

Implementation of Concept 'Halal Tourism' in Nusa Tenggara Barat and Their Effect in Increasing Number of Tourists

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ABSTRACT

Tourism is one sector that can intensify employment and growth of economic in Indonesia. The development of halal tourism can be seen from various countries, both countries with most Muslims and non-Muslims, including Indonesia. Several regions have implemented the concept of halal tourism, one of which is Nusa Tenggara Barat. Nusa Tenggara Barat has issued Governor Regulation Number 51 in 2015 with regard to halal tourism and regional regulation number 2 in 2016 regarding halal tourism. The scope of regulation of halal tourism in this regional regulation includes a. destination; b. marketing and promotion; c. industry; d. institutional; e. guidance and supervision; and f. financing. After 5 years of issuing the regulation, it would be interesting to examine the implementation and impact of the increase in tourists visiting Nusa Tenggara Barat. This research was conducted through empirical legal methods by studying secondary data in the reports from government agencies and Nusa Tenggara Barat of Ulema Council and primary data obtained through the observation and interviews. The results showed that Regulation of Governor Number 51 in 2015 with regard to halal tourism and regional regulation number 2 in 2016 concerning halal tourism have been carried out by the tourism managers in Nusa Tenggara Barat, including hotels, restaurants, and also restaurants as food and beverage product business actors. Regulation of Governor and Nusa Tenggara Barat of Regional Regulation on Halal Tourism have impacted the increase of the number of tourists visiting Nusa Tenggara Barat.

Keywords: Halal, Tourism, Tourist.

1. INTRODUCTION

Tourism is one sector that can improve employment and economic growth in Indonesia. [1]. The development of halal tourism is carried out by various countries, including Indonesia. [2] Several regions have implemented the concept of halal tourism, one of them is Nusa Tenggara Barat. [3] Nusa Tenggara Barat began to develop halal tourism in 2015 by issuing Governor Regulation Number 51 in 2015 with regard to Halal Tourism and Regional Regulation Number 2 in 2016 concerning Halal Tourism. Halal tourism is calmer for Muslim and non-Muslim tourists since it is safer and more comfortable. They are not bothered by other tourists who drink liquor. Four areas have been designated as the facilities of choice for halal tourism, like hotels and travel agency restaurants. For these four fields, halal certification was carried out by the National Sharia Council (DSN) - the Indonesian Ulema Council (MUI), and Institute for the Study of Food, Drugs, and Cosmetics Indonesian Ulema Council (LPPOM). [4]

In Nusa Tenggara Barat, Governor's Regulations and Regional Regulations mentioned above, the scope of the regulation of Halal Tourism includes a. destination; b. marketing and promotion; c. industry; d. institutional; e. guidance and supervision; and f. financing. After 5 years of the issuance of the regulation, it would be interesting to examine how it is implemented and its impact on increasing the number of tourists visiting the West Nusa Tenggara area. The research was conducted through empirical legal research methods by studying secondary data in reports from government agencies and the West Nusa Tenggara Ulema Council (MUI) and primary data obtained through observation and interview.

2. RESULT AND DISCUSSION

2.1 The Conceptualization of halal tourism

Several terms mean the same as the term halal tourism, namely Sharia Tourism, Halal Travel, Moslem Friendly Destinations, Islamic Tourism. or religious

Islamic tourism sharia travel. [5]. The word halal in the comes from the Arabic *Halla, yahillu, Hillan, wahalalan* which means justified or allowed by sharia law. It has meaning as something that is allowed or permitted by God. The word is a significant source and not only related to food, but also enters all aspects of life, such as banking and finance, cosmetics, work, tourism, and more. [6]. While, halal tourism is one of the emerging concepts related to halal and has been defined in many ways by experts including: [7] Battour and Ismail (2016) stated that what is meant by halal tourism is an activity in tourism that is 'permitted or permitted' according to the teachings of Islam. Islam. Meanwhile, according to Mohsin, [8] halal tourism is The provision of tourism products and services that meet the needs of Muslim tourists after the teachings of Islam. Meanwhile, Halbase [9] defines *halal tourism* as tourism that offers tour packages and extraordinary destinations to meet the considerations and needs of Muslims. Meanwhile,

according to Amini Amir Abdullah et al., Islamic tourism is not only related to religious values but comprehending every walk of life that is not contradicting Islam. [10]

In Indonesia, the concept of halal tourism is the form of culture-based tourism that puts the values and norms of Islamic law as its foundation. Halal tourism is new concept in tourism studies. The concept of halal tourism puts forward Islamic values. Halal tourism complements existing conventional tourism. The position of halal tourism is alternative for the Islamic tourists who want to get tourist needs and spiritual needs. Halal tourism is not only owned by Islamic tourists. Non-Islamic tourists are also allowed to enjoy halal tourism in the context of tourism development. Halal tourism cannot be separated from religious tourism, sharia tourism and then develops into halal tourism [11]. The diversity between the four types of tourism can be seen in three aspects: objects, goals, and targets. This can be explained through the Table 1 below; [12]

Table 1. The Comparison of the Four Types of Tourism

No	Comparison	Conventional	Religion	Sharia
1	Objects,	Realm, culture, heritage and food	Places of worship and historical relics	all
2	Goals	Amusing	Intensify spirituality	Increase spirituality by entertaining
3	Targets	Touching satisfaction and the fun lust dimension	Spiritual aspects	Fulfill wish and fun as well as Grow awareness religious.

