

CHAPTER II

HALAL TOURISM: THE NEW SHAPE OF TOURISM INDUSTRY

In this chapter, the writer will explain how the halal tourism entering the tourism industry and became the trend of today's global economic. Then, the writer also focuses on explaining how the halal tourism entering Indonesia and also the development of halal tourism in Indonesia.

A. Halal Tourism as The New Global Trend

Tourism is one of the strategic sectors which contributed to the national income. According to UNESCO data, tourism revenues increased 25% from 1995 to 2005 year and virtually controlled the activities of 10% of the world economy. For developing countries, the tourism industry was in the 6th ranked in the national income below the trading value of fossil energy sector, telecommunications devices, computer equipment, automotive, and agricultural. According to the United Nations World Tourism Organization (UNWTO), international tourist arrivals grew 4.6% in 2015 of 1,184 million. Furthermore, data for the year 2015 shows the number of international tourism export earnings amounting to USD 1.5 trillion. UNWTO defines tourism as an activity of a relaxed travel, business, or other purposes that do someone with travel and temporary stay in place outside of his home country less than one year. (Kusumaningrum & Fairuz, 2017)

Tourism as one of the industries or sectors of the economy, there is a relationship of mutual influence with identity. Identity became one of the important elements in tourism as differentiation and expansion of a market destinations. As an economic sector, tourism is not just about statistics

and numbers. Essentially, tourism is personal activity enrichment and development. With tourism, can expand our thinking with the dialogue and respect a diversity. In other side, tourism has also influence on identity especially the religion identity. (Dwijayadi, 2017)

Various models of tourism development was introduced around the world by referring to the goal of increasing the welfare of the people, one of them is the concept of halal tourism. Islam is not just a religion, but Islam is a way of life which regulates every aspect of the lives of their followers through protocols, rules, and the karma that is already listed and arranged in such a fit in Qur'an and Hadith. In this case Islam is one of the largest religions in the world and has the social and political forces that are very strong. The Islamic influence has now extended and enters the sector of the tourism industry. It turns out the presents to Muslim travellers request and determine the destination of tourists both domestic and international as well. In order to understand products and destinations that tend to get the influence of Islam, it is very important to know the condition of the Muslim population demographics. According to the Pew Research Centre, the Muslim population reached 1.6 billion by the year 2010 or approximately 23.4% of the population globally. That number is expected to increase to 2.2 billion in 2030, or about 26.4% of the population globally. Simultaneously with the increase in demand for halal products and services, as well as demographic changes within the Muslim community, has encouraged new opportunities to develop and expand the provision of access for travelers. (Dwijayadi, 2017)

Frills of "Halal " for a product not only ensures that the product is permitted for Muslims,

but also has become a global symbol as quality assurance and also lifestyle choices. Halal products and services, in fact also have values that are in line with global issues such as sustainability, environmental protection, and social welfare. This thing has been proven with the participation and involvement of the countries of the non-Muslims and where “halal” became made as a standard options where many western countries have recognized the trend of global consumerism arose against use of halal products and services. (Dwijayadi, 2017)

Halal tourism as a differentiation does not appear so, but there are developments that were to take shape in such a way. Globally as well as in the area of Southeast Asia in particular, there is an increasing number of Muslim population who became one of the factors of the existence of Halal Tourism. Halal tourism has its way before the concept of the tourism began to heavily. The development of the Religious Tourism and originally preceded Pilgrimage which tend to be based to the destination, and then expanded and transformed into Islamic Tourism the emphasis on the actors involved, then Halal Tourism is present as the differentiation comes with the development of tourism-based to value. (Dwijayadi, 2017)

Islamic Tourism has a characteristic on the actors involved or live, that is, of course the people who converted to Islam that became the main destination are Kaaba in Mecca, Medina and several places in the Arabian Peninsula who visited in the framework of Hajj and ' Umrah. That's where in the progression of Hajj and ' Umrah is not just a journey that required by religion, but became an activity that has the potential of the business. If the Islamic Tourism is generally related to the journey for Hajj

and Umrah pilgrimage. Along with the growth of middle-class consumers who simply are and the increasing degree of interconnectivity, have made the journey to become an indispensable part of everyday life. Such conditions have also been gradually changing the preference of traditional Islamic Tourism destination like Mecca and Medina switch to the famous holiday destination and also a resort. Halal tourism has recently become famous and popular among the people and now is growing and expanding rapidly within the tourism industry. In other words the Halal Tourism has the specificity on the value attached. The actor or the visitor is not always those who believe Islam, the intended destinations should not place consecrated or required in worship of the religion. However that is emphasized here, namely the provision of facilities and needs in accordance with the Islamic Sharia. Ranging from the provision of halal food, places of worship and others. (Dwijayadi, 2017)

