

The Role of Transportation to Support The Sustainability Halal Tourism in Indonesia

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ABSTRACT

The development of halal tourism potency in Indonesia is considered very promising. It will become a scope which many kinds of tourism businesses are interested in. The phenomenon is in line with the increase of halal tourism year by year. In the other side, transportation has an important role in supporting sustainable halal tourism. This journal's literature review will explore the role of transportation in sustainable halal tourism, the concept of transportation mode planning in sustainable halal tourism and discuss transportation challenges and problems for sustainable halal tourism in Indonesia. This journal review literature research method is carried out by searching for published articles on *Sage*, *Elsivier Science* and *Taylor and Francis* with the selected keywords, namely *transportation*, *halal sustainable tourism*, and *tourism and hospitality*. The search was carried out by limiting publications from 2010 - 2020. From the results of the literature search, it can be seen that transportation has an important role for sustainable halal tourism, because the key characteristic of tourists is mobility. Challenges and problems in sustainable halal tourism transportation services in Indonesia in general are still faced with problems of increasing safety, increasing smooth mobility and problems of service accessibility.

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Abstrak: Potensi pengembangan wisata halal di Indonesia dinilai sangat menjanjikan dan akan menjadi bisnis yang banyak diminati pelaku usaha pariwisata. Hal ini sejalan dengan peningkatan wisata halal dari tahun ke tahun. Transportasi memiliki peran penting dalam mendukung pariwisata halal yang berkelanjutan. Tinjauan pustaka jurnal ini akan mengeksplorasi peran transportasi dalam pariwisata halal berkelanjutan, konsep perencanaan moda transportasi dalam pariwisata halal berkelanjutan dan membahas tantangan dan masalah transportasi untuk pariwisata halal berkelanjutan di Indonesia. Metode penelitian literature review jurnal ini dilakukan dengan mencari artikel-artikel terbitan Sage, Elsiwier Science dan Taylor & Francis dengan kata kunci terpilih yaitu transportasi, halal sustainable tourism, dan tourism and hospitality. Penelusuran dilakukan dengan membatasi publikasi dari tahun

2010 – 2020. Dari hasil penelusuran literatur, terlihat bahwa transportasi memiliki peran penting bagi pariwisata halal berkelanjutan, karena ciri utama wisatawan adalah mobilitas. Tantangan dan permasalahan dalam pelayanan transportasi pariwisata halal berkelanjutan di Indonesia secara umum masih dihadapkan pada masalah peningkatan keselamatan, peningkatan kelancaran mobilitas dan masalah aksesibilitas pelayanan.

Kata kunci: transportasi, pariwisata halal, berkelanjutan, ekonomi.

INTRODUCTION

Halal tourism is now becoming a lifestyle, is a phenomenon that arises from the growth of the halal industry, where the community has made it a basic need and no longer an additional need. The world community, including the Indonesian people, have almost taken their time to enjoy halal tourism that is promoted in their surroundings, either through print, electronic, or online media. The world's major tourism markets have shown a strong interest in Islamic tourism. This makes halal tourism potential very promising. According to a study conducted by Master Card and Crescent Rating, the Muslim travel segment is currently worth \$ 145 billion, with 108 million Muslim travelers representing 10 percent of the entire tourism industry. And it is estimated that the number of tourists will increase to 150 million tourists, representing 11 percent of the industry segment with expenditures of USD 200 billion. Tourism is the most important contemporary human activity associated with major changes, and has created fundamental changes in economies, conditions, culture and traditions.

Considering the importance of halal tourism in Indonesia, continuous halal tourism innovation efforts are

needed, especially in terms of marketing. Increasing the use of marketing, especially digital marketing, not only creates new marketing channels for the marketing field but there are many opportunities and opportunities for business people engaged in halal tourism. It is understood that tourism, including halal tourism, has great potential to become one of the pillars in building the national economy. The experience of traveling can be used as a comparison and at the same time a profitable competition for destinations in the region due to the uniqueness of the factors that are not the same between regions in Indonesia, where it will create different experiences¹. The most profitable segment of the tourism industry is built by marketing the tourism industry as a tool for mapping a sustainable tourism environment so that it is better known as a visited tourist destination.

