

CHAPTER IV
THE STRATEGY OF WEST NUSA TENGGARA
GOVERNMENT IN DEVELOPING AND PROMOTING
LOMBOK AS A WORLD HALAL TOURISM
DESTINATION

In this chapter, the writer will explain the answer to the research question by explaining all the strategies of West Nusa Tenggara government in developing and promoting Lombok as a world halal tourism destination. Most of the data in this chapter are taken from the interview with The Head of The Tourism Destination Development of Department of Culture and Tourism in West Nusa Tenggara.

A. Making a special regulation of “Halal Tourism”

Now the tourism industry is already set to become Indonesia's economic core. About foreign exchange, the Ministry of Tourism has already delivered in various forums that only the tourism sector which is able to donate to GDP, employment and foreign exchange with the easiest, cheap and quick. Related GDP, tourism accounts for 10% of the national GDP with nominal highest in ASEAN. So far Indonesia can always bad, in this tourism Indonesia find the best numbers at the regional.

In addition, the national tourism GDP grows 4.8% with a rise to 6.9%, much higher than industrial agriculture, automotive, manufacturing, and mining. Foreign exchange of tourism is USD 1 million, producing a GDP of USD 170 million or 170%. Tourism is still in the position of the 4th national foreign exchange contributor, amounting to 9.3% compared to other industries. However, the growth in foreign exchange of tourism that highest is 13%. Besides that, Indonesia's tourism also contributing 9.8 million job field, 8.4% nationally

and number 4th of the entire industrial sector. In job creation, tourism sector grew 30% within 5 years. (CNN Indonesia, 2016)

The development of tourism is one of the economic sectors that could speed up the economic growth and the welfare of societies. Tourism development dotted on four pillars, namely destinations, marketing or promotion, tourism industry and institutional. The four pillars will be the basic guidelines in developing tourism sector. One of the subsector which is now concern on the development of tourism sector is halal tourism. Halal tourism is a new icon in the development of tourism should be developed and require attention, as it is expected to invite and attract tourists, both domestic as well as foreign tourists. (SEKRETARIS DAERAH PROVINSI NTB, 2016)

Lombok, West Nusa Tenggara as one of the province in Indonesia that has a potential in tourism, also developing its halal tourism which presumably can attract foreign tourists from the Middle East and Asia and even the whole world. As the winner of World Best Halal Tourism Destination and World Best Halal Honeymoon Destination in 2015 and 2016, so the Indonesia's government and especially the local government of West Nusa Tenggara should maintain the achievement and also addressing 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. (SEKRETARIS DAERAH PROVINSI NTB, 2016)

According to the local regulation of halal tourism of West Nusa Tenggara, all of the halal tourism industries are tourist businesses that sell products and services based on the sharia principles as defined by DSN-MUI. Halal tourism industries include accommodation, travel agency, restaurant, and also the spa. (SEKRETARIS DAERAH PROVINSI NTB, 2016)

1. Accommodation

In halal tourism, the accommodation should base on sharia standard which already got a halal certified by DSN-MUI. If the sharia standard have not been fulfilled, then the accommodation at least fulfill the following (SEKRETARIS DAERAH PROVINSI NTB, 2016):

- a. Available facilities for purity
- b. Available facilities which make easier for prayer
- c. Facilities and an atmosphere that is safe, comfortable and conducive to family and business
- d. Maintained cleanliness and environmental sanitation

2. Food and Beverage Provider

Halal food and beverage provider is obligated to ensure the halal food and drinks that are served, start of provision of raw materials to the rendering process is evidenced by the halal certificate. If the halal certificate has not been fulfilled, every food and beverage provider must include the writings of halal or non-halal on every type of food or drink and maintain a healthy and clean environment. (SEKRETARIS DAERAH PROVINSI NTB, 2016)

3. Spa, Sauna, and House of Halal Massage

Every spa, sauna, and a house of halal massage entrepreneur should provide treatment rooms for men and women separately, mind therapy and physical therapy not lead to a violation of sharia, men's therapist specifically for men and women's therapist specifically for women. Besides that, every product that used and sells should halal logo and also should provide facility for prayer. (SEKRETARIS DAERAH PROVINSI NTB, 2016)

4. Travel Agency

Every travel agency should understand the management of halal tourism destinations, provides information about halal tourism package and code of conduct on halal tourism destinations, and organises package excursions that suit the criteria of halal tourism based on SOP.

