

Analysis of Muslim Friendly Tourism Development in Indonesia

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ARTICLE INFO

Article history:

Received April 4, 2021

Revised August 1, 2021

Accepted September 27, 2021

Available online October 1, 2021

Keywords:

CHSE, food and beverage services, muslim friendly tourism

Paper type: Research paper

Please cite this article [Turabian of style 8th edition]: Santoso, Sugeng, Fatmawati, Ari, Ubaidillah, Rian, Widyanty, Winda, AND Isa, Salmi. "Analysis of Muslim Friendly Tourism Development in Indonesia" *IQTISHODUNA: Jurnal Ekonomi Islam* [Online], Volume 10 Number 2 (1 October 2021)

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ABSTRACT

In order to make Indonesia the center of the world's Islamic economy, tourism is one of the potential sectors to be developed. The objectives of this study are; to obtain a description of the existing conditions of Muslim friendly tourism and to formulate certain program for the Ministry of Tourism and Creative Economy (Kemenparekraf/Baparekraf). Those institutions are policy makers, related to developing the Muslim-friendly tourism businesses ecosystem. This study is qualitative, but some data is collected through quantitative approach. The key informant are policy makers at the Kemenparekraf/Baparekraf. The facilities which is needed are places of worship, food and beverage services that are Muslim-friendly, and the availability of travel agencies that offer Muslim-friendly travel packages. Labeling of halal certification on food and beverage processing that applies the CHSE (Clean, Health, Safety, Environment) standard is a strategy offered on the demand side. On the linkage side, the development of tourism must involve several administrative areas. Beside that, it is necessary to increase education to the community, and it must be in accordance with applicable customary regulations. Every tourism destination also needs segmentation and product development, that always adapts to the trends.

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Abstrak: Dalam rangka menjadikan Indonesia sebagai pusat ekonomi syariah dunia, pariwisata merupakan salah satu sektor yang potensial untuk dikembangkan. Tujuan dari penelitian ini adalah; memperoleh gambaran kondisi eksisting pariwisata ramah Muslim dan merumuskan program tertentu bagi Kementerian Pariwisata dan Ekonomi Kreatif (Kemenparekraf/Baparekraf). Lembaga-lembaga tersebut merupakan pengambil kebijakan, terkait dengan pengembangan ekosistem bisnis pariwisata yang ramah muslim. Penelitian ini bersifat kualitatif, namun sebagian data dikumpulkan melalui pendekatan kuantitatif. Informan kunci adalah pengambil kebijakan di Kemenparekraf/Baparekraf. Fasilitas yang dibutuhkan adalah tempat ibadah, pelayanan makanan dan minuman yang ramah muslim, dan tersedianya biro perjalanan yang menawarkan paket wisata ramah muslim. Pelabelan sertifikasi halal pada pengolahan makanan dan minuman yang menerapkan standar CHSE (Clean, Health, Safety,

Environment) merupakan strategi yang ditawarkan pada sisi demand. Di sisi keterkaitan, pengembangan pariwisata harus melibatkan beberapa wilayah administratif. Selain itu perlu adanya peningkatan pendidikan kepada masyarakat, dan harus sesuai dengan peraturan adat yang berlaku. Setiap destinasi pariwisata juga membutuhkan segmentasi dan pengembangan produk, yang selalu menyesuaikan dengan tren.

Kata kunci: CHSE, layanan makanan dan minuman, wisata ramah muslim.

INTRODUCTION

Pandemic Coronavirus 2019 (COVID-19) is a contagious disease caused by the newly discovered COVID-19 virus. Most people infected with the COVID-19 virus will experience mild to moderate respiratory disease and heal without requiring special treatment. However, for older people and those who have fundamental medical problems such as cardiovascular disease, diabetes, chronic respiratory diseases, and cancer when infected with the COVID-19 virus can cause severe infections and deaths (WHO, 2020). Almost all countries were impacted by the spread of COVID-19, including Indonesia, and it became increasingly apparent that COVID-19 disrupted health and economics. Governments around the world are implementing social activity, and distance restriction policies and are encouraged to stay home to stop COVID-19 deployments. Considerations were taken in the framework of the handling of disease outbreak in the world, as quoted from public communication protocols in the framework of COVID-19.