So in this case, halal tourism must also be strongly supported by the transportation sector. Without this sector, the movement of tourists will

¹ Indra Hidayatullah Qoriani, Hersa Farida, "Improvement of Village Economy Through The Role of The Home Industry," *IQTISHODUNA: Jurnal Ekonomi Islam* 10, no. 1 (2021): 89-100.

be hampered. This sector is also an appropriate and reliable source for recording domestic and foreign tourist visit statistics². It is time for the government to show its seriousness in building accessibility to main halal tourism destinations. Access to land, sea and air transportation needs special attention. The transportation sector is not only a means of transportation, but also as a tool to collect statistics on the development and growth of the tourism industry³. The transportation system is one of the components that is absolutely essential for the achievement of current and future national development goals. The potential demand for accessible transport systems should take into account the adoption of universal designs. Various studies have shown that countries that are successful in achieving development goals are countries that have adequate transportation systems to meet the dynamic needs of their population. However, in order for the development of national transportation to be more efficient, effective and provide added value to other sectors and not cause

various negative impacts on society and the environment, it is necessary to formulate and formulate a development plan. Each traveler by type of trip has his or her own personal characteristics which may be determinants in terms of their preferences⁴.

The availability of transportation infrastructure is an important thing that must be in place so that tourism environmental activities can run. The interdependence between national tourism and transportation has important implications for the level of tourist demand for a destination, which is defined as related tourism. However, many tourist destinations are unable to accommodate the needs of public transportation both for their residents, especially for visiting tourists. Because this need continues to increase while availability is limited and does not increase, congestion and other problems will determine the *image* of the halal tourism destination in the future. The success of the tourism industry is closely related to transportation connectivity between the location of origin and destination destinations. Therefore, a mature strategic plan is needed for the development of modern transportation in order to achieve sustainable halal tourism. The development of a viable and sustainable tourism industry

² Fauzi and Pertiwi Utami Basrowi, "Impact of Sharia Tourism Development in Pringsewu Regency Lampung," *IQTISHODUNA: Jurnal Ekonomi Islam* 9, no. 1 (2020): 91-104.

³ 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.

⁴ Vera Gouveia Barros, "Transportation Choice and Tourists' Behaviour," *Tourism Economics* 18, no. 3 (2012): 519-31.

requires wise strategic planning for investment in tourism locations and supporting transportation infrastructure⁵.

Literature Review

Previous Theoretical and Empirical Studies

The main flow of previous studies on halal transportation and tourism is to adopt secondary information to trace the nature of halal tourism from representations of transportation problems in rural tourism, a key factor in the success of providing public transportation and the convenience of tourism, mode selection model and comparison of travel behavior, transportation of tourist destination selection by tourists, tourism supplier relations and transportation, travel transit assessment, a sustainable tourism development cycle model, an introduction to the description of halal tourism, a positive relationship between road infrastructure and tourism activities, weak road and transportation infrastructure development and community support for tourism, a Muslim tourist travel brand, tourist travel across tourist destinations via mass transportation. Researchers also analyzed relevant and official

information regarding the opinions of key players in halal transportation and tourism through the Ministry of Transportation of the Republic of Indonesia and the Ministry of Tourism of the Republic of Indonesia. The review of previous empirical studies on halal tourism carried out in other countries attracted the most attention. Most of the previous studies also examined the relationship between tourist satisfaction in travel, especially factors that influence tourist satisfaction, such as travel motivation, perceived value, risk assessment, experience of tourist destinations, Islamic attributes and customer involvement. Previous studies have also tried to identify the travel motivations of Muslim tourists, the relationship between tourist engagement and brands of halal destinations. However, no one has discussed specifically about the role relationship between transportation and sustainable halal tourism.

Based on the above discussion in the previous literature, it can be concluded that in the field of the halal tourism and transportation sector the number of theoretical studies is more than empirical studies. Although empirical studies have started to increase in recent years, most of the studies are conducted in the context of conventional tourism transportation. In particular, no one has discussed specifically about sustainable halal tourism in

⁵ and Xiaoying Zhu Bai, Yun, Xiaofeng Kou, Shi An, Yanfeng Ouyang, Jian Wang, "Integrated Planning of Tourism Investment and Transportation Network Design," *Transportation Research Record* 2467 (2014): 91-100, <https://doi.org/10.3141/2467-10>.