In addition, every tour guide must understand and be able to implement sharia value and also has a good character, communicative, friendly, honest and responsible as well as has a polite look which in accordance to Islamic value. (SEKRETARIS DAERAH PROVINSI NTB, 2016)

Halal tourism institutional development must be done through the coordination office of related and with the district/city, optimization of the role of the non-governmental halal tourism organization at the provincial level and optimization of halal tourism business partnership between the government of the province, private, and

community. (SEKRETARIS DAERAH PROVINSI NTB, 2016)

Local governments also attempt to improve the competitiveness of Lombok in the midst of global halal tourism industry with the addition of halal facilities, destinations, airport facilities, as well as hygiene and security.

1. Halal Food and Beverage

One of the basic needs of Muslim travelers was the presence of halal food and beverages that have a halal guarantee which is available during the tours. In providing those things, halal guarantee in West Nusa Tenggara done by cooperation between the local governments. In this case, Departement of Culture and Tourism with the Majelis Ulama Indonesia (MUI) as well as Lembaga Pengkajian Pangan, Obat-Obatan, dan Kosmetik (LPPOM) and also Department of cooperatives and Micro small and medium business (UMKM) are doing for the halal certification for UMKM, restaurants, hotels, and non-hotel restaurants. (Kusuma Wijaya, 2018)

2. Mosque

Access the ease of doing prayer also became very important during the tour especially for Muslim travelers. As a region with a population of Muslims up to 90 percent, mosques can easily be found, nearly every village has at least one mosque in Lombok. In addition, shopping centers and tourist destinations are usually provided its own booth for tourists who want to do prayer. For now, the government is also currently constructing

several mosques in tourism destination places with no mosques yet. (Kusuma Wijaya, 2018)

3. Lodging and Hotel

As for the tourists lodging, it should provide supporting facilities for Muslims such as prayer facilities means that the lodging party should provide a prayer kit, Holy Qur'an, and also Qibla direction inside the room. Certainly, the lodging must match with the principles of Islam which are just giving travelers who already had ties of marriage with their family demonstrated with a valid proof, it means not giving visitors who inhabit are women and men in one room without any legitimate ties. Besides that, the hotels or resorts also should provide the halal food and beverage inside the hotels or resorts. The government is now proposing the hotel parties to make a halal corner in hotels to make the tourist easier to find halal food. In addition, all types of lodging in Lombok should have a halal certification. (Kusuma Wijaya, 2018)

4. Airport

Airport facilities also became one of the indicators in view of tourist services and facilities, the airport should provide an easy access to places of worship like prayer kit and also ablution amenities. In developing halal tourism, the local government also will expand aircraft parking area and also renovate the waiting room at the airport. This is done for the sake of an ease of access of travelers that heading to Lombok and also to add to

target tourists both domestic and abroad. (Kusuma Wijaya, 2018)

5. Travel Guide

Infrastructure readiness and language is also the challenge for the development of West Nusa Tenggara as tourist destinations. It should be prepared to be able to attract the tourist especially origins of the Middle East. To that end, the Government and its tourism travel agencies provide more language skills for tourist guides by providing training in Arabic language because major markets targeted are travelers of Middle Eastern origin. (KOMPAS.com, 2015)

6. Visa

Visa requirement became one of the strategy in the development of halal tourism which can make it easier for Muslim tourists to come to the area that became a tourist destination. To that end, Indonesia gave free visas to 169 countries, It is based on the presidential regulation Number 21 years 2016 signed President Joko Widodo. Including countries that exist in the Middle East as the main target for enjoying the halal tourism which is in Indonesia especially to Lombok, like Saudi Arabia, Egypt, Qatar and more. (Direktorat Jenderal Imigrasi , 2016)

