

Halal Tourism: Opportunities for Islamic Economic Development

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Abstract

The tourism sector is a profitable commodity. Thus, the market opportunity for the halal tourism industry in Indonesia is quite large. In addition, the majority of Indonesia's population is Muslim. This means that Indonesian residents who become archipelago tourists will become the driving force for halal tourism that is spread across the archipelago. The application of halal tourism is the application of the concept of Islamic Economics. Halal tourism is a way of preaching. Policy design that supports the realization of each concept is an effort to support Islamic da'wah. In addition, a Muslim who travels halal is directly involved in the da'wah process by broadcasting the universal values of Islamic teachings. The purpose of this study is to explain halal tourism as an opportunity for the development of the Islamic economy, especially in Indonesia. This research method uses literature study by tracing primary sources in the form of books or relevant scientific articles. Therefore it is very important to develop halal tourism because there is an influence on the Islamic Economic sector.

Keywords: Halal Tourism, Islamic Economics Development

1. Introduction

Islamic economics is a system that applies Islamic values that are guided by the Al-Qur'an and As-Sunnah as the basic pillars of the Islamic economic concept, not just a trading system that pursues worldly pleasures, but this concept totally emphasizes aspects of worldly worship that upholds the ethical value of interaction and morality of Islamic sharia.

Muslims are increasingly selective in using and consuming things by strictly checking the halal label before buying. Halal is first checked and then check the expiration date. According to Setiawan (2019) one of the factors is religiosity. At this time awareness about the importance of using halal products is getting higher so that the growth of the halal industry is increasing.[3] The increase in the halal industry, then the birth of halal tourism (halal tourism) as a new phenomenon. This is also supported by various literature which explains that Muslim tourists care about consuming sharia-compliant products and services when visiting tourist attractions.[6]

The concept of halal tourism is often referred to as Islamic tourism or sharia wizardry. In the Tourism Review it is explained that the concept of sharia tourism is a process of integrating Islamic values into all aspects of tourism activities. The value of Islamic law as a belief and belief adhered to by Muslims is a basic reference in developing tourism activities. Sharia tourism considers the basic values of Muslims in its presentation, starting from accommodation, restaurants, to tourism activities which always refer to Islamic norms. [16] According to

Satriana & Farida (2018) several things are the cause of the development of halal tourism, including the increasing number of Muslim tourists from year to year, accompanied by non-Muslim tourists who are increasingly fond of halal tourism.

Indonesia is a country with the largest Muslim population in the world.

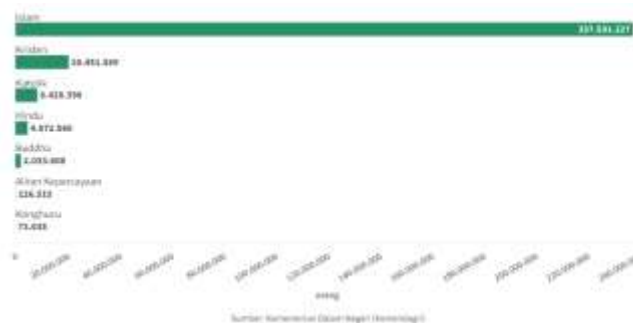


Figure 1. Total Indonesian Population Based on Religion

In Indonesia, in addition to the majority of the population being Muslim, natural wealth and abundant diversity make it an ideal destination for sharia tourists. The Indonesian Majelis Ulama and the Ministry of Tourism and Creative Economy collaborated to launch Sharia Tourism in 2013. To attract local and foreign tourists in promoting halal tourism.

The sharia hotel regulation announced by the Ministry of Tourism and Creative Economy is a first step. The DSN-MUI, the Islamic Economic Community (MES), and academics are all involved in the creation of Islamic tourism standards and regulations by the Ministry of Tourism and Creative Economy. A Sharia Tourism Law was recommended by the MUI in the Fatwa Commission of the All Indonesia Ijtima Ulama V in 2015 as a legal framework to regulate and expand tourism in Indonesia. The development of tourism in the country must support religious values and teachings, according to the MUI, which is why this law was issued.[18] Therefore it is very important to develop halal tourism because there is an influence on the Islamic Economic sector.

2. Methods

The method used in writing this scientific article is qualitative with the type of library research or literature review. The bibliographical method is a type of qualitative research method where the location and place of research is carried out in libraries, documents, archives, and the like. [2] Literature studies can be obtained from various sources, journals, documentation books, the internet and relevant literature on opportunities for halal tourism and the Islamic economy.