Indonesia. In addition, most studies only discuss halal food and Sharia hotels, without considering the other halal tourism sub-sector, in this case, the transportation sector which plays an important role in the progress of sustainable halal tourism. Finally, several studies have considered the needs of Muslim tourists and the response of the halal tourism industry at the same time, thus there is evidence of limitations regarding the gap between demand and supply of halal tourism in Indonesia.

Halal Transportation and Tourism

Transportation is the transfer of people or goods using vehicles that are moved by humans or machines. Transportation is used to make it easier for humans to carry out their daily activities. Many experts have formulated and put forward the meaning of transportation. The experts have their respective views which have differences and similarities between one another. The word transportation itself comes from the Latin word *transportare* which *trans* means to lift or carry. So transportation is carrying something from one place to another. Transportation can also be defined as the effort to move, move, transport, or divert an object from one place to another, where in this other place the object is more useful or can be useful for certain purposes.

Transportation is one of the facilities for a tourist destination to progress

and develop and transportation can increase accessibility or the relationship of a tourist destination to other tourist destinations because accessibility is often associated with tourist satisfaction in accessing a place (location). Tourist satisfaction is a concept that needs to be studied extensively in the field of tourism and tourism service marketing. To build a sustainable halal tourism, the existence of transportation infrastructure and facilities cannot be separated. The continuity of efficient halal tourism activities must be supported by a good transportation system. Transportation can be compared to the main economic sector in a country which includes output, exports, household consumption, visitor expenditure, number of employees, and employee compensation. This creates competitiveness among the goals to develop sustainable halal tourism and plans for the halal tourism industry at the global level to reach a higher level. Transportation is a very important and strategic factor to be developed, including to support the development of halal tourism sector activities in increasing foreign exchange. Interest in halal tourism is experiencing increasing growth.

In tourism, there are three types of transportation commonly used by tourists, namely: 1) air transportation (*international flight, domestic flight*), 2) sea transportation (*regular lines, charter lines cruiser*); 3)

land transportation (bicycle, buggy or wagon, motorbike, passenger car, train). The use of transportation for tourism purposes rarely only uses one type of transportation. The use of transportation is almost always a combination. Plenty of transportation participating in a tourist environment and competing freely will facilitate tourism marketing. The use of transportation depends a lot on the conditions of the place or tourism destination. So there are various combinations of transport used to reach tourism destinations, depending on the arrangements made by the travel operator. Travel operators plan the type of transport according to the itinerary they compile. Long cross-country trips are usually made by tourists by airplane, while short-distance trips generally use land and water transportation. Urban spread, increased land use, and compressed settlement patterns make the linkages of settlements, transportation, and tourists very varied, complex, and in certain contexts.

For tourists in the form of families or groups, the creative industry can be stated in the implementation of a halal tourism travel agency that promotes travel customs in accordance with Islamic teachings. The number of tourist arrivals and tourist expenditure are often used in a vague manner as a measure of tourism demand, depending on the purpose of the analysis or, to put it simply, on the availability of data.

This travel agency can provide a *snowball* effect for halal tourism by providing travel packages with business partners. Halal tourism also needs to change the general perception that halal tourism only refers to visiting religious places. Thus, halal tourism gives meaning to tourists in the form of travel planning manners and travel manners according to Islamic principles.

In the field of air transportation, such as airplanes for tourist travel purposes, plays an important role. Almost all tourist trips from *tourist generating countries* are carried out by airplane. When a general analysis is made of the relationship between tourism and transportation, it can be said qualitatively that tourism cannot develop without the availability of means of transportation, especially transportation by air. In other words it can be stated that even though there are attractive tourist performances, complete recreational and sports facilities, luxurious hotels in halal tourism, but without adequate transportation facilities, all will be in vain and meaningless, therefore it is necessary. emphasized regional transportation branding as one of the success factors. Therefore, it is not surprising that the halal tourism sector insists that serving religious needs of any faith as well as aspects of branding in the

growing halal tourism industry are important⁶.

