

**HALAL TOURISM OPTIMIZATION TO ECONOMIC GROWTH
(STUDY AT JAKARTA INDONESIA)**

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ABSTRACT

Indonesia has more than 17,000 islands extending among Pacific and Indian Ocean and over 200 cultural societies, about 300 spoken languages. The position bridging continents of Asia and Australia, it makes Indonesia as a land of endless spectacular wonders because a multitude of incredible countryside and diversification expanding toward the equator line. It brings advantages and challenges to develop Jakarta as capital city as beyond world-class tourism destination. There is a lack of paper trying to relate to economic growth and Halal tourism itself. The purposes of this paper are: 1. to describe the causal relationship between wonderful Indonesia and future innovative activities approach to improve the tourist experience through Halal tourism. 2. To enhance efficiencies in the tourism sector through partnership and collaborative action to provide world-class tourism facilities and capabilities. 3. To analyze how Halal tourism in Jakarta is the fastest way of benchmarking to economic growth. Wonderful Indonesia tourism vision brings together major actors related to Halal tourism: academics, innovative activities, facilities, government, e-services, accommodations, and transportations. The method of this study used qualitative methods and the instrument data used by observation. The findings of the paper showed that the future of Halal tourism in Jakarta would affect significantly the whole economic growth in Indonesia.

Keywords: Jakarta, Halal Tourism, Economic Growth, Indonesia

A. INTRODUCTION

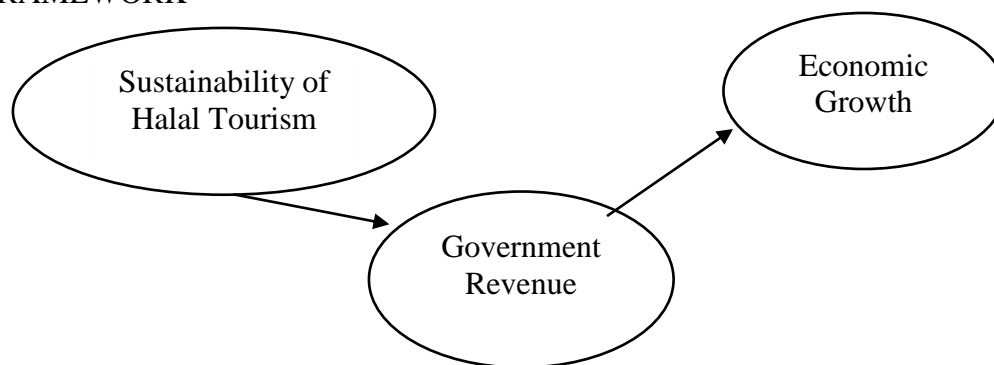
Indonesia has more than 17,000 islands extending among Pacific and Indian Ocean and over 200 cultural societies, about 300 spoken languages. The position bridging continents of Asia and Australia, it makes Indonesia as a land of endless spectacular wonders because a multitude of incredible countryside and diversification expanding toward the equator line. It brings advantages and challenges to develop the city as sustainability world-class tourism destination. There is no research trying to relate to economic growth and halal tourism itself. A reform agenda contained in Indonesia brings a lot of advantages for Jakarta. As an open, independent and beyond the city, Jakarta would be trendsetter to the government Indonesia from Halal tourism destination, because it would be the fastest way of economic growth and government

revenue from tourist relation, for example, income from visa single entry, tourist tax, tourist accommodation and transportation, money exchange, etc.

B. RESEARCH OBJECTIVES

1. To describe the causal relationship between wonderful Indonesia tourism vision and innovative activities approach by government to improve the tourist experience through Halal tourism.
2. To analyze how halal tourism in Jakarta is the fastest way of benchmarking to economic growth.

C. FRAMEWORK



D. PRIOR STUDY

The researcher had been conducted preliminary research related to the optimization of halal tourism on 202 respondents in Indonesia. The research Instrument was used by 10 questionnaire statements. By using nonprobability sampling, the respondent divided into 2 groups, first; 18 postgraduate students at the Magister of Sharia Economics and second; 184 undergraduate students at the Faculty of Economics and Islamic Business at State Institute of Islamic Studies Ponorogo (IAIN Ponorogo), assuming students are considered capable of rational thinking, critical and visionary towards the development of their beloved country. The results revealed that out of 202 respondents, 79.7 percent were female, while the remaining 20.3 percent were male. A surprising initial discovery that the highest hobby is traveling 75% are respondents whom their parent's income under 1 million Rupiah, this is inversely proportional to parent income above 2 million, the respondents have a reading hobby 25%. In addition to descriptive statistical analysis, researchers also found that 80.7 percent of all respondents strongly agree that tourism is both desire and need. The highest value of the 10 items the question posed is 90.3 percent said that facilities are most important in tourist destinations. Departing from the initial research concluded that every human being has a basic need to refresh their body and soul. Refreshing is useful to restore energy and enthusiasm, it is hoped that refreshing could fresh mind and making the work productively. In addition to relieving fatigue, natural attractions are built with various facilities to gain income from tourist spending on accommodation, foods, and goods to increase government revenue.

