

Analysis of the Feasibility Design of West Java Halal Tourism Applications

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Abstract—Tourism is a necessity for almost every human being as a form of self-actualization to add experience, new knowledge and eliminate the fatigue of daily routines. Muslims who are scattered in Arab countries and the Middle East also feel the same way, the number of publications and promotion of tourism via the internet is an attractive factor for Muslim tourists to travel. According to CrescentRATING, Halal Friendly Travel and Tourism Consultant, explained that the potential of the market for the development of Sharia (Muslim) tourism when viewed from the world’s Muslim population of 1.8 billion or about 28% of the total world population of 6.4 billion spread across 148 countries. Of the total Muslims in the world, 62% are from Asia Pacific or 972 million. Based on this, the purpose of this study was to bring up, Islamic tourism as a trend of tourism today and analyse the design of a tourism application system in West Java. The method used was the BCG (Boston Consulting Group) Matrix. The results of the study explained that the position of halal tourism activities in West Java in the position of the Problem Children quadrant. This means that the offer made is quite good in supporting Halal tourism in West Java, only needing attention to the aspects that are lacking, namely the procurement of representative food stalls in the tourist area.

Keywords: application, eligibility, halal tourism, West Java

I. INTRODUCTION

Sharia tourism is one of the sectors that has the potential to be developed. This is very logical because the teachings of Islam are integrated in almost all lines of Muslim life, such as how to dress, food, habits and how to interact. The definition of sharia tourism according to Din is a tourist activity carried out by Muslims which is indeed driven by motivation to carry out Islamic activities and in accordance with sharia principles [1].

Sharia tourism is considered to have a pretty good prospect in the development of tourism in Indonesia. Sharia tourism market potential is more prospective because the amount of income earned from Muslim tourists is fairly high. The average Muslim in Asia, America and Europe is the middle class. They are the right market for businesses to target because their purchasing power continues to rise. The UNWTO estimates that this represents 12.3% of total global tourist spending in 2018, while foreign exchange earnings from Muslim foreign tourists to Indonesia in 2018 are estimated at \$ 1.6 billion from a total of \$ 8.5 billion [2].

CrescentRATING, Halal Friendly Travel And Tourism Consultant, explained that the potential of the market for the development of Sharia (Muslim) tourism when viewed from the world's Muslim population of 1.8 billion or about 28% of the total world population of 6.4 billion spread over 148 country. Of the total Muslims in the world, 62% are from Asia Pacific or 972 million. Therefore, the emergence of Islamic tourism as a trend of tourism today. Especially when you see the world's Muslim population of more than 1.8 billion, the potential and opportunities become even greater.

Judging from the demographic factors, the potential for Muslim tourists is considered quite large because globally the number of Muslim population in the world is very large such as Indonesia, Malaysia, Brunei Darussalam, Turkey, and Middle Eastern countries with typical young/productive age consumers, educated, and have disposable big income. According to the Pew Research Centre (polling group in the United States), that the Muslim population in 2010 was 1.6 billion or 23 percent of the world's population. The Muslim population is second only to Christians at 2.2 billion or 31 percent of the world's population. And it is estimated that by 2050, the Muslim population will reach 2.8 billion, or 30 percent of the world's population.

Indonesia's potential in the Islamic economy will play an important role in the present and the future. Quoted from the financial statements of the global economy in 2017 that Indonesia has a significant percentage seen in table 1.1 which explains the percentage of some Islamic economic sectors.

