



Analysis of Halal Tourism Readiness Through the Application of the Indonesia Muslim Travel Index (IMTI) In Realizing Regional Muslim-Friendly Tourism In Jambi Province

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Abstract. This study aims to determine and measure the level of readiness for halal tourism in Jambi Province by applying the Indonesia Muslim Travel Index (IMTI). The research method used is descriptive quantitative with a purposive sampling technique in determining source person. Sources of data used are primary data and secondary data results from literature studies and observation. The analytical method used is the assessment analysis technique through a nagging point system consisting of 5 classes: Very Ready, Ready, Less Ready, Not Ready, And Very Not Ready. Readiness in implementing the Indonesia Muslim Travel Index (IMTI) in Jambi Province by adding up all readiness scores of the IMTI in terms of Access, Communication, Environment, and Services. Regarding access, which consists of Air Access, Rail Access, Sea Access, and Road Infrastructure, it is categorized as Less Ready. Then in terms of Communication, consisting of Muslim visitor guides, stakeholder education, market outreach, tour guides, and digital marketing, they are categorized as Not Ready. From an Environmental perspective, it consists of domestic tourist arrivals, international tourist arrivals, Wi-Fi coverage at the airport, and commitment to Muslim-friendly tourism, categorized as totally Not Ready. And in terms of Services, it consists of halal restaurants, mosques, airports, hotels, and attractions, classified as Less Ready. It can be concluded that the Jambi Province is categorized as Less Ready to realize a Muslim Environment friendly in Jambi Province.

Keywords: Halal Tourism · Indonesia Muslim Travel Index (IMTI) · Readiness Level

1 Introduction

Tourism is one of the potential sectors in the world that is experiencing rapid and significant growth compared to other sectors. This sector makes a positive contribution to the global economy through Gross Domestic Product (GDP), Economic Growth, increasing foreign exchange, employment, infrastructure development and so on.

Geographically, Indonesia is awarded as the largest archipelagic country in the world which has a wealth of diverse and stunning natural resources. Based on 2018 Central



Fig. 1. Visit of Wisman to Indonesia 2009–2018 (Source: Badan Pusat Statistik, 2019)

Statistics Agency data, Indonesia consists of 17,504 islands spread across 34 Provinces. Besides having abundant natural resources, Indonesia is also awarded the country as the country with the fourth most populous population in the world totaling 275, 77 people. And Islam is the religion with the largest adherents, amounting to 231.06 people or 86.9 percent of the total population. So this has the potential to develop the tourism sector, especially halal tourism (Fig. 1).

According to the graph of visits to Indonesia, there is annual growth; in the last five years, 2014–2018, visits reached 14% per year higher compared with the average growth of 2009–2013, which reached 9% per annum. As well as a 2.5-fold growth from 2009 to 2018, the number of foreign tourists increased by 6.32 million in 2018 to 16.5 million. The World Economic Forum’s Travel and Tourism Competitiveness Index Between 2019 and 2020, there was a dramatic decrease in the number of people living abroad due to the COVID-19 pandemic, reaching 0.164 million by 2020. However, as the COVID-19 pandemic begins to gradually improve, the tourism sector will also improve and grow rapidly.

The rapid growth of the tourism sector creates new opportunities for the halal industry, especially in the halal tourism industry, considering Indonesia is the country with the largest Muslim majority in the world. Halal tourism is part of the tourism industry that provides various tourist facilities based on Islamic sharia [1]. Halal travel is not only for Muslim tourists but also for non-Muslim tourists. According to the Global Muslim Travel Index (GMTI 2018), the growth of Muslim travel market share in 2020 will reach USD 220 billion and is forecast to continue to increase in 2026 to USD 300 billion [2].

Since 2016, when Indonesia successfully achieved the award of the World Halal Travel Award as a world halal tourist destination, Lombok has been named the world’s Best Halal Destination and the world’s best Halal Honeymoon destination, as well as Hotel Sofyan, which was named the World’s Best halal Hotel. Not only that, Indonesia’s achievements continued to increase; in 2014, Indonesia reached 6th place. In 2016, Indonesia ranked 12th, and in 2019, Indonesia and Malaysia ranked 1st as Muslim-friendly tourist destinations in the World in the Global Muslim Travel Index [2].

With the growth of halal tourism in Indonesia and around the world. Therefore, it is necessary to pay special attention to the government and related parties in the

halal tourism sector through a more specific assessment of the model of Readiness and competitiveness of tourism as an effort to promote the development of halal Tourism in Indonesia so that it can be measured well, have a positive impact on the improvement of optimal growth continuously, and be a detrimental measure of the preparation of a region to symbolise halal tourist activity.

