

Indonesian SPA as Sharia Tourism Education Opportunity

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Abstract: Sharia Tourism is booming now, Indonesian sharia tour is still under Malaysia, Singapore, Thailand and Japan. The seven sectors of the Islamic economy are related to culinary, Islamic finance, the insurance industry, fashion, cosmetics, entertainment, and tourism. At 2014, Global Muslim cosmetics spending of \$ 54 billion or 7% of global spend, and 2020 increased by \$ 80 billion. In 2014, the global Muslim cosmetic industry had spent \$ 54 billion or around 7% of the world spending, and it will increase in 2020 by \$ 80 billion. Halal cosmetics certified very important for Muslimah, big opportunity for researcher, education, industry, consumer institutions, mass media and regulation. The halal-certified cosmetics are very important for muslimah therefore it provides great opportunity for the researcher, education, industry, consumers' foundation, media and regulation. Indonesia produces non-alcoholic and fragrance-free skin care cosmetics. There is an opportunity through learning treatment by reviving the herbs 9 Heritage Spa as a treasure trove of Indonesian spa natural based. Challenges education of Indonesia's sharia tourism are learning of spa practices with organic and natural ingredients, using alcohol-free cosmetics, joint research lecture and student, joint research with other institutions, essential oil industry cooperation and home-based industry, changing life style, reviewing cosmetics research journals herbal and organic, studying local herbal ingredients., Body treatment spa is a life style and modern, so there are big opportunity to developing Sharia Tourism in Indonesia. Body spa is a modern lifestyle, therefore it provides big opportunity to develop sharia tourism in Indonesia.

Keywords: Indonesian SPA, tourism, education opportunity

INTRODUCTION

Indonesian Tourism Statistics of 2010-2017 showed that there were 7 to 14 billion (200%) foreign visitors in Indonesia whose average stay was around 8.04 to 21.88 days.[1]. "World Muslim Tourists More Glad to Malaysia, This Weakness Indonesia". The position of Indonesia is

ranked second, most visited by millennial Muslim tourists based on a recent report from Mastercard-HalalTrip Muslim Millennial Travel Report 2017 or MMTR2017. According to the recent report by Mastercard-Halal Trip Muslim Millennial Travel Report (MMTR) of 2017, Indonesia was in the second place as the most visited country by current Muslim tourists. [2]. Industry surveys in Asia showed that potential holiday-makers now take into account the presence of spa facilities in hotels and resorts when choosing holiday destination. Currently, the changing profile of spa-goers, spas as a centres for healing and nourishing the body, mind and soul has been growing steadily.

In Asia, people go to spas for fitness and beauty, releasing stress by having body massage seeking peace of mind, pleasure, wellness and health, and other reasons [3]. In 2008, the total amount of spa in Indonesia was 390, the second rank in Asia Pacific spa industry after Australia. The key industry trends observed by spa owner and manager included Indonesia showed demand by clients for holistic spa treatment (22%), variety of treatment packages offered by spas (20%), and clients were preferring product with natural ingredients in their treatments (11%) [4]. Basically, Indonesian spa provides natural ingredient cosmetics. There are nine types of spa in Indonesia, two of which are more popular than the other seven spas. They are Balinese massage using Balinese Boreh and Javanese massage using Javanese Lulur. This situation opens a challenge and opportunity to develop the nine heritage spa, especially the Shariah spa, for tourism in Indonesia.. Bali is, in fact, more popular as the tourists' destination than Indonesia.

Along with the globalization, the integration of the Muslim world with the international tourism industry could be extended to other industries (e.g., food, education, and health) by increasing the export of halal items and services that are produced and served on the basis of Islamic law to Muslim countries. Consequently, Muslims would be able to identify the global awareness of halal items [5]. Education as an agent of spa human resources as therapist, instructor and manager, supported by formal education and non formal education..The spa formal training program is held at the university for the undergraduate program, diploma 3 and vocational high

school. This paper focused on the training opportunity for Spa Shariah tourism as a means of entertainment as well as health and beauty treatment by mixing the modern setting with Indonesian heritage of traditional spa according to Islamic perspective.