TABLE I. INDICATOR 2017/2018; GLOBAL ISLAMIC FINANCE REPORT 2017

Islamic Economy Sector	Global share	Indonesia (USD)	
		2016	2022
Halal food	13,6%	163,7	263,1
Islamic finance	3,0%	66,0	113,4
Halal travel	5,7%	9,7	16,2
Muslim fashion	5,3%	13,5	19,8
Halal pharmaceuticals	4,5%	3,7	5,9
Halal cosmetics	10,0%	5,7	8,2
TOTAL		268,3	426,5

Source: Global Islamic Economy

Sharia tourism can be one of the developments in the tourism sector in West Java. It should be underlined again, that Islamic tourism is different from religious tourism. Sharia tourism is not just tourism for fun, but enriches religious insight and deepens spiritual sense. Religious journey that is intended to fulfill the spiritual sense that contains wisdom in traveling. Thus, the sharia tourism destination should not be narrow, but has a very broad scope, meaning that the place that becomes sharia tourism destination is not limited to the graves of saints, but includes any place that can excite religious tastes, be it the burial of saints, mosques Islamic historical heritage, historic sites, or places that can convey to the desired destination in sharia tourism. We should be aware of and be able to see opportunities from the potential of Islamic tourism that West Java has. Therefore, this study aims to examine and analyze the potential of West Java as an Islamic tourism destination.

II. SEGMENTATION, TARGETTING, POSITIONING

To meet the needs of Muslim tourists is actually not difficult. It can be simply divided into 3 levels:

- Need to have, this is usually in the form of the need for food and beverages that are guaranteed halal both the ingredients and the kitchen used that is guaranteed by the local clerical authority and the availability of directions for prayer as well as the holy and proper place of prayer.
- Good to have. This is in the form of availability of small rooms that use running water to purify as well as services that support the implementation of fasting

worship such as the availability of food and fasting during the moment of Ramadan.

- Nice to have. That is like an immoral environment, such as gambling, poker, sunbathing with bikinis in the open and other activities that do not violate sharia.

From the explanation above, it can be seen that consideration of halal food is a major issue for Muslim tourists. In a survey conducted by crescentRATING for Muslim tourists. When asked the question "as a whole, what is most important for you when traveling for travel?" More than 60% answered halal meals, followed by overall prices of 53%, Muslim Friendly management packages 49% and Sharia Hotels 37%.

Segmenting (market segmentation) is the act of identifying and forming separate groups of buyers or consumers. Each consumer is distinguished according to the characteristics of product needs and its own marketing mix, while targeting (target market) is the act of selecting one or more market segments to be entered. The target market for Halal Tourism in West Java is the entire community around West Java and Indonesia, as well as foreign tourists from various countries.

West Java, both people who cross other areas in West Java Province and Outside the Region of West Java Province (geographical segmentation). Geographical segmentation is to divide the market into geographical units such as countries, cities, or housing complexes. For the distribution of the West Java Halal Tourism market more to the people in West Java, as well as the people of Indonesia and people who cross West Java (Foreign Tourists) who are Muslim.

TABLE II. HALAL TOURISM DESTINATION COMPARATIVE PERFORMANCE 2017

Indicator 2016	Indonesia	Singapore	Malaysia	Thailand	UAE	Turkey
National GDP Contribution	6.2% (USD 57.9 Bn)	9.9% (USD 28.7 Bn)	13.7% (USD 40.4 Bn)	29.8% (USD 82.5 Bn)	12.1% (USD 43.8 Bn)	12.5% (USD 80.0 Bn)
Foreign Exchange Earnings	USD 13 Billion	USD 17.8 Billion	USD 17.5 Billion	USD 53.7 Billion	USD29.9 Billion	USD 26.5 Billion
Contribution to Employment	11,800,000	317,500	1,700,500	5,789,000	617,500	2,197,500
Competitiveness Index (WEF)*2017	#42	#13	#26	#34	#29	#44
Global Muslim Travel Index (GMTI)*2017	#3	#10	#1	#18	#2	#4

Source: Ministry of Tourism, 2019

In addition, another target is to increase GDP from 6.2% to 7.2% by 2020. This will be done by increasing creative economic growth through halal tourism in West Java. Another target is to increase the competitiveness of the nation (WEF INDEKX), which initially ranked 42 to 30, meaning that West Java Halal Tourism is targeting a 12 point WEF Index to rise for one year. The following is a comparison of halal tourism data of several countries.