Halal tourism itself has a significant contribution to national economic development as an instrument for increasing foreign exchange earnings. The tourism sector plays an important role in the national economy because it is considered as one of the contributors to employment growth and economic growth in any country. Halal tourism is agreed to be a strong commercial force. However, on the other hand, tourism has a contribution to the impact of transportation externalities, namely delays, queues, traffic accidents, parking, and environmental problems. Transportation problems that often occur in big cities, especially those that are tourism destinations, include traffic jams, air and noise pollution, accidents, and delays. These problems occur not only due to the limited existing transportation infrastructure system, but also by other problems, such as the large need for movement compared to the available transportation infrastructure system and capacity. Sustainable halal tourism can be achieved if the respective

environmental and tourism policies are implemented.

The natural and cultural potential of developing countries can be used as capital for tourism development in their countries so that they can be developed as economic activities. Tourism has experienced significant growth over the last few years and decades and is one of the largest industries, in both developed and developing countries. As a service industry, tourism plays an important role in policies regarding job opportunities due to the increasing urgency of demands for permanent employment opportunities in line with the increase in tourism in the future. From the demand side, the impact of the tourism industry has infiltrated various economic activities and has spread as well as rapid mobility access through various related industries. The economic impact covers a broad spectrum of policies, concerning business opportunities, job opportunities, transportation, accommodation, infrastructure, regional development, taxation, trade and the environment. As a way of focusing on how the mobility paradigm allows the assessment of future resource challenges by applying a core-periphery model. The tourism industry, in particular, is said to be very effective in supporting small businesses and creating job opportunities for young people as well as spreading job opportunities,

⁶ and Muhammad Awais Battour, Mohamed, Mohd Nazari Ismail, Moustafa Battor, "Islamic Tourism: An Empirical Examination of Travel Motivation and Satisfaction in Malaysia," *Current Issues in Tourism* 20, no. 1 (2017): 50-67, <https://doi.org/10.1080/13683500.2014.965665>.

both in regional, national and international scope. However, tourism is currently playing an important role in the context of transportation management, energy, and climate change policies⁷.

Thus, the tourism industry can play a role as an important catalyst for regional development. The bulk of the infrastructure needed by this industry, such as roads, airports, telecommunications, contributes directly to economic development in general, where the tourism industry is developed. The movement of tourists via the land transport system becomes more challenging as traffic volumes increase. The arrival of foreign or domestic tourists is a source of revenue for the region or state, either in the form of foreign exchange or revenue from taxes and other levies, in addition to increasing employment opportunities. Apart from the potential economic benefits, halal tourism can also allay concerns related to the negative impact of tourism on local Muslim communities.

METHODS

The main objectives of this study are to explore the role of transportation

in the sustainable halal tourism industry, and to identify opportunities and barriers to the transportation sector for sustainable halal tourism. This research uses a qualitative approach. The method used in this research is descriptive analysis. Sources of data in this study come from academic journals and interviews with key informants of transportation and halal tourism. In addition, the methodology is also used to explore opportunities and challenges in the transportation sector for a sustainable halal tourism environment in the future.

RESULTS AND DISCUSSION

Relationship between the Transportation Sector and Sustainable Halal Tourism

Demand in tourism consists of several facilities or products that differ not only in terms of nature, but also benefits and needs for tourists. As a consequence in developing demand for tourism products that are in line with Islam, it will require consideration of several tangible and intangible elements. Requests for tourist services such as information, travel preparation, transportation, accommodation, and others are only tools or instruments to achieve satisfaction in obtaining so-called *free goods* such as natural beauty, weather, national parks which are an attraction for tourists to visit an area specific tourist destination. From the tourist point of view, all elements of demand, from *free goods* to *tourist services*, must be obtained

⁷ and Aaron Schiff Becken, Susanne, "Distance Models for New Zealand International Tourists and the Role of Transport Prices," *Journal of Travel Research* 50, no. 3 (2011): 303–20, <https://doi.org/10.1177/0047287510362919>

by buying or spending money. In its physical configuration, tourism demand is constrained by poor planning and inadequate infrastructure and poor public health standards in addition to the emergence of transportation. All elements of tourist demand are complementary and closely related, their value and use are not only determined by their basic quality, but also by the availability or non-availability of other elements needed by tourists to complement their needs in their travels. The size and scale of the halal tourism travel market can easily be documented by a number of impressive statistics.