Tourist destination as halal tourism is as the company that focuses on developing halal tourism which has conducted studies in 130 countries, showing six basic needs of Muslim tourists, like: [13] (1) Free of liquor, pork; (2) Availability of worship facilities; (3) Bathroom with water for flushing; (4) Services during the month of Ramadhan, for instance, sahur meals; (5) Inclusion of non-halal label if there is non-halal food; (6) Recreational facilities that keep privacy. While, the Global Muslim Travel Index (GMTI), a standard drawn up by Crescent Rating, has also been good in identifying halal tourism standards in the world as follows: (1) Family Friendly Destinations: (2) Tourist destinations must be family and child friendly; (3) Public security for Muslim tourists; (5) Muslim tourist arrivals is quite crowded (6) Services and Facilities at Muslim-Friendly Destinations: (7) Food choices that are guaranteed to be halal; (8) Easy access to worship and good conditions; (9) Muslim-friendly airport facilities; (10) Adequate accommodation options; (11) Halal Awareness and Destination Marketing; (12) Ease of communication; (13) Outreach and awareness of the needs of Muslim tourists; (15) Air transportation connectivity; (16) Visa requirements.

2.2 The Concept of halal tourism in the West Nusa Tenggara regional regulation

Indonesia is the country with the largest population of Muslim. According to the Central Statistics Agency in 2018, 86.7% of 267,670,543 population are Muslims, 7.6% Protestant, 3.13% Catholic, 1.74 % Hindu, 0.77% Buddhist, 0.03% Confucian, 0.04% other religions. [14]

Indonesia empowers this potential to continue to increase halal tourism. Very strategic geographical conditions support this. Indonesia's tropical climate makes this country rich in flora and fauna. This high biodiversity causes Indonesia has great potential as the tourist destination. The tourism products are grouped into three things, like natural, cultural, and artificial tourisms. [15]

In developing halal tourism, Indonesia attempts to increase the presence of sharia hotels. Through the Regulation of Minister of Tourism and Creative Economy of Indonesia has made guidelines for the implementation of sharia hotels. The Sharia, in this respect, is the principles of Islamic law as regulated by fatwas and also approved by the Indonesian Ulema Council (MUI).

At the end of 2019, there are only five halal-certified hotels in Indonesia, all three-star.” The five hotels that have already bagged halal certificates like the Solo Syariah Hotel, Sofyan Betawi Menteng Jakarta, Sofyan Tebet, and two hotels in Aceh. Based on online data from the Central Indonesian Ulema Council (MUI) LPPOM, halal-certified restaurants in Indonesia are only 5,663 outlets. While, the number of halal products in Indonesia, based on the Institute for the Study of Food, Drugs, and Cosmetics, the Indonesian Ulema Council (LPPOM MUI) is 688,615 pieces.

Several regions in Indonesia have developed the concept of halal tourism, that is, Nusa Tenggara Barat. The Government of Nusa Tenggara Barat has developed halal tourism in this area since 2015 through issuing Governor Regulation Number 51 in 2015 with regard to Halal Tourism and strengthened by Regional Regulation Number 2 in 2016 concerning Halal Tourism. The scope of regulation of Halal Tourism in this Regional Regulation includes a. destination; b. marketing and promotion; c. industry; d. institutional; e. guidance and supervision; and f. financing. In Perda II, what is meant by Halal Tourism is tourism visit activities with tourism destinations and the tourism industry that prepares product facilities, services, and also tourism management that fulfills Sharia.

The things that show the halalness of tourism according to the regulation include:

1. Public facilities, that include places of worship and holy places for Muslim tourists;
2. Halal food and drink;
3. SPA, Sauna and Massage Griya Entrepreneurs;
4. There is Qibla direction in the hotel room;
5. There is information on the location of the nearest mosque;
6. Information on halal/non-halal products;
7. Availability of separate ablution places for men and women;
8. Supporting facilities to prayers; and
9. Separate urinals for men and women and make them easier to wash.