Tourism is a variety of tourist activities and supported various facilities and services provided by the community, entrepreneurs, governments, and local governments (Undang - Undang Republik

Indonesia No 10 Tahun 2009 Tentang Kepariwisata, 2009). So that the development of tourism in Indonesia become a focus of national development and development to grow Indonesia's economic level¹. The uniqueness of travel experience is an indicator that is most instrumental in shaping the novelty of travel experience. Currently, in the tourism industry the concept of Syariah has become a trend in the global economy, and also a fascination to be seen and enjoyed that deserves to be sold to the tourist market. From food and beverage, finance, to lifestyle products. As a new trend of lifestyle, many countries begin to introduce their tourism products with a Muslim-friendly concept. Even countries such as Japan, Australia, Thailand, New Zealand, and so on that is not a country that is not a majority of Muslims also make a tourism product Sharia.

Indonesia is a country with a Muslim population reaching 87.18 percent of a population of 232.5 million people. According to the same report, Indonesia is among the top 10 consumers in every sub-sector in the halal industry. According to

¹ Fauzi and Pertiwi Utami Basrowi, "Impact of Sharia Tourism Development in Pringsewu Regency Lampung," *IQTISHODUNA: Jurnal Ekonomi Islam* 9, no. 1 (2020): 91-104.

the Global Islamic Economy Report (GIEI, 2018/19) with 215 million Muslim population, in aggregate Indonesia spent USD 218.8 billion in all sectors of the Sharia economy in 2017. Indonesia was ranked 10th for the global Sharia economy mainly by the increase on the halal food ranking². The concept of Muslim friendly tourism is not only targeting Muslim tourists, but also non-Muslims. This is because Muslim-friendly tourism is only a sub-category that is friendly to Muslims and is included in the values of religious tourism. In addition, the development of the era of esteem economy (economic recognition) has also breathed fresh air for the tourism sector. Because the movement of the millennial generation will contribute to changes in current tourism trends.

So far the Global Muslim Travel Index is a tool that serves as a guide in assessing the standardization of cities in Indonesia³. So it is very important that Indonesia must have a standard that is relevant to the conditions in Indonesia in terms of culture, customs, and regulations in the

Indonesian Government⁴. This is the background of this research with the hope that the output given is a standard that can be applied in Indonesian cities to analyze the potential for developing Muslim-friendly tourism.

Currently, the ministry of tourism and creative economy is developing a CHSE (Clean, Health, Safety & Environment) certificate or hygiene, health, safety and environmental sustainability in the tourism sector. The CHSE certification program is the process of granting certificates to tourism businesses, other related businesses / facilities, the community, and tourism destinations. The benefit of this CHSE certificate is a guarantee to the public that the products and services provided meet the hygiene, health, safety and environmental sustainability protocols. The CHSE concept is a concept that is an important part of developing Muslim friendly tourism, because basically Muslim friendly tourism is tourism that emphasizes cleanliness, health, safety and environmental sustainability.

One of the areas that have extraordinary tourism potential and has an ongoing development program in Banten, namely Lebak Regency, Banten province. Lebak District in the north is bordered by

² Muhammad Masyhuri dan Misbahul Munir, "The Strategy of Trade In The Halal Food Industry In Jember," *IQTISHODUNA: Jurnal Ekonomi Islam* 10, no. 1 (2021): 35-44.

³ Syarifuddin and Kholis, "Towards Rahmatan Lil 'Alamin Economy (Analysis of Ukhuwah Islamiyah and Ashabiah for Economic Development in Medina)," *IQTISHODUNA: Jurnal Ekonomi Islam* 10, no. 1 (2021): 59-76.

⁴ Mashum and Marlina, "Nusantara Syariah Economy (Construction of Economic Cooperation between The Indonesian Muslim Community)," *IQTISHODUNA: Jurnal Ekonomi Islam* 9, no. 2 (2020): 197-224.

Serang Regency and Tangerang Regency, to the east by the regency of Bogor and Sukabumi Regency, in the south bordered by the Indian Ocean, and in the West borders Pandeglang Regency. Lebak Regency consists of 28 sub-districts, five subdistricts and 340 villages. The development of tourism potential in Lebak Regency is a Geopark which is a region of national scale protected areas containing a number of important geological heritage sites, which has the appeal of certain beauty and scarcity, which can be developed as part of the concept of integration of conservation, education and development of the local economy.