Positioning (the determination of market positions) the aim is to build and communicate the competitive advantage of existing products in the market in the minds of consumers (winning mind-shares). Market positioning strategies consist of: basic attributes (low prices or high prices), according to user class, product class. For the determination of the West Java Halal Tourism market it has advantages that distinguish it

from other competitors such as the existence of a convenient and safe means and have access through a web site that provides complete information about halal tourism destinations. Visitor comfort can be achieved by location cleanliness. Cleanliness is the main thing for West Java Halal Tourism.

As is well known that Islam never separates economics from ethics. Muslim people, both individuals and groups in the economic and business fields, on one hand are given the freedom to seek maximum profits, but on the other hand, they are bound by faith and ethics so that they are not absolutely free in investing. Likewise with marketing, Islamic ethical values cannot be separated from the entire marketing media in the context of marketing products in the form of services to potential customers.

The marketing carried out by West Java Halal Tourism in marketing its halal tourism service products is in sharia corridors that refer to the Qur'an and Hadith as the main source. In the meaning of marketing carried out by Halal Tourism West Java will not harm either party because it is based on the values of honesty, trustworthiness (responsibility), and empathy that is carried out with the principles of justice, fair and rational, so that the economic empowerment of the people is realized. For example in offering attractions according to the actual situation, but giving the lure that is not in Halal Tourism in West Java.

Positioning is one of the basic concepts in promotion. In its implementation, promotion becomes an important part in introducing the brand of a product or service. Brand / brand is an idea, word, graphic design and sound / sound that symbolizes the products, services, and companies that produce these products and services [3].

Positioning is not something you do with the product, but something you do with the brain of the prospect. The term positioning is not a form of product strategy. This is a communication strategy to be known by the public and remembered by the public in their minds.

Paid media is buying media space with a certain budget and using it as a promotional media. Whereas own media are media managed by certain parties (in this case the tourism office) for internal promotion purposes. Social media is currently the most popular media in traveling, including effective tourism promotion. Various types of social media platforms can be used as a means to strengthen branding and positioning. Endorser is the use of public figures or key opinion leaders in strengthening brand and positioning. Own media developed by Sata is considered not optimal. Not found a special channel owned by the province of West Java to increase brand awareness for halal tourism. An example is the absence of specific information related to halal tourism on a special website or official social media specifically for halal tourism. Printing of promotional materials such as (guide book, booklet or other material) is done. This is quite strong considering the printing of promotional material is quite a lot even to use Arabic. This will be done by West Java because there are three provinces in Indonesia that have succeeded, namely Lombok, Aceh and West Sumatra.

Specifically, halal packages sold are still very limited. This means that the products offered are also limited. Halal destinations themselves are still not ready, for example, halal beach is not yet available. So the readiness of products to compare and sell is still limited. In terms of product feature branding, it is very weak. Halal is still a concept that has not been stated in the creation of special halal tourism destinations. To strengthen positioning there must be a special area that distinguishes conventional and halal services. For that reason, the concept of Halal Tourism in West Java is here to answer the unpreparedness.

West Java's positioning will be supported by endorsements and key opinion leader support in the field of tourism. An example is the labelling of West Java as JABAR JUARA, this makes a positive support for halal tourism branding because of the representation of the slogan Jabar Champion as an image

that West Java is a religious place, easy to find means of worship so as to cause confidence in tourists. This effort is not a monopoly attempt in West Java because Lombok is known as the island of a thousand mosques, Aceh is also very well known as the veranda of Mecca. Mecca represents the Holy City of the Muslim Ummah and in line with the halal tourism brand.

A. Conclusion of Demand Analysis

Analysis of demand for halal tourism in West Java as many as 4 (four) types of components of tourism products with a total of 26 variables. Each variable has a T value (high) with a score of 2 and one that has an R value (low) with a score of 1. For the conclusion of the demand results, determine the range between low and high based on the maximum and minimum score. With the number of variables 26, the maximum score is 52 while the minimum score of 26 is 39. It means that if the total score is smaller or equal to 39 then the total score is low if more than 39 the total score is high.