Islam has also contributed greatly to the Indonesian culture. Great Mosque and Palace is also major Islamic heritage destination in Aceh, Medan, Jakarta and the 15th-century Agung Demak Mosque hailed as the first mosque established in Java. The big Qur'an at Palembang, the ziarat pilgrimage to historically important Islamic figures of Wali Sanga (Nine Saints). In addition to religious tourism, Indonesia has exotic tourist destinations throughout the country, thousands of halal culinary and cultural diversity. As tourist, they also interested in local culinary and treatment for relaxing and refreshing, massage and spa. Body massage is an excellence spa treatment for relaxing time when tourists feel tired. The term "spa" represent water treatment and it is used for therapeutic purposes. The belief in the curative powers of mineral waters goes back to prehistoric times. In general, spa can be classified into destination spa, medicate spa, hotel and resort spa, and day spa. Since the day spa is preferable as a short visit destination, therefore the day spa has the potential to be a target of sharia spa tourism.

Spa treatment is integrated with kinesitherapy and rehabilitation medicine and is a methodical, therapeutic specialty studying and applying into practice physical means (warmth, light, electricity etc.) and natural therapeutic factors (climate, mineral waters, mud) combined with physical exercise under its prophylactic, therapeutic and rehabilitation aspects [6]. Spa is a unique business. There are many types of treatment package in Indonesia. Those packages offer the same treatment only with different name. There is a variety of treatments such as cleaning, soaking, body steam, scrubbing, massage, and masks.

Sharia Tourism Halal Holiday is a new tourism package that offers full holiday service including Halal resort and hotels with halal food and beverages, private spa and separate leisure facilities for men and women [7]. The current trend in the global halal market is the Muslim-friendly cruise which was first launched by Antalya-based Fushion Tour Company in Turkey. This tour package offers non-alcohol, pork and gambling during the cruise; it serves sports center, separate bath and private spa facility for men and women [8]. The concept of Indonesian Spa Shariah is women only customer and therapist. The Shariah Spa in Indonesia serves women-only concept. It provides the best therapists for its customers. There are prayer rooms, wudlu foot washer, clean mukena and qiblat sign. The welcome and after-treatment drink is herbal. The spa uses organic and herbal cosmetic for its customers.

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Halal branding in Indonesia is very important in developing sharia or islamic tourism. The aspects of spa branding are: 1. The attributes of spa (as shariah spa); 2. The benefits these attributes deliver to the guest satisfaction for muslimah; 3. Value as guiding principle the spa's policies and action (halal spa); 4. Personality spa' style (services shariah tourism); 5. Brand essence of unique spa's what make it spesial (9 heritage Indonesian spa) [10].

Indonesia has nine kinds of heritage spa that has a potential to serve as an essential brand. The spa is a heritage from our ancestor whose treatments are natural and contains various herbs. This business is wide-spread all around Indonesia. *Oukup* from Batak Karo in the North Sumatera, *Batengeh* from West-Sumatera, *Tangas* Betawi-Jakarta, Javanese *Lulur*, *So'oso*-Madura, *Batimung*-Banjar South Kalimantan, *Boreh*-Bali, *TelluSulapa Eppa*-Bugis Tribe in Sulawesi and *Bakera* Minahasa. The cosmetics used by the 9th Indonesian Heritage Spa is a natural product that is halal (consumable based Islamic regulation) and has a potential for the development of Spa's Shariah Tourism. These is an opportunity as well as a challenge for the organizer of the 8 Vocational study program of University and 182 Vocational Senior High School in Indonesia [11]

There is a challenge to prepare the human resources as therapist, manager, trainer and spapreneurship. The most important is how to motivation to love the nine heritage of Indonesia spa and the awareness to make spa Indonesia as a superior spa sharia halal, to promote Muslim tourism.

Promoting e-learning educational program for wellness and spa therapies, represented by identification, diversification, reorganization and modernization of physical therapy strategies and tourist services using e-learning product. [6]. Education syllabus and training programmes are needed in hospitality industry to understand Halal issues and this could be an opportunity to universities and training centre to offer such programmes [7].

Malaysia owns one system that can be used as a guide for a nature spa business, because the system or procedure is important to be translated into Standard Operating Procedures (SOP), so everyting is done according to Islamic law. Thus, applying the concept of Islamic Spa Practice (ISP) is not only in term of service and even execution of business operations, including the use of verses of al-Quran also enhance the image of the country is seen as a catalyst for the concept of halal industry (Norulnaha Abdul Razak, 2007) [5]. Sustainable tourism, good governance, collaborative arrangements among social networks and key ingredients is social capital-trust-power [8].

