

CHAPTER III

THE HALAL TOURISM OF LOMBOK

In this chapter, the writer will talk about the concept of halal tourism that applied by the local government in Lombok. Besides that, the writer will also explain all the factors that made Lombok really potential to become a halal tourism destination. Moreover, the writer also mentions all the challenges that faced by Lombok in developing the halal tourism industry.

A. The Tourism of Lombok

Geographically, Lombok Island is located in the golden triangle of main Indonesia's tourism, which are Bali Island in the west side, Tana Toraja and Bunaken in the north side, and also Komodo Island in the east side. Lombok Island is also located in the golden triangle of the national and international voyage traffic, which are Surabaya in the west side, Makassar in the north side, and Darwin, Australia in the east side. This position gives a blessing to Lombok because not only strategically as tourist destinations but also the transit point sailing ships from Darwin, Australia. In addition, Lombok is traversed by the Wallace line, which is the dividing line between a group of species of flora and fauna of Asia and Australia. As a result, Lombok has a species of flora and fauna that are unique, due to be a meeting point to the influence of both these continents. This position makes Lombok an attractive place to conduct research and studies on nature and biology. (Badan Perencanaan dan Pembangunan Provinsi NTB)

As a tourist destination, the island of Lombok has two flagship attractions, namely the beauty of nature and the uniqueness of the culture of the

people. Lombok has natural attractions spread across parts of the island, from the heights of Mount Rinjani to the stretch of coast around it. The nature of Lombok not only presents a view and topography such as beaches, mountains, waterfalls, rivers, and lakes, but also the natural events that are not found in other destinations. The uniqueness of natural events that only happen in Lombok, there are the emergences of “*nyale*”¹ in every rainy season in South Beach, the emergence of groups of *manta* stingrays in the Western and Northern coastlines every turn of the season, the beauty of the sunrise and sunset from the top of Rinjani, and also the uniqueness of natural events in the vicinity of Mount Rinjani. (Badan Perencanaan dan Pembangunan Provinsi NTB)

The combination of nature and culture create the uniqueness of tourist attractions which is a Lombok tourism product, there are:

1. The Diversity of Natural Resources

Lombok has a very potential of natural resources to meet the demand of tourists both within and outside the country. With two areas that have natural vegetation that contrast, Northern and central parts of Lombok is lush and green compared to the southern part. Northern and central Lombok vegetation was greatly influenced by Mount Rinjani. Historical records and geology studies indicate that Mount Rinjani ever experienced a hard eruption around the year 1257. The effect of the eruption of Mount Rinjani gives a blessing unto itself is soil fertility and natural panorama, which has now become

¹ Nyale: a type of sea worms

one of the major natural tourist attractions in Lombok, namely Lake Segara Anak. The southern part of Lombok has drier vegetation but decorated with a stretch of white sand beach that extends from East to West. Besides that, South Lombok also has traditional villages that still populated by Sasak ethnic with ancestral tradition and local wisdom which are still kept until now.

2. Beach

The Privilege of beach in Lombok is not only on the white sand that sometimes interspersed with other colors but also in the silence that is still preserved. With a relatively stable weather and sun that shines all year, the beaches in the area south of Lombok is well worth that made tourism flagship product, and defenseless competitiveness for tourism.

3. An Abundance of Marine Life

Lombok has hundreds of small islands with white sand beaches and crystal-clear water. In addition to the opportunity to do a variety of tourism activities of the sea and the beach, the small islands have a great potential to be developed into water sports destination.

4. National Park and Geopark Rinjani

Mount Rinjani has long been known as Center destinations in Lombok. Mount Rinjani much affect the occurrence of various natural attractions such as waterfalls, rivers, and forests protected areas with various flora and fauna endemic that was in it, including the uniqueness of biodiversity under the sea

around the island of Lombok and nearby islands small around it.