3. Results and Discussion

1. Halal Tourism Concept

So far, the term known by the general public is sharia tourism or religious tourism or halal tourism. Sharia tourism or religious tourism is often associated with travel to religious tourist attractions, such as historic mosques or the tombs of

the Walisongos. If religious tourism prioritizes tourist objects, halal tourism prioritizes service. The World Tourism Organization (WTO) recommends consuming halal tourism not only for Muslims but also for non-Muslims who want to enjoy local wisdom. [9]

The Islamic Tourism Center (ITC) provides a definition that Islamic tourism is an activity, activity, experience or hobby that is organized in a tour that is in accordance with Islamic calls and within an Islamic framework. Carboni, Perelli, and Sistu (2017) define halal tourism or Islamic tourism as tourism that is in accordance with Islam, carried out in order to provide tourism needs for adherents of Islam according to their personal religious habits when traveling.[4]

According to the sharia tourism concept, it can also be interpreted as a tourism activity that is based on worship and da'wah when Muslim tourists can travel and honor the creation of Allah SWT (contemplation of nature) while continuing to carry out the obligatory prayers five times a day and all of this is well facilitated and avoids everything that is forbidden by Him.[19]

The concept of halal tourism guarantees the availability of the basic needs of Muslims to continue to carry out worship and activities in accordance with sharia law while in tourist destinations. According to Mastercard, there are nine basic needs of Muslim tourists when traveling, namely halal food, prayer facilities, bathrooms with water faucets, no Islamophobic sentiments, social causes, Ramadan month services, travel experiences related to Muslim life, private recreational facilities, and no non-halal service.[5]

In the view of Islam tourism activities, first, travel is considered as worship, because it is ordered to perform an obligation from the pillars of Islam, namely hajj in a certain month and umrah which is carried out throughout the year to the baitullah. Second, in the Islamic world view, tourism is also connected with the concept of knowledge and learning. This became the biggest journey undertaken in early Islam with the aim of seeking and spreading knowledge (Q.S. al Taubah: 112). Third, the purpose of tourism in Islam is to learn science and think. Commands to travel on earth appear in several places in the Qur'an (see Q.S. al-An'am: 11-12 and al-Naml: 69-70). Fourth, the biggest purpose of traveling in Islamic tourism is to invite people other to Allah and to convey to mankind the teachings of Islam which were revealed to the Prophet Muhammad. This was the mission of the Prophet and his companions. The companions of the Prophet Muhammad spread throughout the world, teaching goodness and inviting them to practice the truth. The tourism concept was developed to Finally, Islamic tourism also includes travel activities to contemplate the wonders of Allah's creation and enjoy the beauty of this universe, so that it will make the human soul develop a strong faith in the oneness of Allah and will help one to fulfill life's obligations.[10]

2. *Islamic Economics Concept*

The concept of Islamic economics comes from the Koran and Hadith. The definition of Islamic economics is also put forward by contemporary Islamic economists. According to Mannan, Islamic economics is a social science that discusses people's economic problems whose discussion is on Islamic values.[8] Umar Capra revealed that Islamic economics is a branch of science that helps

realize human welfare through the allocation and distribution of scarce natural resources in accordance with maqashid, without curbing individual freedom to create a balance of macroeconomic and ecological sustainability, forming family solidarity, social and community moral networks. . Meanwhile, M Nejatullah Siddiqi argues that Islamic economics is the answer of Muslim thinkers to the economic challenges of their time, with the guidance of the Qur'an and Sunnah, reason and experience.[11]

Islamic economics has a noble purpose and is not only focused on purely material economic matters. The application of sharia economics reaches balance and responsibility. The essence of sharia economics is the fulfillment of human needs based on Islamic values to achieve the pleasure of Allah SWT. Islamic economics can elevate human dignity economically as well as his dignity as a grateful human being before the creator. [16]

Some important aspects that distinguish Islamic economics from conventional economics are the basic principles, namely: individual freedom, the right to property, economic inequality within reasonable limits, social equality, social security, the prohibition of accumulating wealth, individual and community awareness. This seems to be the most significant differentiator between Islamic economics and conventional economics.[1]

3. *Opportunities for Halal Tourism in Indonesia*

Indonesia has a lot of potential where this country has beautiful natural scenery with 17,100 scattered islands and 742 languages. Indonesia as a country that has a diversity of religions and cultures has historical heritage and traditions that are connected and inseparable from religious aspects and community religious practices. Cultural and religious heritage with a diversity of tribes, ethnicities, languages and customs is an opportunity for tourism development.[8]

In this case, it is an opportunity that can be developed into halal tourism, one of which is halal travel, halal hotels and inns, halal culinary, and others, all of which are an attraction in the world of tourism in the country. This is proven in 2020 Indonesia is included in the ranks of the world's Top 10 in the field of Muslim friendly travel, which is ranked sixth in the world as reported by the State of the Global Islamic Economy Report 2020/2021.[11]

The Ministry of Tourism of the Republic of Indonesia has opened and developed ten Muslim-friendly tourist destinations in various regions in Indonesia, consisting of Aceh, West Sumatra, Riau and the Riau Islands, DKI Jakarta, West Java, Central Java, Yogyakarta, East Java, Nusa Tenggara West, and South Sulawesi. In addition, there are 5 areas of halal tourist destinations in Indonesia that are listed in the Indonesia Muslim Travel Index (IMTI), including Lombok, Aceh, West Sumatra, Riau Islands and Jakarta.[7] Indonesia has now become the mecca of world halal tourism, which can be proven by the several awards that Indonesia has received. Indonesia won 12 awards in 12 categories at the 2016 World Halal Tourism Awards.[9]

