

The Development Strategy Of Halal Nature Tourism Based On The Empowerment Of Bangka Belitung Coastal Community

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Abstract

The purpose of this research is to identify internal and external factors and analyze the strengths, weaknesses, opportunities and threats in developing halal ecotourism based on the empowerment of coastal communities in Bangka Belitung. Furthermore, a strategy for development is formulated by minimizing weaknesses and threats, maximizing utilization of opportunities and strengths. The background of this research departs from the complaints of Muslim tourists when visiting a region or country that they doubt the halalness of food and the lack of available places of worship and the trend of world tourism based on nature and environmentally friendly. The locus chosen in this study was the Province of Bangka Belitung Islands. The potential of an archipelagic province with exotic beaches and one of the largest fish producers, makes fishermen and coastal communities dependent on marine products and their products. This research is a qualitative descriptive study. The results obtained in this study are the need for community empowerment in the development of tourism products in accordance with local government regulations and policies as well as the values of politeness and morality, the development of marketing for halal nature tourism programs and the physical, social, cultural and economic environment of the community.

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1. Introduction

Coastal communities are people who live in coastal areas, most of which are fishermen, who have different characteristics from other communities. This difference is due to the close relationship with the regional economic characteristics, cultural background and the availability of supporting facilities and infrastructure. In general, coastal communities have a culture that is oriented in harmony with nature so that technology to utilize natural resources is adaptive technology to coastal conditions. According to research conducted by Faizal (2002), people in coastal areas have low education, productivity that is highly seasonally dependent, limited business capital, lack of supporting facilities, poor market mechanisms and difficulty transferring technology and communication resulting in erratic incomes for coastal communities.

The background of coastal communities who live on the edge of the coast, makes people make efforts to develop businesses with optimal utilization of local resources by developing tourism with the concept of Ecotourism. Ecotourism carried out includes various things such as conservation efforts, empowering the local economy by encouraging the culture of the local community. Community empowerment, especially coastal communities, in developing a tourist destination is one development model that has received special attention from various groups and has been the center of attention since 2012.

Parts of Indonesia, where most of the people are Muslim, have begun to proclaim halal ecotourism that still maintains local culture and local wisdom. In the context of the development of halal ecotourism, it cannot be separated from religious tourism, sharia tourism and then developing into halal tourism (Fatkurrohman, 2017). Halal tourism is a tourism development concept that began to develop in 2014 with the issuance of the Minister of Tourism and Creative Economy Regulation No. 2 of 2014 concerning the guidelines for implementing a sharia hotel business, what is meant by sharia are the principles of Islamic law as regulated by a fatwa and / or has been approved by the Indonesian Ulema Council.

This is the case with Bangka Belitung, whose area consists of several large islands (Bangka and Belitung) and other small islands that have potential coastal, marine and small island resources, trying to develop and take advantage of the tourism sector in the form of halal ecotourism. This is done as a manifestation of the implementation of Responsibility, Need and Oppurtunities (RNO). The concept of halal ecotourism in the development of coastal communities is adopted because it has become a trend in the global economy, starting from the manufacture of food and beverage products, finance, to new lifestyle concepts. A new trend in the world of tourism, many countries are starting to introduce their tourism products with halal and Islamic concepts. Even some countries such as Thailand, Japan, New Zealand and Australia are participating in making halal tourism products.

This study aims to identify internal and external factors and analyze the strengths, weaknesses, opportunities and threats in developing halal ecotourism based on the empowerment of the coastal communities of Bangka Belitung. Furthermore, a



strategy for development is formulated by minimizing weaknesses and threats, maximizing utilization of opportunities and strengths.

2. Literature Review

This study aims to identify internal and external factors and analyze the strengths, weaknesses, opportunities and threats in developing halal ecotourism based on the empowerment of the coastal communities of Bangka Belitung. Furthermore, a strategy for development is formulated by minimizing weaknesses and threats, maximizing utilization of opportunities and strengths.

Halal tourism is a relatively new concept in tourism studies today. Many tourists feel awkward with the presence of the concept of halal tourism that emphasizes Islamic values. However, if we look more closely, halal tourism is not a scary monster for tourists because halal tourism can be said to only complement existing conventional tourism. Halal tourism is an alternative for Muslim tourists who not only want to get beauty in doing tourist expeditions but are also looking for a need. Halal tourism, not only intended for Muslim tourists, non-Muslim tourists are also allowed to enjoy halal tourism. The concept of halal tourism is not only religious tourism such as Hajj and Umrah. However, it is a tourism like in general that tries to be managed in such a way that Muslim tourists feel comfortable when traveling or visiting tourist destinations. A Muslim is bound by sharia rules regarding eating and drinking, worship, social manners and so on. So that some tourist destinations that are not conceptualized in accordance with the sharia rules make tourists think again about visiting them. Even though the market opportunity for Muslim tourists around the world is huge.