5. The Wealth of Art and Culture

Lombok's cultural attractions consist of places, objects, and cultural events. Although the majority of Lombok are Muslims, it's also much influenced by Hindu culture. The various types of dances, games, traditional music, as well as the philosophy which belonged to the societies of Lombok which is a reflection of the teachings of Hinduism and Islam which is maintained by the Lombok society harmoniously and hereditary. (Badan Perencanaan dan Pembangunan Provinsi NTB)

Talking about the development of Lombok's tourism, the development of Lombok's tourism industry has been going on for more than three decades including since established as a tourist destination in Indonesia in the year of 1979. In the first ten years of its development, the tourist industry in Lombok was experienced rapid developments marked by the increasing number of foreign tourists visit from year by year. Entering the new millennium of the year 2000, the progress of the development of Lombok tourism got trials of various events of political, economic and social at the local level, nationally, and internationally. Some of the events that subsequently influenced the development of the tourism industry in Lombok during the period of 1997 – 2006:

1. Political instability in the country that began with the collapse of the power of the new order in 1997

2. Social unrest about the tribe, race, religion, and class that occurred in Mataram year 2000
3. The terrorist attacks against the twin towers in New York in 2001
4. The terrorist attacks in Bali, the years 2002 and 2005
5. Natural disasters such as the tsunami that occurred in Aceh in 2004 and the earthquake in Yogyakarta in 2006
6. The spread of the SARS Virus and bird flu in Southeast Asia in the year 2005. (Badan Perencanaan dan Pembangunan Provinsi NTB)

Lombok's tourism activity began to appear again since the year 2006, and record the number of visits that average was higher than the previous period. In 2014 the number of tourists visits Lombok reached 1,629,122 million, an increase of 20% compared to the year 2013. During the last years of annual growth of tourists is very impressive and it seems to have been on the right track to achieve the target of 2 million tourists in the year 2015 set by Governments of the West Nusa Tenggara. This island is dominated by the domestic market, which accounts for almost 60% of visits. The majority of domestic travelers came from Jakarta, Bandung, Yogyakarta, Surabaya, Makassar, and Bali. The rest are tourists from ASEAN and other foreign markets. Unlike the tourists visit in Indonesia, outbound market is dominated by Europe with France, Germany and the Netherlands who dominate in the year 2013-2014. Asian tourists are still low in numbers, but the new flight's connection from Singapore, Bali and temporarily from Perth has transformed this condition. The arrival of visitors from Australia

surged high in the first quarter of 2013-2014. In 2015, the market improvement is mainly expected to come from the Asian market. (Badan Perencanaan dan Pembangunan Provinsi NTB)

The world economy in the last decade colored by the emergence of four countries with economic growth tends to be stable, there are Brazil, Russia, India, and China, which nowadays known as the BRIC. The high economic growth increased the number of middle-class and elite communities in all four countries, which are then transformed into a potential market of international tourism. From the four countries that joined in BRIC, China's outbound tourism market and Russia are more attractive to look at more closely because the two countries have better prospects as Lombok tourism market, compared to other countries. In addition to China and Russia, ASEAN and the Middle East expected to be a new market that would be able to donate a number of travelers to Lombok significantly. (Badan Perencanaan dan Pembangunan Provinsi NTB)

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. (Badan Perencanaan dan Pembangunan Provinsi NTB)

B. The Concept of Halal Tourism in Lombok

Based on the Regulation of the Governor of West Nusa Tenggara number 51 in the year 2015 about halal tourism explained that:

“West Nusa Tenggara as one of the halal tourism destination in Indonesia, so that the local government and all of the stakeholders should provide the tourism facilities which are fulfilled the halal tourism in the local tourism industries.”
(SEKRETARIS DAERAH PROVINSI NTB, 2015)

According to the Governor of West Nusa Tenggara, Muhammad Zainul Majdi said that the concept of halal tourism is a breakthrough in developing the tourism sector, not forgetting the values of Islam which became the breath for the societies of West Nusa Tenggara. Halal tourism in simple it is the intention of traveling to see the sign of the power of God Almighty while learning the history, religion, and culture. (Khazanah-Republika.co.id, 2017)

Since the establishment of the province of West Nusa Tenggara became one of three pilot areas that will be developed into a halal tourism destination, the local Governments are facing a new challenge to start making clear concept so that a more in-depth study is needed about the types of halal tourism. During this, Islamic tourism concept translated as religious tourism product that its main activity is to visit the sacred groves. But when this meant by the Islamic tourism then certainly it will be difficult to sell in the international markets because it conflicted with the characteristics of their tourists. (Badan Perencanaan dan Pembangunan Provinsi NTB)

