

Halal Tourism: Trend, Opportunities, Challenges and Impact of Halal Tourism on Conventional Tourism

Muharis¹, M. Saidi^{2*}, Dani Alfatwari³, Ahmad⁴

^{1*,3,4}, School of Tourism and Hospitality, Politeknik Selaparang Lombok, Indonesia

²Faculty of Language, Arts and Humanities, Universitas Hamzanwadi, Indonesia

*Corresponding Author Email: ideng1028@gmail.com

Article History

Received: 20-07-2023

Revised: 21-07-2023

Published: 25-07-2023

Key Words

Trend opportunities, challenges and impact of halal tourism, conventional tourism

Abstract: This study aims to analyze and find out how the trend of halal tourism in the West Nusa Tenggara region and its impact on conventional tourism is investigated. The results of this study show first, the trend of halal tourism in terms of opportunities and challenges, the opportunity for halal tourism in West Nusa Tenggara is very large seeing the intensity of visits every year is so high, especially middle eastern tourists. This is a business investment opportunity for the country's economic income. However, regulations on aspects of halal certification for accommodation and tourism products such as hotels, restaurants and cafes are still an obstacle in the development of halal tourism. Secondly, the presence of halal tourism does not necessarily change and shift pre-existing conventional tourism, but halal tourism is present as a complement and supporter in the expansion of services and facilities to tourists who visit both in terms of accommodation and all the needs of tourists in general.

How to Cite: Muharis, M. Saidi, Dani Alfatwari, & Ahmad. (2023). Halal Tourism: Trend, Opportunities, Challenges and Impact of Halal Tourism on Conventional Tourism. *JMET: Journal of Management Entrepreneurship and Tourism*, 1(1), 21–28. <https://doi.org/10.61277/jmet.v1i1.14>



<https://doi.org/10.61277/jmet.v1i1.14>

This is an open-access article under the [CC-BY-SA License](#).



Introduction

Tourism promises that the world economy will grow because the tourism sector is a sector that is resistant to the global crisis as seen from world travel which has experienced positive developments since 1950. Global cases such as terrorism, virus, zika in 2014-2015 involve tourism growth towards the better. Security and safety factors, affect tourists traveling (Basri et al., 2021), and there are currency value fluctuation factors. The fastest tourism sector and the largest economy is Indonesian tourism because it contributes to the country's second largest foreign exchange after the palm oil industry. Tourism makes it a leading sector (Basri et al., 2020) because the increasing number of destinations and the tourism industry makes it a key factor in creating infrastructure jobs, business development to income and exports.

In the global scope, the increase in halal tourism commodities prioritizes the basic needs and facilities of Muslim tourists in every aspect and service to be integrated with the concept of sharia (Destiana & Astuti, 2019). The Muslim population is an indicator that plays a role in influencing Islamic economic activities which are the drivers of a country's economic growth (Jaelani, 2018; Karim, 2020). It is also based on mobility and the increase in Muslim tourists

every decade (Battour & Ismail, 2016). From the Mastercard-Crescent Rating Global Muslim Travel Index 2019 data updated 2018 there are estimated to be 140 million international Muslim tourists, there are around 177 trillion USD in 2017, and continue to increase to 274 trillion USD in 2023, and are devoted to halal tourism by Muslims this data is contained in a study conducted by Thomson Reuters and Dinar Standard in "An Inclusive Ethical Economy State of the Global Islamic Economy Report 2018/19" (Destiana & Astuti, 2019). Therefore, the development of halal tourism needs to be considered seriously so that every potential that has been found can be maximized. As an asset, halal tourism is a contributor to state income both internationally, nationally, and even locally in progress and growth in the economic sector.

In the tourism sector, policies and strategies have been carried out to increase regional income (Laka & Sasmito, 2019). One of the marketing strategies of a destination that is branding today. Branding is based on marketing strategies, strategies used through the name of terms, signs, symbols or combinations of Indonesian tourism have provided Muslim tourism services that have developed halal tourism strategies from various aspects (Khoiriati et al., 2018). Like the Indonesian government, South Korea is carrying out an Islamic branding communication strategy to promote halal tourism. The halal sign is also one of the branding strategies used by Koreans, halal signs such as those in restaurants, groceries and beauty products. Halal signs show good consumption by Muslims (Nisa & Sujono, 2017). Halal symbol is used as branding or promotional material, in Malaysia halal logo has become an integral part of marketing halal products and services. A logo serves simply as a visual cue used to represent something. Brand (branding) consists of various consumer thoughts, perceptions and consumer beliefs. The halal logo is used as the main signal to determine the final decision making of consumers (Battour & Ismail, 2016; Ismail & Adnan, 2020).