Each region has its own local wisdom. A region with a unique tourist destination will be an attraction for tourists. According to Law No. 10 of 2009, tourist attractions are everything that has the uniqueness, beauty, and value of the diversity of natural, cultural, and man-made wealth that is the target or destination of the tourist's visit [3]. One of them is the province of Jambi. Although the province of Jambi is not included among the main destinations for the development of halal tourism at the provincial level in Indonesia,

Based on the Jambi Provincial Tourism Database in 2019, the tourist attractions in Jambi Province are divided into three types: natural tourism, artificial tourism, and cultural tourism or history, including 3 natural tourists, 54 cultural tours, 94 artistic tours, and Islamic civilization. Religious tourism can be found in the Malay Arab province of Jambi province through the annual ritual agenda of the Government of Jambi on the development of Seberang province as a religious centre of tourism.

Problems that are hindering the preparation of the province of Jambi as a halal tourist destination despite its huge potential. The first is related to the lack of awareness among stakeholders about developing halal tourism in the province of Jambi. This is reflected in the understanding and insight of these concepts or principles of tourism that are not equal, both among local governments, industry actors, and society. As well as the fact that there is no regulation or special policy through the regional regulations regarding the development of halal tourism, related halal travel is still covered by the Ministry of Culture and Tourism of the province of Jambi. However, the province of Jambi has a great potential to develop tourism, especially halal tourism, as can be seen in the Table 1.

In Table 1, it can be seen that the attractiveness of tourism in the province of Jambi from 2015–2019 continues to improve. The province of Jambi is one of the areas that has the most attractive tourism and retains a range of potential attractive locations to develop halal tourism through various tourist attractions, such as natural tourism and cultural history tourism.

The great development of halal tourism potential in the province of Jambi did not go as smoothly as expected. The Government of Jambi Provincial Tourism Department in efforts to build and promote tourist attractions in Jambi Province, including low understanding and knowledge of Human Resources, limited tourism development funds, and inadequate means and advice. A special strategy is needed to measure to what extent Jambi Province is prepared to build halal tourism, which is reviewed by tourist destinations as well as Muslim-friendly tourism support facilities. Through the use of indicators of the progress of a destination in developing halal tourism. [4].

In an effort to enhance the role of halal tourism development in the region, it is necessary to measure direct contributors to tourism such as accommodation facilities, transportation, attractions, and the Muslim-friendly tourism industry. As well as indirect contributors to tourism such as investment in tourism development and government

Table 1. Growth of tourist attraction in Jambi Province in 2015–2019

No	City	Year				
		2015	2016	2017	2018	2019
1.	Kerinci	126	128	130	130	138
2.	Merangin	35	35	35	35	45
3.	Sarolangun	7	7	11	23	36
4.	Batanghari	10	12	12	12	23
5.	Muaro Jambi	5	5	6	6	17
6.	Tanjung Jabung Timur	27	31	31	31	16
7.	Tanjung Jabung Barat	11	16	19	17	28
8.	Tebo	6	6	6	6	18
9.	Bungo	44	47	48	48	36
10.	Provinsi Jambi	139	142	142	142	151
11.	Kota Sungai Penuh	15	16	16	16	25
	Total	425	445	456	466	533

Sumber: Database Kepariwisata Provinsi Jambi, 2019

budget spending through the preparation of halal tourism infrastructure in a local destination. It is therefore necessary to measure the success of tourist destinations through the improvement of quality and quantity of access, communication and information, the environment, and tourism support services.

In an effort to enhance the role of halal tourism development in the region, it is necessary to measure direct contributors to tourism such as accommodation facilities, transportation, attractions, and the Muslim-friendly tourism industry. Crescentrating is a ranking and evaluation institution for Muslim-friendly halal tourism that is based on the quality of services provided to Muslim tourists.

Based on the above indications, the province of Jambi has a great chance of developing halal tourism, but there are still some factors that inhibit preparations to develop halal travel in Jambi province. Then, from the problem, the author tried to solve the problem by conducting research related to the Readiness analysis of the province of Jambi in carrying out the development of halal tourism reviewed in terms of tourist destinations as well as facilities of support for Muslim friendly tourism, under the title “Analysis of Halal Tourism Readiness Through the Application of Indonesia Muslim Travel Index (IMTI) in the Realisation of Muslim Friendly Tourism in the Region in Jambi Province.”