Table of Prior Study
 Halal Tourism in Indonesia
 September 2018

No	Instrument	Classifications	Total	Percentages
1	Education	a. Postgraduate	18	8,9
		b. Undergraduate	184	91,1
2	Gender	a. Female	161	79,7
		b. Male	41	20,3
3	Hobby	a. Traveling	151	75
		b. Reading	40	20
		c. Others	11	5
4	Tourism	a. Desire and Need	162	80
		b. Desire	24	12
		c. Need	16	8
5	Destination	a. Facility	184	91
		b. Sightseeing	10	5
		c. Food	6	3
		d. Others	2	1

Source: Shinta Maharani, Primary Data processed 2018

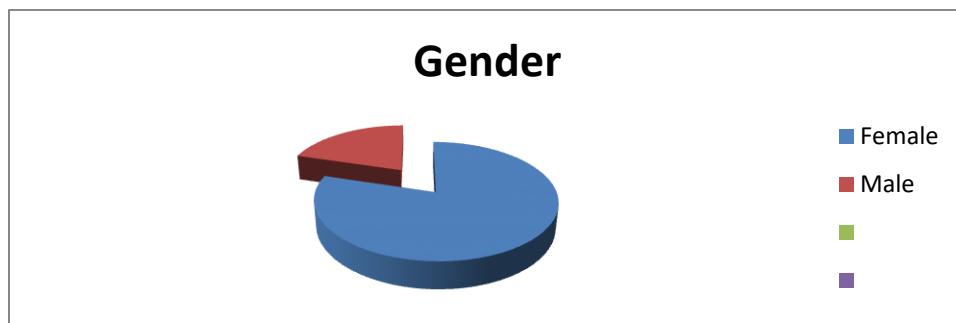


Figure 1

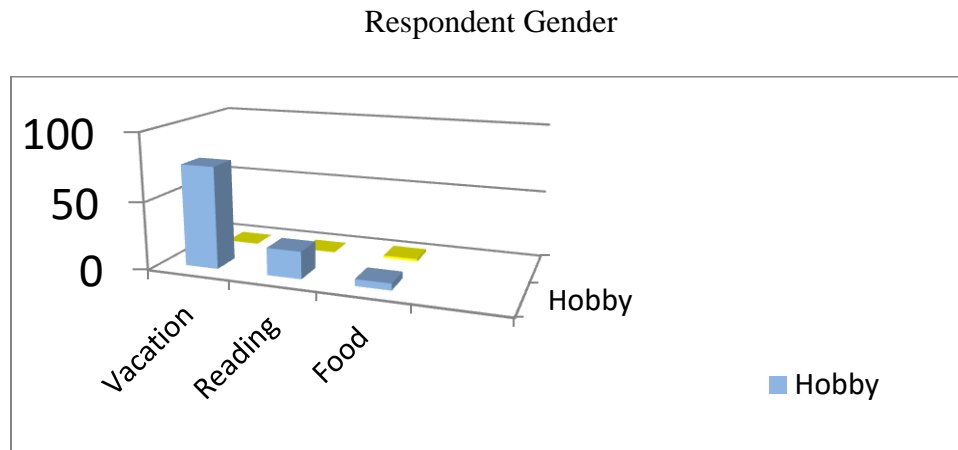
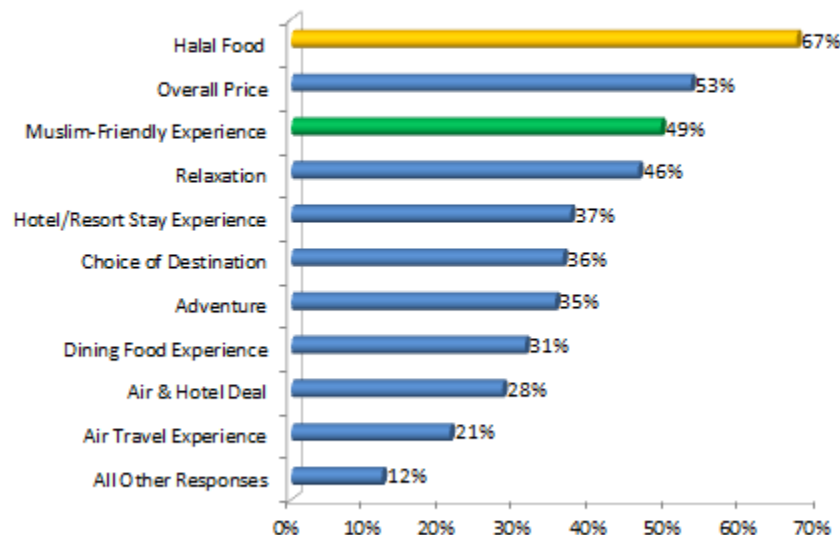


