

The Development Of Islamic Economics Based On Halal Tourism In Indonesia

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Abstract : *This paper describes the development of Islamic economic based on halal tourism in Indonesia. Tourism and economy have a close relationship, the development of tourism in a region will develop the economy of the region. The tourism sector is one sector that is able to increase employment and economic growth. The relations between both of them are complementary, the economy will grow if tourism development is more advanced. The tourism sector is Indonesia's mainstay in gaining foreign exchange. The Badan Pusat Statistik (BPS) released the number of foreign tourist visits to Indonesia during 2018 to reach 15.81 million or an increase of 12.58 %. In 2018 foreign exchange from the tourism sector accounted for US \$ 17 billion, an increase of 11.8 %. The Indonesian government targets 20 million foreign tourist visits in 2019. The ministry of tourism is targeting 25 % or equal to 5 million of foreign tourists are Muslim tourists. Indonesia has a great opportunity in developing the halal tourism sector. Bank Indonesia (BI) states that halal tourism also supports the development of the Islamic Economics. In 2019 Indonesia was ranked first in the category of the world's best halal tourism destinations based on the Global Muslim Travel Index (GMTI) standards.*

Keywords: *Islamic Economic, Halal Tourism, Tourist.*

Introduction

Nowadays the concept of halal has become a trend in the development of the Islamic economic in Indonesia. Starting from the appearance of halal product halal cosmetics, halal fashion and halal tourism to the *halal lifestyle* (*halal lifestyle*). The concept of halal in various economic fields has not only become a trend in Indonesia but has also spread to foreign countries which are not in fact predominantly Muslim countries such as Japan, Australia, Thailand and New Zealand.

Coordinating Minister for the Economy Darmin Nasution said the great potential of the Islamic Economic globally. Darmin said that Islamic economic assets in 2018 grew 11% to US \$ 2.4 trillion, with a Muslim population of 1.8 billion people. Unfortunately, this great potential is underused by Indonesia. As the largest Muslim population in the world. Indonesia is only ranked 10th in the world. This is related to Indonesia's more dominant role as a consumer than a producer.

He stressed that there was potential that Indonesia could take to become a player in the sharia-based industry or halal products, among the islamic economic sectors that were quite competitive was halal tourism.

According to Law No. 10 of 2009 Article 1 paragraph 1 regarding Tourism, Tourism is a variety of tourism activities and is supported by various facilities and services provided by the

community, business people, the government, and local governments. The tourism sector is still a mainstay of Indonesia in gaining foreign exchange . The geographic nature of Indonesia makes the tourism sector very important. The wealth of natural resources and Indonesian culture has encouraged the government to introduce Indonesia's wealth to the outside world.

The Indonesian Ministry of Tourism is targeting 20 million foreign tourist arrivals to Indonesia in 2019. The Ministry of Tourism is targeting 25% or the equivalent of 5 million of foreign tourists to be Muslim tourists . This is not without reason, given the tourism sector in Indonesia shows an increase every year. This shows that Indonesia's tourism sector is very promising .



Figure 1: Monthly Visits of Overseas Tourist 2019 vs 2018

Source: Ministry of Tourism 2019

From the picture above, it can be seen that foreign tourists visiting Indonesia through all entrances in September 2019 amounted to 1,557,712 visits or an increase of 3.09% compared to the same period in September 2018 which totaled 1,511,021 visits. Badan Pusat Statistik (BPS) released the number of tourist arrivals to Indonesia during 2018 reached 15.81 million or an increase of 12.58 % compared to the period of the same year 2017 amounted to 14.04 million visits. According to the Report of CPM during December 2018, the total travelers abroad who visit to Indonesia as many as 1.41 million people, up 22.5% compared to December 2017 as many as 1.15 million.

The tourism sector also has a large role in increasing the country's foreign exchange earnings. One of the keys to strengthening the Indonesian economy from foreign exchange earnings is an increase in the tourism sector (Maghfira Maulidia, 2019). Foreign exchange is a number of gold or foreign exchange that can be used to compete payments with foreign countries that are accepted and recognized internationally. Based on reports from the Indonesian Ministry of Tourism for the past five years, foreign exchange income from the tourism sector has continued to increase.