The principle of Halal Tourism according to the Governor’s Regulation and the Regional Regulation are explained as follows:

1. Managers of halal tourism destinations must build public facilities to encourage the convenience of halal tourism activities. What is meant by public facilities consist of: a. places and equipment for Muslim tourists’ worship; and b. purification facilities that meet sharia standards;
2. The conventional^[16] tourism industry must provide a. Qibla direction in the hotel room; b.

nearest mosque information; c. places of worship for tourists and Muslim employees; d. information on halal/non-halal products; e. separate ablution places for men and women; f. supporting facilities for performing prayers; and g. separate urinal for men and women and make it easier to wash.

3. Accommodation must at least meet the following: a. adequate facilities are available for washing; b. available facilities that make it easier to worship; c. available halal food and drink;
4. Food and beverage providers in Halal Tourism include restaurants, bars (shops), cafes, and catering services. a. must guarantee the halalness of the food/beverage served, starting from providing raw materials to the presentation process as evidenced by a halal certificate; b. If the halal certificate has not been fulfilled, each food and beverage provider must include the words halal/non-halal on each type of food/beverage; and maintaining a healthy and clean environment; c. As referred to in paragraph (2), Halal food and drinks are in accordance with the standards set by the MUI National Certification Board (DSN-MUI).
5. Every halal SPA, Sauna, and Massage (Massage) entrepreneur must provide a. separate treatment rooms for men and women; b. mind therapy and physical exercise therapy do not lead to shari’ah violations; c. male therapists exclusively for men and female therapists exclusively for women; and d, facilities that make it easier to pray.
6. Every halal SPA, Sauna, and Massage Griya entrepreneur must: a. use products with the official halal logo; b. The products with the official halal logo include 1) spice ingredients; 2) scrub; 3) masks; 4) aromatherapy; and 5) facial, hair, hand, and nail care ingredients.

To implement the principle of halal tourism, Government of Nusa Tenggara Barat has collaborated with the MUI and LPPOM as well as the Culture and Tourism Office and Micro, Small, and Medium Enterprises (MSMEs) to carry out halal certification in hotel restaurants, non-hotel restaurants, restaurants (Catering), (MSMEs). Drinking and Bottled Water (AM DK), Slaughterhouse (RPH) and Poultry Slaughterhouse (RPU), and Cosmetics. The number of Restaurants, Catering, Small and Medium Enterprises ((UKM), (AMDK), (RPH/RPU), and Cosmetics that have been certified halal is as in the table below:

Table 2. List of LPPOM MUI Halal Certificates Nusa Tenggara Barat

Year	Restoraunt	Catering	UKM	AMDK	RPH/U	Cosmetics	Amount
2012	6	-	239	-	-	-	245
2013	1	-	226	-	-	-	227
2014	2	-	180	-	-	-	182
2015	80	20	75	-	-	-	175
2016	135	262	279	-	-	-	676
2017	57	15	347	9	2	-	432
2018	15	10	72	3	1	-	101
2019	10	9	71	3	-	-	93
2020	3	4	52	1	3	2	5
2021	5	2	2	3	2	-	14
JLH	316	322	1.536	19	8	2	2.230

Source: Report of the Indonesian Ulema Council of Nusa Tenggara Barat, 2021

Note: The restaurant here includes hotel and non-hotel restaurants as well as restaurants.

From the data above, it can be seen that the number of restaurants that have been certified halal in NTB to date is 316, Catering (322), UKM (1,536), bottled water (19), RPH/RPU (8), and Cosmetics (2). SME catering, bottled water, RPH/RPU, and Cosmetics as a whole in NTB, not all have been certified.

Governor's Regulation and the Nusa Tenggara Barat Regional Regulation on Halal Tourism have had significant effect on the number of Halal-certified Restaurants, Catering, SMEs, AMDK, RPH/RPU, and Cosmetics. This can be seen from the increasing number

of certifications for the restaurants, SME catering, bottled water, RPH/RPU, and cosmetics, which increased sharply in 2016 and 2017.

With regard to the implementation of Halal Tourism concept as regulated, it can be known that several hotels have accommodated the provisions contained in these regulations. The data from the MUI indicates that the names of hotels reported by the government that has accommodated the provisions of the Governor's Regulation and Nusa Tenggara Barat Regional Regulation are as shown in the table below.

Table 3. List of Hotels in Nusa Tenggara Barat in 2019 that implement Halal principles according to the 2016 Nusa Tenggara Barat Regional Regulation

No	County/City	Star Hotels	Non-Star Hotels	Amount
1.	Mataram City	29	124	153
2.	Lombok Barat	38	163	201
3.	North Lombok	9	583	592
4.	Central Lombok	6	107	113
5.	East Lombok	3	144	147
6.	West Sumbawa	1	35	36
7.	Sumbawa	7	53	60
8.	Dompu	0	36	36
9.	Bima	0	15	15
10.	Bima City	0	18	18
TOTAL		93	1.278	1.371

Source: NTB MUI Report, 2021.