7. Travel Agency

To facilitate the activities of travelling, the government of West Nusa Tenggara with Association of The Indonesian Tours And Travel Agencies (ASITA) launched a halal tourism

package for tourists who are visiting Lombok. Package 4 days 3 nights offer tours to Sade Village, Islamic Centre, Masjid Kuno Karang Bayan, Sesaot Jurang Malang, Benang Kelambu, Gili Nanggu-Gili Sudak and Gili Kedis and also check out to the airport. (Republika, 2016)

B. Hold a “Khazanah Ramadhan Festival”

As one of the halal tourism destination in Indonesia, 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” with the theme of "Strengthen Faith & Ukhuwah People". (Dinas Pariwisata Provinsi NTB, 2017)

According to the governor of West Nusa Tenggara, Muhammad Zainul Majdi there are three purposes of this program, first, West Nusa Tenggara wants to contribute in creating comfort and cool situation of uncomfortable tension in the post-elections. Second, this program expected to increase the productivity of society and economy in the West Nusa Tenggara when the month of Ramadan. So the previous Ramadan is low season or seasons of quiet to tour, is expected to attract many tourists. Third, West Nusa Tenggara wants to increasingly develop facilities and this halal tourism segment with a variety of interesting content and also creating innovation and creativity in order to progressively establish themselves as halal tourist destinations. Local governments and all other stakeholders have prepared a variety of activities that support the treatment for Ramadan fasting while traveling. All parties can participate

and collaborate on mutually reinforcing participated in the program and make the whole development agenda of West Nusa Tenggara, particularly utilize the momentum of Ramadan to strengthen religious values that exist amongst the people. (GenPI Lombok-Sumbawa, 2017)

This program begins with the discussion forum called “Republic Rembug”. This discussion discusses the problem of inequality or national issues in order to get a solution and themed “To Maximize Halal Tourism Industry in Indonesia”. This event also has positively welcomed by Association of The Indonesia Tours and Travel Agency (ASITA) because Lombok has potential in the hook the domestic and international tourists to feel the atmosphere of fasting in Lombok. ASITA also try to offer a special package for Ramadan to the domestic and international tourist. (GenPI Lombok-Sumbawa, 2017)

The Minister of Tourism, Arief Yahya was really excited that the local government of West Nusa Tenggara and ASITA can collaborate exploit the month of Ramadan to attract tourists. From data showed, that from year to year, the number of foreign tourists’ visits during Ramadan experienced a significant decline. Even its descent reached 50 percent. According to him, the countries with the largest Muslim population like Malaysia, the Middle East, and other countries are not traveling while Ramadan. Therefore, the Ministry of Tourism will help the local government in doing massive promotion to countries that are not sensitive to Ramadan. This is done so that in situations of the low season there are still foreign tourists to visit Indonesia. (GenPI Lombok-Sumbawa, 2017)

The local government also presenting the high ulama' 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. (GenPI Lombok-Sumbawa, 2017)

C. Establishing “Special Economic Zone of Mandalika”

"Mandalika is the next world-class tourism destination in Indonesia created by ITDC (Indonesia Tourism Development Corporation). The new destination will offer a unique experience that is different from other locations around the world. Located in the southern part of Lombok Island with more than 16 km of sparkling white sandy beaches, the Mandalika has been designed as an ecotourism destination from the offset, incorporating Clean Solar Cell Energy, Water Desalination Plants and keeping over 51% of the resort as open 'Green Space', which will not only maintain and protect the natural beauty of the Mandalika scenery but also enhance the life and culture of the local people." (Indonesia Tourism Development Corporation , 2016)

SEZ Mandalika established through government regulation Number 52/2014. With satisfy the criteria of readiness to operate, then the National Council decided that SEZ Mandalika is declared officially operational and ready to receive

and cater to investors. The development of SEZ Mandalika owns prioritized for the tourism industry with the development of tourist attraction that is always oriented to the conservation value and the quality of the environment that exists in the community. The presence of SEZ Mandalika is expected to build the capabilities and competitiveness of the economy through industries that value-added and encourage the competitiveness of the community economy West Nusa Tenggara in domestic and international markets. (Indonesia Tourism Development Corporation , 2016)