The concept of Islamic tourism is also perceived as a system of management and design

hotel. In this concept, the hotel should provide separate facilities for tourists who are men and women and do not accept guests who will stay together with other people (couples are not valid). This concept will be difficult if applied in Lombok, at least for the time being, given the management system adopted by most of the existing conventional nature of the hotel. To apply this concept, it should be required investors who can see this kind of management system as the tourism business opportunities in Lombok, and want to build the tourism business. In addition, it required a more in-depth analysis of the market to start a business with this concept. Therefore the concept of tourism management of Sharia should not be rendered in black and white with the rigid perceptions. The concept of Islamic tourism is defined as the activity of tourism is based on the principle of sustainability of the tourism management implementation; give a positive impact to the economic, social, cultural and environmental. (Badan Perencanaan dan Pembangunan Provinsi NTB)

During this time, for example, the countries of the Middle East such as Saudi Arabia, Bahrain, the United Arab Emirates, Kuwait, Oman, Qatar, is being targeted for Lombok tourism. These countries have a high per capita income, but it is still categorized as a developing country because of its human resources index which is still underdeveloped countries. Tourists from Saudi Arabia and the Emirates can be grouped into three categories based on the motif of its tour:

1. Tourists with educational motive.

The students of Saudi Arabia and the Emirates chose developed countries like Europe, America, and Australia as the

main destinations. For this group, Lombok did not enter into the category of destinations which they are headed.

2. Tourists with recreation and shopping motive (leisure)

The majority of Middle Eastern tourists choose destinations tourism in developed countries, which have a developed tourism infrastructure. They like the modern lifestyle with the bustling city life and modern shopping place. There are also fond of mountains with cool eve. However, most of them carefully in choosing food that is halal. They also like the beach which has the facilities and infrastructure of recreation for families and adequate transport. For ASEAN destinations, the Middle East travelers like to visit Malaysia and Thailand. For groups of tourists, with recreation, especially young ones, they don't hesitate to choose activities that are contrary to the custom of the country, such as visiting a nightclub and a casino.

3. Tourists with a religious motive

A group of Middle Eastern travelers with religious motifs is those who have a high level of faith. Their main destinations are three Holy Cities of Muslims such as Makkah, Madinah, and Baitul Maqdis in Palestine. However, a small part of a group of tourists is expected to be withdrawn to Lombok with an approach of social tourism. One strategy that can be used is to sell package tours while visiting Islamic schools that

exist in Lombok. (Badan Perencanaan dan Pembangunan Provinsi NTB)

Back to the concept of halal tourism in Lombok, halal tourism destinations are including nature tourism, cultural tourism, and tourist. Halal tourism destinations should provide (SEKRETARIS DAERAH PROVINSI NTB, 2015):

1. Worth facilities of worship and sacred
2. Halal food and beverages
3. Arts and cultural performances and attractions which are not contrary to the public Sharia tourism criteria
4. Hygiene sanitation and environment

Moreover, halal tourism must have appropriate accommodation sharia standard. Sharia standards referred to include products, services, and management then all sharia standards should gain the certificate from DSN-Majelis Ulama Indonesia (MUI). Besides that, food and beverage provider at halal tourism compulsory guarantee halal food and drinks which are presented, ranging from supplying raw materials to process serving and certified halal from MUI. (SEKRETARIS DAERAH PROVINSI NTB, 2015)

C. The Factors that Made Lombok Potential as A Halal Tourism Destination

There are three factors why Lombok has a big potential became halal tourism destination that based on Siti Alfiah, who represents the head of Tourism Destinations, Department of Culture and Tourism of the province West Nusa Tenggara:

1. Vision and mission of local governments that are in line with the development of halal tourism

Those vision and mission are embodying the societies of the faithful West Nusa Tenggara that are cultured, prosperous, and have competitive power and also become the direction to beautify the region in setting up the steps of the development of their regions. "Faith" is meant with the religious societies, which undertake the teaching of religion well, good behavior, and appreciate each other. (Bimas Islam-Kementerian Agama Republik Indonesia, 2016)

2. Lombok's societies identity are thick with implementing Islamic values

As the island who has a Muslim majority, this kind of society's culture became a strong proponent of the development of halal tourism. The high spirit of the religious societies of Lombok encourages the implementation of programs that set out by the government. The role of the societies becomes a key in the tourism program set out by the Government. The control and support from the societies become a factor of its success and more support from scholars who have been giving enlightenment for the people of Lombok.

