

Halal Tourism Policy in West Nusa Tenggara Province During the Covid-19 Pandemic

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ABSTRACT

West Nusa Tenggara is a tourism hotspot with the potential to expand halal tourism. Lombok, in particular, is one of the greatest halal destinations, boasting the best halal tourist and halal honeymoon locations in the world. During the Covid-19 outbreak, the study's goal was to look into halal tourism policy in West Nusa Tenggara Province. The research technique, as well as the sort of normative legal study (statutory and conceptual). Primary and secondary legal documents were used in the research. The collection of legal materials was carried out through literature studies and documentation studies and analyzed descriptively analytically. Finally, from the 1945 Constitution of the Republic of Indonesia, Laws, Regional Regulations for the Province of West Nusa Tenggara, and the Regulation of the Governor of West Nusa Tenggara, halal tourism policy in NTB Province was governed in several regulations throughout the Covid-19 period. The tourism policy is implemented by implementing discipline and health protocols for the community, business actors, and tourists by paying attention to cleanliness, health, safety, and environment (CHSE). It is hoped that in the future, after Covid-19 passes, tourists visiting NTB will increase.

Keywords: Covid-19 Pandemic, Halal Tourism, Policy.

1. INTRODUCTION

Indonesia is in a cross position between the continents of Asia and Australia. This cross location helps Indonesia since it has an impact on numerous world cultures and civilizations, as well as the riches of flora and fauna, all of which are resources and capital for increasing the prosperity and welfare of the Indonesian nation, as described in Pancasila. Moreover, the Preamble to the Republic of Indonesia's Constitution of 1945 aspires to it. Indonesian capital must be best utilized through tourism initiatives aimed at increasing national income, expanding and equalizing business and employment opportunities, encouraging regional development, introducing and utilizing tourist attractions and destinations in Indonesia, as well as fostering a sense of patriotism and strengthening international friendships.

The development of world tourism shows a rapid development due to changes in the socio-economic structure of countries in the world and more and more people who have higher incomes. Tourism has also grown into a global phenomenon, transforming into a basic need

and a component of human rights that must be safeguarded. [1]

West Nusa Tenggara Province (hereinafter abbreviated as NTB) is an area that has potential in the tourism sector and develops halal tourism. Lombok, in particular, is one of the top halal destinations in the world, with the best halal tourist and halal honeymoon options. [2]

Halal tourism refers to tourist visits to places and the tourism industry's preparation of sharia-compliant product service facilities and tourism management. [3] The birth of the NTB Provincial Regulation No. 2016 concerning Halal Tourism related to population aspects, namely a relatively homogeneous community both in terms of ethnicity and religion, from the geographical aspect of NTB Province, it is located in the golden triangle of the leading tourism destinations in Indonesia. [4]

The existence of the Covid-19 pandemic in early March 2020 had an effect on tourism life in NTB. The result felt was a decrease in tourists, which can then be seen in table 1 below:

Table 1. Number of Tourist Visits to NTB Province 2017-2020 Period

Year	Type of Visitors		Total
	Domestic Tourists	International Tourists	
2017	2.078.654	1.430.249	3.508.903
2018	1.800.000	1.000.000	2.800.000
2019	1.550.791	1.550.791	3.706.352
2020	360.613	39.982	405.595

Source: BPS: NTB In Figures 2020

If observed in table 1, it is known that the number of tourists visiting NTB before the Covid-19 Pandemic decreased in 2018. This was due to an earthquake that hit NTB. In 2020 tourist arrivals fell drastically due to the Covid-19 Pandemic. This study highlights the halal tourism policy in NTB during the Covid-19 pandemic.

2. METHODS

The research technique is normative legal research, which includes both a statutory and a conceptual approach. Primary and secondary legal documents were employed in this case. Literature and documentation studies are used to collect legal materials, which are then studied descriptively and analytically.