The interdependence relationship between tourism and transportation in particular, is largely influenced by factors that come from outside such as the political situation, economic crisis, bad weather. In addition, government regulations often limit the travel of citizens to travel abroad. The existence of a relationship between tourism and transportation can be seen from the progress of the tourism industry which can create demand for transportation to meet needs, and vice versa in adequate transportation facilities that can encourage tourism progress. In other words, the tourism business with the fulfillment of transportation means may provide direct, indirect, and induced benefits. Transportation plays a very important role in the development

of tourism and the economy as a whole.

In the field of land transportation in Indonesia, Bosawa Taksi in collaboration with Grab can be exemplified. This transportation company created a new program called Tasya (Sharia Taxi). Tasya, which temporarily owns 30 fleets, provides transportation services to customers by separating female and male passengers. Also, female drivers only provide services for female passengers and children, while male drivers provide special services for male passengers or male passengers and their mahram (as a family). The significant economic contribution made by the taxi industry to tourism is widely recognized. Habitual factors influence the transportation of tourism, such as in Indonesia during Eid al-Fitr many people take short tours by going to tourist attractions and entertainment locations. Land transportation is experiencing an increase in usage, so it is difficult to avoid increasing costs and increasing ticket prices for tourist attractions and entertainment. Movement limitations not only affect opportunities to move but also maintain inequality. Because people are busy traveling to other areas and vice versa, it means that there is an increase in the frequency of use of transportation, so sometimes many tourist trips are delayed, especially tourists who do not travel through travel agents. The quality of information related to

transportation is the main determinant of tourist satisfaction with transportation services.

The use of air transport for tourist travel is increasingly gaining ground, especially after the development of the use of bulk flights, the prospect is getting better because the cost of traveling in bulk is cheaper than using regular flights. Transportation causes and has an impact on tourism growth in various countries. However, given the potential relationship between group size and mode of transportation, it underscores the need for a better social and economic understanding and is followed by the background and motivation of visitors. Transportation facilities that are sufficient, safe, affordable to a tourist attraction will be able to trigger an increase in the number of tourists who will visit and the development of the object. Transportation causes and has an impact on tourism growth in various countries, one of which is Indonesia. Sufficient, safe, and affordable transportation facilities to tourist objects will be able to trigger an increase in the number of tourists who will visit and the development of tourist objects will stimulate the development of transportation. In general, the accessibility of a tourist destination can also be improved by developing transportation facilities and infrastructure networks or by increasing connectivity between

existing tourist networks and facilities.

In the past most trips were made for a professional purpose, but nowadays there have been changes in lifestyle and higher purchasing power, so that this situation has changed the balance in terms of sightseeing and tourism. Tourism destinations are becoming increasingly obscure, and more attention should be paid to the potential for fulfilling non-traditional transit areas as well as a more supportive role in other components of the tourism system. For a long time private vehicles were the preferred mode of transportation for leisure activities and sightseeing, so city centers became congested on weekends and evenings. Due to congestion, today many people are turning to public transportation and are looking for new solutions to their leisure movement needs. So that the increasing need for fun and tourism is a real opportunity for public transport operators. As travel agencies and agencies grow, a sustainable mobility strategy must take into account the forms of travel. The enormous tourism boom raises concerns about possible negative environmental impacts worldwide. One of the risks posed by tourism may be heavy metal pollution⁸. The

⁸ and Jindřich Kynický Brtnický, Martin, Václav Pecina, Michaela Vašinová Galiová, Lubomír Prokeš, Ondřej Zvěřina, David Juříčka, Martin Klimánek, "The Impact of Tourism on Extremely Visited Volcanic

promotion of environmentally friendly modes of transportation such as public transportation especially those suitable for destinations within the region must be of ecological value.