TABLE III. RECAPITULATION OF REQUEST VALUE

No	Component	Variable	Score
1	Tourism Infrastructure	6	10
2	Accessability	8	13
3	Information & Tourism Promotion	4	4
4	Tourism Attraction	8	11
Total		26	38

Source: 2019 analysis results

B. Conclusion of Bid Analysis

Analysis of halal tourism offer in West Java as many as 4 (four) types of components of tourism products with a total of 26 variables. Each variable has a T value (high) with a score of 2 and one that has an R value (low) with a score of 1. For the conclusion of the offer results, determine the range between low and high based on the sum of the maximum and minimal scores. With a variable number of 26, the maximum score is 52 while the minimum score of 26 is 39. It means that if the total score is smaller than 39 then the total score is low if more than 39 the total score is high.

TABLE IV. RECAPITULATION OF TOURISM OFFER VALUE

No	Component	Variable	Score
1	Tourism Infrastructure	6	11
2	Accessability	8	15
3	Information & Tourism Promotion	4	6
4	Tourism Attraction	8	15
Total		26	47

Source: 2019 analysis results

1) *BCG analysis*: After obtaining the results from the analysis of the demand component which states that tourist demand for halal tourism activities in West Java which includes tourist attractions, tourist facilities, accessibility, promotion and information shows low value and the results of the analysis of the supply component which states that tourist offers for halal tourism activities in West Java shows a high

value. Both of these results are entered into the Boston Consulting Group (BCG) Matrix as shown in the image below:

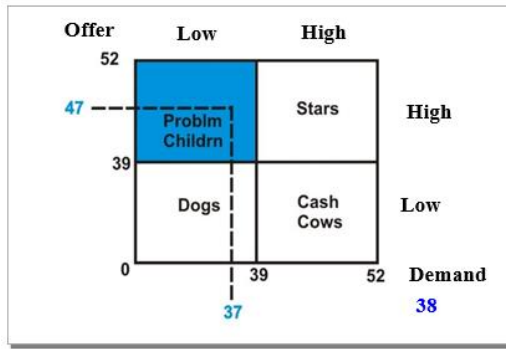


Fig. 1. BCG matrix position.

III. ANALYSIS OF LEGAL AND ECONOMIC ASPECTS

A. Legal Aspect

It is important to think that the development of halal tourism is not only by carrying out massive promotions in order to pursue certain positions on a global scale, but must also be supported by strong regulations as a basis for moving forward. In terms of regulations, halal tourism in Indonesia, especially West Java, is classified as weak because there are no specific rules governing both the form of Law and Ministerial Regulation.

Until now, halal tourism activities are based on Law No. 10 of 2009 concerning Tourism. This law regulates tourism in general, and does not regulate halal tourism. According to the Act, tourism is ‘various kinds of tourism activities and is supported by various facilities and services provided by the community, business people, the Government and Regional Government.’ (Article 1 point 3). The tourism business covers many sectors, including tourism transportation services, travel services, food and beverage services, organizing entertainment and recreation activities; organizing meetings, incentive trips, conferences and exhibitions, spas and others. (Article 14). Although in the article above the word halal tourism is not mentioned explicitly, but if observed the word ‘various kinds of tourism activities’ in the definition of tourism indicates that it is permissible to carry out tourism activities based on sharia principles.

Halal tourism business activities have different characteristics from tourism business activities in general. Halal tourism business activities are concepts that integrate sharia values into tourism activities by providing various facilities and services that are in accordance with Islamic regulations. To facilitate and support the halal tourism business activities, the Ministry of Tourism and Creative Economy issued Ministerial Regulation No. 2 of 2014 concerning Guidelines for Sharia Business Operation. This Ministerial Regulation was issued based on a Memorandum of Understanding between the Ministry of Tourism and Creative Economy with the National Sharia Council-Indonesian Ulema Council (DSN-MUI) Number NK.11 / KS.001 / W.PEK /

2012, and Number B-459 / DSN-MUI / XII / 2012 concerning Development and Socialization of Sharia Tourism. In general, the Ministerial Regulation above provides guidelines and standardization for the implementation of sharia hotel businesses.

