



A Destination Aspect of Readiness for Halal Tourism in West Kalimantan

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Abstract. This study aimed to select the halal destination which is prepared to be developing. The tourism industry is one that plays a significant part in the economic development of a nation and even a region. Different ideas and improvements are put forth in developing tourism attractions. Halal tourism is now evolving as a concept for tourism growth. The term “halal tourism” does not refer to studying Islam, but rather to a way of life because the word “halal” is used in many different contexts around the world, not just in relation to food but also to the complete travel experience. It is actually not difficult to create halal tourism in West Kalimantan, which is known as the island with the longest river and a majority Muslim population, and has an assortment of natural and cultural tourist attractions. In West Kalimantan, it is anticipated that all strategically important tourist destinations will help halal tourism grow. Therefore, to enhance West Kalimantan’s status as a halal tourist destination, this study intends to describe the readiness of West Kalimantan as one of the strategic provinces of regional tourism. This study departs from specific notions or theories that are used as a basis for describing the phenomenon of halal tourism and instead use a qualitative descriptive method with a content analysis research approach. According to the study’s findings, there is a thorough understanding of and reaction to support from tourism industry players, community involvement, tourism service providers, ownership of halal certification for hotel, restaurant, and SPA providers, training, and the use of science and technology, particularly when it comes to informing the public about halal accommodation options through electronic platforms.

Keywords: Destinatio Aspect · Readiness · Halal Tourism · West Kalimantan

1 Introduction

As a sector of the domestic travel and tourism market, halal tourism in Indonesia has tremendous economic prospects. The goal of the tourism sector is to increase government revenue along with providing physical and psychological benefits to travellers. Halal tourism welcomes all visitors which is not exclusive (Muslims and Non-Muslims). The tourist industry in Indonesia offers various comparable and competitive advantages. The Indonesian tourist sector is expected to generate US \$ 20 billion, or almost IDR 300 trillion, year, according to the ministry of tourism. Additionally, the increase in foreign

currency will directly enhance the nation's economy and general well-being. The Minister of Tourism and Creative Economy stated that in recent years, the tourism sector's contribution to the national economy has been increasing.[1] (Joint Team, 2019) The tourism sector is one of the leading sectors that significantly contributes to Indonesia's national income[2].

An emerging trend in the globalization of the Islamic economy is the halal sector. Halal tourism is a branch of the Islamic economy that is used by non-Muslim nations, including Japan, Australia, Thailand, and New Zealand as well as Muslim majority nations. The likelihood that tourists will return to such a destination is significantly influenced by the presence of Muslim-friendly services nearby. A challenge for destinations in rural areas, meanwhile, is ensuring visitor satisfaction. It's interesting to note that most Indonesia's tourism attractions are little towns, like the East Javan settlement of Malang[3]. A 2019 investigation by [4]. According to Laka's research, regional tourism contributes to regional revenue and has a substantial and crucial impact on indigenous income, as well as the local economy [5].

One of the tourism sectors that has seen a reasonable amount of growth and popularity among both domestic and international travellers is halal tourism in Indonesia. as argued in his research by Rusli and his team. Indonesia can take steps to enhance economic development through the halal tourism industry given the availability of the physical environment, cultural, and artificial attractiveness, as well as having the biggest number of Muslim populations in the world. To attract in both domestic and foreign tourists, it is imperative to enhance tourism attractions, infrastructure, and amenities, as well as boost their quantity and quality [5–7].

Halal tourism is a fast-expanding market segment not only in Muslim nations and internationally, according to (Chookaew, et. al. 2015). It's fascinating to note that the halal tourism business is constantly producing travel services that cater to Muslims, such as airlines, hotels, and restaurants [8].

According to demographic characteristics, the potential for Muslim tourists is estimated to be quite large because there are many Muslim countries with large Muslim populations, such as Turkey, Indonesia, Malaysia, Brunei Darussalam, and Middle Eastern nations. These buyers are typically young, educated, and have a lot of disposable income. In 2010, there have been 1.6 billion Muslims worldwide, or 23% of the world's population, according to the US polling agency Pew Research Center. With 2.2 billion people, or 31% of the world's population, Muslims are the second most numerous religions after Christians. (Worldaffairs Journal, 2015).

Because of its natural beauty and richness, Indonesia has a very high potential for tourism. Indonesia is home to a wide range of cultures, languages, and intriguing local wisdom. According to Samori, Salleh, and Khalid (2016), this distinction makes the growth of halal tourism a viable choice for Indonesia's tourism sector, in line with the trend of halal tourism, which is a component of the world's Islamic economic industry.

As per RIPPARDA for the period of 2017 to 2032, West Kalimantan Province is a province with significant tourism potential, with favourable geographic and demographic conditions for the growth of the industry. It has also been named a national tourism strategic area, which is thought to be the main driver of the industry's expansion and has significance beyond Kal-Bar.

The amount of tourist attractions has an impact on the tourism industry as well. West Kalimantan had a shift in the number of tourist attractions in 2017; in contrast to 2016, when there were 462 attractions, there were 556 attractions in 2017 due to the addition of 92 items. Here are the statistics on the growth of the various tourist attractions.