In halal tourism opportunities, the Muslim population ranges from 30% of the total world population today (Kim et al., 2015). The increase in Muslim tourism is very influential on the opportunity to develop halal tourism, several countries take opportunities from the current advancement of halal tourism, including Muslim and non-Muslim majority countries such as Japan, South Korea, Australia and Thailand. This travel agent has halal tourism opportunities from various fields (Battour & Ismail, 2016). In the industrial world opportunities and challenges must exist, challenges in developing halal tourism are related to one of marketing, because halal tourism in marketing is a little difficult, due to the difference between Muslim and non-Muslim tourists (Battour & Ismail, 2016). One of the challenges of halal tourism in serving non-Muslim tourists, and meeting the needs of non-Muslim tourists without losing the concept of halal tourism.

In terms of industry, halal tourism is a complement to the implementation of conventional tourism. Therefore, halal tourism is developed while still prioritizing Islamic sharia culture and values but without compromising the uniqueness and originality of cultural values in the area that is a tourist destination. Tourism has the concept of developing tourism with the principle of Muslim friendly, meaning that tourism actors provide guarantees to Muslim tourists that they get services in accordance with religious law without ignoring other conventional tourists who have become markets before. As for what was conveyed by (Battour & Ismail, 2016), who explained that halal tourism is any tourism object or action which is permissible according to Islamic teachings to use or engage by Muslims in tourism industry. Thus, halal tourism does

not eliminate all elements contained in conventional tourism, but as a complement to existing tourism. The target of halal tourism is actually not only Muslim tourists, but also non-Muslim tourists. Because in essence halal tourism is only as a complement to conventional types of tourism. As a country with the largest Muslim population in the world, Indonesia strives to continue to develop sharia tourism in the country.

The purpose of this study focuses on several aspects of halal tourism regarding trends (opportunities and challenges), the impact of halal tourism on conventional tourism. Hopefully the findings in this paper, can be useful, especially to stakeholders, academics, government or all tourism actors engaged in the tourism sector.

Research Method

This research uses phenomenology using a qualitative approach. This method is used to provide a review or overview of halal tourism trends and the impact of the presence of Halal Tourism on Conventional Tourism within the scope of the West Nusa Tenggara region. The analysis of this study is described in the form of alphabetis which presents data on the number of hotels in the application of the concept of halal tourism obtained from the Journal and Tourism Office of West Nusa Tenggara. In addition, other data such as indept semi structure interviews and documentation to tourism figures; West Nusa Tenggara Regional Secretary, and several respondents from the hotel who have aspects related to the title discussed in this study.

Result and Discussion

Halal tourism is one type of tourism developed in the world which is not only in Indonesia. In Indonesia, especially in the West Nusa Tenggara region, halal tourism has been included in the category of aspects that need to be developed. The history of halal tourism began to emerge starting from the era of the administration of the Governor of West Nusa Tenggara Dr. TGB. M. Zainul Madji, Lc., M.A. which at that time received an appeal and direction in the development of halal tourism on Lombok Island from the ministry of tourism, steps in the development of halal tourism in West Nusa Tenggara, behind the many criticisms and responses from the public about the management and arrangement of conventional tourism that already existed, this became a concern, commitment and reference from the governor of West Nusa Tenggara at that time to take the first step in synergy with the Office Tourism to brand and package halal tourism into a destination that is expected to advance the West Nusa Tenggara region. In addition to this, other reasons such as philosophical reasons in the development of halal tourism are an effort to accelerate community welfare, obtain benefits, and still be able to survive and compete in the challenges of changing times in the economic field butforget the noble and socio-cultural values that exist, especially the majority of the population who are wise and knowledghea blein terms of religion and race, tribe and culture (Jaelani, 2018).