3. The regional head profile

The coincided with the development of halal tourism, including the regional head of the effort to encourage the publication of rules on halal tourism destinations in the province of West Nusa Tenggara. It also significantly increased the number of halal-certified products in Lombok. (Bimas Islam-

Kementerian Agama Republik Indonesia, 2016)

Besides that three factors, these things also became the other factors that made Lombok really potential became Halal Tourism destination:

4. An easy way to find Masjid

Besides the support from its societies, Lombok who had famous as “An Island with 1000 Masjid” was really made the Muslim travelers easier to find a place for prays. This becomes excellence point for Lombok to attract Muslim travelers.

5. Halal food and drink

Not only places for prays, Lombok also renowned for its delicious food. Interestingly, almost all of which are served is halal food. So this reason also made the Muslim travelers not to worry about what they consume. (IDN TIMES, 2017)

6. Halal tourism businesses that must comply with the provisions of the Shariah

As already set by the local government of West Nusa Tenggara that: *“Halal tourism industry is tourism businesses that sell products and services of tourism which is based on sharia principles as in set by MUI”* (SEKRETARIS DAERAH PROVINSI NTB, 2016)

7. The strategic location of Lombok

Lombok Island is located in the middle of Bali Island on the west side, Tana Toraja and Bunaken in the north side, and also Komodo Island in the east side. Lombok also located in the golden triangle of the national and international voyage traffic, which are Surabaya in the west side, Makassar in the

north side, and Darwin, Australia on the east side. This made Lombok easier for visited. Moreover, its location that near from Bali made Lombok became more famous and most of the foreign tourists that came to Lombok are spills from Bali.

8. A lot of tourism destination that related to the Islamic values

As the island that has a strong religious in Islam, Lombok has a lot of tourism destination that related to Islamic values and also suitable for the Muslim travelers especially, such as:

- a. Ancient Mosque “Bayan Beleq”

This ancient mosque was the oldest mosque in Lombok, West Nusa Tenggara. It is located on the border between North Lombok and East Lombok. The name "Beleq" on the mosque means "Tomb". There are a number of tombs located in the complex of the mosque, it is Gaus Abdul Razak which was believed as the first spreader of Islam religion in that region This mosque also has a high historical value as evidence of the spread of Islam in Lombok. (Lombok-Indonesia.org, 2014)

- b. “Batu Layar” Tomb

The second place who also became a center of the spread of Islam in Lombok is “Batu Layar” tomb. Some say that the tombs are the resting place of the Islamic character of the Baghdad-born named Sayid Duhri Al Haddad Al Hadrami. He is also believed to be one of the Islam spreaders in Indonesia.

- c. "Long Baloq" Tomb

This Long Baloq Tomb is the area of the cemetery which contained dozens of bodies. The specialty of this tomb is a tomb there is three exceptional tomb, such as Shaykh Maulana Ulema Aburrazak Gaus, the tomb of orphans and the tomb of the Datuk Laut.

d. “Selaparang” Tomb

This tomb comes from the Kingdom of Selaparang in the 13th and 16th century. The first Selaparang Kingdom was the Hindhu Kingdom and their reign was ended with the arrival of the expedition of Majapahit Kingdom in the year 1357. Historically, the second empire was the Islamic Kingdom. There is three large tomb in that complex, such as The King of Selaparang tomb, The parents of the King of Selaparang tomb, and also The Commander of Gajah Mada.

e. Islamic Center of West Nusa Tenggara

Besides the beach, Lombok predicates as the halal tourism destinations are now thick with the establishment Hubbul Wathan Mosque Islamic Center which has been designated as a tourist destination. According to the Governor of West Nusa Tenggara, Muhammad Zainul Majdi said that this Islamic Center is more attractive for the local tourists and also foreign tourists. (Halal Lifestyle, 2017)

f. Islamic Boarding School

The local government in West Nusa Tenggara is also using Islamic schools particularly Islamic boarding schools that exist in Lombok to become one of the tourism destinations. One of the schools is

