The Effect of HALAL Label to Increase Domestic and International Tourism: Case Study In Lombok, Indonesia

Erlina Rufaidah*, Kamran As’atIrsyadib, Antomi Saregarb, Rofiqul Umamc

aDepartment of Economic Education, Universitas Lampung, Lampung, Indonesia
bFaculty of Education and Teacher Training, Universitas Islam Negeri Raden Intan Lampung, Lampung, Indonesia
cSchool of Science and Technology, Kwansei Gakuin University, Sanda Kobe, Japan

*Corresponding author: *erlina.rufaedah@fkip.unila.ac.id; kamran@radenintan.ac.id; antomisaregar@radenintan.ac.id; egk71822@kwansei.ac.jp

Abstract—Lately, a new trend has emerged from the tourism sector called halal tourism. The focus of this study is to describe the effect of halal tourism brand on the domestic and international tourism. The method used in this study is descriptive qualitative. The data source of this study is taken from the website of the Ministry of Local Tourism of Lombok (West Nusa Tenggara). This study shows that the halal tourism brand could improve the number of domestic and international visitors that will ultimately improve the national economy. This research is expected to be one of the references by countries in the world as an increase in strategies in the economic and business fields which are integrated with tropical or subtropical environments.

Keywords—Halal, Lombak, Indonesia

1. Background of Problem
Tourism is one of the sectors that play a significant role in improving the economy of many nations in the world (Barat, 2016; Maulana, 2016; Okon, 2014; Khan and Rasheed, 2016; Hussien and Jones, 2016; Erdogan, 2016; Mayan and Nor, 2017). The rapid technological and information technology improvement as well as the improvement of world's welfare have made the tourism as something of a necessity and become part of lifestyle (Chookaew, Charatarawat, Sriprasert, & Nimpaya, 2015). The tourism sector is always improving and bringing about new aspects in its improvement (Pratiwi, 2016; Tolkach, Chon, & Xiao, 2015).

Lately, a new trend called halal tourism has emerged from the tourism sector (Awalia, 2017; Azmi et al., 2018a,b; Jayakrishnan et al., 2018). Halal tourism is a tourism activity that provides product and facility in its destinations and industries (Alim, Riansyah, Hidayah, & Muslim, 2014; Suherlan, 2015), services, and management that contain the sharia principles (Hazbun, 2013; NTB, 2005). Based on one of the economic problems in world countries, according to him, the number of tourists when the country is in a state that is in need of more funds (Arifin et
Like countries in the subtropics region. Many countries, especially in subtropics (green and blue lines), travel to warmer areas when winter comes (Forsyth & Dwyer, 2014). Conversely, countries in the tropical region come to do tours to cold areas. But one of the factors that is used as a destination country is a country that provides food that has a Halal label (Hasibuan, 2017; Haque et al., 2018).

The Muslim world market’s potential is certainly promising for the tourism field of business (Carboni, Perelli, & Sistu, 2017; Henderson, 2009; Nizar, Pasuruan, & Pendahuluan, 2015). Based on the Thomson Reuters’s data gathered from 55 countries, the total of Muslims' expenditure in the halal food and beverage reach US$ 1,292 billion in 2013. In the travel sector, globally, the Muslims have spent around US$ 140 billion for tourism activities. The last, in the media and recreation sector, the Muslims have spent approximately US$ 85 billion (Reuters & DinarStandard, 2014).

Table 1. Ten Destination of Muslim Tourists by the Organization of Islamic Cooperation (OIC) in the Global Muslim Travel Index (GMTI) in 2015 & 2016 (MasterCard & Crescentrating, 2016).

<table>
<thead>
<tr>
<th>Rank</th>
<th>Top 10 in 2016</th>
<th>Top 10 in 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Malaysia</td>
<td>81.9</td>
</tr>
<tr>
<td>2</td>
<td>United Arab Emirates</td>
<td>74.7</td>
</tr>
<tr>
<td>3</td>
<td>Turkey</td>
<td>73.9</td>
</tr>
<tr>
<td>4</td>
<td>Indonesia</td>
<td>70.6</td>
</tr>
<tr>
<td>5</td>
<td>Qatar</td>
<td>70.5</td>
</tr>
<tr>
<td>6</td>
<td>Saudi Arabia</td>
<td>70.4</td>
</tr>
<tr>
<td>7</td>
<td>Oman</td>
<td>70.3</td>
</tr>
</tbody>
</table>