However, in 2016, Ministerial Regulation No. 2 of 2014 concerning the Guidelines for the Implementation of Sharia Hotel Business was revoked by the Minister of Tourism Regulation No. 11 of 2016 because it was considered no longer in accordance with the demands and development of tourism at this time. In addition, the Minister of Tourism has also issued Regulation No. 1 of 2016 concerning the Implementation of Tourism Business Certification. This regulation regulates the certification of halal tourism businesses. However, the article concerning halal tourism business certification in the regulation was also revoked with the issuance of the Minister of Tourism Regulation of the Republic of Indonesia Number 12 of 2016 concerning Amendment to the Regulation of the Minister of Tourism Number 1 of 2016 concerning the Implementation of Tourism Business Certification. With the revocation of several Ministerial regulations above there are practically no more regulations governing halal tourism.

In 2016, the Indonesian Sharia Council of the Indonesian Ulema Council DSN-MUI issued Fatwa Number 108 / DSN-MUI / X / 2016 concerning Sharia Based Tourism Guidelines. Aspects of tourism arranged in it include: hotels, spas, saunas, and massages, tourist attractions, and travel agencies. However, the fatwa will not be effective if it is not promulgated in the form of a tourism ministerial regulation. Therefore, the government is expected to immediately make regulatory standards related to hotels, spas, saunas and massages, tourist attractions and travel agencies based on the DSN-MUI fatwa. The rules and guidelines can be used as a legal basis for the development of the halal tourism system in West Java.

Halal tourism is the implementation of regional specialties as regulated in Law no. 23 of 2014 concerning Regional Government. Article 236 paragraph (3) letter b contains provisions that the Regional Regulation material is a further elaboration of the provisions of the higher statutory regulations. Therefore, West Java Perda No. 13 of 2015 was also born based on the provisions of Law No. 10 of 2009 concerning Tourism as a general guideline and as a basis for halal tourism development. As contained in Law No. 10 Year Article 20 letter c states that tourists are entitled to legal protection and security, then Article 23 paragraph (1) among others mandates that the Government and Regional Governments are obliged to provide legal protection and create a climate conducive to the development of tourism businesses which include opening equal opportunities in try, facilitate, and provide legal certainty.

B. Economic Aspect

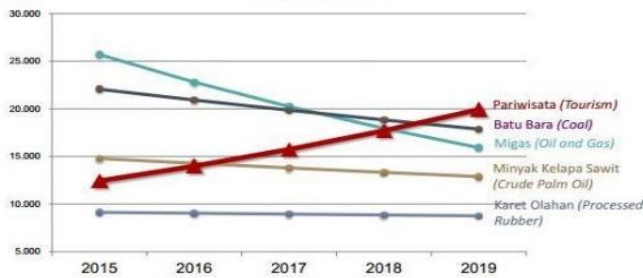
Indonesia is a country with a variety of wealth, both from natural resources to the uniqueness of its human resources. The collaboration of these two gifts of God has created a polite and cooperative community culture. But with the rise of globalization, this beautiful culture is increasingly forgotten. Many children of the nation do not know the culture, and many of the world community who only know Indonesia from

corruption, terrorists and other bad impressions. This affects the perception of the world community towards Indonesia, this bad perception will certainly affect the role of Indonesia in the international arena, both in terms of politics to the economy.

Therefore one way to introduce the culture of the nation, it is necessary to develop a good tourism concept. Moreover, this sector has a high enough contribution to the Indonesian economy. Until 2014, the tourism sector ranked second out of 7 leading commodities in Indonesia with a total foreign exchange contribution of 13,568 million dollars.

