

## **CHAPTER V CONCLUSION**

Islamic Economics is an important part of today's global economy. There are seven sectors of the economy that has increased significantly such as culinary, Islamic finance, the insurance industry, fashion, cosmetics, pharmaceuticals, entertainment, and tourism. The development of tourism industry is making people attract to create an innovation of the tourism called “Halal Tourism”. Muslim tourists and halal tourism industries become something that attracts world tourism area and has a high potential of Muslim tourist because of the population of Muslim in the world are dominate, such as Indonesia, Malaysia, Brunei Darussalam, Turkey, and Middle East Countries. This halal tourism spread in many countries, even the countries which not the member of OIC (Organization Of Islamic Conference) such as Singapore, Japan, Thailand, New Zealand, and others are also introducing their tourism destination with the halal concept. The Halal Tourism also entering Indonesia which is currently known as the largest Muslim population country in the world. The number of tourists to Indonesia in the last few years’ dominated by ASEAN Countries such as Malaysia, Singapore, and others. In addition, from some European countries, especially Russia, then from America, Australia, and the Eastern countries such as Saudi Arabia, Qatar, and others. A large number of foreign tourists from Middle East countries is also one of the driving forces for Indonesia to develop halal tourism industry and become a large contributor to halal tourism.

The Ministry of Tourism of Indonesia tries to develop Islamic tourism includes four of the type of the component businesses of tourism, namely hospitality, restaurant, bureau or travel agent, and spa. There are 13 provinces in Indonesia that prepared to become halal tourism destinations, such as West Nusa Tenggara (NTB), Aceh, West Sumatra, Riau, Lampung, Banten, DKI Jakarta, West Java, Central Java, D.I

Yogyakarta, East Java, South Sulawesi and Bali. All of those halal tourism destinations are determined based on the readiness of the human resources, culture, societies, tourism product, and also tourist accommodation. Basically, the development of sharia tourism is not an exclusive tourism because non-Muslim tourists can also enjoy the service that based on sharia concept. Sharia tourism instead of just covering the existence the place of pilgrimage and religious tourism, but also include the availability of supporting facilities, such as restaurants and hotels that provide halal food and beverages and also places of prayer. The purpose of the halal tourism itself is to increase the tourist visits in domestic and international especially to visit a variety of destinations or tourist attraction which has Islamic values, which are scattered throughout Indonesia. Another goal is to encourage the growing swell of Islamic business in the tourism industry.

Inspired by a population that is predominantly Muslim, and designations of Lombok Island as a thousand mosques, Lombok has proclaimed became one of the tourist destinations of sharia in Indonesia that is identified by the Ministry of Tourism. This status stimulates the emergence of the idea of the market Lombok's tourism product to the market of the Middle East countries, particularly Saudi Arabia, Bahrain, the United Arab Emirates, Kuwait, Oman, and Qatar.

The development of the halal industry in the world is growing rapidly as time goes by until International Travel Week (ITW) Abu Dhabi, United Arab Emirates (UAE) held a World Halal Tourism Award in 2015. This award exclusively represents the booming global family-friendly tourism sector. The awards celebrate outstanding products and service within the family-friendly tourism sector. The winner of this world best halal tourism award was dominated by Indonesia, especially Lombok, West Nusa Tenggara by winning the three categories of awards; there are World's Best Family-Friendly Hotel Winner, World's Best Halal Honeymoon Destination, and World's Best Halal Tourism Destination. In World Halal

Tourism Award 2016, Indonesia back to dominate the winner of the award by winning 12 categories of the award, but Lombok still the most dominator of the winner by winning three categories of awards; there are World's Best Halal Beach Resort, World's Best Halal Tourism Website, and World's Best Halal Honeymoon Destination.

There are several factors why Lombok has a big potential became halal tourism destination, there are; vision and mission of local governments that are in line with the development of halal tourism, Lombok's societies identity are thick with implementing Islamic values, the regional head profile, an easy way to find Masjid, an easy way to find halal food and drink, halal tourism businesses that must comply with the provisions of the Sharia, the strategic location of Lombok, and also a lot of tourism destination that related to the Islamic values.

After the world halal tourism award, local governments attempt to improve the competitiveness of Lombok in the midst of global halal tourism industry with several strategies in developing halal tourism in Lombok that divided into internal way and external way. First, providing halal facilities and developing the halal tourism industry, local governments are providing halal tourism industry with the addition of halal facilities, destinations, airport facilities, as well as hygiene and security. Second, making a halal tourism specialregulation, the local government of West Nusa Tenggara should maintain the achievement and also address for halal tourism development through establishing the regulation of halal tourism as a guide and legality in its execution. The meaning of halal tourism regulation itself is to provide security and convenience services to the tourists in order to enjoy excursions with safe, halal, and also can obtain for the halal tourism manager. Third, in term of promotion, there are several strategies for promoting Lombok as a halal tourism destination to attracting the foreign tourists, such as promotion through digital tourism. In case of digital tourism,

Lombok now has special application for halal tourism. This move proved very precisely, 70% of tourists are now accessing mobile in seeking tourism information. This application has been launched in May 2017 called “Halal Tourism Pesona Lombok Sumbawa”. In addition, Lombok also held and joins some exhibition in order to promote Lombok as a world halal tourism destination, namely International Halal Travel Fair (IHTF) and Malaysia International Halal Showcase (MIHAS). Fourth, the government of the West Nusa Tenggara which supported by Republika initiate the various program activities during Ramadan 2017 in Lombok named “Khazanah Ramadhan Festival”. The local government also presenting the high priest of the 4 countries of the Middle East such as Egypt, Morocco, Libya, and Syria to fill in the study of Islam and dialogue while Ramadan. This festival is held in order to promote and increase visits to Lombok during fasting, first Lombok was known as an island with thousand mosques and world halal tourism destination. So hopefully, through that activity, Muslim tourists flock to visit and feel the nuance of Islam while in Lombok and also want tourists who came felt like they were fasting or tarawih in Mecca. Fifth, establishing Special Economic Zone of Mandalika. SEZ Mandalika is indeed plotted most of its territory going to the halal tourism concept. ITDC prepare to develop The Mandalika resort with 20% of its territories specially designed with the concept of Halal Hub. This Halal Hub means on this halal area there is a hotel, commercial Sharia, Islamic center, a retail area of the Sharia, and Muslim friendly environment. The concept of Halal Hub that will be developed in the Mandalika is will be able to accommodate the needs of the tourists who need the convenience of traveling with the concept of halal. Mandalika area development is also in order to support the development of Lombok as a halal destination.