUSSION

Halal Tourism Opportunities in Indonesia

In an effort to develop halal tourism (halal tourism), Indonesia is trying to increase the presence of sharia hotels. The government through the Regulation of the Minister of Tourism and Creative Economy of Indonesia has made guidelines for the implementation of sharia hotels. The Sharia referred to here are the principles of Islamic law as regulated by fatwas and or approved by the Indonesian Ulema Council (MUI). In 2013, there were 37 sharia hotels that were certified halal and 150 hotels headed for sharia operations. There are 2,916 restaurants and 303 of them are halal-certified, and 1,800 are preparing for certification (Ministry of Tourism, 2015).

In general, food and beverages in Indonesia are certified halal by the MUI, which are marked with an official halal logo on food and beverage packaging, and are inspected by the Food and Drug Supervisory Agency (BPOM) so that the food and beverages available in Indonesia are guaranteed to be halal for tourists. Muslim. Meanwhile, non-Muslim tourists can be sure that the food and drinks do not contain substances harmful to the body, so they are suitable for consumption (Jaelani, 2017).

Indonesia synergizes with many parties to develop halal tourism (halal tourism), for example the Ministry of Tourism in collaboration with the National Sharia Council (DSN), the Indonesian Ulema Council (MUI) and the Business Certification Institute (LSU). The concrete form of this collaboration is by

developing tourism and promoting culture and religious values which will then be stated in the Regulation of the Minister of Tourism and Creative Economy (Jaelani, 2017).

In addition, human resource training, outreach, and capacity building were also conducted. The government is also collaborating with the Indonesian Hotel and Restaurant Association (PHRI) to provide halal lodging and places to eat that can serve halal food menus, and also collaborating with the Association of the Indonesia Tours and Travel (ASITA) to create halal tour packages to tourist attractions. religion. Although halal tourism (halal tourism) is not only limited to religious tourism (Ministry of Tourism, 2015). The Ministry of Tourism (2015) in its report notes that there are 13 provinces that are ready to become halal tourism destinations, namely Aceh, Banten, West Sumatra, Riau, Lampung, DKI Jakarta, West Java, Yogyakarta, East Java, South Sulawesi, Java. Central, West Nusa Tenggara (NTB), and Bali (Noviarita et al, 2021).

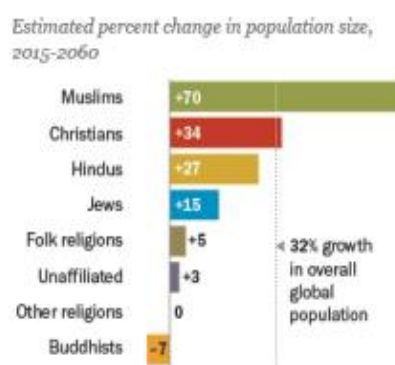
The provinces of Aceh and West Nusa Tenggara are provinces that have developed halal tourism for foreign Muslim tourists quite well. Aceh, which is dubbed as the Veranda of Mecca, has a strong and strong Islamic culture compared to other regions. This can be seen from the implementation of a sharia-based system that has become part of the people's daily lifestyle. The Ministry of Tourism is targeting it as a halal tourism destination that is used to attract world Muslim tourists. The benchmark for whether or not the implementation of halal tourism in Aceh is good at least can be seen from the achievements in terms of tourism. Aceh won three categories in the 2016 national halal tourism competition, namely "Aceh as the best Muslim tourist-friendly cultural destination", "Sultan Iskandar Muda Airport as the best Muslim tourist-friendly airport", and "Baiturrahman Grand Mosque as the best tourist attraction" (Muis, 2020).