The development of halal tourism from year to year is increasing as seen from the visit of Muslim and non-Muslim tourists, this indicates an indicator that interest in halal tourism is growing. In the West Nusa Landmark region, the development of halal tourism is increasingly popular on the basisof awards and achievement sachieved in every event, both national and international, such as in 2015 Lombok located in West Nusa Tenggara was named the best

halal destination in international events in the field of tourism "World Halal Travel Summit" 2015 held in Dubai, not only that other awards were also won as World Best Cultural Destination, World's Best Culinary Destination, World's Best Halal Honeymoon Destination. This is certainly a calculation in the global arena and makes the island of Lombok as the main destination for world-class tourists, referring to it is not impossible this is the reason for the increasing number of tourist visits who come to visit, especially from the Middle East market. The halal tourism industry is a great business investment opportunity in every country, not only in Muslim-majority countries, but also a large market in contributing to state income in the economic sector.

However, halal tourism certainly does not necessarily become popular, but behind that there are certainly polemics or challenges, first is the regulation of aspects of halal certification of accommodation and tourism products such as hotels, restaurants and cafes that have a halal level that needs to be listed and recognized. In addition, various perceptions, such as the most substantive perception that the presence of halal tourism seems to change existing aspects of conventional tourism or add new rules that focus on the concepts of religion, arabization and sharia. But on the contrary, halal tourism is actually expanding services both in accommodation facilities and the needs of Muslim and non-Muslim tourists have been arranged as well as possible or in other words can be said to be a form of extension of conventional tourism that already exists. The lack of public understanding of what halal tourism is seems to be a perception and paradigm that says halal tourism will certainly have special rules that cause activities to be limited, even though it is not at all, there are indeed special places regulated in halal tourism such as tourists must use polite clothing when entering places of worship or such as Islamic centers that apply these rules. Therefore, the concept of halal tourism is actually a way to manage tourism objects to meet the primary needs of humans in a worldly and ukhrawi manner (Patrianti & Binol, 2019).

The results of this study illustrate and provide clarity that the presence of halal tourism is not an aspect that makes conventional tourism rivaled and undeveloped. However, the presence of halal tourism as a complement and adds to the expansion of services which certainly makes tourist visits increase both tourist visits from the Middle East and other parts of Europe. Halal tourism is not only focused on Muslim tourists who visit but services to non-Muslim tourists are also considered such as the provision of facilities such as books, Bible and other non-Muslim books at hotels. This is a calculation that halal tourism does not distinguish Muslim and non-Muslim tourism in any aspect both arrival, service and how to accommodate every need of tourists. Therefore, the presence of halal tourism does not adversely affect existing conventional tourism but expands services to tourists in general.

In the nature of halal tourism development, of course, it is not just a focus on tourist destinations, but lodging accommodation is also considered such as Hotel, Restaurant, Cafe etc. Hotels that apply halal tourism have halal levels one to three, these levels have different facilities and types of visitors (tourists) such as halal level one, halal level one can be visited by anyone both Muslim and non-Muslim, as well as halal level two which can still be visited by non-Muslim tourists, but halal level two has a type of facilities that are slightly different from halal level one. While the halal level of the three types of tourists who enter the hotel is only intended for Muslim tourists, because in terms of facilities or in terms of hotel food that has

halal level 3 is not allowed the existence of haram foods such as pork and drinks that are akhohol.

Table 1. List of Hotel Names that Apply Halal Tourism West Nusa Tenggara Province

No	Hotel Name	Due
1	Killa Senggigi Beach Lombok	10-042017
2	Lombok Plaza and convention	23-05-2018
3	Bukit Senggigi Hotels	23-05-2018
4	Hotel Lombok Garden	11-08-2018
5	Lombok Raya Hotels	04-12-2018
6	Jayakarta Beach And reasort	09-10-2018
7	Svarga Resort Lombok	13-15-2018
8	Hotel Graha Ayu	31-08-2016
9	Hotel Grend Laws	22-11-2017
10	Idoop Hotel by Pransanty	31-05-2015
11	Golden Palace Hotel	31-07-2019
12	Hotel Sudamala	02-12-2017
13	Kurnia Jaya Hotels	04-12-2017
14	Hotel Air Langga	04-03-2018
15	Nutana Hotel	04-03-2018
16	Pratama Hotel	04-03-2018
17	Puri Saron Hotels	10-04-2018
18	The Santosa Villas Resort	13-05-2018
19	Fave Hotel	15-06-2018
20	Hotel Golden Tulip	26-06-2018
21	Aston Inn Mataram	20-07-2018
22	D Praya Hotel	09-10-2018
23	Kuta Indah Hotels	20-11-2018
24	PT Aerotel Astura	20-11-2018
25	Hotel Queen	20-11-2018
26	Arianz Hotel	20-11-2018
27	Novotel Lombok Resort Villas	20-11-2018
28	Aruna Jaya Hotels	19-12-2018
29	Hotel Dinda Ayu	19-12-2018
30	Grand Inn Hotel	19-12-2018
31	Grand Madani Hotel	19-12-2018
32	Mina Tanjung Hotels	19-12-2018
33	Mataram Hotels	19-12-2018
34	City Hotel	19-12-2018
35	Mataram Square Hotels	19-12-2018
36	Qunci Villa Hotel	19-12-2018