Based on a report from the Ministry of Tourism of the Republic of Indonesia , foreign exchange receipts in the tourism sector have continued to increase since 2013. In 2018, foreign exchange contributed US \$ 17 billion, an increase of 11.8 % compared to the previous year . Ministry of Tourism also predicts that 2019 foreign exchange is targeted to increase to US \$ 20 billion .

Along with the demands of the situation, the tourism sector is experiencing the development of innovation including the presence of increasingly aggressive halal tourism trends in recent years. Indonesia, as a majority populous country, is capturing this great opportunity to further develop its potential in the halal tourism sector . Halal tourism began to grow due to lifestyle demands someone who likes traveled but still keeping the rules of the Shari'a such as food and drink kosher, hotel with concept of sharia. The term halal tourism has only begun to be known since 2015 when a *World Halal Tourism Summit (WHTS)* event was held in Abu Dhabi, UAE. In the event, WHTS tried to realize that the potential for halal tourism is huge and needs to be developed. According to the Aceh Culture and Tourism Office, in general halal tourism can be interpreted as a tourism activity that is devoted to facilitating the needs of Muslims to travel.

When examined more deeply, the opportunity to travel halal is very large in terms of the economy . According to a report from Bank Indonesia (BI) states that halal tourism also supports the development of Islamic economics. Indonesia actually has a lot of potential tourist who developed the concept of halal tourism in view of the predominantly Muslim.

Based on some of the explanations above, it is clear that Indonesia has a great opportunity to develop halal tourism to increase the economy. However, it is important to remember that the potential for halal tourism in Indonesia will not develop if it is not managed properly. Therefore this is the basis for the author to discuss more deeply about the development of Islamic economic based on halal tourism in Indonesia

Literature Review

Halal tourism according to M Battour and M Nazari Ismail can be defined as all objects or actions that are allowed according to the teachings of Islam to be used by the Muslims in the industry of tourism. Simply stated, halal tourism can be said as a concept of tourism that does not conflict with the values of Islamic teachings from all aspects of good food, drinks, lodging and tourist attractions .

Whereas the *Global Muslim Travel Index* (Global Muslim Travel Index, 2016: 7) as an institution that focuses on developing world halal tourism explains that halal tourism is tourism that is run in accordance with Islamic principles with the aim of providing facilities and services that are friendly to Muslim tourists.

As the name implies, halal tourism in carrying out its role certainly has its own standards which of course have differences with tourist standards in general. According to the *Global Muslim Travel Index* (GMTI), which is a global halal tourism rating agency, explains the halal tourism standards as follows:

- Family- friendly destination
- Destination travel must be welcoming families and children
- Security for Muslim tourists
- The number of Muslim tourists visiting is busy
- Services and facilities friendly to Muslims (*Muslim Friendly*)
- Halal- guaranteed food
- Access worship were good and the good condition
- Airport facilities are friendly for Muslims
- Adequate accommodation
- Halal awareness and destination marketing

- Ease of communication
- Reach and awareness of the needs of Muslim tourists
- Air transportation connectivity

Halal Tourism Concept

The Islamic Conference Organization (OIC) provides a definition of halal tourism, the terminology used by the OIC is *Islamic Tourism* namely Islam and tourism based on the Qur'an 29:20 which encourages humans to travel on earth to take lessons from God's creation and take mercy- His. *Islamic Tourism* is defined as a travel tour aimed at providing tourist services and facilities for Muslim tourists in accordance with Islamic principles. As for some of the terms used in addition to *Islamic Tourism*, namely *Halal Tourism*, *Sharia Tourism*, *Muslim-Friendly Tourism*. (Islamic Cooperation Organization, 2017: 4).

Indonesia itself in developing halal tourism adopts the *Global Muslim Travel Index* criteria as a reference for the development of halal tourism. (Pratiwi, 2016). For this reason a body was formed under the auspices of the Ministry of Tourism of the Republic of Indonesia which has the authority and responsibility in regulating tourism in Indonesia, a special body called the Team for the Acceleration of Halal Tourism Development (TP3H), a team that is given the authority to help the government map, develop and provide regional guidelines has the potential to develop halal tourism, this team then formed three general criteria in developing halal tourism, as shown in Table 1.