The policy direction in the second year of the RPJMD Lebak Regency 2019-2024 (Government of Lebak Regency, 2019) directed at the development of infrastructure and superstructure that supports the realization of tourist destinations that have high appeal, especially those belonging to the potential area of the Bayah Dome Geopark. The infrastructure is focused on transportation infrastructure, communication and information, and energy resources. At the same time, the superstructure is focused on a variety of main facilities that enable the increasing attraction of objects and tourist destinations for the tourists, such as: Quality of objects/tourist destinations, tourism services facilities, transportation means, the tourism market including the development of souvenir centres, culinary, and others; Various

supporting facilities such as Parking facilities, mosque, toilets, and others. However, in the business process of Lebak District government which refers to the RPJMD 2019-2024, there is a gap where the business development program has not directly touched the Geopark development program⁵.

Besides in Lebak, Banten also has the potential for Muslim tourism that can be developed, namely Tanjungjaya Village which is located in Panimbang District, Pandeglang Regency, Banten which is a very strategic area in a location where the village is close to the TanjungLesung tourist area which has been determined by the government as Special Economic Zones (KEK) through RI Law Number 39 of 2009, followed by PP RI Number 26 of 2012 concerning the TanjungLesung Special Economic Zone and the Decree of the Chairman of the Zone Council, Banten Special Economic Zone Number 505 / Kep.587-Huk / 2014 concerning Administrators Banten Province Special Economic Zone. In addition, it is also included in the area proposed as a National Geopark. This village has an area of 3,301.74 (Ha), an altitude of 26DPL (m), a coastal / fishing topology with a population of 6,865 (2,097KK).

⁵ Andrea & Santoso, "Improving Economy of the Community Based on Sustainable Tourism and Creative Economy through Business Process Re-Engineering (BPR) With Geopark Development in Lebak Regency Banten Province," *International Journal of Innovative Science and Research Technology* 5, no. 1 (2020).

The superior product, Cikadu Batik as a tourist attraction, can be used as a means of improving the welfare of the community, especially batik craftsmen

East Java is also one of the locations to be observed in this study, namely in Malang Regency. Village-owned enterprises in the village of Sanankerto Turen Malang have tour tours that have become an icon of the village, and earn income so that they can increase the Gross Domestic Product (PDRB). In the end, it will improve people's welfare. The existence of Dewi Boonpring can add to the total economic value so that it can also increase income / income. The emergence of pandemic problems and high rainfall weather can reduce the number of visitors. In addition, the lack of trust due to the pandemic has reduced the number of visitors, especially foreign tourists.

The Objectives of this research is to Obtain an overview of the conditions for developing Muslim friendly tourism and Proposing programs / activities to the government as the policy maker for Muslim friendly tourism development Muslim Friendly Tourism. This research is expected to be a recommendation in the form of policy analysis and strategies for developing a Muslim-friendly tourism ecosystem as well as an analysis and policy for the development of tourist villages that are expected to be carried out simultaneously so that tourism in

Indonesia can develop in the midst of COVID-19. In addition, the expected outcome with this research is that people who are involved in the creative industry in particular can increase their income by reopening tourism in Indonesia.

METHODS

The approach used by using qualitative and quantitative approaches Mix Methods Research (mixed methods research). By using the explanatory sequential design, that is, in the first stage, quantitative data analysis is carried out followed by a quantitative analysis as confirmation. This study uses a qualitative approach with key informants who are policy makers at the Ministry of Tourism and Creative Economy, as supporting informants are Muslim-friendly tourism businesses.

One of the areas that have extraordinary tourism potential and has an ongoing development program, namely Lebak Regency, Banten province. Based on the focus group discussion (FGD) conducted with the Office of the Ministry of Tourism and Creative Economy of the Republic of Indonesia, the regent of Lebak District and its ranks, and also representatives from the community. The Tourism Value Chain (Accommodation, Marketing and Industry) is becomes a reference in developing Muslim-friendly tourism. Output of this research is recommendation to develop of ecosystem tourism in Lebak Banten, and hopefully this recommendation

can be applied in the other cities which is considered to be Muslim Friendly Tourism.