37	Holiday Resorrt Lombok	19-12-2018
38	Puri Indah Hotels	19-12-2018
39	Rinjani Lodge	19-12-2018
40	Hotel 99	19-12-2018
41	Hotel Permata Syari'ah	19-12-2018
42	Hotel Santika	11-09-2018

Source, Dinas Pariwisata 2021

The table above provides an overview of hotel data that implements and welcomes the presence of halal tourism whose segmentation has the opportunity to bring in foreign tourists, especially from the middle eastern tourist market who are so interested in halal tourism. Of course, with the presence of this, it spurs the hotel to expand and add facility services. The first hotel to welcome and glance at halal tourism is *Killa Senggigi Beach Lombok* which since 2017 has tried and implemented halal tourism, as in the results of an interview with Mr. Ahmadi as the Chief of Staff Front Office Manager in Killa Senggigi, he stated that since the presence of halal tourism has an impact on the interest of tourist visits, the most perspective is visits from regions such as the Middle East continue to increase but do not also eliminate visits from European and other regions, this certainly makes us continue to improve the quality of services such as adding supporting facilities such as providing tourist needs in worship, namely adding Qibla directions, the Qur'an and books to other religions such as the Bible. *Killa Senggigi Beach Lombok* is still in the application of hilal level 1 meaning that there are still places devoted to tourists with needs such as the provision of bars and alcoholic beverages that are not provided for Muslim tourists but can be visited. Broadly speaking, the presence and development of halal tourism has an impact on opportunities and prospects for income and economic improvement.

Conclusion

Based on the results of research and discussion on halal tourism trends and the impact of halal tourism on conventional tourism, the following conclusions can be drawn. First, the opportunity for halal tourism in West Nusa Tenggara is very large, seeing the intensity of visits every year is so high, especially middle eastern tourists, this is a business investment opportunity for state income in the economic sector. However, regulations on aspects of halal certification for accommodation and tourism products such as hotels, restaurants and cafes are still an obstacle in the development of halal tourism. Secondly, the presence of halal tourism does not necessarily change and shift pre-existing conventional tourism, but halal tourism is present as a complement and supporter in the expansion of services and facilities to tourists who visit both in terms of accommodation and all the needs of tourists in general.

References

- Asyafiq, S. (2019). Economic Growth and Development Strategy in the Global Era Based on Civic Economic Education. *Journal of Social Science Education*, 28(1), 18.
<https://doi.org/10.17509/jpis.v28i1.15428>
- Baharuddin, A. Z., & Hasan, F. A. Al. (2018). DEVELOPMENT OF SHARIA HOTEL

JMET Vol. 1, No 1 (July 2023)