Nurul Haramain Islamic boarding school that located in Lembuak Village, West Lombok. The government of West Nusa Tenggara is offering this Islamic boarding school for the foreign tourists who are interested in learning Islamic culture. In this Islamic boarding school, the foreign tourist could directly interact with the students, both teaching as well as following the flagship program of the boarding school. (NET TV, 2016)

According to the students of Nurul Haramain Islamic boarding school, they really thankful for the foreign tourists who came to their school because they can learn how to be tolerant with different culture, religions, and nations. They also could learn and share everything with the native speakers directly. The foreign tourists also invite all the students to create the peace of Islam and also aware of the international issues and environment. (NET TV, 2016)

- g. The condition of Lombok nature is worth in high selling

D. The Challenges of Halal Tourism in Lombok

Lombok as the halal tourism destination is certainly still had a lot of challenges that must be solved. As a halal tourism destination, Lombok still not had much exposure. It is improved by the visiting of King Salman to Indonesia, Lombok still not the first destination while Bali is way more attacking King Salman and became his priority destination. (HalalTren.com, 2017)

According to The Head of The Tourism Destination Development of Tourism Sector of

West Nusa Tenggara, Wijaya Kusuma, S.T., M.T., these are the challenges of Lombok in developing its halal tourism:

1. The real concept of Halal Tourism in Lombok

A lot of people and also the local societies in Lombok still did not know about the real meaning and concept of halal tourism itself. There is still a misunderstanding in defining this concept, for example, Islamic tourism concept translated as religious tourism product that its main activity is to visit the sacred graves, it more defines from the destination aspect only and they did not know about the other aspects. So this thing also influences the strengthening of Lombok branding and also the promotion of halal tourism of Lombok. (Kusuma Wijaya, 2018)

2. Halal products and industries

In the process of developing halal tourism in Lombok, there are still a lot of hotels that not suitable for the regulation of halal tourism. For example, a lot of old hotels which in the past they still apply the conventional concept, but now they want to change into sharia concept. The problems are the hotels are not providing the worth facilities such as prayer kit, Holy Qur'an, and Qibla direction. Even if there is a qibla direction, but the position is still facing the bathroom side. So it makes the guests not feel comfortable. Besides that, the bathroom of the hotels also still not providing the special tap for ablution and it also makes the guests hard to take ablution before prayer. That thing became the barrier to developing halal tourism in Lombok because it takes a long time to

change the old concept to the sharia concept. (Kusuma Wijaya, 2018)

The development of halal products in the province West Nusa Tenggara are still at the stage of granting halal products and certification, so that needs to be directed to certify halal logistics in supply chain systems as a whole in support of halal tourism. (Tempo.co, 2017)

3. Accessibility for foreign countries

Until now, there is still lack of international flights to Lombok directly. Nowadays, there is three flight route from Malaysia to Lombok and Lombok to Malaysia, there is also a flight from Singapore three times in a week. Besides that, there is also the flight from Perth, Australia to Lombok directly, but the problem is there is an unbalanced amount of passengers between departure and return. So sometimes the flight from Australia is closed. There is also the flight from South Korea to Lombok directly but this kind of flight is still a charter flight. Usually, in a year, there will be five until six times flights and it also contains more than 140 passengers in one flight.

4. Human Resources

It is so much better if the local tour guide could speak fluently in the Arabic language because there are also a lot of tourists from the Middle East who visited Lombok because of its halal tourism. The problem is, there is still lack of tour guide who could speak in Arabic well because this is an important thing to make the tourists easier to communicate and also to make a

good impression for the tourists in order to attract the other to visit Lombok.

In addition, the problem of local human resource in Lombok also could find in the business person in halal industries. For example, there are a lot of people who engaged with the halal culinary business, but they don't want to follow the sharia certification process as set by the government especially MUI. This thing happened because they think that they are Muslim and it is certain they sell a halal food and drink and no need to be following the sharia certification again. So a lot of them are asking this thing and it makes difficult for government in order to develop halal tourism in Lombok.