This is certainly a potential that must be optimized, especially considering that the top leading commodity is non-renewable natural resource commodities and on average it is still managed by foreign parties. Among the advantages of the tourism sector compared to other commodities are environmentally friendly, the opening of new jobs, the development of the local handicraft industry and minimum capital. Because the main capital of the tourism industry is natural and cultural capital.

In 2020, it is projected that tourism commodities will be number one. The following is the projection of commodity foreign exchange earnings projection.



Source: Tourism Ministry, 2018

Fig. 2. Projected foreign exchange earnings from major sectors in the Indonesian economy.

But behind the positive impact above, tourism also has a negative impact that must be anticipated. First, when a certain region develops into a tourism destination, the demand for local products and land in the region will increase, so prices will continue to rise. For example, if traditional clothing in an area is in high demand by tourists, a continued increase in prices will cause local residents to no longer be able to buy their own traditional clothing and may have to switch to wearing clothes with fabrics that are much cheaper but imported products. Secondly, the results of research by the United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP) stated that some of the profits generated from the international tourism sector will return to the country of origin of tourists. Foreign exchange leakage (leakage) can occur among others due to: food and beverages and equipment used by hotels / accommodation facilities that must be imported; salaries paid to foreign workers; etc. Third, activities in the tourism sector can cause serious environmental pollution. And finally, the politicization of the tourism sector can also occur in certain matters.

So to anticipate the negative impacts of tourism above, it is necessary to apply the concept of tourism in accordance with

the culture of the majority in Indonesia. The concept is sharia tourism. Why is Sharia, considering that Indonesia is a country with 87% of the population is Muslim and represents more than 13% of the total Muslim population of the world.

Therefore the concept of sharia tourism in theory will be able to ward off the negative impact of the deviation leak above, because it is applied based on Islamic cultural principles and contracts aimed at *mashlahah*. However, for its development it is necessary to conduct a comparative review with conventional tourism as a benchmark to see the challenges and opportunities practically. With the hope of producing an objective and comprehensive synthesis of the concept of developing ideal sharia tourism in Indonesia, especially in West Java.

The term sharia is used in Indonesia to indicate the use of the Islamic system in carrying out economic activities. Starting in the Sharia Banking Industry, which began in 1992, then followed by other sectors, such as Sharia Insurance, Sharia Pawnshops, and since 2013, there has now been a trend of Sharia Hotels and Sharia Tourism. The term sharia is the principles of Islamic law as stipulated in a fatwa and / or has been approved by the Indonesian Ulema Council

According to Tajudin Pogo, the large market share in the halal food industry projects a profit in the development of the industry. But not necessarily can be run easily. In business, including the halal food industry there are challenges in it. Not to mention, the halal food industry is confronted with competitors from sizable capital countries such as New Zealand and Australia as well as several other countries. Where developed countries have hooked most of the markets in many countries.

For this reason, it is necessary to have a strategy in developing the halal food industry. At least there must be several elements that are fulfilled in striving to accelerate the development of the halal food industry, including: industry, government, certification bodies, and academics who play an active role and make good cooperation with industry.

Whereas in West Java there is no special halal area yet, with the design of the West Java halal tourism supply chain system, a halal region will emerge in West Java in Indonesia now the Director General of Marketing and Industrial Development, the Ministry of Industry is preparing the concept of developing halal industrial areas in Indonesia in collaboration with MUI. Viewed from any aspect, Indonesia should be able to develop faster in developing the halal industry. All depends on the political will of the government. The syndrome that develops a lot in the community is something that smells of sharia or halal, instead it contains things that don't sell well. Yet according to the vice president Jusuf Kalla halal labelling has been proven to increasingly provide peace and comfort to the public and tourists. In Muslim countries such as Thailand, Singapore, Japan, Hong Kong, attention to halal tourism is so great. So they can progress and develop by developing the industry.

An excellent style manual for science writers is [4].