ITDC party optimistic SEZ Mandalika will be able to bring the multiplier effect of the economy which is great for West Nusa Tenggara societies especially the societies surrounding the area. Since ITDC doing intensive infrastructure development in the core zone of the region, at least there are 10 business units recently shaped homestay, restaurants, café, and retail stores began in the western area of the zone. This number is believed to still be increased in line with the region's development activities and projects that are in progress. Gradually, believed to be in the next five years, the SEZ Mandalika is expected to be able to absorb the nearly 5000 local labor. In addition, in order to continue to encourage the improvement of the people's economy, ITDC also organize a public area in the heart of Kuta Beach Mandalika area and develop small medium enterprises (UMKM) in areas of the region. (Indonesia Tourism Development Corporation , 2016)

With the manage land covering an area of 1,175 hectares were on a clean and clear, supported the ease in terms of licensing and customs field facilities, ITDC optimistic the more investors who will infuse capital in The Mandalika. Since the last

year 2017, investments into SEZs Mandalika is already oversubscribed, there are around seven investors had signed an MOU with ITDC. In fact, five of the seven such investors have entered the stage of investment by signing the LUDA (Land Use and Development Agreement) with the total investment value reached 6,2 Trillion rupiahs. Even in the near future, there are a number of such investors are certainly already start building hotels in KEK Mandalika, Hotel Royal Tulip (origin South Korea Investors), Pullman (ITDC), the Paramount Hotel (original United States Investor), Hotel X 2 (original Investor Indonesia) and Hotel ClubMed (by ITDC). ITDC is targeting that the fifth hotels can start operation in order to pursue the operational target of 1,200 hotel rooms by the year 2019. (Indonesia Tourism Development Corporation , 2016)

To support the value of the local West Nusa Tenggara as Islamic as well as one of the halal tourism destinations, the area of The Mandalika also features a mosque Nurul Bilad Mandalika, the architecture adopted from the values of local wisdom of Mosque Bayan, the regency of North Lombok and Building Custom Beleq Sembalun regions, with spacious 5 acres that is capable of accommodating a total of 5,500 people; 2000 people in the mosque, 500 people in the breezeway, 2000 people in the courtyard and 1000 people in the plaza. Besides that, the plan there are two beach areas on the island of Lombok, which will be developed into the concept of halal, including beaches in West Lombok, Meninting area and the area of Mandalika. This halal Beach site later there will be a permanent dividing line that separates male and female travelers. In addition, foods that

are provided on the site is the halal food. (Indonesia Tourism Development Corporation , 2016)

SEZ Mandalika is indeed plotted most of its territory going to the halal tourism concept. ITDC prepare developing The Mandalika resort with 20% of its territories specially designed with the concept of Halal Hub. This Halal Hubs 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 travelling with the concept of halal. Mandalika area development is also in order to support the development of Lombok as a halal destination that already won several international awards. (Kusuma Wijaya, Halal Tourism in Lombok , 2018)

D. Promotion

The writer has been interviewing Mr. Wijaya Kusuma, S.T., M.T., he is The Head of The Tourism Destination Development of Departement of Culture and Tourism in West Nusa Tenggara. According to him, there are several strategies for promoting Lombok as a halal tourism destination to attracting the foreign tourists, such as:

1. Digital Tourism

The using of digital tourism is one of the strongest strategies in promoting halal tourism in Lombok to the international societies. As the new program from The Ministry of Tourism of Indonesia, which is "Go Digital". Not only to advance the tourism of Indonesia, the purpose of this Go Digital also to facilitate the tourism

industry that is 90% still go in the category of UMKM, small and medium business unit, and the government became an agency provider to market the tourism through existing products in the market. (Detik Travel, 2016)