E. The Achievement of World Halal Tourism Award 2015-2016

The concept of halal tourism is part of the world level of the tourism industry that worth is taken into account. The trend of increasing Muslim tourists visit in various parts of the world is the real evidence. As the tourism destination, there are several things that ought to be proud that in 2015 and 2016 Lombok has succeeded to bring a good name for Indonesia because Lombok has won various halal tourism award in the international scale.

1. World Halal Travel Summit 2015

This event was held in Abu Dhabi at 19th until 21st October in 2015. The World Halal Tourism Summit is the first time an event of this scale has been presented and is an event that meaningfully embraces the Islamic travel sector. Unlike all other events in the travel sector that

only describe the issue, WITS, in partnership with Abu Dhabi, aims to define & drive future initiatives and industry content. The summit presented insight & solutions and brought together tourism leaders, innovators, investors and stakeholders who all share one common aim of understanding and driving the Islamic travel industry. (Abu Dhabi Convention Bureau, 2015)

In this award, Lombok has won two categories of award such as World Best Halal Honeymoon Destination and World Best Halal Tourism Destination. On the nomination of World Best Halal Honeymoon Destination, Lombok defeated Abu Dhabi-UAE, Antalya-Turkey, Kirabi-Thailand and Kuala Lumpur-Malaysia. Then at the World Best Halal Tourism Destination, Lombok defeated Abu Dhabi-UAE, Amman-Jordan, Antalya-Turkey, Cairo-Egypt, Doha-Qatar, Istanbul-Turkey, Kuala Lumpur-Malaysia, Marrakech-Morocco and Tehran- Iran. Aside from Lombok, there is also a representative from Indonesia, Sofyan Hotel Group who won World Best Family-Friendly Hotel. The winner of halal travel and tourism category was gained through a voting and recorded as many as 41 thousand people have donated their voice. (Wonderful Lombok-Sumbawa, 2016)

2. World Halal Tourism Award 2016

This award was held by International Travel Week Abu Dhabi (ITW Abu Dhabi) in December 2016. International Travel Week Abu Dhabi is the world's only dedicated Muslim majority travel event. This exhibition combines four tourism, there are exhibitions, conferences, and the Halal CEO forum, each addressing the needs of the

fastest growing and most important sectors for Muslim majority travelers. (International Travel Week Abu Dhabi, 2016)

The annual awards programme welcomes the participation of an international audience of the most senior family-friendly tourism executives and offers an unrivaled opportunity to further the goals of the Halal tourism industry. (International Travel Week Abu Dhabi, 2016)

These are the list of the winner in 2016:

Table 3. 1 (List of the Winner of World Halal Tourism Award 2016)

AWARDS	WINNER
World's Best Airline for Halal Travellers	Garuda Indonesia
World's Best Airport for Halal Travellers	Sultan Iskandar Muda International Airport
World's Best Family-Friendly Hotel	The Rhadana Kuta, Bali
World's Most Luxurious Family Friendly Hotel	The Trans Luxury Hotel Bandung
World's Best Halal Apartment Hotel	PNB Perdana Hotel & Suites
World's Best Halal Beach Resort	Novotel Lombok Resort & Villas
World's Best Halal Tour Operator	ERO Tour, West Sumatera

World's Best Halal Travel Website	www.wonderfullomboksumbawa.com
World's Best Halal Cruise Company	HalalCruise.org
World's Best Halal Honeymoon Destination	Sembalun Valley Region, West Nusa Tenggara
World's Best Hajj & Umrah Operator	ESQ Tours and Travel
World's Best Halal Destination	West Sumatera
World's Best Halal Culinary Destination	West Sumatera
World's Best Halal Cultural Destination	Aceh
World's Best Non-OIC Emerging Halal Destination	Japan

Source: (International Travel Week Abu Dhabi, 2016)

As we can see in above that Indonesia dominated the winning of the award particularly Lombok, West Nusa Tenggara who has won three categories of the award, there are World Best Halal Tourism Website, World Best Halal Honeymoon Destination, and World Best Halal Beach Resort.