In 2014, there were 108 million Muslims tourists representing 10% of the total tourism industry, and this segment had expenditures of US $ 145 billion (MasterCard & Crescentrating, 2015). In 2015 there were an estimated of 117 million international Muslim tourists. It is estimated that by 2020, it will grow to 168 million international Muslim tourists, the entire industry and segments have expenditures of US $ 200 billion (MasterCard & Crescentrating, 2016). Here are the top 10 destination countries for Muslim tourists in 2015 and 2016:
Based on the 2015 GMTI and 2016 GMTI, the number of Muslim world tourists experienced a significant increase. In 2015, Indonesia ranked sixth (index score of 67.5), while in 2016 Indonesia was ranked fourth (index score of 70.6). The GMTI study analyzed based on nine criteria in 2015, but in 2016 there were eleven criteria. This is certainly a great opportunity for Indonesia to continue to develop halal tourism and to attract foreign Muslim tourists (Alim et al., 2014; Tajeddini, Walle, & Denisa, 2017) so that Indonesia could be an icon, that halal tourism and Indonesia is identical in the world’s mindset (Ali & Haseeb, 2019; Haseeb, Abidin, Hye, & Hartani, 2018; Haseeb., 2019; Suryanto, Haseeb, & Hartani, 2018).

Recently, halal tourism in Indonesia has experienced a significant increase. This is proved by the award received in The World Halal Tourism Awards (WHTA) from 2015 to 2016. In 2015, Indonesia managed to get three awards, including the World Best Family-Friendly Hotel (Sofyan Hotel Betawi, Jakarta), World Best Honeymoon Destination (Lombok) and World Best Halal Tourism Destination (Lombok) (Dhabi, 2015). Whereas in 2016 at the same event, from 383 participants (both Countries and brands) Indonesia managed to get twelve awards (Dhabi, 2016), including: World's Best Airline for Halal Travelers (Garuda Indonesia), the World's Best Airport for Halal Travelers (Sultan Iskandar Muda International Airport), the World's Best Family Friendly Hotels (The Radana Kuta, Bali), the World's Best Luxurious Family Friendly Hotels (The Trans Luxury Hotel Bandung), the World's Best Halal Beach Resort (Novotel Lombok Resort & Villas), World's Best Halal Tour Operators (ERO Tour, West Sumatra), the World's Best Halal Travel Website (www.wonderfullomboksumbawa.com), the World's Best Halal Destination Honeymoon (Sembalun Valley Region, West Nusa Tenggara), World's Best Hajj & Umrah Operators (ESQ Tours & Travel, Jakarta), World's Best Halal Destination (West Sumatra), World's Best Halal Culinary Destination (West Sumatra), World's Best Halal Cultural Destination (Aceh) (MasterCard & Cresenrating, 2016).

The award is dominated Lombok (West Nusa Tenggara). So, that it has been named the world's best halal destination.

Based on the background of the problem that has been described, the focus of this research is to describe the impact of the coronation of West Nusa Tenggara as the world's best halal tourist destination (brand) for domestic and international visitors. This research is expected to be one of the references by countries in the world as an increase in strategies in the economic and business fields which are integrated with tropical or subtropical environments.

2. Literature Overview
   a. Halal Tourism

Tourism is a travel activity carried out by a person or group of people by visiting certain places for recreational purposes, personal development (Sari & Jurusan, 2015; Widagdyo, 2017; Yu-Chi and Lin, 2018; Taqi, et.al. 2018), or learning the uniqueness of tourist attractions visited in a temporary period (Indonesia, 2009). Halal means freeing, releasing, solving, and allowing. Related to Sharia law, Imam Al-Ghazali gives two
definitions (Al-Jurjani, 1988). First, it shows that the word halal involves the ability to use objects or anything that meets physical needs, including food, drinks, and medicines. Secondly, the word halal relates to the ability to use, eat, drink, and do something that is all determined by Quranic verses (Abdul Azis Dahlan, 1996).

Halal tourism is a tourist-visiting activity with destinations and tourism industries that provide products, facilities, services, and tourism management that meets Sharia law (NTB, 2005).

The development of tourism institutions is seen from several main aspects of tourism, namely:

a) Product
   Product development must be based on the general criteria and standards applied on halal tourism businesses and attractiveness.

b) Human Resources and Institutional
   Professional competencies of individuals that are in line with the target competency standards needed by Muslim tourists.

c) Promotion
   The forms and marketing channels of promotion are adjusted to the behavior of Muslim Tourists. World Islamic Tourism Mart (WITM), Arabian Travel Mart, Emirates Holiday World, Crescentrating.com, halaltrip.com, etc (Yahya, 2016; Harahsheh, 2019).

b. Tourism in Lombok (West Nusa Tenggara)
   Halal tourism in West Nusa Tenggara includes several industries, including accommodation; travel agency; restaurant; and spa. The management of halal tourism industries follows the requirements set by DSN-MUI (Barat, 2016).

Each industry has its own requirements including:

1) Accommodation
   a. Halal tourism must provide accommodation in accordance with Sharia standards.
   b. Accommodation must fulfill the following standards:
      • Availability of proper sanitation facilities;
      • Availability of proper worshipping facilities;
      • Availability of halal food and beverage;
      • Safe, comfortable, and conducive facilities for families and businesses; and
      • Maintained sanitation and environmental cleanliness.