Based on data from the Ministry of Tourism and BPS in 2017, Aceh's tourism sector is worth around Rp. 10.87 trillion, equivalent to 8.97% of Aceh's total economy. This indicates that the tourism sector in Aceh

has a very important role. Besides Aceh, the practice of halal tourism (halal tourism) has also begun to be applied in West Nusa Tenggara (NTB) tourism. In 2016, the NTB Provincial Government in collaboration with MUI and LPPOM as well as the Department of Culture and Tourism and MSMEs conducted halal certification for hotel restaurants, non-hotel restaurants, restaurants and MSMEs. There are 644 halal certificates that have been issued. In addition to halal food, the availability of worship facilities is also very easy to find in NTB. As an area with a Muslim population of 90%, there are 4,500 mosques spread over 598 villages and sub-districts. So that NTB is also dubbed the island of a thousand mosques. Indonesia is trying to promote its halal tourism to the international world. This was done by participating in World Halal Tourism which was held in Abu Dhabi in 2016. Indonesia won 12 awards out of a total of 16 categories (Jaelani, 2017). Indonesia has been supported by various components that can deliver Indonesian tourism to penetrate the global market, especially halal tourism. However, efforts are needed to develop halal tourism in Indonesia, because gambling, prostitution, discotheques, free sales are still rampant

The Muslim population is currently around 30 percent of the total world population (Kim et al, 2015). The number of Muslim population is expected to continue to increase from year to year. This increase is higher than the population of other religions (Pew Research Center, 2017). It is estimated that the Muslim population between 2015 and 2060 will increase by 70 percent (Figure 1), while the world population will increase by 32 percent or the total world population in 2060 will be 9.6 billion people. This also indicates that Muslim tourists will continue to increase. By 2020, Muslim tourists are expected to increase by 30 percent and increase the value of spending to 200 billion USD.

The increase in Muslim tourists is an opportunity for the tourism sector to develop halal tourism. So that several countries have begun to take this opportunity by developing halal tourism, both countries with a majority of Muslims and non-Muslims such as Japan, South Korea, Australia, and Thailand. It is hoped that tourist attractions, hotels, restaurants, airlines, travel agents and all those involved in tourism can be involved in halal tourism. Travel agents have halal tourism opportunities in various fields (Battour and Ismail, 2016).



Source : Pew Research Center

Figure 1. Projected Population Growth Based on Religion, 2015-2060

The number of halal restaurants and sharia hotels is still limited, both in countries with Muslim and non-Muslim majority. These limitations are also influenced by the lack of understanding related to halal (Han et al, 2018). Therefore, education and training programs

related to halal are needed. So this can be an opportunity for universities and training or research centers to offer these programs. In addition, standardization in halal tourism is needed in the form of halal certification in restaurants, hotels, and others.

One of the challenges in developing halal tourism is related to marketing, because marketing halal tourism is not an easy thing. This is due to the difference between the demands of non-Muslim tourists and Muslim tourists. Non-Muslim tourists can decide not to travel to a tourist attraction without certain attributes (Battour and Ismail, 2016). So that one of the challenges of halal tourism is how to serve non-Muslim tourists and meet their needs without clashing with the concept of halal tourism. For example, some hotels state that they are sharia hotels in their promotions and this may not appeal to non-Muslim travelers. Therefore, halal tourism can be an obstacle in the tourism industry sector. But it can also be a business opportunity to use creativity and flexibility to serve the various needs of Muslim and non-Muslim travelers. This can also be a study or research to solve the problem.

CONCLUSION

Halal tourism (halal tourism) is a study that has begun to develop in recent years. The increase in Muslim tourists from year to year is an opportunity and a challenge for the tourism sector to develop halal tourism. Many countries (both Muslim and non-Muslim majority) are trying to develop halal tourism. However, judging from the existing concepts and principles of halal tourism, these countries generally only try to create a Muslim-friendly atmosphere. The development of halal tourism needs to be done, one of which is by conducting various researches or studies. Until now, research related to halal tourism is still limited, especially in Indonesia. One research that might be done is related to the perception of non-Muslim tourists on halal tourism.

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