Category	Indicator
Destination Tourism (Nature, Culture, Artificial)	Available choice of tourist activities, arts and cultural activities that not Lead to pornography, and polytheism
	If possible hold at least one <i>halal life</i> festival <i>Style</i>
	Guides dress and dress modestly
	A choice of separate beach and bath tourism attractions is available for men and women and / or have no visitor rules minimal dressing
Hotel	Halal food available
	There are facilities that make it easy to worship, such as a mosque, Mosque and purification facilities
	Available services during Ramadan to meet the needs sahur and breaking the fast
	The absence of non-halal activities such as gambling, alcoholic drinks and discotheque activities
	Swimming pool recreation facilities and fitness / gym facilities are available which is separate between men and women
	If the hotel provides spa facilities, then male therapists for customers male and female therapists for female customers. Therapy not using a sump that contain pork, alcohol and its derivatives
Travel agency	Provide tour packages that meet general criteria Halal Tourism
	Does not offer non-halal activities
	Have a list of halal food and beverage providers

The tour guide to understand and be able to implement the values of syariah in the line of duty Look polite and attractive in accordance with Islamic ethics

Table 1. General Criteria for Halal Tourism

Source: Team for the Acceleration of Halal Tourism Development (Garit Bira Widhasti., Et. All., 2017: 8)

It was also explained earlier in the writings of Demeiati Nur Kusumaningrum et al (2017) where, the concept of halal tourism was understood as the values of Islamic teachings which were implemented as a foundation in conducting a tour without discriminating against non-Muslim tourists. This halal tourism is used as a soft power to attract Muslim tourist visits (Kusumaningrum, Fairuz, Putri, & Amalia, 2017) .

It can be concluded that the term halal tourism, namely tourism that wants to provide tourist services and facilities to Muslim tourists which can also be enjoyed by non-Muslim tourists, where at least three basic needs are met in Muslim tourists, namely: the existence of adequate worship facilities and services, friendly accommodation for Muslim tourists (sharia hotels), food and beverages with halal guarantee through the certification of certain bodies that have the authority to do so, as well as tourist destinations such as natural, cultural, man-made tourism which are equipped with facilities or infrastructure for worship, such as the mosque or musholla around the tourist attractions.

Method

This study uses a qualitative method with a deductive that explains Indonesia's policy to make halal tourism as an instrument to achieve national interest in terms of Islamic economic development and tourist visits through a positive image. as a country that is friendly to halal tourism. The unit of analysis is the concept of Indonesian halal tourism and to explain the importance of the world halal tourism market. Data collection was obtained through literature study, namely observation of literature from various sources such as reports, journals, the results of the Ministry of Tourism publications as primary data , and articles and news that are appropriate to support research related to halal tourism.

Results

The Relationship Between Tourism as Economic Development

Foreign policy by conducting public diplomacy through the development of halal tourism would rationally want to meet the national interest, in this case the ad ne achieve the interests in the economic field to attract Muslim tourists visit as the main target market. Tourism and economy have strong links, as the development of tourism in an area is very possible for the development of the economy in the area. The relations between the two are complementary, the economy will grow if it is supported by the development of increasingly advanced tourism, especially for businesses around tourist destinations, both small, medium, and large businesses. According to Cooper (2005) in (Remi, Waluyo, & Muljarijadi, 2016: 4-5) the tourism economic model has three related elements, namely: 1) consumers in this case are tourists; 2) currency in circulation as an element in economic transactions; 3) the presence of goods and services from the economic sector.

Interesting hypothesis put forward by Muhammad Nizar Afdi about relationship between tourism and economic causality, namely: a) economic growth is sustained by tourism, and therefore economic growth influenced by tourism development (tourism-led economic growth hypothesis); b) tourism is supported by the economy, so the development of tourism is influenced by economic growth (economic-driven tourism hypothesis); c) both (economics and tourism) have mutual benefits and are two-way (reciprocal causal hypothesis). Then, Nizar argues that there are two things that build the relationship between tourism and the economy,

namely: 1) tourism has an impact on the economy because it can create jobs, affect income, balance of payments, foreign exchange earnings from several things, such as tourist spending, tourism development, imports and exports of goods and others; 2) tourism can be a stimulus effect for certain products and can form communities that are expected to move the regional economy in a positive direction by creating new jobs and increasing income for the region. (Nizar, 2011: 7-8).

