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# Analysis of halal tourism development strategy in East Java Province

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## Abstract

The tourism sector is one of the sectors that is of great importance to the Indonesian economy. On the other hand, the second world population and Indonesia's income are Muslim, from the same thing. This research was carried out in the province of East Java, which is a province that has diversity and natural resources compared to other provinces. So the purpose of this research is to find out the meaning of the concept in accordance with the Qur'an and Hadith. The method used is a qualitative approach with the SWOT analysis method. The data used is primary data obtained through interviews, documentation and documentation. The results of this study indicate that if there is an increase in Indonesia, especially in the province of East Java, it has not developed well. This is caused by the amenities or facilities in the perfect place. In addition, various technologies and aspects to develop halal are still not synergized well. Therefore, an appropriate strategy is needed to develop halal, especially in East Java.

Keywords: Tourism, Halal concept, Destination

## INTRODUCTION

The tourism sector is one of the important sectors that exist in Indonesia. This is because tourism sector has a positive influence in increasing foreign exchange, export-import, GDP and job creation, especially in term of tourism (Kurniawan, 2015). In his research Mahpud said

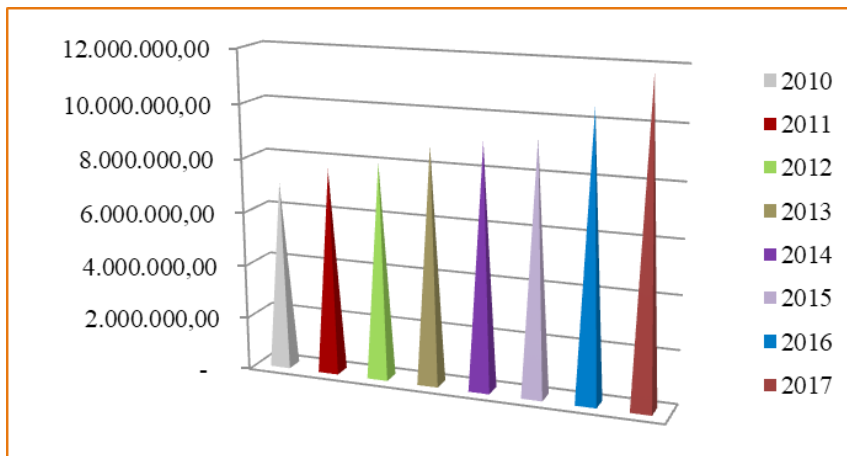
"The tourism sector is one of the influential sectors in Indonesia's economy. Even though the growth of the tourism sector in Indonesia is high if compared with other competitor countries in ASEAN region, Indonesia still lags behind."

From that research, it could be seen that tourism sector is one of important sectors which had a great influence in developing Indonesia economy. Besides Indonesia, especially East Java has abundant culture and natural resources that could attract foreign tourist come to Indonesia. In relation, the tourism potential of Indonesia country is diverse. Indonesia has abundant natural resources however if there is no strategy that could develop this potential, Indonesia will only get a small market share compared to other countries. For that reason, Mahpud tried to find a strategy that can increase the number of foreign tourists to visit Indonesia (Mahpud, 2016).

The population of Indonesia country is Muslim, therefore most of residences that live in Indonesia are Muslim. And it could be the strength in developing tourism sector. As the majority of the world's population is Muslim after Christian, then the development of halal tourism is needed. It showed that the amount of world Muslim population is 1,599,700,000 while the Christians are 2,168,330,000 (Future Global Muslim Population, 2017). Indonesia had many island, and Java is one of the largest islands in Indonesia which divided into five provinces that needed to be developed. Based on the Graph 1.3 below, the number of foreign tourists who come to Indonesia in 2010 reached 7,002,944. Later in 2017, it increased to 11,793,871. But the average foreign tourists that that come to Indonesia comes from the European countries which its majority is non-Muslims. Meanwhile, the tourists who come from the Middle East are not much.



Figure 1. The Number of Foreign Tourists Who Visit to Indonesia in 2010-2017



According to Battour and Ismail, Muslim travelers are a fast growing consumer. Then there are a lot of profits to be obtained when we can attract Muslim tourists visit in Indonesia (Battour, 2015). In his journal he said

“Muslim customers are one of the fastest developing market segments and its needs cannot be ignored by destination marketers and tourism operators”

Indonesia had many island, therefore this research is conducted for developing one of the islands. Java is one of the largest islands in Indonesia which is divided into five provinces. This island has abundant resources both in city and countryside. Otherwise, this island has the largest Muslim population and it could be one of the reasons in developing Halal tourism. But one of the obstacles found by the Government is the readiness of the tourist destinations that are less prevalent. This is due to the poor management and attraction of tourism destination management (KEMENPAR Rim 2016).