Indonesia Tourism Exchange (ITX) is a platform of “Go Digital” that endorsed by the government of Indonesia to bring together demand and supply in the form of digital marketplace. ITX puts the right solution in order to make the industry more freely and be ready to compete in the tourism business. It is also a market or an industry that filled with the tour travel and tour agency with neatly arranged package tours. The package will be more attractive and have a high selling value while its content is connected with the event of the regions in Indonesia. The perpetrators of the tourism industry could pack the package more creative, more varied, and more far-reaching due to go directly to the global market. (CNN Indonesia, 2016)

The Minister of Tourism, Arief Yahya, said that Go Digital is the right choice to be taken by local government. Moreover, the leaders of the region who are already confident put tourism as a portfolio of business in developing its region. In order to be familiar with digital, the region should prepare a number of supporting infrastructure, it must have the official website as the own media, as well as a source of information for tourism destination in the region. The more nice

website that is owned, it will be increasing people to stop by and look for information at that website. As a result, the promotional activities on the future of online media become more effective. Besides that, the website that owned by the regions in Indonesia also should dare to display the calendar of events or lists activities which nuanced tourism for one year. Where every event complete with a clear description of the action plan with certainty the date and month. This will be one of the attractions which enable the tourism industry to make tour packages far before the date of implementation. So, this TXI that will promote to the worldwide. (TEMPO.CO, 2016)

Crackdown on transmitted the program priorities that proclaimed by The Ministry of tourism, "Go Digital", Lombok now have 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". This application was launched directly by the Vice Governor of West Nusa Tenggara, Mohammad Amin, accompanied by The Head of The Tourism Agency of West Nusa Tenggara, Lalu Moh Faozal and the representatives from Telkomsel. (Pesona Lombok-Sumbawa, 2017)

This application was made by the Tourism Department of West Nusa Tenggara with one of the providers that

owned by The BUMN, namely Telkomsel. Through this digital application will hopefully make it easy for domestic and international travelers in search of information related to the halal tourism. This application makes travelers easier in choosing halal services such as halal restaurant, halal hotels, tourism destination, booking service or other information.

In branding and positioning, Lombok has had the market in halal tourism segment. So, the commitment of local government is through the creation of this application in order for making halal tourism in Lombok increasingly worldwide. The government also said that the target of 3.5 million tourists to the West Nusa Tenggara was not a bit of number, it should need a smart way and “Go Digital” is expected to ease in the achievement of the target number of visits. (Kusuma Wijaya, 2018)

2. Exhibition

This kind of promotion also one of the strongest strategy, where Lombok joined several exhibitions that held by the other countries as well as Lombok became the host of the exhibition.

a. International Halal Travel Fair (IHTF)

International Halal Travel (IHTF) is the first event of halal tourism promotion in Indonesia and became the icon of West

Nusa Tenggara. This event promotion has been done in 2016 and 2017 by the government of West Nusa Tenggara in Mataram, Lombok. This international exhibition aims to strengthen the image of Lombok and Sumbawa as the main of halal tourist destinations in Indonesia and also to maintain the degree of Lombok as world halal tourism. In addition to aiming at promoting halal tourism in West Nusa Tenggara, the exhibition also displays creative products like food and local crafts. (Pesona Lombok-Sumbawa, 2017)

In IHTF 2016, there are about 30 buyers from international, there are twenty from Malaysia, three from Singapore, two from India, and also several agents who are the business partner with Middle East. Moreover, there are also 250 buyers from ASITA (Association of the Indonesian Tours Travel Agent). With the strength of tourism growth, so West Nusa Tenggara is more built the markets in Malaysia and Singapore, remembering that both countries are the entrance of the tourist arrival from the Middle East. Besides that, West Nusa Tenggara also always push Malaysia because they are the big players in Middle East, and

hoping that the tourists from Middle East could visit Lombok through Malaysia airlines. So is Singapore which has had a direct flight to Lombok, so the airline could keep connectivity entwined. (LombokInsider.com, 2016)

In IHTF 2017, there are 260 buyers from all of the provinces in Indonesia and also 18 from other countries especially ASEAN such as Malaysia, Singapore, Brunei Darussalam, Australia, Middle East countries and others. This event also becomes the annual event that held by the government of West Nusa Tenggara which corporate with ASITA. (The Jakarta Post, 2017)