There are 3 (three) benefits of tourism to the transportation sector, namely: *First*, the use of infrastructure and vehicle use becomes more optimal. Transport loads can be added during peak and holiday hours. For example in many tourist areas, the full capacity of the school transport fleet is used during the holiday period for tourists. Better employee utilization and vehicle inventory will improve turnover and *ridership*. Sustainable halal tourism trips then have the opportunity to develop, improve transportation advice and infrastructure and diversify public transportation facilities. *Second*, the economic benefits of regional tourists. People who use public transport for tourism and *leisure* form a new group of potential consumers for local accommodation, food and tourist services. Public transportation for tourists in turn brings economic benefits to the tourism and entertainment sectors in the surrounding area. *Third*, tourists' views on public transportation can be improved. Public transport services will

operate for tourism and entertainment, thus helping to enhance all public transport images among other transports. On the other hand, poor environmental sustainability can create barriers for tourism to enter.

This can affect non-public transportation users so that sometimes they become users of public transportation. An inevitable link exists between transportation and tourism. This relationship is an important basis in explaining the tourism system. Travel to tourist sites requires a very service-oriented approach. Because the purpose of a tour is different from that done for reasons of work. Although, in some ways, it is such a perspective given the importance of traveling in Islam, with regard to duties a Muslim has tried to *brand* himself as a global halal center.

The Role of the Transportation Sector in Sustainable Halal Tourism

Transportation plays an important role in human life, this shows a very close relationship with lifestyle, reach and location of productive activities, distraction and goods and services available for consumption. In the world of transportation there is an expression "*ship follow the trade and trade follow the ship*", meaning that transportation follows the development of trade and trade follows the development of transportation. Thus, the development of a society is very

Island: Link between Environmental Pollution and Transportation Modes," *Chemosphere* (2020): 249, <https://doi.org/10.1016/j.chemosphere.2020.126118>.

dependent on the development of transportation and vice versa. Transportation is an important component of tourism infrastructure. Good transportation will play an important role in the development of halal tourism, especially in terms of accessibility. It is easy for a location to be connected to other locations via the existing transportation network, in the form of road infrastructure and transportation means that move on it. Tourism development is getting slower and more hampered due to the lack of available transportation facilities.

Transportation is very important in tourism because the development of domestic tourism demands the development of the travel sector as well. The continuous growth and development of tourism must be accompanied by an increase in destination quality by creating better demands in transportation. One of the main challenges in a transportation infrastructure impact study is to identify the linkages between transportation infrastructure and the tourism industry and to determine the degree of dependence of transportation infrastructure on these industries. A transportation facility design can be offered to support the increase in tourists and access which makes a destination area attractive and profitable in terms of increased finance. Road and transportation infrastructure provides easy access to tourism

destinations and increasing business activities in a tourist destination area has a positive impact on the standard of living of local communities (Kanwal et al. 2020). As well as for attractive tourism investment, plans are developed that coordinate convergence and investment for tourism infrastructure.

The smoothness of transportation (the transportation system is correct) can make an area (city) progress and develop. It can be said that transportation is one of the determining factors for the development of human life. Transportation which involves the movement of people and goods has been known naturally since humans have been on earth, even though the movement or movement is still carried out in a simple manner. Throughout the history of transportation, both volume and technology have developed very rapidly. As a result of the need for the movement of people and goods, there is a demand to provide infrastructure and facilities so that this movement can take place in a safe, comfortable and smooth condition, as well as economically in terms of time and cost. The experience of tourists and / or exposure to the experiences of others (it is also magnified through emotional contagion and dissemination of information from social media) and can have a significant impact on their attitudes,

intentions and future travel behavior.

Transportation is a supporter of human movement to cross space and time on the surface of the earth, where the conditions of the earth's surface vary due to geographical factors so that it can be a limiting factor from one area to another, to connect and reduce these differences, one other factor is needed which bridging the limitations of human space, namely transportation, to support transportation it requires a means of transportation in the form of a vehicle, so that automotive companies can produce various types of vehicles. Tourism destinations that are equipped with adequate transportation facilities also make it easier for tourists to come to a destination.