Considering that there is an immense opportunity for expansion in the area, which includes natural tourism, botanical tourism, cultural tourism, and tourism for its natural beauty and distinctive culture, as well as the fact that most residents are Muslims, it will strengthen its potential to serve as a halal tourist destination for other Indonesian provinces. As a result, West Kalimantan offers extremely promising futures that must be exploited right away to taking advantage of chances for the requirements of the society as a whole. However, for these locations or tourist attractions to thrive, industry, balanced growth, and effective marketing are required.

Islands with a stunning landscape, Indonesia is a treasure between two oceans. Due to Indonesia's advantageous geographic location, trade routes are available to all nations travelling via Indonesia, which supports Indonesia's economic development. With stunning scenery and charming towns, Indonesia promotes itself to the rest of the world as a desirable travel destination. The tourism industry is one of economic cornerstones of the country. Due to its strategic location, Indonesia attracts a large number of domestic and international travellers via land, sea, and airports [9].

Therefore, the features and authenticity of local wisdom must therefore be preserved so that tourists can continue to buy and enjoy them as tourist spots in Indonesia.

Being the second-largest island after the island of Java, West Kalimantan has the potential to have lucrative tourism attractions. Anthrax development, easy access to tourist attractions, and investment to support the realization of halal tourism destinations in West Kalimantan must be continuously carried out in an integrated and sustainable manner along with the development of infrastructure, public facilities, and tourism facilities as well as community empowerment.

2 Literature Review

2.1 Halal Destinations

An archipelago with a stunning landscape, Indonesia is a treasure between two oceans. Due to Indonesia's advantageous geographic location, trade routes are available to all nations travelling via Indonesia, which supports Indonesia's economic development. With gorgeous views and charming towns, Indonesia promotes itself to the rest of the world as a desirable travel destination. The tourism industry is one of the economic cornerstones of the country. Due to its strategic location, Indonesia receives a lot of domestic and international tourists by land, sea, and air [9]. Because local wisdom can be eventually marketed to tourists and enjoyed by them, places in Indonesia must continue to advance while sustaining its own qualities.

As the second-largest archipelago after Java, West Kalimantan has the potential to market tourist attractions. It is necessary to keep an integrated and sustainable approach to the development of infrastructure, public amenities, and local attractions, as well as community empowerment. This approach must take into consideration the creation of

halal tourism destinations in West Kalimantan as well as the creation of attractions and easy access to tourist destinations.

2.2 Halal Tourism Industry

Tourism-related activities involve an attempt to satisfy people's desires for enjoyment. The services offered by specific parties allow for the enjoyment. The tourism sector is made up of various associated enterprises that cater to both travellers' and travel agencies' demands by producing goods and/or services. Different economic sectors, including hotel services, transportation services, entertainment services, tour delivery services, and more, manufacture tourist products. The streets and the friendliness of the people are services that the community offers. Generated by nature, such as in the form of untouched fields, seas, and so forth [10].

2.3 Tourism Institutions

The tourism institution, according to regional regulation no. 3 of 2018, is a unity of elements and their networks developed and organized by the government, local government, private sector, and community, as well as human resources, regulations, and operational mechanisms. These elements and networks are continuously producing modifications to achieve goals in the field of tourism.

In the meantime, [11] asserted that community involvement and participation in tourism institutions can serve as an alternate answer. They can still prepare labour to support tourism when viewed within the framework of work in the community. The establishment and growth of potent tourism institutions can be used to develop tourist attractions. To increase the community's readiness and concern in managing, preserving, and utilizing the natural potential that is a tourist attraction, the Tourism Awareness Group (POKDARWIS) was established as an outgrowth of the Tourism Office. Its task and function are to act as a motivator, mobilizer, and communicator. In addition to overseeing community members' involvement in tourism-related activities, providing coaching and mentoring, and creating tour packages, POKDARWIS also acts as a promoter to publicize these tourist attractions [11, 12]).

3 Methodology

Qualitative content analysis is used in this investigation. As content analysis has been used in research since the eighteenth century in Scandinavia, the term "content analysis" has been written in Webster's Dictionary of the English Language since 1961. It is defined as "analysis of the manifest and latent content of a body of communicated material (as a book or film) through classification, tabulation and evaluation of its key symbols and themes to ascertain its meaning and probable effect" [13, 14].

4 Finding and Discussion

The name "Thousand Rivers" is given to the province of West Kalimantan (West Kalimantan), which has a The Kapuas River is the longest river in Indonesia. Besides, West Kalimantan has also 584 tourist destinations spread across 14 regencies/cities, according to records in the field of destination development and the tourism industry, which the researcher will explain. These destinations include Pontianak City (18), Singkawang City (25), Kubu Raya Regency (53), Landak Regency (32), Bengkayang Regency (59), Sambas Regency (67), Sanggau Regency (62), Sintang Regency (61). The research condensed the information from the interviews into eight top tours, including the Pontianak City Equator Monument (Tugu Khatulistiwa), Bengkayang Regency, Lemukutan Island, Sambas Regency, Weaving Tourism Village (tenun), Landak Waterfall District 7 (seven) Rim Manangar Levels, Sintang Regency, Dark Hills Nature Reserve (bukit Kelam), Kapuas Hulu Regency, Betung Kerihun National Park, Danau Sentarum, North Kayong Regency, Kari West Kalimantan has a range of tourist spots that might be improved to offer local and foreign visitors an alternative destination. The competitiveness of regional tourism can be improved by strengthening management of currently available natural resources [15].