According to Cohen (1984) in (Aryunda, 2011: 3) that the impact of tourism on economic can be general, which can be a source of income, sources of public income, revenue for the government, creating jobs, the effect on prices and rates, the effect on the distribution benefits and benefits, influence on management and ownership, and of course can affect development. There are several things that can affect tourism-related income, including the level of consumption or expenditure, distance from tourist attractions, years of service and the number of tourists visiting. (Hairey, 2013: 98).

Broadly speaking, tourism has an important role in improving the economic sector, local businesses will grow, jobs can be created, income is also diverse, this makes that tourism greatly affects the economy of a region. So, the economy and tourism have a very strong and interrelated relationship with one another. Tourism can be used as an economic driver for tourism areas that are resistant to economic crises, are easy and inexpensive to develop, and the economy is an element in helping tourism development, especially halal tourism.

Development of Halal Tourism in Indonesia

The Government of Indonesia through the Republic of Indonesia Ministry continues to develop the potential for halal tourism in Indonesia since the *World Halal Tourism Summit* (WHTS) event in 2015. With a large Muslim population, Indonesia's halal tourism potential is wide open. Countries with a majority Muslim population make halal tourism a destination like Middle Eastern countries, Malaysia and Indonesia. With halal tourism, tourists will feel comfortable and calm when eating, drinking and worshipping. Opportunities like this that should be developed by Indonesia to boost foreign tourist arrivals who are Muslim.

WHTS predicts by 2019 no less than US \$ 238 M will rotate on a world halal (outside Hajj and Umrah), this means that the growth of halal tourism world rises nearly approaching 90% more rapidly than the general travel from year to year. More incredibly, the number that continues to grow from time to time. In the report *the World Travel Market* in London in 2007, it was mentioned that there is a potential very large for tourism kosher than in terms of the economy.

Regarding the development of halal tourism in Sindo News 19 November 2018, Indonesia currently has 10 priority destinations for the development of halal tourism, including; Aceh, West Sumatra, Riau, DKI Jakarta, West Java, DI Yogyakarta, Central Java, East Java, NTB and South Sulawesi. With the development of halal tourism from the government, it is expected that the visit of Muslim tourists in particular can make Indonesia as their main tourism destination, so that the country's economy and people will grow even more.

Halal tourism can not stand alone, but must have mutual synergy from all parties who are part of the entire halal industry, including the financial and financial sectors. Therefore cooperation is needed to encourage the development of halal tourism. With the development of halal tourism, the hope is to be able to encourage the economy of the people and country to be better, especially Islamic economics. The community will get income from various jobs and sales / rentals around the tourist attractions, the country will get foreign exchange as income of the country's wealth. Thus the economic growth of society and the country will increase.

Development of halal tourism must be supported by all parties, the government and people must work in synergy to develop the tourism potential of halal has bright prospects in the

future. Today's technology has increasingly developed. Technology can not be released as a key factor in the development of halal tourism in Indonesia. Technology has a very important role for the promotion of halal tourism in Indonesia. Access to social media, purchasing systems and online transactions will help facilitate tourists in accessing various information needed. According to Fazal Bahardeen (CEO of Crescent Rating) volume projected halal tourism are achieved from the system purchase online or digital reach US \$ 180 M.

Lombok Island (NTB), which is one of Indonesia's halal tourist destinations, has an extraordinary achievement. According to BI, the island, which is famous for its thousand mosques, has enormous potential to be developed as a halal tourism destination. The climax is that Lombok won two international awards at once, namely the 2015 *World Halal Travel Award* (WHTA) category of the *World Best Halal Tourism Destination* and the *World Best Halal Honeymoon Destination*. In a CNBC Indonesia in the year 2017, the visit of tourists in Lombok rose sharply to 50% after the set became a tourist destination pengahrgaan lawful and got it. In the April 2019 Tempo magazine, Lombok was ranked first in the best halal tourism category in Indonesia by the *Indonesian Muslim Travel Index* (IMTI). Lombok be the best after obtaining a score of 70. Ranked second followed by Aceh with a score of 66. Aceh also become one of the destination tourist kosher Indonesiaia. Province with the nickname of the Veranda of Mecca is not spared from notched achievements in the world in halal tourism. In the foyer News 2016, Aceh was awarded as the *World's Best Halal Cultural Destination* in the event the *World Halal Tourism Awards 2016* which was held in Abu Dhabi, United Arab Emirates. It is certainly not surprising that Aceh won this award, because the culture and values of the Acehnese people are thick with Islamic law.