According to Carboni et al. (2014) halal tourism is "as tourism in accordance with Islam, involving people of the Muslim faith who are interested in keeping with their personal religious habits whilst traveling". Based on this definition, it can be said that halal tourism is tourism in accordance with Islamic law, involving Muslims who are interested in maintaining a religious spirit while traveling. According to Mohamed Battour and Mohd Nazari Ismail (2016), "any tourism object or action which is permissible according to Islamic teachings to use or engage by Muslims in tourism industry". This means that in the context of halal tourism the basis used is Islamic sharia (Islamic law) in tourism services and products not only in Islamic countries, but also in non-Muslim countries. Halal tourism can include sharia hotels, halal restaurants, halal resorts and halal trips.

3. Research Methods

This research is a research using descriptive qualitative methods conducted by direct observation, conducting in-depth interviews (Focus Group Discussion) with the parties related to the research. The direct observation method is a process of recording the behavior patterns of subjects (people), objects (objects) or systematic events without any questions or communication with the individuals studied while the in-depth interview method is a method of collecting primary data obtained directly from the original source or can be said to be a data collection technique in a survey method that uses oral questions in depth to the research subjects. The location of this research is the Regency / City in the



Province of Bangka Belitung Islands which is carried out by direct observation, conducting in-depth interviews (Focus Group Discussion) with related parties to the research.

The qualitative method used is to find a SWOT analysis (Strength, Weakness, Opportunity and Threats) which is used to analyze halal tourism development strategies based on empowering coastal communities with potential and internal and external problems. Internal analysis is viewed from the strengths and weaknesses contained in culture-based tourism and local wisdom at each research location, while the external analysis is viewed from opportunities and threats. Strengths, weaknesses, opportunities, and threats are weighted in order to obtain priority and linkages between strategies (Asmarini, 2010).

4. Results

The Province of Bangka Belitung Islands has unique natural characteristics, starting from the landscape, distribution of flora and fauna, diversity of marine life, as well as unique and diverse socio-cultural characteristics. Various natural potentials and cultural peculiarities are then used as tourist attractions that can attract tourist visits. Generally, the tourist attraction in the Bangka Belitung Islands is dominated by natural tourism, especially marine tourism, both on its two big islands, Bangka Island and Belitung Island, as well as the small islands around it. Beaches with exotic granite rocks are the main strength of tourism in the Bangka Belitung Islands and are an advantage that other regions in Indonesia do not have. Apart from being popular with granite chunks, the waters in the Bangka Belitung Islands are also rich in marine biodiversity so that this area is one of the destinations for diving tourism, especially in Belitung Island, which has relatively clear waters. Diving attractions are also enriched with several shipwreck points, both in the waters of Bangka Island and Belitung Island. However, some water areas on Bangka Island, for example, have experienced degradation of sea water quality due to offshore tin mining activities.

In addition, the socio-cultural life of the community and the history behind the acculturation in this area are also the uniqueness of the Bangka Belitung Islands. There are various traditional ceremonies held at certain times, such as the Ketupat War, Buang Jong, and Maras Taun. As an area that was once occupied by the Dutch for tin mining purposes, there are scattered old buildings that were former Dutch settlements, such as in several areas in the Province of Bangka Belitung Islands. The building can now be used as a cultural tourist attraction (heritage). These various tourist attractions complement each other and create a variety / diversity of tourism destinations in the Bangka Belitung Islands Province so that tourists are expected to stay longer and spend their expenses in these destinations. With this multicultural regional character, it is also hoped that the regions can increase the competitiveness of provincial tourism on a national or even world scale.

The tourism development strategy is the elaboration of policies in the form of more concrete achievement steps to achieve the tourism development goals of the Province of Bangka Belitung Islands. The tourism development strategy of the



Bangka Belitung Islands Province consists of a tourism destination development strategy, a tourism industry development strategy, a tourism marketing development strategy, and a tourism institutional development strategy. The tourism development strategy can be summarized in Figure 1 using a SWOT analysis. SWOT analysis includes internal factors of strength (Strengths) and weaknesses (Weaknesses) as well as external factors, namely opportunities (Opportunities) and threats (Threats) contained in the study of halal ecotourism development strategies based on empowerment of coastal communities in Bangka Belitung.

Strengths - S	Weaknesses - W
<ol style="list-style-type: none"> 1. Natural attractions that are still natural and beautiful 2. Fair access to Bangka Belitung 3. The culture of the Malay community that upholds spiritual values and politeness 4. Harmony between Malay and Chinese ethnics that synergize with each other and mutual tolerance in diversity 5. Abundant marine products 	<ol style="list-style-type: none"> 1. Lack of coordination and synchronization of programs among stakeholders 2. The absence of Disparbud authority in the management of the elements forming a coastal tourism destination 3. The absence of capacity building in various aspects of coastal community empowerment 4. The difficulty of acquiring land to be used for the development of halal ecotourism 4. Lack of promotion 6. Lack of professional tourism services in the field 7. Lack of adequate public transportation facilities 8. It is expensive to obtain halal certification for the food industry 9. Limited accommodation is only available in urban areas and some tourist attraction points
Opportunities - O	Threats - T
<ol style="list-style-type: none"> 1. World tourism trends that lead to nature-based and environmentally friendly tourism 2. All forest unit management areas (KPH) have ecotourism development work programs 	<ol style="list-style-type: none"> 1. Mining business policies that permit mining activities on land and sea that destroy the balance of the ecosystem 2. The mushrooming of hotel and villa buildings in green areas 3. The erosion of local traditional and