Therefore, in order to develop halal tourism in Indonesia, the researcher wants to analyse the factors that affect the halal tourism development. And through these factors, the researcher should to get a strategy that can help the halal tourism development in East Java. This is due to attract Muslim foreign tourist to increase the number of tourist’s visiting tourism destination in East Java.

## THEORETICAL FRAMEWORK

### Tourism Definition And Its Component

Tourism can be defined as a journey that is done repeatedly from one place to another. The word tour itself has the meaning of a place that used to have fun or get rid of tiredness. Sometimes it is also used to spend spare time or just simply enjoy the beauty of natural sources. For that reason, a lot of people are interested by the presence of tourism (Hafizah, 2017).

But according to the World Tourism Organization or called by the United Nation’s World Tourism Organization (UNWTO) define that the tourism is

“An event of traveling and living person outside the dwelling and its environment for not more than one consecutive year for sightseeing, business, or any other purpose but not for work in a place they visit.”

From definition that has mentioned above, tourism is an activity that is related to someone in the travel from one place to another with economic purposes, professional, personal or business and at a specific time. In addition, the purpose of tourism sometimes is just to spend spare time or just to have fun. Therefore when someone visits a country for enjoying purpose or some business, this is what is meant by tourism. Then to grant that purpose, the tourist would need some requirement that could satisfy their selves (Liga, 2015).

Thus, to fulfil this tourist's satisfaction tourism sector needed some supporting components. And these components are really important and can't be separated from tourism activities. The important components from tourism activities are attraction<sup>1</sup>, facilities and infrastructure, transportation, and government policy (Winarti, 2017). Every tourist destinations must have different appeal depending on the potential possessed by the tourist destinations. In the absence of amenities, a tourist destination will not be a tourist destination. This is because the tourists are looking for and need things that can be enjoyed and drawn their attention to come to these destinations.

A tourist will feel comfortable when their needs are fulfilled. Then there are a few special things that normally required by a tourist. And one of the obstacles that faced by Indonesia country are the inadequate facilities. This can happen because of the tourism potential which is owned Indonesia is very wide. And it is very difficult to reach all the destinations with the existing facilities. Sometimes there is no hotel or restaurant near the tourist destination. Or perhaps other facility required by tourists when visiting the place (Kementerian Pariwisata RI, 2015).

Not only facilities that can attract tourist to come to tourism destination, but the uniqueness and authenticity attraction can do too. As Christie Mill said that

"Attractions bring people to a destinations. Facilities service them when they get there. Because they are away from their home, the visitor requires certain things-a place to stay, something to eat and drink".

Thus, the tourism Manager must be active in making new things that can support the development of tourism destinations. But they should be able to keep the authenticity of the iconic attraction that owned by tourism destinations. Because of the existence of differences and the uniqueness could make the tourists feel comfort and don't feel bored to visit these tourism destinations (Yoeti, 2016).

#### **Halal Tourism Concept**

The previous definition of tourism is an activity that is done for someone just for looking for fun. But it was different with tourism according to Islamic view. In Islam, the definition of tourism is a form of tourism activities that promote the values of the Islamic law as a base foundation. Then all activity that related on halal tourism must be based on Islamic law in term of tradition, environment, dress, attitude and dietary (Lee Shi Yan, 2017).

Legal basis of tourism can be found in the Qur'an in chapter Al-Mulk verse 15. In this verse God commanded his servants to have a vacation in order to get the wisdom of any travel undertaken. Then this is the verse of researcher can give the assumption that God has created earth for human in order to travel on His earth and can enjoy the Rizq that given by God to his servants that they realized only to Allah people will come back (Hadi, 2017).

*It is he who made the earth become easier for you, then, walk to the whole earth and eat part of His rizq, and only to Him (you return back) after raising (Q.S Al Mulk:15)*

In another verse of Qur'an also tell that the aim of human beings making a journey is in order to admire the greatness of God's creation that is so great. And also to bring mankind realize for all mistake that is done by previous people who refuse to worship God. And also we are as God servants, so that we always remember the greatness and the only one of God (Samori, 2015). This can be seen in the chapter Al-An'am verse 11 which meary.