2) Halal Tourist Travel Bureau
   Every halal tourism travel bureau must:
   a. Understand the management of halal tourism destinations;
   b. Provide information about halal tourism packages and code of conduct on halal tourism destinations; and
   c. Organizing tour packages suitable with the criteria of halal tourism based on Standard Operating Procedures (SOP) which refers to the DSN-MUI regulation.

3) Restaurants
   a. Food and beverage providers in halal tourism include the restaurants, bars, cafes, and catering services.
   b. The certified halal food and beverage providers must guarantee the halal of food/beverage served, starting from the supply of raw materials to the presentation process as evidenced by halal certification.
   c. In the event that a halal certification has not been awarded, each food and beverage provider must include halal / non-halal writings on each type of
food/beverage; and maintain a healthy and clean environment.

d. Halal food and beverages as referred to in paragraph (2) are in accordance with the standards set by DSN-MUI.

4) SPA
Every halal SPA, sauna, and massage parlor must provide:

a. Separate treatment rooms for men and women;

b. Mind therapy and physical therapy do not lead to sharia violations;

c. Men therapists specifically for men and women therapists specifically for women; and

d. Facilities that make it easy for praying.

3. Research Methodology
This research is qualitative descriptive research supported by quantitative data. The data used in this study obtained from journals, articles, literature, internet sites and so on. The data obtained were processed and analyzed qualitatively, as for the steps taken in the analysis are as follows:

4. Result and Discussion

Figure 2 The Statistics of Tourist Visits to West Nusa Tenggara from 2011 to 2016
Source: (Pariwisata, n.d.)

Figure 2 shows the number of international and domestic visitors in 2011 to 2016 in West Nusa Tenggara covering 10 districts/cities, namely (1) Mataram city, (2 ) West Lombok Regency, (3) Central Lombok Regency, (4) East Lombok Regency, (5) North Lombok Regency, (6) West Sumbawa District, (7) Sumbawa District, (8) Dompu District, (9) Bima Regency, and (10) the city of Bima. In 2011, international visitors reached 364,196, and domestic visitors reached 522,684 with the total number of 886,880 visitors. In 2012, international visitors were 471,706, and domestic visitors were 691,436 with the total number of 1,163,142 visitors. In 2013, international visitors were 565,944, and domestic visitors were 791,658 with the total number of 1,357,602 visitors. In 2014, international visitors were 752,306, and domestic visitors were 876,816 with the total number of 1,629,122 visitors. In 2015, international visitors were 1,061,292, and domestic visitors were 1,149,235 with the total number of 2,210,527 visitors. Table 2 shows the number of visitors in 2016 which consisted of 1,404,328 international visitors and 1,690,109 domestic visitors with the total number of 3,094,437 visitors.

There was an increase in the number of visitors from 2011 to 2012. International visitor increased by 107,510, and domestic visitors increased by 168,752 with the total number of increase of 276,262 visitors. In 2012 to 2013, there was also an increase in the number of visitors. International visitors increased by 94,238 and domestic visitors increased by 100,222 with the total number of increase by 194,460 visitors. The number of visitors increased in 2013-2014. The
international visitors increased by 186,362 and domestic visitors increased by 85,158 with the total number of increase by 271,520 visitors. There was an increase in the number of visitors in 2014 to 2015. The international visitors increased by 308,986 and domestic visitors increased by 272,419 with the total number of increase by 581,405 visitors. From 2015 to 2016 the number of visitors increased by 343,036, and domestic visitors increased by 540,874 with the total number of increase by 883,910 visitors.

The number of significant visitors occurred in 2014 to 2015 and 2015 to 2016. This is in line with the coronation of NTB as the winner of the destination award in 2015, and the coronation of NTB as the best destination in 2016.

Tourist visits in 2017 have not been shown in the statistical data. The chairman of NTB (West Nusa Tenggara) Tourism Service, Muhammad Fazoal, states to Republika that the number of tourists reached 3,508,903 visitors that cover 2,078,654 domestic visitors and 1,430,249 international visitors (Muhammad nursandi). The increase in the number of visitors in West Nusa Tenggara due to support from the central government in increasing the halal tourism band (IKP Sector). In conclusion, the halal tourism brand has an impact on increasing international and domestic visitors. In addition, the increasing number of visitors will increase the income of the country's economy.

3. Conclusions and Recommendations
   A. Conclusion
   Halal tourism brands in Lombok (West Nusa Tenggara) which have been named as the world's best destinations have an impact on increasing international and domestic tourists and increasing the country's economy.

   B. Suggestions

   The Ministry of Tourism should continue to develop halal tourism destinations to boost the country's economy.

References


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