The role of Indonesia in the development of halal tourism at the international level seems very extraordinary. Indonesia's ranking progress in halal tourism continues to increase every year, the rating agency *Mastercard-Crescent* released ratings based on the standards of the *Global Muslim Travel Index* (GMTI) to assess the world's best halal travel destinations. In the year 2015, Indonesia was at rank 6, 2016 occupies rank 4 in 2017 ranked third, in 2018 rank 2. In the end, in 2019, Indonesia occupies the peak position (rank 1) in GMTI together with Malaysia to surpass 130 destinations from around the world Indonesia and Malaysia are ranked first with a score of 78. This can not be separated from the large role of the community and government in developing halal tourism. In the 2019 Reublika it was stated that Indonesia was the only country that was the most progressive in developing *halal tourism* destinations.

Rank	Country	Score
1	Indonesia	78
1	Malaysia	78
3	Turkey	75
4	Sudi Arabia	72
5	UAE	71
6	Qatar	68
7	Marocco	67
8	Bahrain	66
8	Oman	66
10	Brunei	65
10	Singapore	65
11	Jordan	63

11	Iran	63
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Table 2 Top Halal Tourist Destinations 2019

Source: Global Muslim Travel Index (GMTI), 2019

From the table above it can be seen that the achievements of Indonesia in the development arena halal tourism world is very significant. This is evidenced by Indonesia's position which ranked first in 2019 in the category of world halal tourism destinations . This achievement is not obtained by easy means, the government through the Ministry of Tourism of the Republic of Indonesia continues to encourage the development of halal tourism in Indonesia. After struggling for some time, Indonesia finally ranked first in the world halal tourism . The hard work of the government and the community is very instrumental in this regard .

Conclusion

Tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, business people, the Government, and Local Governments. Law No. 10/2009 concerning tourism is a legal umbrella for actors in the tourism sector. The tourism sector has a large role in increasing the country's foreign exchange income . The Indonesian Ministry of Tourism (Kemenpar) report said that foreign exchange contributed US \$ 17 billion in 2018, an increase of 11.8% compared to the previous year .

The level of foreign tourist visits to Indonesia still seems to be a big homework for the government. By ranking 4th among ASEAN countries in terms of the number of foreign tourist visits , it feels not comparable to the great potential possessed by the Indonesian people . When compared to Thailand with a visit rate of 38.3 million, the number of Indonesian foreign tourist arrivals is still too far a difference of only 15.8 million in 2018.

The tourism sector began to innovate with the emergence of halal tourism trends . This halal tourism trend emerges along with the times and the demands of people who want tourism that stays in religious law, such as the ease of getting halal food and drink, the ease of worship. Power attractiveness of tourist kosher seems to be a magnet of its own for perpetrators of travel.

In recent years, Indonesia has aggressively promoted halal tourism trends to attract foreign tourists who are predominantly Muslim. Indonesia's potential that Indonesia has is huge if it is serious about managing the halal tourism. Lombok, Aceh, West Sumatra and several other provinces are designated by the government as halal tourism destinations in Indonesia.

The performance of Indonesia, which continues to manage halal tourism, finally has sweet results. April 2019, finally Indonesia was ranked first as the best halal tourist destination in the world along with Malaysia. Surely this is the result of hard work from the community, government and tourism actors in Indonesia. The hope with the development of halal tourism is to strengthen the economy of the community and the country of Indonesia.

The development of Islamic Economy which is carried out through halal tourism is considered successful as seen by the visits of Muslim tourists who have increased and attracted the attention of foreign investors in tourism development. If well done and looking at the development of Indonesian tourism, national interests such as increasing the number of tourist arrivals in 2019 to 20 million foreign tourists will succeed. An increase in Muslim tourists from year to year is an opportunity and challenge for the tourism sector to develop halal tourism. Many countries (both Muslim and non-Muslim majority) strive to develop halal tourism. However, judging from the existing concept of halal tourism, these Countries generally only try to create a Muslim-friendly country.

Halal tourism can be used as an alternative in improving the Indonesian economy, especially the Islamic economic because of the increasing potential. However, it should be reminded that halal tourism is not only for Muslim tourists, non-Muslim tourists can also enjoy these facilities and halal tourism services.

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