IV. ANALYSIS OF THE IMPLEMENTATION AND IMPACT OF RESEARCH RESULTS

A. Policy/Module Application Targets

Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number 1 of 2014 Regarding the Implementation of Tourism Business Certification states that:

- Tourism Business is a business that provides goods and/or services for meeting the needs of tourists and organizing tourism.
- Tourism Business Certification is the process of granting certificates to tourism businesses to support the improvement of the quality of tourism products, services and management of tourism businesses through audits.
- Tourism Business Standards are tourism business qualification formulation and/or tourism business classifications that cover aspects of tourism business products, services and management of Tourism Business Certificates are written evidence provided by tourism business certification bodies to tourism businesses that have met tourism business standards.

Republic of Indonesia Government Regulation Number 50 of 2011 Concerning the National Tourism Development Master Plan for 2010 - 2025. It is stated that the Tourism Destination Area, hereinafter referred to as the Tourism Destination, is a geographical area within one or more administrative areas within which there are Tourist Attractions, Public Facilities, Tourism facilities, accessibility, and communities that are interrelated and complete the realization of tourism. As well as the National Strategic Tourism Area, hereinafter abbreviated as KSPN, is an area that has the main function of tourism or has the potential for the development of national tourism which has an important influence in one or more aspects, such as economic, social and cultural growth, empowerment of natural resources, environmental carrying capacity life, and defence and security.

Most of the potential positive impacts of the design of the halal tourism supply chain system in West Java are the impacts that are felt directly by the environment and social, as well as there are socio-economic and cultural consequences of the influx of tourists from outside the region and changes in local social life. The social and cultural impact will be felt when halal tourism in West Java develops rapidly, an example is the change in the culture of the local community, for example, which originally could not use English, but if tourists are foreigners or foreigners, inevitably the local community will practice and get used to use English. For cultural impact, the local community will be accustomed to maintaining cleanliness and accustomed to preserving the culture of the area because in every halal tour there are performances or tourist attractions that are displayed, so that cultural harmony can be maintained.

For economic impact. Of course, it will be felt by local people around the halal tourist location in West Java. What is most felt is that MSMEs and the household's creative economy will develop, local original income will rise, and the welfare of

the community will increase. Culinary halal tourism will have a positive impact on the economic growth of West Java, so that later the pace of economic growth can be estimated to increase by 1.05% from the previous year. Likewise, socio-economic benefits will arise throughout the operation period of West Java halal tourism as a direct impact of the increased availability of employment and business opportunities, as well as the level of income that can be generated by West Java halal tourism for local residents. Other significant benefits include improving health services, education, training and support for vulnerable people. Table 2 outlines the potential impacts of West Java Halal Tourism activities assessed in the Environmental and Social Impact Assessment (ESIA) document.

V. CONCLUSION

Tourism is a complex, multidisciplinary, multidimensional and multisector activity that involves the government sector, stakeholders, and the community. Tourism is one of the fast growing industrial sectors. And being a supporting sector of the global economy globally, in 2012 it increased by 4% compared to the previous year or accumulated with more than 1 billion tourists traveling abroad [5]. Halal tourism (halal tourism) is a study that began to develop in recent years.

The use of terminology related to halal tourism also varies and is still being debated. Likewise with the main principles and or conditions for halal tourism that have not been agreed upon. However, the availability of halal food, products that do not contain pork, non-intoxicating drinks (containing alcohol), the availability of worship facilities including ablution facilities, the availability of the Qur'an and worship equipment (prayer) in the room, qibla guidance and staff clothes being polite is a requirement that can create a Muslim-friendly atmosphere. An increase in Muslim tourists from year to year is an opportunity and challenge for the tourism sector to develop halal tourism. Many countries (both Muslim and non-Muslim majority) strive 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.

Development of halal tourism in West Java needs to be done, one of them is by conducting various studies or studies. Until now, research related to halal tourism is still limited, especially in Indonesia. For this reason, our research team conducts research on the design of halal tourism supply chain systems in West Java.

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