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1 Attractions are a thing that can attract the attention of tourists. The attraction was divided into 2 kinds, namely Site attraction and event attraction. The "site attraction" is an attraction or attractiveness of a tourist destination that will not change or will be permanent. While the "event attraction" is an attraction that can attract the attention of tourists, but this is only temporary and may change erratically, both in terms of the place or its activities. See research written by Arina and Didit on *Strategi Pemasaran Pariwisata: Industri Pariwisata Untuk Wistawan Muslim Di Jepang*, p. 13-14

*Tell (Muhammad), "explore the earth and then pay attention what was the end of those who rejected the truth." (Q.S Al- An'am: 11)*

The definition or concept of tourism does not only exist in the verses of the Qur'an, but there are also in the Hadith. A tourist is the guest who must be served properly. This is already explained in the Hadith narrated by Abu Shuraih Al-Ka'bi: and the Messenger of Allah Muhammad SAW said

"whoever believes in Allah and the last day, should serve his guest generously. The guest's reward is: to provide him with superior type of food for a night and a day and a guest is to be entertained with food for three days, and whatever is overed beyond that, is regarded as something given in charity. And it is not lawful for a guest to stay with his host for such a long period so as to put him a critical position."

From the hadith narrated by Abu Shuraih Al-Ka'bi, we can know that the Prophet teaches in his community to glorify guests. This concept is very nice when applied in tourism. A tourist manger regarded as host and tourists as guests. When a guest comes for a visit is a Muslim, the Ministry should have to suit his needs or requirements (Samori, 2015).

The concept of halal tourism that should be emphasized the comfort and service of the Muslim tourists. In terms of places of worship, hotels, all meals were to be freed from the things forbidden by God. In other term, information on the nearest mosque, applications which showed the restaurants and hotels (M. Battour, 2010) that have the halal certification and more.

All these existence facilitation for Muslims is not detrimental other tourist which is non-Muslims. Because everything is already prescribed by the Islamic religion does not harm others, but vice versa. With the presence of halal meals, non-alcoholic these all are healthy food (Achyar, 2015).

#### The Driving Factors of Halal Tourism

The reason that can make the tourism sector became one of the required sectors for Indonesia is due to the presence of the tourism sector can enlarge number of foreign tourist's visiting to come to Indonesia. With the large number of foreign tourist's visiting, Indonesia will affect the increasing of foreign exchange (Soebagyo, 2012).

If the tourism development of country increase, the required of labour absorption will also be higher. The benefits of the tourism sector do not just stop at the absorption of labour only. But with the tourism sector, the industry that exists in Indonesia will automatically move and increases. With the rise of industry in Indonesia, then the rate of export of goods to foreign countries will also rise. So that the income level of the country and the existing industries in Indonesia will also increase (Simanjutak, 2017).

There are other things that can also be used as one of the factors driving the development of halal tourism in Indonesia. These factors are the number of the world's Muslim population who occupied the second position after the Christian population. And nearly 70% of the Indonesia population is live in Java Island. This island is divided into 5 provinces, namely Jakarta, West Java, Central Java, Yogyakarta and East Java. All provinces have much population and in every year is always increasing.

When viewed in terms of religion, the population of Muslims in the East Java Province more than other religions. In 2016, the percentage of the Muslim population is 95%, Christian 4%. Thus the development of halal tourism-based tourism is the best strategy to attract Muslim tourists (BPS, 2018). But that does not mean the halal tourism could only be enjoyed by Muslim tourists. Halal tourism which is based on Islamic law can be enjoyed by Non-Muslim tourists too.

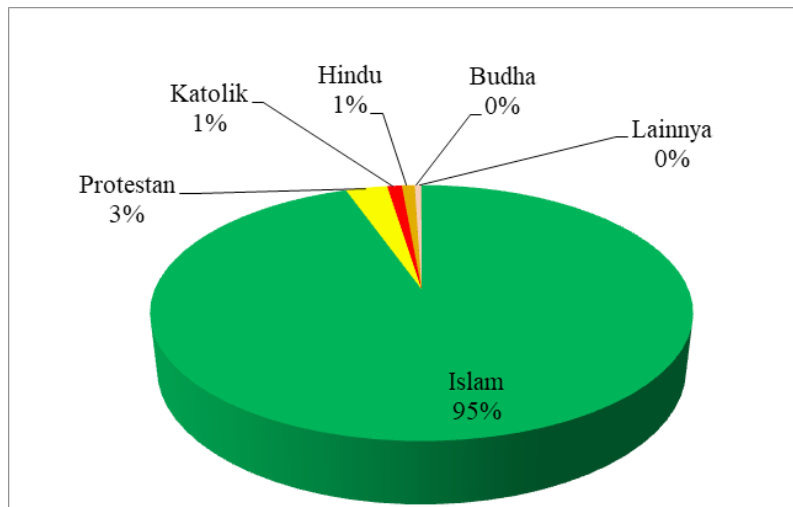


Figure 2. The Number of East Java Citizen among Religions 2016

While East Java has many tourist destinations, this is because this province has a great potential from various natural resources and cultural diversity. In addition to the existence of this tourism attraction potential, East Java also has a variety of uniqueness and diversity that can make it as an icon or logo to attract tourists. A lot of new things can be found in East Java such as the diversity of the flora and fauna not found in most other countries, cultural diverse, languages and dialects and many more (Mudrikah, 2014).