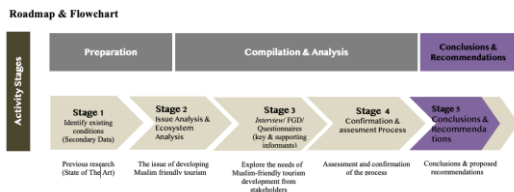


Figure 1 :Roadmap in this research

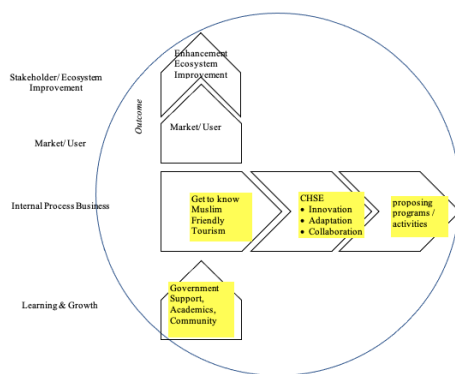


Figure 2 :Flowchart in this research

In the initial stage, it is done by collecting primary and secondary data. Primary data was carried out by direct survey to the research location and through interviews with the surrounding community. Interviews were conducted not only to the surrounding community but also to the manager. Meanwhile, secondary data were obtained from literature studies and literature studies through textbooks, internet, theses, documents, and journals

RESULT AND DISCUSSION

Indonesia's victory in The World Halal Travel Award 2016 should be used as a branding in developing Muslim-friendly tourism. So that Indonesia has the

potential to follow the success of Malaysia, Brunei Darussalam, Turkey and Thailand. From that award, there are 12 best categories that were won by Indonesia, including World's Best Halal Beach Resort which was won by Novotel Lombok Resort & Villas, World's Best Halal Culinary which was won by West Sumatra, and World's Best Halal Cultural Destination which was won by Aceh.

One of the things that are considered in the preparation of the action plans given in the development of Muslim-friendly tourism destinations below is the CHSE program that is being applied by the Ministry of Tourism and Creative Economy to tourism economic actors. Where the goal is to improve services and guarantees for tourists to travel in the midst of the Covid-19 Pandemic. In addition, the benefits of CHSE for business actors are increasing their existence in the midst of the Covid-19 Pandemic. Currently the CHSE program is being implemented for several tourism sectors, including hotels, tourist destinations, homestays, etc. The CHSE program is in line with Muslim-friendly principles that are being developed into Muslim-friendly tourism that applies cleanliness, health, safety and environmental sustainability.

Muslim-friendly tourism investment is an absolute must for the government, this is because Muslim-friendly tourism is predicted to be excellent in the next five years so that the government

and society are expected to follow this flow. One of the investments that can be made is to carry out research and development in the tourism sector so that later the data obtained from the research results can be used and developed by the government in implementing policies.

Another excellent program implemented by the Government is to set standard visits for Muslim tourists visiting Indonesia. This is very, very important considering that this guide will be used as a standard for tourists when visiting Indonesia. Given that the application of Muslim Friendly Tourism is tourism that applies Muslim lifestyle, so in applying this standard it is necessary to further analyze the habits practiced by Muslims then justify it as a standard that can be used universally.

An absolute sector that must be a leading program in tourism development is to pay attention to tourist attractions. This is the basic key that attracts a tourist to visit a place. In addition, the existence of this tourist attraction is what distinguishes it from other places. In addition, in developing tourism, it must also be adjusted to the conditions of its tourist attraction. For example, if the tourist attraction of a place is historical tourism, the tourism development will be very different if the tourist attraction of that place is marine tourism. Where if the tourist attraction is historical tourism, the aspect of building conservation must be considered,

not to explore the building too far to damage the original building.

RESULT

Based on the focus group discussion (FGD) conducted with the Office of the Ministry of Tourism and Creative Economy of the Republic of Indonesia, the regent of Lebak District and its ranks, and also representatives from the community. From the strategic side of the deputy industry and investment of the Kemenparekraf conveyed the economic and financial Sharia experienced a very rapid development both globally and nationally. Banten province, especially the regency of Lebak chosen because it has extraordinary potential and has a development program that sustains (sustainable). The future tourism trend is outdoor tourism. Lebak has the potential to be outdoor tourism with the development of potential around Bayah Dome to become a geopark and geotourism area, cultural diversity, such as the Baduy tribe, Banten Kidul Kasepuhan, and the majority of people embraced Islam. Tourism is very influential in the presence of pandemic because it must maintain health in order to curve, but also must maintain the economy. Because it can not be selected one to go hand-in so that tourism actors and governments should be firm to remind when visitors who do not follow health protocols. Regencies of Lebak conveyed the government of Lebak District focus on building tourism in