3. RESULT AND DISCUSSION

Halal tourism is not an exclusive tour but is the development of new universal values such as local

wisdom that provides benefits to the community, non-Muslim tourists can also enjoy services based on halal values. [5]. Halal tourism encompasses not only the presence of pilgrimage and religious locations, but also the presence of supporting amenities such as halal restaurants and hotels, as well as places of worship. [6]

The general public still does not understand the primary meaning and purpose of halal tourism, both business actors and tourists. This is the main task of relevant stakeholders to more aggressively explain the primary meaning of halal tourism. Tourism development during the Covid-19 pandemic is carried out through the support of government agencies that issue certificates in the form of clean, health, safety, environment (CHSE) certificates for business and tourism activists. [7]

The regulation of halal tourism policies in the NTB Province during the Covid-19 period can then be seen in table 2, as follows:

Table 2. Regulation of Halal Tourism Policy in NTB Province during the Covid-19 Period

Regulation	Substance
The Constitution of 1945 of the Republic of Indonesia	To perform its autonomy and assistance functions, the Regional Government has the authority to impose regional and other rules (Paragraph 18 of Article 18) (6).
The law Number 10 of 2009 relating to Tourism	The tourist development master plan, which includes the national tourism development master plan, the province tourism development master plan, and the regency/municipal tourism development master plan, is used to guide development (Paragraph 8 of Article 8) (1).
Law No.23 of 2014 regarding Regional Government	Regulate some aspects of government connected to tourism (Article 12 paragraph (3) letter b). The regions create a regional regulation that governs the implementation of regional autonomy and co-administration tasks. The DPRD creates regional rules with the permission of the regional heads (Article 236).
Minister of Tourism and Creative Economy Regulation No. 2 of 2014, relating to Sharia Hotel Business Implementation Guidelines	Increase the competitiveness of tourism locations by incorporating sharia ideals into tourism activities and offering sharia-compliant facilities and services.
West Nusa Tenggara Province Regional Regulation No. 7 of 2013 on the Master Plan for Regional Tourism Development 2013-2028	A Master Plan for Regional Tourism Development for 2013-2028 is required to implement the provisions of Article 9 paragraph (2) of Law No. 10 of 2009 concerning Tourism.
West Nusa Tenggara Province Regional Regulation No. 2 of 2016 concerning Halal Tourism	Halal tourism is a concept that incorporates sharia ideals into tourism activities by offering sharia-compliant facilities and services.

NTB Provincial Regulation No. 7 of 2020 relating to Control of Infectious Diseases	In order to preserve, protect, and promote public health in the face of the transmission of infectious illnesses that are on the rise, such as the Covid-2019.
Governor of West Nusa Tenggara Regulation No. 51 of 2015 regarding Halal Tourism	To give visitors with security and comfort of service so that they may enjoy halal tourist visits and travel with ease in line with the idea of halal tourism, which is a concept that integrates tourism by providing facilities and services in accordance with sharia laws.
Governor Regulation No. 50 of 2020 on the Implementation of Health Protocols in Efforts to Prevent and Control Covid-19 in West Nusa Tenggara	In the context of implementing health protocols in a disciplined manner in every sector of life as an effort to tackle the spread of Covid-19, this was followed by an appeal by the Head of the NTB Tourism Office dated June 23, 2021, in Efforts to Implement Health Discipline and Protocols in the NTB Gemilang Tourism Village Area by calling on tourist villages to be verified and certified for cleanliness, healthy, safety, environment (CHSE).

Source: Processed Primary Legal Materials

In table 2, it is known that the regulation of halal tourism policies in the Province of NTB during the Covid-19 period was regulated in various regulations starting from the 1945 Constitution of the Republic of Indonesia, Laws, Regional Regulations of the Province of NTB, regulation of the Governor of NTB. Handling Covid-19 in order to restore conditions, especially at tourist sites, by implementing discipline and health protocols that must be verified and certified for cleanliness, health, safety, environment (CHSE).

Halal tourism policies during the Covid-19 period lead to the use of technology systems and changes in people's behavior. Utilization of technology using online and virtual systems and people's behavior must change towards social safety, awareness of managers and visitors in interacting, sanitation, health and hygiene, comfort, and security are priorities and welcome the new normal to be implemented. [8]

Thus, the halal tourism policy in NTB Province during the Covid-19 period was implemented by implementing discipline and health protocols for the community, business actors, tourists by paying attention to cleanliness, health, safety, environment (CHSE), and is expected in the future. after Covid-19 passes, tourists visiting NTB will increase.

4. CONCLUSION

Halal tourist policy in NTB Province during the Covid-19 period was governed by a number of rules, beginning with the Republic of Indonesia's Constitution of 1945, laws, regional regulations for the Province of West Nusa Tenggara, and the Governor of West Nusa Tenggara's Regulation. The tourism policy is implemented by implementing discipline and health protocols, both for the community, business actors, tourists by paying attention to cleanliness, health, safety, environment (CHSE)., and it is hoped that in the future, after Covid-19 passes, tourists visiting NTB will increase.

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