2 Method

This research is a type of descriptive quantitative research. With primary data sources, namely observation and in-depth interviews as well as primary data sources, namely through literature reviews of books, journals and articles. The data processing technique

used is the Indonesian Muslim Travel Index (IMTI) Approach Technique which is a modification of the latest model from the Global Muslim Travel Index (GMTI) using 4 main indicators namely ACES (Access, Communication, Environment, and Services) using a scoring technique. or point rating system (National Committee on Sharia Economics and Finance, 2020 (Table 2).

The data analysis process carried out in this study used five stages, namely data reduction, coding/scoring, tabulation, data presentation, and drawing conclusions. Analysis technique This study uses scoring analysis techniques through a deductive approach with quantitative methods. The sampling technique used is purposive sampling technique. In accordance with the objectives, the analysis used is divided into two stages, namely as follows:

1. Identification of Readiness of Halal Tourism Sub Variables or criteria based on the Indonesia Muslim Travel Index (IMTI). This analysis uses a scoring technique to determine the readiness of each sub-criteria (Table 3).

Table 2. ACES (Access, Communication, Environment, and Services)

Access	Communication
Air Access	Muslim visitor guides
Rail Access	Stakeholder education
Sea Access	Market outreach
Road Infrastructure	Tour guides
	Digital marketing
Services	Environment
Halal restaurant	Domestic tourist arrivals
Mosque	International tourist arrivals
Airport	Wi-Fi coverage
Hotels	Commitment to muslim-friendly tourism
Attractions	

Table 3. Indicator

Indicator	Score
Very good	5
Good	4
Not good	3
Not good	2
Very Not Good	1

Table 4. Interval and Category

Variabel	Very ready	Ready	Not quite ready	Not ready	Very unprepared
Access	18–21	14–17	11–14	7–10	3–6
Communication	25–29	20–24	15–19	10–14	5–9
Environment	18–21	14–17	11–14	7–10	3–6
Service	25–29	20–24	15–19	10–14	5–9

Table 5. Halal Tourism Readiness Interval

Indicator	Score
Very ready	78–90
Ready	63–77
Less Ready	48–62
Not ready	33–47
Very Unprepared	18–32

2. Variable readiness analysis.

This analysis is a follow-up analysis that uses a scoring technique by accumulating scores and then assessing the results of the readiness of each variable according to the following steps:

- a. Add up the sub-criteria/variable scores in one criterion.
- b. Determine the readiness interval score for each variable. Score intervals can be obtained using the formula from [5] (Table 4).

Analysis of Halal Tourism readiness based on the IMTI Index in Jambi Province. The measurement scale and the results of the analysis for each instrument item use a statistical scale, in the form of words: very ready, ready, not ready, not ready, very not ready (Table 5).

3 Discussion and Results

Halal Tourism Conditions Through the Implementation of the Indonesia Muslim Travel Index (IMTI) in Jambi Province (Table 6).

It can be concluded that the total point obtained from the results of analysis, calculation, and classification of the ranting point system on the Access indicator is 11 points, which indicates the LESS ACCESS VARIABLE, meaning that there are still many shortcomings in terms of access to tourism in the province of Jambi.

A. Communication Analysis

Table 6. ACCESS Score

Sub variabel	Parameter				
	5	4	3	2	1
Air access			4		
Rail access					1
Sea access	5				1
Road Infrastructure				2	
Total	5	-	3	2	2

It can be concluded that the total points obtained from the results of analysis, calculation, and classification of the ranting point system on the Communication indicator are 17 points, which indicates that the Variable Communication is lower, meaning that there are still many shortcomings in terms of Communication tourism in the province of Jambi (Table 7).

B. *Environment Analysis*

Table 7. Communication Score

Sub variabel	Parameter				
	5	4	3	2	1
Muslim visitor guide			3		
Stakeholder education				2	
Market outreach					
Tour guide			3		
Digital marketing	5				
Total	5	4	6	2	

Table 8. Environment Score

Sub variabel	Parameter				
	5	4	3	2	1
Domestic tourist arrivals					1
International tourist arrivals					1
Wi-Fi Coverage at airport				2	
Commitment to muslim-friendly tourism				2	
Total				4	2

Table 9. Service Score

Sub variabel	Parameter				
	5	4	3	2	1
Halal restaurant	5				
Mosque			3		
Airport		4			
Hotels		4			
Attractions			3		
Total	5	8	6		

It can be concluded that the total point obtained from the results of analysis, calculation, and classification of the ranting point system on the Environment indicator is 6 points, which indicates the variable Environment is NOT, meaning there are still many shortcomings in terms of Environment tourism in the province of Jambi (Table 8).