Figure 2
 Respondent's Hobbies

According to the Global Muslim Travel Index 2017 by Crescent Rating, Halal tourism grows into US\$220 billion by 2020. In 2008, Crescent Rating was started as the world's first online hotel attribute tool committed to Muslim tourists. Established on the scope of comfort and services each perform estate offers Muslim guests, consist of opportunity of prayer carpets, qibla direction, alcohol policies and availability of Halal-certified food, Crescent Rating is divided into a rating scale of 1 through 7 and categorizes.

Factors Affecting the Decision of Muslim Tourists



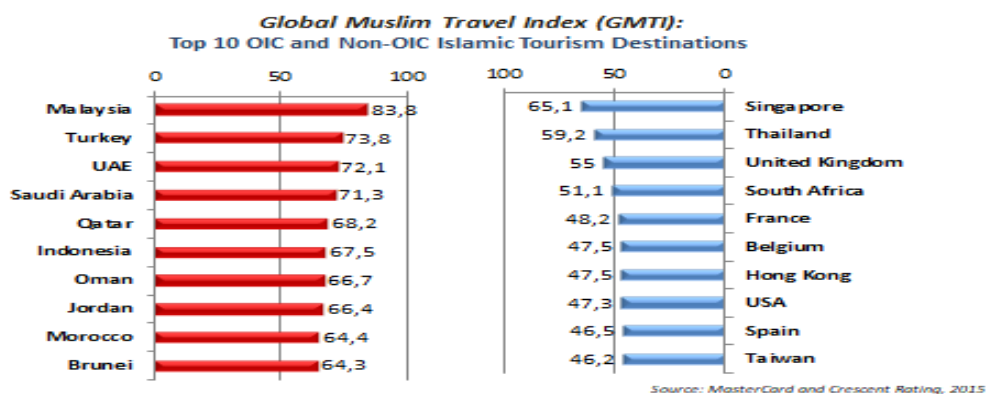
Source: Dinar Standard and Crescent rating, 2015

M. Battour and M. Nazari Ismail, 2015 define Halal tourism as follows: All objects or actions that are acceptable according to Islam guidance to be used or covered by Muslims in the

tourism industry. This description views Islamic law (sharia) as the core for providing tourism services and products for consumers (in this case Muslim), like; Halal hotels, Halal resorts, Halal restaurants, and halal trips. There are 6 basic needs of Muslim tourists identified in the Crescent Rating study in 130 countries, consist of:

1. Halal food
2. Prayer facilities
3. Bathroom with water for ablution
4. Service during the month of Ramadan
5. Inclusion of non-halal labels (if there are foods that are not halal)
6. Private facilities

Halal Tourism Destinations



While the standard reference for halal tourism in the world, according to the Global Muslim Travel Index (GMTI) can be specified more or less as follows:

1. Family-Friendly Destinations, with indicators:
 - a. Family-friendly tourist destinations
 - b. Public safety for Muslim tourists
 - c. The number of Muslim tourist arrivals is quite crowded
2. Services and Facilities in Muslim Friendly Destinations, with indicators:
 - a. Choice of food and legal guarantee
 - b. Easy and good access to worship
 - c. Convenience at the airport is Muslim friendly
 - d. Adequate accommodation options
3. Halal Awareness and Destination Marketing, with indicators:
 - a. Ease of connection
 - b. Reach and awareness of the needs of Muslim tourists
 - c. Connectivity of air transportation
 - d. Visa requirements

To fulfill these 11 indicators, a halal tourist destination must commit the stakeholder and community level, in this case, the government. The location that can be entered by all family members, parents, and children, then the aspect of public security by the police, security guards and staff.