According to Pew Research Center, 2014, halal tourism appeared and formed because the Muslim growth globally that encourage changes in demand and also destinations. The growth of Muslim tourists is a new segment in the tourism sector, which will affect the tourism industry globally. 1 of 3 people born between the years 1990 and 2030 is a Muslim. Recorded in the year 2010 the number of Muslims of the world to reach 1.6 billion, in the year 2011 reached 1.62 billion, and by the year 2015 reached 1.8 billion, that marked that the number of Muslims amounted to 24.3% of the population of the world. Therefore, the Muslim population could increase to 2.2 billion in 2030. (Dwijayadi, 2017)

Muslim population growth and rising incomes have resulted in a large number of Muslims to take

the journey with the purpose of recreation, business, health and religious motives. This increase led to Muslim travelers becomes one of the segments of the fastest growing travel in the tourism industry. In recent years, awareness and adoption of religious-based practices against by Muslim travellers has also been growing. In a recent survey published in Muslim Travel Shopping Index (MTSI) 2015, more than 80 percent of respondents said that having the choice of halal food in tourist destinations is something that is very important when choosing a travel destination. Muslim travelers desire to explore new destinations and experiences, coupled with increasing awareness of the need-based religion, has pushed the global demand to meet the tourism products and services to suit the needs of the Muslim tourists. (Dwijayadi, 2017)

Several countries in Southeast Asia also took the opportunity of this market as a differentiation of tourism. Indonesia and Malaysia as a Muslim country that excels in the development of Halal Tourism. But it turns out that the development of the Halal Tourism not only do in countries with a majority Muslim population, Singapore and Thailand with not too much Muslim population decided to develop tourism preferences with Muslim friendly toward the Muslim tourists. Singapore and Thailand recorded occupying one and two for the non-OIC countries to successfully develop Halal Tourism. Here are the following are the top 10 destination countries of Muslim travelers according to Global Muslim Travel Index 2015:

Table 2. 1 (Top 10 Destinations of Muslim Travelers GMTI 2015)

Rank	OIC Destination	Score	Non-OIC Destination	Score
1	Malaysia (1)	83,8	Singapore (9)	65,1
2	Turkey (2)	73,8	Thailand (20)	59,2
3	UEA (3)	72,1	United Kingdom (25)	55,0
4	Saudi Arabia (4)	71,3	South Africa (30)	51,1
5	Qatar (5)	68,2	France (31)	48,2
6	Indonesia (6)	67,5	Belgium (32)	47,5
7	Oman (7)	66,7	Hong Kong (33)	47,5
8	Jordanian (8)	66,4	USA (34)	47,3
9	Morocco (9)	64,4	Spain (35)	46,5
10	Brunei (10)	64,3	Taiwan (36)	46,2

Source: (Kementerian Pariwisata Indonesia, 2015)

B. The Development of Indonesia's Halal Tourism

According to the statistic data in Indonesia, from 2004-2008, tourism industry showed a significant contribution in national economic development especially in its role as the instrument in improving the acquisition of foreign exchange outside of oil, gas, forest products, and mining which were according to estimates of

experts began to decline. The gain of foreign exchange that comes from spending foreign tourists who visit Indonesia continues to increase until it's occupied in the third place in 2004 and second place in 2005. Besides the economic benefits nationally, from the perspective of the improvement of the well-being and empowerment of societies, tourism is also very potential to improve the quality of life of the society, whether material, spiritual, cultural, and intellectual. (Simanjuntak, Tanjung, & Nasution, 2017)