While world's populations are Muslim, there must be some way to attract their visiting. One of the important place that needed by a Muslim tourist was a place of worship. In East Java province percentage of Muslim religious places of worship is 98%. Then it can be used as a strength factor in attracting Muslim tourists visit. Almost every tourist area certainly has mushollah.

A muslim tourists will feel comfortable if all facilities have the halal certification. Because they will feel safe and don't need to be worrying about the status of the halal food or beverages that will be consumed.

#### **The Role of the Indonesia's Government in the Tourism Sector**

The Governments of Indonesia have an authority over the development of tourism that exists in Indonesia, especially east java. It is because the development is the task of a Government. In addition the Government also has a duty to protect the rights of its citizens. Then in a tourism development, it's needed some policies that can make the people or the inhabitants of surrounding tourist destinations feel safe and prosperous (UU No. 10, 2009).

The tourism sector's contribution towards the growth of the country's economy led to the involvement of the Government in tourism development is inevitable. But the development of the tourism sector requires large expenses despite its benefits will be felt directly by the citizens. In addition the rights protection for the tourists should be maintained and the security must be guaranteed.

The private sector will not be able to build up the tourism sector by itself. This is because the private sector does not have the power in the financing of development and also has no force in maintaining the security of travellers as a whole. The Government is the only community that has ability in financing and security threats against tourists. Then the government role here is as a regulator sets out a range of policies to encourage growth in tourism to its full potential.

The Government of Indonesia has a variety of important roles in the development of tourism. But the most influential in the development, planning and development of tourism is the Tourism Ministry. Thus, the tourism minister serves as the prime mover in the field of tourism. The tourism

minister has a wide range of functions as a catalyst, advocator, regulators, Coordinator, facilitator, agency and public outreach hubs (Judisseno, 2017).

## METHODS

This research is conducted at the Tourism Ministry which is situated in East Java in October 2018. The population of this research was on of Indonesia regions which makes tourism as one of the important sectors. Since Indonesia has many regions or provinces; the researcher should take some of the province. Because Indonesia has an extensive region, it is impossible for the researcher to study all of them. Then the researcher took the Department of Culture and Tourism in East Java. This department was situated in Surabaya. In order to get a good result and data, the researcher took the expert and practitioners in tourism as respondent (Sugiyono, 2013). Therefore, the data used in this study was obtained through interview, observation and documentation.

SWOT analysis is an analysis of the research object from both external and internal factors. SWOT analysis that analysing internal factor including strength and weakness. Whereas in term of external factors are including opportunity and threat (Nur'aini, 2016). Inserting the external factor to matrix called EFAS (External Summary Factor Analysis Summary). Meanwhile, internal factor input to IFAS matrix (Internal Summary Factor Analysis Summary). This is the table of EFAS Matrix.

Table 1. External Summary Factor Analysis Summary

| External Factors Strategy | Value | Rating | Value X Rating |
|---------------------------|-------|--------|----------------|
| Opportunities             | X     | X      | X              |
| SUM                       | X     | X      | X              |
| Threats                   | X     | X      | X              |
| SUM                       | X     | X      | X              |

Source: Freddy Rangkuti (2017: 26)

Table 2. Internal Summary Factor Analysis Summary

| Internal Factors Strategy | Value | Rating | Value X Rating |
|---------------------------|-------|--------|----------------|
| Strengths                 | X     | X      | X              |
| SUM                       | X     | X      | X              |
| Weaknesses                | X     | X      | X              |
| SUM                       | X     | X      | X              |

Source: Freddy Rangkuti (2017: 27)

After completing internal and external factors data, the researcher should make diagram namely IE (Internal External) diagram. This diagram uses the internal strength parameter and the external influences which are faced by the community. So, the researcher could begin making a SWOT matrix. This matrix is used to find the proper strategy and adapt to each strengths, weaknesses, opportunities and threats from its company or industry. The SWOT matrix is required to make at least 5 things to fulfil a chart or a diagram matrix.

### SWOT Matrix

Tools that are used for drawing up strategic development factor contributing to halal tourism are SWOT matrix. This matrix can illustrate clearly how the opportunities and threats which the external factor can be adjusted to the strengths and weaknesses owned by Indonesia. SWOT matrix can generate 4 possible strategic alternatives. Here is a table of SWOT matrix (Rangkuti, 2016).