E. INNOVATIVE ACTIVITIES IN INDONESIA HALAL TOURISM

There are a lot of tourists consider halal tourism destination as an option for a reasonable price. Tourism operators should socialization tourists around Halal tourism. This could be a convenience for this type of hotel to reach out to this specific category of tourists, those who seek to experience Muslim culture and experience. Accordingly, tourists could try Halal tourism experience, or purchase Halal products and services. Moreover, the majority of non-Muslim tourists may not be pleased with the beverages of alcohol, so the ingenious solution should be applied to solve this problem, for example, providing beverages without alcohol or replacing with juice, tea or coffee. The more creative the alternatives that comply with Shari's, the more support for tourism development in the Halal tourism. Some non-Muslim tourists could accept to consume Halal food considering the flavor is good. This is an advertising appliance to fascinate non-Muslim tourists. Based on the fact that non-Muslim tourists are willing to try Halal tourism experience or purchase certain types of Halal products and services. It is hoped that Halal tourism can increase by commerce its ability to meet the requirements that non-Muslim tourists segments acknowledge substantial.

F. ECONOMIC GROWTH AND HALAL TOURISM

Some key areas for immediate follow-up and further analysis were also identified to benchmarking the capabilities, they include:

1. Job opportunity especially in terms of employment.
2. Assessing the impact value of different types of tourism.
3. developing the role of technology for data collection, consist of tourism e-services
4. Improving collaboration among various actors, and assessing the alignment of frameworks

To accelerate the economic growth in Indonesia, the ministry of tourism had developed a strategic plan for the years 2017-2021 which targeted at centralizing the higher levels of service to various tourist. The ministry took into significant strategic plan to be prepared and developed through the joint efforts of leaders, managers, and officials in various departments and organizations. It consists of:

1. Analysis of questionnaires completed by influential groups of tourist for Halal tourism
2. The diagnosis of capabilities and key competencies
3. Analysis of resources and strategic potential of Halal tourism
4. Analyze the strength, weaknesses, opportunities, and threat for Halal tourism

First Strategic Goal

1. Promote and develop the strategic fiscal planning
2. General fiscal sustainability and risk management

3. Develop an environment that fosters innovation in Halal tourism
4. Develop a framework to collect data, and create the processes and tools for sustainability Halal tourism

Second Strategic Goal

1. Improve the efficiency and effectiveness of the budget
2. Develop creative and effective mechanisms to follow up on the implementation of the collection of government revenues from Halal tourism

Third Strategic Goal

1. Develop and promote international relations bilaterally related to policy of visa
2. Activate opportunities and advantages of GCC joint financial and economic integration
3. The main perspectives of sustainability for wonderful Indonesia regarding halal tourism include *economic perspective*: upgrading halal tourism by delivering e-Services easily and simply that tourist could save their time and effort according to the document while it could be boosting economic growth and being reflected positively on tourist thought. The good concept in Halal tourism foresees the need for flexibility of launched services to ensure accommodation and also transportation of future emerging needs and ensure integration with other travel agencies.
4. *Environment perspective*: preservation by initiate technology-based interdepartmental transactions and e-Services. Paperless services will be delivered to the tourist wherever they need accommodation, attractions, and others. The tourist only looking their need by browsing the internet, this means less vehicle driving to finding suitable accommodation and less pollution which will eventually be positively reflected on the environment. Why is it important? Because the third strategic goal is related to Halal tourism in Indonesia and it is influenced by the policy of Halal tourism itself. If the government does the strategic tightly and continually, the possibility in the next future year, Indonesia became the number one halal tourism in the world.

G. CONCLUSION

The good concept of Halal tourism adoption of economic growth is based on several actions including:

1. Objective and progressive assessment at the whole halal tourism activities include visas, accommodation, transportation, communication, etc.
2. Developing public facilities and attractions for Muslim
3. Increasing public awareness present to Halal tourism activities to guarantee positive interaction between tourist

Simplifying business chance, Halal tourism seeks to simplify access by simplification of procedure and mitigating prerequisites. The important things are easy issuance of a commercial travel agent registers and simplification of process and offering easy tourist e-services. The good concept of Halal tourism provides flexible, simple, and easy for e-services that can be restructured to shelter e-services. Moreover, as a Halal tourism destination, to improve and ensure more efficiency and effectiveness in its performance in a travel document Indonesia should use the e-government concept as a tool. Actions should take by the Indonesian

government to ensure realization of Jakarta, beyond the city as number one Halal tourism destination concept ensure interdepartmental e-services travel document transition

Based on the explanation about Indonesia Halal tourism, we conclude the recommendations for Indonesia government:

1. Policy:
 - a. Harmonization between policies and guidelines
 - b. Sharing of expertise and experiences for making a positive images
 - c. Organization and marketing halal tourism events using social media
 - d. Designing long term strategies and master plans to the next 10 years
2. Practice:
 - a. Training the staff related to Halal tourism
 - b. Facilitating access for Muslim travelers
 - c. Paying attention to diversity
 - d. Best accommodation management in Halal hospitality
 - e. Good information related to Halal tourism
 - f. Offering gender-specific facilities
 - g. Appropriate dress code for the staff

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