C. Service Analysis

It can be concluded that the total points obtained from the results of analysis, calculation, and classification of the ranting point system on the variable Services are 19 points, which indicates the Variable Services are less, meaning there are still many shortcomings in terms of Tourism Services in the province of Jambi. After conducting identification and analysis on each sub-indicator, it cumulates all scores of each variable of the Indonesia Muslim Travel Index, seen from access, communication, environment, and services, which then produces the value of halal tourism readiness in the province of Jambi (Table 9).

The Table 10 shows the preparation scores of each variable in the application of the Indonesia Muslim Travel Index (IMTI). To know the level of Readiness of the Indonesia Muslim Travel Index (IMTI), the score that has been obtained is then accumulated into variable scores, such as in the Table 11.

The Indonesian Muslim Travel Index (IMTI) in the province of Jambi with the sum of all Indonesia Muslim Travel Index Readiness scores seen in terms of Access, Communication, Environment, and services The total of all Indonesian Muslim Travel Index variables (IMTI) is 53, so it can be concluded that halal tourism in the Province of Jambi (LESS SIAP) is based on the Indonesia Muslim Travel Index (IMTi) to realize Muslim-friendly tourism in the region in Jambi Province.

Table 10. Recapitulation of the level of Readiness for Halal tourism in Jambi Province

Sub-Variable	Readiness value	Score
Access		
Air Access	Pretty Good	3
Rail Access	Very Not Good	1
Sea Access	Very Good	5
Road Infrastructure	Not Good	2
	Not Ready	11
Communication		
Muslim visitor guides	Pretty good	3
Stakeholder education	Not good	2
Market outreach	Pretty good	4
Tour guides	Pretty good	3
Digital marketing	Not good	5
	Unprepared	17
Environment		
Domestic tourist arrivals	Very not good	1
International tourist arrivals	Very not good	1
Wi-Fi coverage	Pretty good	2
Commitment to muslim-friendly tourism	Pretty good	2
	Very unprepared	6
Services		
Halal restaurant	Very good	5
Mosque	Pretty good	3
Airport	Good	4
Hotels	Very good	4
Attractions	Pretty good	3
	Unprepared	19

Table 11. Total Variable Values of Readiness to Implement the Indonesia Muslim Travel Index

Variable	Total Score	Indicator					Readiness value	Readiness score
		Very ready	Ready	Not quite ready	Not ready	Very unprepared		
Access	20	18–21	14–17	11–14	7–10	3–6	Not ready	11
Communication	25	25–29	20–24	15–19	10–14	5–9	Not quite ready	17
Environment	20	18–21	14–17	11–14	7–10	3–6	So unprepared	6
Services	25	25–29	20–24	15–19	10–14	5–9	Not quite ready	19
Total							Not quite ready	53

4 Conclusion

The Indonesian Muslim Travel Index (IMTI) See from:

- a. Access in the province of Jambi is not categorized
- b. Communication in the province of Jambi is classified as LESS
- c. The environment in the province of Jambi is categorized as very
- d. Services in the province of Jambi are classified as LESS

Preparation for developing halal tourism through the application of the concept of the Indonesia Muslim Travel Index (IMTI), which is based on four indicators: Access, Communication, Environment, and Services. With the total of all Indonesian Muslim Travel Index variables (IMTI) being 53, it can be concluded that halal tourism in the province of Jambi (less SIAP) is based on the Indonesia Muslim Travel Index (IMTi) to realize Muslim-friendly tourism in the region in Jambi province, so that further improvement is possible for the parties involved and mutually synergistic development of halal tourism in the province of Jambi in all aspects.

The advice that can be given is the result of research.

The Government, The most basic and important thing that the government should do, in particular the provincial government of Jambi, is issue policies or regulations related to the development of halal tourism in Jambi Province. As a result of this regulation, a new spirit will emerge for tourism developers to contribute to the development of halal tourism in the province of Jambi, as well as new activities such as socialization, workshops, and training related to halal tourism that are needed in the promotion of halal travel in Jambi province.

Private parties, providers of tourist facilities, and tourism managers. It is necessary to improve the quality of services, access, and tourist support facilities for Muslim tourists so that they feel safe and comfortable when traveling in the province of Jambi. As well

as the provision of food and beverages that have been certified halal either in hotel restaurants, dining houses, or other small tourism supports.

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