ecotourism based. The population of Lebak Regency is 99.03% Muslim, Lebak Regency is an area established by the province of Banten and the central government as a conservation area, 35% of the area is surrounded by protected forest, private plantation sector, Perhutani, and land owned by the community. The community of Lebak District is encouraged to be a community that DARWIS (tourism conscious) in tourist destinations through tourism development can reach all sectors such as community sector tourism activists, SMEs and communities so that it can interact directly with the tourism sector in Lebak district. Moreover, in adopting a new life in the tourism sector, about the wheels of the economy that must remain running, it is a sign of the conversation. No. 28 years 2020.

Head of Bappeda of Lebak District said that the proposal to establish a geological legacy of Bayah Dome through Banten governor to the Geology Agency Ministry of ENERGY and Mineral resources and have been awarded recommendations, and the establishment of the plan of the settlement of Geopark, and the construction of the master plan. Bayah Dome is expected to become an international Geopark and also want to be proposed to the International Geopark Agency. Spread geodiversity Geopark Bayah Dome covers 12 sub-districts with an area of 1,647.33 km², and there is 39 geological diversity

(Geodiversity) owned in which the international scale there are 12, national there is 17, and local there are 10. Some of the potentials that are located along the area of Bayah Dome Geopark include the ancient Delta deposition, beaches, minerals/precious stones, hot springs, waterfalls, caves, ex-gold mines, metamorphic stone granodiorite intrusion, depression Zone, Cikuya tea plantation (some areas in Lebak district which is above 800-1000 above sea level), a potential forest that can be cooperation with National Park and Perhutani. In addition, there is also local wisdom of indigenous Baduy tribe, agricultural Kasepuhan-amplessness of Cisungsang, archaeological site-Kosala site, examining office Antam Cikotok, relics of the occupation-the bridge of Japanese ex-KA, and wood fossil craftsmen. Sharia economic development is expected to maximize local wisdom to capture global opportunities in the form of halal lifestyle trends that prioritize ethical products of goods and services. This view is in accordance with national ideals as an independent, sovereign, fair and prosperous country. While the head of tourism office of the regency of Lebak conveyed through tourism, Lebak District as a national tourist destination based on local potentials, has a biodiversity of cultural diversity, other ecotourism nature tourism, waterfall, Baduy Sabalik tribe (Banten Kidul unit) bordered by Lebak Regency has 142

nature tourism, consisting of a nature tourism waterfall 68, nature Tourism 32, Goa nature Tourism 32, natural hot Springs 4, natural tourism 6. This amount will increase continuously by starting the development of local-based tourism. In preparing to be able to reopen tourism activities of tourism Department of Lebak District issued DECREE No. 556/KEP. 2116.1/DISPAR/2020 about the new Normal governance guidelines of the tourism business sector in the pandemic conditions COVID 19.

Based on a questionnaire filled by tourism area manager of Lebak and Pandeglang, facilities in the tourist area is very important, the facilities needed are public facilities, places of worship, food and beverage services that are Muslim-friendly as well as facilities such as the availability of travel agencies that offer Muslim-friendly travel packages. In addition to the facilities that can improve the tourism value chain in Lebak District is the tourist attraction itself, there is nature tourism like the beach. There is cultural tourism, such as the life activities of Baduy people, and that can enhance the attraction of DARWIS, tourism conscious people can support and develop tourist attraction that is already owned by Lebak Regency. Besides being able to socialize, support and develop Muslim-friendly tourism, the role of society is needed in creating awareness to be able to follow health protocols in the New Normal order, maintain

hygiene, maintain distance and also use masks.

Village-owned enterprises in the village of Sanankerto Turen Malang have tour tours that have become an icon of the village, and earn income so that they can increase the Gross Domestic Product (PDRB). In the end, it will improve people's welfare. The existence of Dewi Boonpring can add to the total economic value so that it can also increase income / income. The emergence of pandemic problems and high rainfall weather can reduce the number of visitors. In addition, the lack of trust due to the pandemic has reduced the number of visitors, especially foreign tourists.