There are several factors that can influence people to travel halal tourism using transportation, so that travel requests can be repeated. These factors are: The attractiveness of a tourist destination, what tourist objects have, what facilities are available there, what interesting shows can be watched, what sports can be done there, what items can be purchased there. In other words, a tourist destination must meet three conditions so that tourists want to travel, namely availability: something that can be seen, something that can be done and something that can be bought. The halal tourism destination marketing

system must understand whether tourism motivation and tourist satisfaction are really the key elements that cause tourists to keep coming to visit certain destinations. In addition, it is also important to check whether such a relationship applies to all segments or only to certain segments⁹. It should also be noted that the socio-demographic situation can be related to the country of origin of tourists. Transportation in tourism is most often seen only as part of the tourism system that takes tourists to their destination and around tourist sites. Halal tourism is a fast-growing tourism market segment, therefore a special study on the transportation aspect of its trends is needed¹⁰. Finally, the issue of sustainable transportation and halal tourism can be achieved if accessibility to tourist destinations is attractive to tourists.

The Concept of Transportation Mode Planning in Sustainable Halal Tourism

In general, it can be said that the role of transportation mode planning is to ensure that the need

⁹ and Mohd Ismail Battour, Mohamed, Moustafa, Battor, "The Mediating Role of Tourist Satisfaction: A Study of Muslim Tourists in Malaysia," *Journal of Travel and Tourism Marketing* 29, no. 3 (2012): 279-97, <https://doi.org/10.1080/10548408.2012.666174>.

¹⁰ and Nor Aniza Abdullah Ainin, Sulaiman, Ali Feizollah, Nor Badrul Anuar, "Sentiment Analyses of Multilingual Tweets on Halal Tourism," *Tourism Management Perspectives* 34 (2020), <https://doi.org/10.1016/j.tmp.2020.100658>.

for movement in the form of human movement can be supported by a transportation infrastructure system that must operate below its capacity. Meanwhile, the purpose of transportation planning is to predict and manage the evolution of equilibrium points over time so that social welfare can be maximized. Tourism has direct, indirect, and induced impacts on the economy, tourist destinations and communities and social and economic costs and benefits can vary between stakeholders. The development of the transportation sector has now been recognized as a significant motor for global tourism growth. Transportation planning studies have different characteristics from other studies, this is because the research object of a transportation planning study is quite broad and varied.

The transportation planning concept that can be used as a reference in the management of halal tourism is the 5 (Five) Stage Transportation Planning Model. This model is a combination of several components, each of which must be done separately and sequentially, namely: *First*, Accessibility. Accessibility is used to identify problems and evaluate proposed transportation planning alternatives, which is a concept that combines the tourism transportation regulatory system with the transportation mode system that connects it. Accessibility here is a measure of comfort or convenience regarding the ease of

interacting with one another and the “easy” or “difficult” location for these locations to be reached through existing transportation systems. *Second*, The Generation and Withdrawal of Movement. The generation and attraction of movement is a modeling stage that estimates the number of movements originating from a halal tourism area, while the movement attraction is the number of movements attracted to another tourism. *Third*, The distribution of movements. Is forecasting the amount of movement that comes from a tourism area to kawasa n tourism else. This stage connects the interactions between the transport network and traffic flow. *Fourth*, Mode Selection. If the interaction between modes of transportation requires movement, it must be determined in terms of selecting the means of transportation (mode of transportation) to be used. *Fifth*, Route Selection. Route selection also depends on the mode of transportation used. Mode selection and route selection are carried out together with the shortest, fastest and cheapest alternatives.

Challenges and Constraints of the Transportation Sector on Sustainable Halal Tourism

The availability of transportation is one of the most important aspects in the tourism industry. Transportation is a fundamental prerequisite for tourism development, and a key element linking tourism demand to specific

destinations. As a segmented industry, tourism is an aggregate of various industrial components that support a person in carrying out tourism activities from where he comes from to his destination. These components are lodging, intermediary, banking and of course transportation. If one of these components does not provide optimal satisfaction to tourists, the satisfaction gained from the experience of carrying out tourism activities will be affected. The public land transportation system is part of a strong transportation network and plays a major role in urban tourism. Accessibility in the transportation system is not only in the form of infrastructure development that can make it easier for tourists to reach a tourist destination. In addition, tourism has characteristics that differentiate it from other service industries, namely seasonality, there are certain periods where tourism consumption figures have increased dramatically compared to other periods, in other words, there are significant high and low seasons in tourist areas so that the provision of tourist needs at that time - Certain time will also experience a significant difference. To ensure a comprehensive analysis of the tourism development of an area, the contribution of events prior to the emergence of actual tourism activities must be considered important for tourism operational and management issues.