International confidence towards Indonesia started having a bit of a decrease in the incidence of JW Marriot bombing in Jakarta which affected the number of foreign tourist arrivals to Indonesia. This action causes the discharge of travel warnings by some countries such as Australia and the United Kingdom not to travel to Indonesia. However, in the year 2008 to coincide with the commemoration of 100 years of "National Awakening", the government of Indonesia to hold a year's program visits again in hopes of increasing the number of international travelers. The Fund issued for this program of US \$15 million which is mostly used for advertising programs in domestic and international. The results of this program are the increasing number of foreign tourists to reach 6.2 million tourists by the year 2010, compared to 2009 only amounted to 5.5 million tourists. (Simanjuntak, Tanjung, & Nasution, 2017)

Based on the data from Central Bureau of statistics in 2009, eleven provinces that most visited in Indonesia are Bali, West Java, Central Java, East Java, DKI Jakarta, North Sumatera, South Sumatera, Banten, and West Sumatera. About 59% tourists who visited Indonesia were

for holiday and 38% were for the business need. Singapore and Malaysia are the two countries with the largest record number of tourists coming to Indonesia from the ASEAN region. While from the Asia region (not including ASEAN), Japan was in first place, followed by China, South Korea, Taiwan, and India. The largest number of tourists from Europe are the United Kingdom then followed by France, the Netherlands, and Germany. (Simanjuntak, Tanjung, & Nasution, 2017)

Basically, there are several factors that made the national tourism in Indonesia develop since colonial era (Simanjuntak, Tanjung, & Nasution, 2017, p. 15) such as:

1. The rising of the development of international tourism

This thing most likely caused by the increasing traffic relationships between continents and between countries. In addition, the emergences of symptoms that require increasingly supranational and interdependent of each other, mainly because of the different produce variation. Thus, every country needs each other and relationship regularly so that domestic needs can be fulfilled.

2. The uninfluenced of tourism toward world economic turmoil

Tourism is actually not influenced by world economic turmoil, including economic recession that hit the world. Even the growth of tourism is faster than global economic growth and tourism development dynamics seems to be very potential to develop the economy of the region or province.

3. The potential and various kind of Indonesia's tourism
The potential and various kind of Indonesia's tourism which are spreading in all over Indonesia's area from the largest until the smallest, even islands on the borders.
4. The necessities of life which are happy and also digs a new experience of the world population in foreign countries.

As for the goal of national tourism, we can see from the table above:

Table 2. 2 (Goals of National Tourism)

Economy	<ul style="list-style-type: none"> • increase economic growth • improve the people's welfare • remove the poverty • tackling unemployment
Environment	<ul style="list-style-type: none"> • conserving nature, environment, and resources • advanced culture
Nationality	<ul style="list-style-type: none"> • lift the image of the nation • cultivate a sense of love for the homeland • reinforces identity and unity of the nation • strengthen the friendship among the Nations

Source: (Jaelani, 2017, p. 14)

The development of the tourism industry in Indonesia gave birth to a new kind of tourism which is different from conventional tourism, namely tourism industry that based on religious values which is Islam.

Islamic economy sector which has experienced significant growth in lifestyle products in the tourism sector is sharia tourism or known as halal tourism. As smokeless industry, tourism continued to experience remarkable developments the conventional nature of being lead to the fulfillment of the lifestyle. The trend of sharia tourism as one of the fulfillment of the current lifestyle has been becoming a world tourism power began growing rapidly. The potential of the world Muslim Market is indeed very lucrative for the perpetrator's tourism business ventures. Based on Thomson Reuters data taken from 55 countries in Global Islamic Economy Report 2014 – 2015, total Muslim world expenditure in 2013 in the food sector and Halal drinks reached US \$1,292 billion or amounted to 10.8 percent of the expenditure needs of the world population eats and drinks and will US \$2,537 billion or 21.2 percent of expenditure needs the global food and drinks in 2019. In the travel sector, in 2013 world Muslims spend about US \$140 billion for the sightseeing or about 7.7 percent of global expenditure. It is estimated that number will increase to US \$238 billion or 11.6 percent of the global travel sector expenditures in the year 2019 (outside of the Hajj and the Umrah). In the sector of the media and leisure, the world Muslims spending around the US \$185 billion or 7.3 percent of global expenditure.