Strategies that can be carried out include: Guarantee of clean and hygienic tourist attractions, guarantee of health procedures, waste management education. After tourist trust returns, the number of visitors will increase, especially with the addition of another strategy, namely the existence of a digitalization system. The addition of visitors resulted in a new problem, namely garbage. The strategy to overcome this problem is through waste management education. Another problem that arises is the high cost of waste management.

Guaranteed clean and hygienic tourist attractions: Cleanliness of tourist attractions must always be clean and spray every day in certain places such as

restaurants, inns, homestays, garden seats, fences, tables, toilets. In addition, clinics and PPE (Personal Protective Equipment, for example placing fire suppression tubes in certain places) are also provided. Health procedures are guaranteed: the current covid pandemic condition requires the awareness of visitors to comply with health procedures assisted by the provision of handsanitizers in certain places, disinfectant booths at the entrance, as well as information on guarding distances, regulations on guarding distance, washing hands and tightening the use of masks. Waste Management Education: When Dewi Boonpring becomes a waahana who is visited by many tourists, a waste problem will arise, both from tourists and partner communities. Education on waste management is needed, for example separating wet and dry waste, then waste management is carried out by BUMdes. Wet waste becomes fertilizer, while dry waste is recycled. Digitalization System: There is a mobile phone application that provides ticketing services, information on location maps, availability of each vehicle, information about Dewi Boonpring products, information on health procedures, and information on emergency services

DISCUSSION

The role of the community can increase the tourism value chain in the tourist area of Bayah Dome into a geopark and geotourism area, and

the people of Lebak Regency, where the majority of the population are Muslim, can be developed using the concept of Muslim-friendly tourism so that they can feel comfortable and safe for tourists. In the condition of the COVID-19 pandemic what needs to be done from a strategic point of view is to strengthen the rules in the new normal order, then the geopark aspect and then the Muslim-friendly tourism aspect. Meanwhile, from the sectoral aspect, there needs to be special attention to facilities, tourist attractions, public awareness, geotourism, health protocols, management and information.

Encourage community participation to follow health protocols; Maintain cleanliness in the tourist area; Maintain a minimum distance and / or interaction between fellow communities of 1 meter (physical distancing); Using a mask. Community involvement in community management through tourism awareness groups (POKDARWIS); evaluating visitors by preparing special impressions that tourists get when visiting the geotourism area, such as souvenirs or memories after visiting Sawarna destinations for them to take home.

Imposing a limit on the number of visitors with a maximum limit of 50% of capacity; Available media for protocol socialization; Checking the body temperature of everyone who will enter the area ($\geq 37.50^{\circ}\text{C}$); Carry out cleaning and disinfection in the area of public

places / facilities. Management and information by doing the latest marketing, use of multiple languages such as English, Arabic, Chinese and other languages; there are experts who provide guidance and play an active role in its development.

Based on the questionnaire filled out by representatives of Sawarna tourism management, facilities in the tourist area are very important, the facilities needed are public facilities, places of worship, Muslim-friendly food and beverage services and facilities such as the availability of a travel agency that offers Muslim-friendly tour packages. In addition to facilities that can improve the tourism value chain in Lebak Regency, namely the tourist attraction itself, there are natural attractions such as beaches. There are cultural tourism, such as the life activities of the Baduy community, and those that can increase the tourist attraction, namely DARWIS, people who are aware of tourism can support and develop the tourist attractions that Lebak Regency already has. In addition to being able to socialize, support and develop Muslim-friendly tourism, the role of the community is needed in creating awareness to be able to follow the health protocols in the New Normal era, maintain cleanliness, maintain distance and also use masks.

Strategies that can be carried out include: Guarantee of clean and hygienic tourist attractions, guarantee of health procedures,

waste management education. After tourist trust returns, the number of visitors will increase, especially with the addition of another strategy, namely the existence of a digitalization system. The addition of visitors resulted in a new problem, namely garbage. The strategy to overcome this problem is through waste management education. Another problem that arises is the high cost of waste management.

CONCLUSION

Please provide here your remarks as closing statement. It could be a final conclusion from your discussion and analysis and your recommendations for further research project. In this section as well you may give your acknowledgment for people and parties whose supports make your research possible.

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