- BUSINESS IN INDONESIA (Case Study of Sharia Hotel Development in Lombok, West Nusa Tenggara Province). *Journal of Al-'Adl*, 11(1), 33–52. <http://ejournal.iainkendari.ac.id/al-adl/article/view/1106>
- Basri, H., Rami, M., Birul, Y., & Sugandi, W. (2021). *MARKETING PROMOTIONAL LINGUISTIC CONTENTS : A DISCOURSE ANALYSIS ON TOURISTIC MAGAZINE , JIMEA / MEA Scientific Journal (Management, Economics, and Accounting)*. 5(1), 1367–1383.
- Basri, H., Tamrin, M., Alfatwari, D., & Rahadi, I. (2020). *Shifting Society in Response to the Tourism Industry : A Case Study of New Challenges in Lombok Utara*. 4(2), 183–194.
- Battour, M., & Ismail, M. N. (2016). Halal tourism: Concepts, practises, challenges and future. *Tourism Management Perspectives*, 19, 150–154. <https://doi.org/10.1016/j.tmp.2015.12.008>
- Destiana, R., & Astuti, R. S. (2019). Development of Halal Tourism in Indonesia. *COPAS: Conference on Public Administration and Society*, 01, 331–353.
- Fadiryana, N. A., & Chan, S. (2020). The influence of destination image and tourist experience on revisit intention mediated by perceived value in halal tourist destinations in Banda Aceh City. *Journal of Innovation Management*, 10(2), 1–23.
- Fuadi, D. S., Akhyadi, A. S., & Saripah, I. (2021). Systematic Review: Strategy for Empowering MSME Actors Towards Digital Economy through Social Action. *Dictus: Journal of Out-of-School Education*, 5(1), 1–13. <https://doi.org/10.21831/diklus.v5i1.37122>
- Ismail, R. D., & Adnan, M. F. (2020). The role of the West Sumatra Provincial Tourism Office in realizing halal tourism. *Journal of Management and Public Administration Sciences (JMIAP)*, 2(2), 98–107. <https://doi.org/10.24036/jmiap.v2i2.142>
- Jaelani, A. K. (2018). Development of Halal Tourism Destinations in the Era of Wide Autonomy in West Nusa Tenggara Province. *Journal of Tourism*, 5(1), 56–67. <https://doi.org/10.31311/par.v5i1.3277>
- Karim, A. (2020). Increasing the Rural Economy in Supporting the Movement of Urban Economic Growth during the Global Pandemic. *Research Gate*, July, 6.
- Khoiriati, S. D., . S., Krisnajaya, I. M., & Dinarto, D. (2018). Debating Halal Tourism Between Values and Branding: A Case Study of Lombok, Indonesia. *KnE Social Sciences*, 3(5), 494. <https://doi.org/10.18502/kss.v3i5.2352>
- Kim, S. (Sam), Im, H. H., & King, B. E. M. (2015). Muslim travelers in Asia: The destination preferences and brand perceptions of Malaysian tourists. *Journal of Vacation Marketing*, 21(1), 3–21. <https://doi.org/10.1177/1356766714549648>
- Kota, D. I., Studi, M., Bank, K., & Nasution, S. H. (2013). THE ROLE OF PEOPLE'S BUSINESS CREDIT (KUR) FOR THE DEVELOPMENT OF MSMES IN MEDAN CITY (CASE STUDY OF BANK BRI) Dewi Anggraini Syahrir Hakim Nasution. *Journal of Economics and Development*, 1(3), 105–116.
- Laka, Y. H., & Sasmito, C. (2019). Management of Public Policy Strategy for the Tourism Sector in Pujon Kidul Village, Pujon District, Malang Regency, East Java in the Industrial Era 4.0. *References: Journal of Management Science and Accounting*, 7(1), 28. <https://doi.org/10.33366/ref.v7i1.1347>
- Muis, M. (2020). Development of Opportunities and Challenges of Halal Tourism in Aceh.

- Adabiya Journal*, 22(1), 41. <https://doi.org/10.22373/adabiya.v22i1.7456>
- Nasution, L. Z. (2020). Strengthening the Halal Industry for Regional Competitiveness: Policy Challenges and Agendas. *Journal of Regional Economics Indonesia*, 1(2), 33–57. <https://doi.org/10.26905/jrei.v1i2.5437>
- Nisa, F. K., & Sujono, F. K. (2017). Islamic branding as communication strategy of halal tourism promotion in non-Muslim country. *Proceeding of The 4th Conference on Communication, Culture and Media Studies*, October, 10–11.
- Patrianti, T., & Binol, R. (2019). Public Relations & Messaging Development: Development of Halal Tourism Messages in Indonesia Through Public Relationship Perspective. *Journal of Political Communication Science and Business Communication*, 3(1), 50–58.
- Satriana, E. D., & Faridah, H. D. (2018). Halal Tourism: Development, Chance and Challenge. *Journal of Halal Product and Research*, 1(2), 32. <https://doi.org/10.20473/jhpr.vol.1-issue.2.32-43>