As for intents of IHTF itself are; promoting Lombok as a halal tourism destination, disseminating the Lombok as halal destination to the international world, particularly for foreign tourists, and also improving the readiness of global tourism facilities and infrastructure in Lombok-Sumbawa-based halal tourism. In addition, as for the purposes of IHTF are; to increase the flow of domestic and foreign tourist visits to a number of halal tourism of Lombok, strengthening the Lombok tourist branding as one of halal destination which has received numerous international

awards, improve the dissemination of information between the offender of the tourist and manager of tourism in Indonesia, particularly the Lombok-Sumbawa. (Royal Indonesia, 2017)

b. Malaysia International Halal Showcase (MIHAS)

MIHAS is the leading event for the halal industry. Part of the World Halal Week program, and held alongside The World Halal Conference and The International Certifying Bodies Convention, MIHAS is a must-attend event for halal professionals. It is also delivers opportunities across the global halal markets; Halal Food, Islamic Finance, Halal Pharmaceuticals, Halal Cosmetics, Halal Tourism & Halal Logistics. MIHAS also co-located with World Halal Conference & International Certifying Bodies Convention, and MIHAS delivers more opportunities and the perfect environment to build relationships. (MIHAS, 2018)

MIHAS in 2017 welcomed over 20,000 trade visitors from 70 countries and generated RM1.14 billion for its exhibitors. It was also welcomed trade delegations from Singapore, China, South

Africa, Indonesia, Thailand, Japan, Russia, Italy, New Zealand and other local delegates. (MIHAS, 2018)

Wonderful Indonesia is quite prominent and dominated at the World Halal Travel Award in 2015 and 2016, so MIHAS is the exact momentum for Indonesia to implement the branding strategy in the halal exhibitions which have included in exposure the world's largest category. It is estimated there are at least 1,000 visitors stop by the booth Wonderful Indonesia, who seriously want to learn, both destinations, hotels, tour packages or lawful superior. There is also make a direct order at time of visit. (Detik Travel, 2017)

MIHAS 2017 was followed by 19 participants from the perpetrators of Indonesia halal tourism industry that came from seven regions, including Aceh, West Sumatera, DKI Jakarta, West Java, South Sulawesi, Bali, and West Nusa Tenggara. (Detik Travel, 2017)

c. Social Media

In promoting through social media, the local government is cooperating with the Generasi Pesona Indonesia (GenPI Lombok Sumbawa). GenPI is a community

of young people who become a volunteer of tourism. GenPI was formed by the Ministry of Tourism of Indonesia under the Assistant Deputy of Tourism Marketing Strategies. GenPI was born starting from tourism volunteers of Wonderful Lombok Sumbawa who are motivated to improve the digital role in tourism promotion through social media. GenPI Lombok Sumbawa also as first chapter formed an inspiration to similar movements that existed in various provinces in Indonesia. (GenPI Lombok-Sumbawa, 2016)

GenPI is a combination of the various communities who have concern for tourism. GenPI consists of netizen, social media community, blogger, vlogger, even a photography community, automotive and traveler. GenPi presences are expected to support the promotion and enhancing the role of the digitalization of tourism Indonesia. (GenPI Lombok-Sumbawa, 2016)

Besides that kind of promotion, the halal tourism of Lombok also often invited to the Embassy of the Republic of Indonesia in Dubai, UEA. In the Indonesian embassy, Lombok often invited to the event that related to the halal tourism and the event also attended by a lot of Middle East people especially Dubai, UEA. In that event, Lombok has always given a special session to promote and offer its halal tourism because until

now in Indonesia there hasn't been as aggressive as the West Nusa Tenggara in developing halal tourism. So the Middle East people are really supporting this halal tourism because Lombok has a big potential market for them, and they also feel confused where to travel with a Muslim friendly environment. That's why Lombok has often invited to there. (Kusuma Wijaya, Halal Tourism in Lombok, 2018)