After matrix EFAS and IFAS are done, the researcher could begin to match the strength which is owned by the companies with opportunities and threats facing, namely SO and ST strategy. The second strategy that is matched the weakness factor owned company with the opportunities and threats. These strategies are known as WO and WT.

Table 3. SWOT Matrix Picture

|                                 |                                     |   |
|---------------------------------|-------------------------------------|---|
| IFAS                            | STRENGTH (S)                        | WEAKNESS (W)                              |
|                                 | * The majority of Muslim population | * Inadequate infrastructure or facilities |
| EFAS                            | * ....., etc.                       | * ....., etc.                             |
| <b>OPPORTUNITIES (O)</b>        | STRATEGY SO                         | STRATEGY WO                               |
| * Number of tourism destination |                                     |   |
| * ....., etc.                   |                                     |   |
| <b>TREATHS (T)</b>              | STRATEGY ST                         | STRATEGY WT                               |
| * Unstable country's politics   |                                     |   |
| * ....., etc.                   |                                     |   |

## RESULTS

From the SWOT analysis concluded that the strengths, weaknesses, opportunities and threats, i.e:

The strengths of Ministry of Culture and Tourism in East Java are Indonesia tourism Potential diversity, the largest Muslim majority of the world, the large number of worship place in Indonesia, large number of predominantly human resources who are wearing hijab, logo or icon of Indonesia tourism and price competitiveness or the cheap cost of living.

The weaknesses of Ministry of Culture and Tourism in East Java are halal tourism promotion, halal application and tourism development, lack of social care, accessibility, halal hotels and restaurants, public knowledge on the concept of halal tourism, coordination, integration and synchronization between different government sectors and amenity and hospitality.

The opportunities of Ministry of Culture and Tourism in East Java are number of foreign tourists visit, marketing strategies, cooperation with other countries, halal industry development and best halal tourism rankings or achievements. Meanwhile, the threats of Ministry of Culture and Tourism in East Java are bad image of Indonesia, competition with other countries, lack of interest from stakeholders, lack of concern and amenity or halal tourism facilities.

The results of the external and internal factors analysis above indicate that the values of the external and internal factors are 3.03 and 3.31. This means that the position of halal tourism development in East Java province is at the first quadrant on the internal-external matrix. In that position, a suitable strategy to develop halal tourism in East Java is Growth Strategy.

### Strategy of SWOT Analysis

Based on SWOT analysis matrix which is including external and internal factors, i.e opportunities, threat, strengths and weaknesses to determine a priority strategy of halal tourism development in Ministry of Culture and Tourism in East Java is using Growth strategy. So, the first strategy is SO that concluded improving marketing strategies (DOT and BAS) and increasing Indonesia potential tourism to attract foreign Muslim tourist' visit and improving achievement in terms of halal tourism and maintain price competitiveness.

And the second is WO strategy which concluded fixing bad image owned by Indonesia to attract the interest of stakeholders, maintaining price competitiveness which is owned by Indonesia and to adjust the existing tourism facilities with Islamic standards.



Meanwhile, the third strategy is ST which is fixing and redesigning the tourism product and facilities based on Islamic law and increasing awareness of the community and the government in the development of halal tourism industry too. The last strategy is WT which concluded to provide sufficient knowledge about halal tourism concept to the community around tourist destinations and to give socialization to the community or citizens around destinations to keep hygiene and security.

## CONCLUSION AND SUGGESTION

From this research, the researcher is going to take a conclusion that the understanding of halal tourism is an activity undertaken by a person with the motivation of religious consciousness by way of adding to the fun. In addition the concept of tourism should also be run based on the laws of Islam. This is seen in terms of entertainment, facilities, charms, clothes, food, hotels and so on, everything has to be halal contains no element of haram or forbidden by religion.

And the priority strategy for developing halal tourism is the implementation of Growth strategy. And this growth strategy can be realized if the tourism manager could repair or renew the facilities based on Islamic law. And for supporting this development strategy, the government should make socialization of halal tourism concept to the society which lives in surrounding tourism destination.

Based on some of the factors that have been described above, the government should give socialization to the citizens or community to keep hygiene and also security. In addition, the government is also expected to start to pay attention to the importance of the halal tourism development because of the great potential which is owned by Indonesia and Muslim tourists who can be used as a potential market share.

For practitioners or the businessmen in the field of tourism, they should pay attention to the Muslim tourists' requirements. It is expected to later researchers to make a research about halal tourism and to further enhance understanding of the halal tourism concept.

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