The Ministry of Tourism of the Republic of Indonesia announced that according to The Global Travel Muslim Index (GMTI) 2022, Indonesia won the second rank for halal tourism. The GMTI standard used to measure the success of developing halal tourist destinations is based on the "CrescentRating ACES model", which was formalized through the 2017 GMTI report. The ACES model includes four key factors, namely Access, Communication, Environment, Service. (services). The measurements used by IMTI are adapted from the ACES GMTI model, along with a description of the sub criteria, namely:

- a. Access (access) with a percentage of 10%, consisting of air access, rail access, sea access and road infrastructure.
- b. Communication (communication) with a percentage of 20%, consisting of Muslim tourist guides, stakeholder outreach, outreach, language skills for tour guides, and digital marketing.
- c. Environment (environment) with a percentage of 30%, consisting of domestic tourist arrival gates, international tourist arrival gates, Wi-Fi coverage at airports, and halal tourism commitments.
- d. Services (services) with a percentage of 40%, consisting of halal restaurants, mosques, airports, hotels and attractions.[5]

In the 2022 Global Travel Muslim Index (GMTI), Indonesia scores very high in the criteria for halal tourism services. In detail, Indonesia managed to achieve a score of 100 or perfect in the worship facilities and airports sub-criteria, a score of 95 in the halal dining or restaurant sub-criteria, a score of 61 in the hotel sub-criteria, and 36 in the unique experience sub-criteria. This achievement shows that Indonesia is a country with the best Muslim-friendly service facilities in the world.

According to the Ministry of Tourism of the Republic of Indonesia, the Government of Indonesia pays great attention to halal tourism and in 2022 has developed a policy related to halal tourism that emphasizes additional services (extensional services) provided by tourism actors and the creative economy to respond to the large potential of Indonesia's halal tourism. This policy has been compiled in the form of guidelines that can be followed by destination managers and creative economy centers in the regions in providing additional Muslim-friendly tourism services.[13]

In addition, the Government of Indonesia has also issued Law Number 10 of 2009 concerning Tourism, and the Indonesian Sharia Council, the Indonesian Ulema Council, has issued Fatwa Number 108/DSN - MUI/X/2016 concerning Guidelines for Implementing Sharia-Based Tourism.[14]

4. *Halal Tourism in Islamic Economic Development in Indonesia*

In Islamic economics it is only taking care of worship and the hereafter but also taking care of the economic aspects of life. Furthermore, sharia or the provisions of Allah's laws will be more upright. Halal tourism is inseparable from the concept of Islamic economics in general because in the process it pays attention to Islamic teachings. The contribution of halal tourism is very large for the development of the Islamic economy, one of which is the development of the halal tourism sector.[3]

According to Abdul-Sahib Al-Shakry, implementing halal tourism must fulfill the following main points: First, cultural revival and the spread of Islamic values. Shari'ah tourism must become an icon of the revival of Islamic culture, as well as an announcement to the world that the Islamic world also has amazing tourist objects as well as a form of cultural heritage. With this sharia tour, the world community is introduced to the nobility and greatness of Islamic culture. Second, that sharia tourism must bring economic benefits to the Muslim community. that is concerned with improvement. the welfare of Muslims. Third, they wish that sharia tourism can strengthen the self-confidence, identity and beliefs of Muslims in dealing with negative stereotypes compared to other cultures and lifestyles. This means that traveling is not just a business, but a lifestyle, a standard prestige of a social group.[16]

Islamic economics can be studied in halal tourism in Indonesia. With tourism, it can absorb labor, the unemployment rate will decrease, and people's welfare will increase. The Central Bureau of Statistics, the number of foreign tourist visits to Indonesia through October 2022 reached 538,320 visits. In addition, the foreign exchange contribution of the tourism sector in 2018 reached US \$ 16,426. According to Reza (2020), halal tourism also supports the development of the Islamic economy and can also strengthen the country's economy. Halal tourism also contributes to the development of the Islamic economy, because with the existence of halal tourism activities Islamic economic practices will also develop. If there is a manifestation of the development of the Islamic economy with the existence of Islamic banks and Islamic hotels. Currently halal tourism is also developing. Perhaps a developing aspects of other sharia. Because people's awareness of Islam is getting higher.

4. Conclusions

The opportunity for halal tourism in Indonesia is very large because the majority of Indonesia's population is Muslim and the increasing number of Indonesian tourists. Indonesia has now become the mecca of world halal tourism, which can be proven by the several awards that Indonesia has received. With tourism, it can absorb labor, the unemployment rate will decrease, and people's welfare will increase. Halal tourism also contributes to the development of the Islamic economy, because with the existence of halal tourism activities Islamic economic practices will also develop.

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