The availability of halal restaurants, the presence of shopping, culinary, and sight-seeing, tourism products, the establishment of cultural arts performances that do not infringe Islamic law, the appearance of appropriate places of worship and purification, as well as sanitation and the surrounding environment for tourists, are the main indicators that measure the readiness of halal tourism destinations in the Pontianak city. The study demonstrates that the six factors offer the valuable contribution to the growth of Islamic tourist potential in Pontianak City. The six factors combined yield a total score for the Islamic tourism attraction variable of 2119 on a maximum score of 3000. Because the Pontianak City Government has not yet specifically launched a sharia tourism program, the distribution of the percentage of respondents' perceptions of having the largest area in the Neutral category may have occurred. As a result, the responses provided by respondents tend to be neutral. However, when all responses are considered, 71 percent are at the Good or Ready level, indicating room for improvement [16].

4.1 The Development of *Public Facilities*

Local governments promote halal tourism in coasts where religious facilities are independently established by residents and whose development is absolutely necessary, such as the Qibla (smallest object) in the prayer room, hotels (lodging), and halal certification (still in process). All visitors to tourist destinations, whether Muslim or not, get the right to safety, comfort (prayer, enjoyment of public amenities without interference, etc.), and security. As a result, we will analyze numerous aspects of the preparedness of halal tourism in West Kalimantan from the perspective of destination readiness in the discussion section and the study's findings. In essence, the idea of halal is a consumer right (Muslims and non-Muslims). The term friendly, which means cordial, has the same sense (from the perspective of the offered services, attractions, and security).

To make access to tourist destinations easier, sustainable infrastructure development is still being done. Simultaneously inside and outside the borders of the city of Pontianak,

including Mempawah Regency, Sungai Duri, Bengkayang, Singkawang City, and Sambas Regency. The conditions of several access routes, including the provincial roads in the Kubu Raya Regency region, are still not ideal. The provincial authorities continue to pay this road little care. The construction of a prayer room and the provision of restrooms by tour operators are just two examples of how public infrastructure and facilities are being developed in tandem with the local community's (pokdarwis) awareness of the importance of services with the most amenities and attractions possible.

4.2 The Development of Tourist Attraction

Both cities and neighborhoods are still working on developing their tourist attractions. Numerous artificial tours have been constructed, as done by the Pontianak city authority (water fronts, floating restaurants, etc.) The local government continues to oversee coordination and development, just like with the equator monument. Bengkayang Regency is a location that offers the most fascinating attractions outside of the city, including Lumukutan Island, Randayan Island, Go Home Kabung, Big Stylist Island, and many more that have lovely charms. The development of public amenities to support these attractions strikes a balance with each of these tourist spots.

Halal tourism has developed in numerous regions, despite the fact that West Kalimantan does not yet have rules that properly govern it. Sambas Regency, where the majority of people are Muslims, Bengkayang Regency, and Kubu Raya Regency, which is well known for its religious tourism, are some of the regions that have paved the way for halal tourism. Many tourist spots, including Paloh Village, Sambas Regency, Mempawah Regency with its Agung Mosque, Bengkayang Regency with Lumukutan Island, Randayan Island, Kabung Island, and other beaches, have unintentionally adopted halal tourism. The Kubu Raya Regency is well known for its religious tourism, mangrove tours, and river crossing trips. Additionally, the natural features in the village of strong currents provide wonderful attractions for tourists.

4.3 Empowerment of Community

Up until now, the government has empowered the community by forming tourism-awareness organizations (pokdarwis). Each organization is in charge of the services, recommendations, and facilities provided to ensure the security and comfort of visitors to the area's tourism spots. Pokdarwis plays a number of functions, one of which is motivator. Pokdarwis is charged with encouraging neighbors to participate in *Sapta Pesona*. Pokdarwis is tasked with playing the role of a communicator and disseminating information about the growth of nearby tourist attractions and the visitors who will. Pokdarwis coordinates and socializes the tourist village's activities. Pokdarwis can also serve as a facilitator by hosting training courses in areas like tourism, entrepreneurship, cooking, and homestays. Like the *disporapar* in the Sintang district has done. Pokdarwis must also serve as an intermediary between the community and the government when it comes to the creation and enhancement of high-quality tourism amenities (Fig. 1).

The rise of tourism in West Kalimantan is depicted in the figure above. West Kalimantan is prepared to implement halal tourism in terms of the destination aspect based on this approach.



Fig. 1. National Tourism Development. Kalbar.2016. **Source:** Government Regulation No 50 of 2011: on RIPPARDA 2010–2025, modified by authors

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