<p>3.Indonesia occupies the first position alongside Malaysia as the best halal tourist destination in the Organization of the Islamic Conference (based on the Global Travel Market Index rating)</p> <p>4. Opening up new economic opportunities for coastal communities</p> <p>5. Opening up opportunities for the community to make their homes a homestay facility for tourists</p> <p>6. Opening opportunities to offer tour packages for nearby tourist objects</p> <p>7. A paradigm shift that travel is a need, not a want</p>	<p>cultural values due to the commercialization of tourism</p>
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Figure 1. SWOT Matrix

Tourism as a leading sector and a sector that is prioritized in the development of the Bangka Belitung Islands Province, so the internal and external environmental conditions greatly affect the development of this sector. The identification of potentials and problems from various aspects has an important influence in determining a sustainable tourism development strategy in the Bangka Belitung Islands Province. The aspects of sustainable development are essentially influenced by social, technological, ecological, economic and regulatory characteristics. The linkages between these aspects can create mutually reinforcing and complementary relationships in overcoming impacts and addressing development strategic issues to develop sustainable tourism in the Province of Bangka Belitung Islands.

S-O Strategy

1. Making halal ecotourism a leading sector in improving the economy
2. Developing natural tourist objects by providing adequate facilities for places of worship
3. Presenting cultural tourism by holding events in accordance with local wisdom
4. Utilizing abundant marine products by creating culinary products and handicraft products with economic added value
5. Utilizing the ecotourism development work program which is the government's mission in increasing ecotourism as the best alternative for nature conservation and improving community welfare

W-O Strategy

1. Increase coordination and synchronization of programs among stakeholders and involve active, synergistic (integrated and mutually reinforcing) participation between the government, the private sector / tourism industry and local communities involved in forming a coastal tourism destination to improve the economy through halal ecotourism



2. Give Department of Tourism and Culture authority in the management of the elements forming a coastal tourism destination to improve the economy through halal ecotourism
3. Synergize with government and academia in increasing the capacity of coastal communities in utilizing value-added fishery product processing
4. Strengthening human resources through local communities in providing professional tourism services for tourists
5. Promoting tourism through online tourism marketing through social media and strengthening destination branding

S-T Strategy

1. Re-evaluate the regulation of mining activities that can destroy the balance of the ecosystem
2. Making regulations that prohibit development in green areas
3. Strengthening the values of local traditions and culture which have begun to erode due to the commercialization of tourism

W-T Strategy

1. Provide facility services and subsidies in the process of halal certification to ensure the halalness of processed food products starting from input to process and output
2. Providing easy and inexpensive transportation facilities to access tourist objects
3. Developing accommodation facilities in the form of homestays in tourist areas that are far from urban areas and lack of accommodation facilities and infrastructure
4. Increase the capacity of aspects of coastal community empowerment in developing coastal tourism as a halal tourist destination by optimizing the benefits of social capital owned by local communities

The Role and Efforts of Local Governments in Encouraging Empowerment of Coastal Communities to Improve the Economy through Halal Tourism

1. As Regulator
 - Community empowerment in developing tourism products in accordance with local government regulations and policies as well as the values of politeness and morality
 - For example: coordinating with destination management with good cross-sector synergy between the community and religious leaders, the TNI and local government elements
2. As Fasilitator
 - Community empowerment in developing the marketing of the halal ecotourism program
 - For example in terms of marketing. Community empowerment can be done through online tourism marketing through social media and strengthening destination branding
3. Empowerment
 - Community empowerment in the development of the physical, social, cultural and economic environment of the community



- For example, empowerment programs in environmental development, such as training women / fishermen's wives in the processing and presentation of fishery products, entrepreneurship training and assistance in the formation of tourism awareness groups.

5. Conclusion and Suggestion

1. The key to implementing halal ecotourism is the courage of the managers with the support of the provincial, district, and coastal village governments in the Bangka Belitung Islands
2. Halal ecotourism must have the courage to improve the image of free tourism to natural tourism and faith. This requires the support of many parties and is carried out in stages according to community understanding
3. Although not all ecotourism locations must apply the concept of halal tourism, the application of halal tourism in ecotourism locations has a multiplier effect. Apart from being able to maintain a safe spiritual atmosphere, conserve the environment, increase people's income, it is also able to generate a spirit of diversity in all conditions
4. The program to strengthen the capacity of human resources is very important in creating halal ecotourism products so that it can improve the economy of coastal communities by creating various tourist icons, both tourist attractions, culinary delights, crafts, culture and others.
5. Communication, discussion and consultation are quite effective ways to build a strong foundation between local government and coastal / village communities
6. The active involvement of coastal residents as a tourism community will be more conducive to interaction between tourists and the halal tourism area, as well as integration of interests in the long term
7. Development of the tourism sector is not enough to rely solely on nature. No less important is the preparation of social and cultural resources that allow the development of the halal tourism sector in a sustainable manner
8. The institutional strengthening program should also involve the participation of the government and academia

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