The Study was also conducted by MasterCard and Crescent Rating (2015) in Global Muslim Travel Index (GMTI), that in the year 2015. In the year 2014, there are 108 million travellers Muslims who represent 10 percent of the total tourist industry and this segment has a value expenditure of US \$145 billion. It is estimated by the year 2020 numbers Muslim tourists will increase to 150 million travelers and representing 11 percent travel industry segments that are foreseen with spending of US \$200 billion. (Kementerian Pariwisata Indonesia, 2015)

In some countries in the world, sharia tourist terminology uses some of the names that are quite diverse such as Islamic Tourism, Halal Friendly Tourism Destination, Halal Travel, Muslim Halal-Friendly Travel Destinations, Halal lifestyle, and others. Sharia tourism is seen as a new way to develop the Indonesia tourism which upholding cultural and Islamic values. During this, sharia tourism was perceived as a tour to the grave (pilgrimage) or to the mosque. In fact, the Islamic tourism is not interpreted as such, but sharia tourism actually comes from the natural, cultural, or man-made which are framed with the values of Islam. (Kementerian Pariwisata Indonesia, 2015)

In the beginning, sharia tourism label in Indonesia itself was less got the approval from the Minister of tourism, Arief Yahya (2015) as assessed exclusive impressed and banning certain religious-based. While the use of other terms such as Islamic tourism, halal tourism, family and religious tourism also assessed haven't appropriate. The name which was offered by the Minister of tourism is the Universal Tourism (UT), as in it adheres to the provisions of the Sharia and the values in the Islamic tourism

packaging so that it can be used by other travelers not only Muslim travelers.

The same opinion was also expressed by one of the Masyarakat Ekonomi Syariah (MES), Sapta Nirwandar, which the use of branding in sharia tourism is still debatable and its use often identified with radicalism. So it should be needed for the formulation of the right branding concepts for the development of sharia tourism in Indonesia. (Kementerian Pariwisata Indonesia, 2015)

Finally, Indonesia seeks to continue to develop sharia tourism in the country. The Ministry of Tourism try to develop Islamic tourism include 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. (Kementerian Pariwisata Indonesia, 2015)

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. (Kementerian Pariwisata Indonesia, 2015)

These are the following table that shows a comparison between conventional tourism, religious tourism, and sharia tourism:

Table 2. 3 (The Comparison between Conventional Tourism, Religious Tourism, and Sharia Tourism)

No	Aspect	Conventional Tourism	Religious Tourism	Halal Tourism
1	Object	Nature, culture, heritage, culinary.	Worship place, a historical relic	everything
2	Purpose	Entertain	Increase spirituals	improve the spiritual in the way of entertain
3	Target	Touch satisfaction and pleasure in prolific lust, solely for entertainm ent	Spiritual aspects that can be a soothing soul. In order to find inner peace	Fulfill the wishes and pleasure and also cultivate the awareness of religion
4	Guide	Understand the information so it could attract tourists	Understand the history, character, and location that	Make the tourist interested in an object at once evokes

		toward the tourism object	became the object of tourism	the spirit of tourists' religion. Able to explain the functions and role of the Sharia in the form of happiness and contentment in human life
5	Worship Facilities	Merely a compliment	Merely a compliment	Became a part of a blend of tourism object, the ritual of worship became part of the entertainment package
6	Culinary	general	general	Specifically halal
7	Relations of societies and	Complementary and only for material	Complementary and only for material	Integrated, interaction based

	tourism environment	gain	gain	on Islamic principal
8	Trip schedule	Every time	Certain time	Notice time

Source: (Jaelani, 2017, p. 10)

In developing halal tourism, The Ministry of Tourism is having cooperation with *Dewan Syariah Nasional (DSN)*, *Majelis Ulama Indonesia (MUI)*, and *Lembaga Setifikasi Usaha (LSU)*. They will work together to develop the potential of halal tourism standards and uphold Islamic values and culture. This halal tourism standard will be poured in the Regulation of the Minister of Tourism and the Creative Economy. 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. (Jaelani, 2017)

As the writer stated above that there 13 province that already prepared by The Ministry of Tourism in Indonesia, one of those province is West Nusa Tenggara which is one of the most aggressive province in Indonesia in developig its halal toursim and also has already won various international award in term of halal tourism.