The halal principles that the hotel has applied are

1. Public facilities which include places of worship and places of worship for Muslim tourists;
2. Halal food and drink;
3. SPA, Sauna and Massage Griya Entrepreneurs;
4. There is a Qibla direction in the hotel room;
5. There is information on the location of the nearest mosque;
6. Information on halal/non-halal products;
7. Availability of separate ablution places for men and women;
8. Supporting facilities for performing prayers; and
9. Separate urinals for men and women and make them easier to wash.

According to the MUI, hotels with swimming pools are expected to separate the baths for Muslim tourists and Muslim tourists, which are currently one open space.

It is not difficult for the hotel managers and restaurant managers in Nusa Tenggara Barat to implement sharia principles because the majority of the population of Nusa Tenggara Barat is Muslim, so that, since the concept of halal tourism has not existed, hotel and restaurant managers have served halal food. Likewise, the availability of worship facilities is also straightforward to find in Nusa Tenggara Barat. There are 4,500 mosques spread over 598 villages and sub-districts. So that, Nusa Tenggara Barat is also province which full of thousand mosques.

2.3 The Influence of Halal NTB Regional Regulations

To see the trend and influence of the Regional Regulation, it can be known that the number of tourists who visited NTB before the application of the concept of halal tourism with the Governor's Regulation and the

Nusa Tenggara Barat Regional Regulation after the implementation of the halal tourism concept with the Governor's Regulation (2015) and the Governor's Regulation (2016).

Table 4. Number of Tourists visiting Nusa Tenggara Barat (2014-2019).

No	Year	Foreign Tourists		Domestic Tourists		Amount	
		Estimate	Realization	Estimate	Realization	Estimate	Realization
1	2	3	4	5	6	7	8
1	2014	637,200	752,306	866,200	876,816	1,503,400	1,629,122
2	2015	697,363	1,011,146	1,008,037	1,199,381	1,705,400	2,210,527
3	2016	1,111,292	1,404,328	1,258,927	1,690,109	2,370,219	3,094,437
4	2017	1,750,000	1,430,249	1,750,000	2,078,654	3,500,000	3,508,903
5	2018	1,500,000	1,204,556	2,500,000	1,607,823	4,000,000	2,812,379
6	2019	-	1,550,791	-	2,155,561	-	3,706,352

Source: NTB Tourism Office Report, 2021.

Considering the data presented in table 3 above, the number of tourists visiting Nusa Tenggara Barat increased rapidly after 2015. The number of tourists after 2015 averaged above 3000 people, namely 3,094,437 people in 2016, 3,508,903 people in 2017, 2,812,379 in 2018, and 3,706,352 in 2019, While before the Governor's Regulation and Regional Regulation namely in 2014, the number of tourists visiting Nusa Tenggara Barat was only 1,629,122 and in 2015 amounted to 2,210,527. Thus, there is a significant influence on the application of the concept of halal tourism with the Governor's Regulation and the Nusa Tenggara Barat Regional Regulation on the increase in the number of tourists to Nusa Tenggara Barat Province.

3. CONCLUSION

Halal tourism in Indonesia is embraced. Some regions in Indonesia, like Nusa Tenggara Barat, have started implementing the concept of Halal Tourism. Nusa Tenggara Barat has implemented the concept of halal tourism since 2015 with the issuance of Governor Regulation Number 51 in 2015 and Regional Regulation Number 2 in 2016 with regard to Halal Tourism. Since the issuance of the Governor's Regulation and Regional Regulation, several managers of tourist destinations, hotels, and also restaurants have adapted their businesses to the principles of halal tourism as regulated in the two regulations, including halal certification of food and beverage products as well as restaurant management and cosmetics. From the study results, 316 hotels have been certified halal by LPPOM MUI, 322 caterers, 1,536 Small and Medium Enterprises, 19 Mineral and Packaged Water (AMDK), 8 Slaughterhouses/Poultry Slaughterhouses

(RPH/ RPU), and 2 Cosmetics. From the results of the study, it appears that the issuance of Governor Regulation Number 51 of 2015 and Regional Regulation Number 2 of 2016 concerning Halal Tourism has a significant effect on increasing the number of tourists, both foreign tourists (Wisman) and Nusantara tourists (Wisnu) to West Nusa Tenggara. If before the issuance of the Governor's Regulation and Regional Regulation the number of tourists only amounted to 1,629,122 (in 2014) and 2,210,527 (in 2015, then after the issuance of the Governor's Regulation, the number of tourists increased by an average of over 3000 people per year namely: 3,094,437 people in 2016, 3,508,903 people in 2017, 2,812,379 in 2018 and 3,706,352 in 2019.

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