In terms of transportation, the problem faced is the occurrence of problems such as severe congestion on the main route to tourist destinations, pollution, damage to infrastructure due to excessive loads from tourists' vehicles and others which lead to low levels of service received by tourists. The new trend of the transportation sector in the field of halal tourism around the world is to meet the needs of Muslims and provide respect and a sense of security in travel. Some of the potentials with holding a special halal tourism sector on a regular basis are: *First*, increasing the number of tourists; With the availability of tourism transportation, of course tourists will be able to design visits to various halal tourism objects more easily without being bothered by planning the transportation facilities to be used. Local tourists, in particular, and of course foreign tourists will be increasingly interested in taking advantage of this transportation whose costs should also be cheaper. Reducing congestion in tourist destination areas, with regular tourism transportation, of course, the use of private vehicles will decrease so that congestion that occurs in tourist destination areas will decrease. *Second*, reducing the potential for accidents, the existence of regular tourism transportation will reduce the number of vehicles going to tourism objects and indirectly reduce the potential for accidents that may occur. *Third*, save on

tourism costs, the existence of regular tourism transportation means that potential tourists do not need to specifically rent a vehicle which requires higher costs. *Fourth*, to save energy, at the macro level with the reduction of vehicles, energy used for transportation can also be saved. *Fifth*, reducing pollution, reducing vehicles and energy consumption in transportation will also reduce pollution that occurs due to vehicle use.

In terms of the capacity of infrastructure and facilities for sustainable halal tourism, things that are not in accordance with needs can be identified. This can be felt, and can actually be seen on a daily basis, in road and rail transportation modes, especially in big cities and metropolitan areas. To overcome this, an effort is needed to develop mass transportation with a large capacity of Bus Rapid Transit and Mass Rapid Transit and to regulate busy hours / times. Therefore, new transportation technologies are needed that have a major impact on lives and also on the operation of the tourism industry. So far, many technologies are owned and mastered but not fully utilized and developed to support the transportation sector. Tourism is part of the service sector and therefore its eco-efficiency must be thus better than average, as other industry representatives claim. Whereas the use and development of technology in the transportation

sector can help improve safety and provide transportation facilities that can economically reach low-income and environmentally friendly people. A sustainable transportation system and a choice of transportation modes are very important, it focuses mainly on halal tourism travel for utility purposes. The use of technology for transportation has not been optimal. This can be seen from the minimal use of this technology in the railroad network signaling system, road traffic control systems such as ITS (Intelligent Transportation System), aviation and airport traffic management and supporting devices such as ATS (Air Traffic Service), ATMs. (Air Traffic Management) and EDI (Electronic Data Interchange) for ports. Even though digitalization is currently developing and able to improve the performance of transportation services and support the SAR (Search and Rescue) function.

CONCLUSION

Transportation is an important requirement for sustainable halal tourism, because the key characteristic of tourists is mobility. The mobility of tourists increased sharply during the last decade, mainly due to technological advances and increased net income. When mobility is high, transportation by itself is the main pioneer for the foundation of environmental concern. Although efficiency improvements are considered, air travel is still a large

energy user when compared to other modes of transportation based on distance / km. When viewed from a social perspective, transportation is more of a process of cultural affiliation, where when someone takes transportation and moves to another area, that person will encounter cultural differences. In addition, the social point of view also describes that the transportation and transportation patterns that are formed are also a manifestation of human nature.

Challenges and problems in the service of the sustainable halal tourism transportation sector in general are still faced with problems of increasing safety, increasing smooth mobility (both for corridors that have developed densely causing congestion) and service accessibility problems, especially transportation services for tourist destinations in remote areas. In addition, the problem of people's purchasing power in general is still low, compared to operating costs and investment in transportation infrastructure and facilities, it still requires operating subsidies and substantial government investment support in an effort to organize a transportation system that is cheap and affordable for all halal tourism communities.

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