The establishment of beauty treatments and spa centres/ *Islamic Spa Practice* offer service that can attract customers which include services, treatments and the term of privacy of spaces; segregation between men and men and material quality and standard and soothing light

condition. The spa provides all halal product for its cosmetics, drink and meal must be halal. Indonesia has Nine Heritage the entrepreneurial outcome can be considered as a result of the University-industry-government relationship.

METHOD

The methodology for this study are literature reviews and case studies. This study focuses on education opportunities and challenges to increase the Indonesian spas as shariah tourism.

In the knowledge-based society, university has reconsidered the traditional academic roles, and placed them in a broader context as part of its new role in promoting innovation. The entrepreneurial outcome can be considered as a result of the university-industry-government relationship. According to the university itself, spa can become entrepreneurial patterns [9]. Indonesia has 10 Educational Institutions and Vocational Technology (LPTK) to support vocational high school teacher, included spa and beauty treatment trainer. To set up the background information in support of our research, The researcher observed through social media to the lecturer at Home Economics who provide spa treatment training, those of which were from Medan, Padang, Jakarta, Semarang, Yogyakarta, Surabaya, and Makasar. It was found that the Syiah Kuala University-Aceh, UPI-Bandung and Menado University had not provided beauty therapy study program. There is a challenge for the fulfillment of spa-beauty therapy teachers at vocational high school. Tourism and Business Teacher Training Centre at Jakarta is an institution to upgrade skill competencies spa-beauty therapy teacher.

I investigated also our Diploma III student potential, as well as Indonesian Spa subject matter in Yogyakarta State University. There are 20 students to design spa project based on 9 heritage Indonesian spa. The steps of learning are: first, literature studies and choosing 2 heritage spas; second, survey herbal spa at traditional market; third, preparing cosmetics spa product or organic and natural ingredient; fourth, promotion spa treatment at media social like Instagram; fifth, spa treatment at workshop campus or home care treatment; sixth, evaluation. The result of the study on spas' customers showed that they like the scent, satisfied with the service of full body massage and personality of student as therapist. All students were interested in project base learning, excited, challenge, prospective for their entrepreneurship as spa therapist by home care spa treatment, and cheap promotion by Instagram and another media social. All students received a spa therapist certificate held by Association Spa and Therapist Indonesia (ASTI). For the future, the student must have an Asia Spa Certification or World Certification as CIDESCO, CIBTAC etc.

University as a centre of research, has an opportunity to develop Indonesian spa as shariah tourism object, joint research between university, spa industry and institution.

RESULT

A. External Relevance

In Government Regulation as Islamic Spa Practice Department in Indonesia is the important institution to development spa shariah. Indonesian Home Economics forum has responsibility to protect nine heritage spa from extinction. The urgency of joint research between university, spa industry, shariah tourism, halal cosmetics. e learning as an effort to improve the skills standard. Research opportunities and dedication of spa industry for lecturers in universities, also thesis, final project

B. Internal Relevance

Curriculum Spa in University or Vocational High School and project base learning to explore 9 heritage Indonesian spa, halal and support shariah tourism. Branding experience unique spa for student at university, media social as promotion and apprenticeship at spa industry. Nasional and international The integrated curriculum must be designed and implemented in the classroom.

CONCLUSION

Based on the results of the analysis, there are several conclusions to be drawn : First, Teaching method, requirement research and scientific publicity about educational efforts to develop shariah tourism business in university and vocational high school. Standardization of international spa skill competencies in Asia for human resources as spa therapist, instructor and manager of spa.

The new spa study program in Vocational High School should have the vision and mission to develop the Nine Indonesian Heritage spa as a local wisdom. There is a need of collaboration among university, industry, vocational high school and Labor Department, Tourism Department and relevance agencies to building brands shariah tourism image in Indonesia.

The purpose of Diploma III Beauty Program is to prepare student to work at beauty and spa salon or entrepreneur beauty and spa. The learning objectives of all subjects should be relevant and integrated with the objectives of the program's expertise.

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