Implementation of Development Strategy for Halal Tourism Destinations

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Abstract
This article was aimed to explain the implementation of the Tourism Department’s strategy in developing halal tourist destinations in West Lombok Regency and analyze the factors that influence the strategy implementation. The government of West Lombok Regency has drawn up a strategic plan to address the complexity of the problems that arise in halal tourism. This research used a qualitative method. Data were collected through documentation, observation, and interview techniques. The results showed the implementation of the strategy has been carried out in the form of activities and programs. The tourism destination has been characterized as halal and supported by regulatory clarity, the Islamic Culture Community in West Lombok Regency, which is also attached to the natural conditions that are very supportive and the support of the enthusiastic tourism awareness group (POKDARWIS). However, there are still obstacles, including the lack of a clear concept of halal tourism in West Lombok Regency, the lack of marketing or promotion of halal tourism, as well as inadequate and halal-certified facilities. So the recommendation that needs to be conveyed by the Government tourism office of West Nusa Tenggara is the need to translate the program into various activities in more detail and must involve stakeholders to help standardize and certify.

Keywords: Development Strategy, Halal Tourism, Implementation.

INTRODUCTION
The tourism sector is highly relied on the Indonesian Government to promote its economic growth [1,2,3]. One of the sub-sectors currently becoming particular concern by the government is halal tourism [4]. Halal tourism is a tourist visit activity with destinations and industries that provide or prepare tourism products, services, and management facilities by meeting the principles of sharia [5,6,7]. The government, through the Ministry of Tourism and Creative Economy (Kemenparekraf), assigned three provinces in Indonesia as halal tourism destinations, namely West Sumatra, Aceh, and West Nusa Tenggara (NTB) [1,8].

Although the majority of the Indonesian population is Muslim, the development of halal tourism is uneasy. The complex problem with the development of halal tourism begins with the lack of a common perception of stakeholders towards halal tourism [9,10]. The development of halal tourism by using the term sharia tourism raises controversies as if there is a religious mission within [8,11]. Likewise, in terms of tourist destinations, halal tourism attractions that were not characterized by sharia must not be included [12,13,14]. In terms of human resources, the tourism actors should also all be Muslim [15,16,17].

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NTB Province, chiefly by Lombok Island, is designated as one of the best halal tourist destinations because, in terms of population, which is Muslim dominant, were known as the island of a thousand mosques. It is supported by the factors of natural beauty, halal, and enjoyment of various traditional culinary delights. Several awards were received by Lombok Island from its halal tourism destination. World’s Best Halal Honeymoon Destination was won by the Sembalun Valley region of Lombok, and World’s Best Halal Beach Resort was won by Novotel Lombok Hotel. These things make Lombok Island a halal tourist destination [1,8,18].

Responding to the development of halal tourism, the NTB regional government positively reformed the regulations for the implementation of halal tourism. It can be seen with the issuance of Governor Regulation No. 51 of 2015 concerning Halal Tourism, which is followed up with Regional Regulation of the NTB Province No. 2 of 2016 concerning Halal Tourism. Both were specifically regulating halal tourism and explicitly set the general standards that must be met by halal tourism destinations and industries. The establishment of these regulations indicates the commitment of local governments to improve the quality and service of halal tourism to be better.

West Lombok Regency is one of the regencies in NTB Province, which is currently developing halal tourism and has vast tourism potential. West Lombok Regency, famous for the Senggigi Beach tourism, has abundant tourism potential.
Nowadays, tourism in West Lombok Regency is the most desirable and visited by tourists.

The number of tourists visiting the West Lombok Regency continues to increase. The number of domestic and foreign tourist visits from January to August 2019 totaled 2,390,899 tourists, with details, archipelago tourists were 1,429,768, while foreign tourists were 961,131. Even though in 2018 there was a natural disaster, an earthquake, which decrease the number of tourists visiting West Lombok Regency. The disaster did not make the government and the people in West Lombok Regency give up on building the image of tourism.

These hard and nonstops efforts had a very significant impact with the arrival of Australian-flagged cruise ships visiting West Lombok Regency through the Sheet port in 2018. Then in 2019, according to data from the West Lombok Regency Tourism Office, an increase in the number of overseas cruise ships visiting West Lombok Regency showed a very significant increase, which in January recorded three ships, in February recorded one ship. In March, they recorded two ships or around 8,500 tourists to the tourist attractions in West Lombok Regency, namely Sekotong, Narmada, Lingsar, and Senggigi. It shows that until now, the dominance of non-Muslim tourists is still the most significant foreign tourists who come to West Lombok.

It shows that halal tourism is a necessity and has a broad market segment. Tourism destinations in West Lombok, in general, have prepared themselves to become halal tourist destinations [19]. However, there are still many complex obstacles and problems, so there is a need for appropriate strategies to overcome them [20].

This condition, of course, must be included in the analysis and dictum of strategic tourism planning in NTB Province and specifically in West Lombok Regency. Regency Organization Office (OPD), which was organizing tourism affairs and other stakeholders, are interested in compiling a comprehensive strategic plan, which includes the issue of halal tourism. In 2015, the NTB Provincial Planning and Development Agency (BAPPEDA) compiled a sustainable tourism strategic plan. Further elaboration was followed up by the West Lombok Regency BAPPEDA with the Regional Tourism Master Plan [8].

Considering the complexity of the issue of halal tourism that has been encompassed in strategic planning, it is necessary to examine how it is implemented in the field. Also, the factors that influence the implementation of it need to be sought. It is because, in the implementation of a plan, there must be obstacles in the field.

MATERIAL AND METHOD

This research in halal tourism research used descriptive qualitative research with a case study approach. Qualitative research is a method used to produce descriptive data in written and spoken words, behavior, or observable objects [21]. A case study is a process that emphasizes the bounded system or several cases as a whole. It is accompanied by extracting data and involving information related to the study [21]. The location of this research is in West Lombok Regency, Lombok Island, West Nusa Tenggara (NTB) Province, which has been designated by the government as one of the halal tourist destinations.

The research subjects are institutions in charge of implementing the established strategies, namely the Tourism Office of West Lombok Regency. It includes the implementers of tourism development like the implementation of programs and activities, besides some parties involved in the development of halal tourism. The parameters in this study are stated in following Table 1.

<table>
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<tr>
<th>Variables</th>
<th>Indicators</th>
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<tr>
<td>Implementation Strategy in Halal Tourism</td>
<td>• Destinations Characterized by Halal&lt;br&gt;• Promotion by using media&lt;br&gt;• Institutions operating with sharia principles</td>
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<tr>
<td>Development of Halal Tourism</td>
<td>• Travel attractions&lt;br&gt;• Accessibility&lt;br&gt;• Facilities (Amenities)&lt;br&gt;• Support Facilities (Ancillary)</td>
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<tr>
<td>Factors that influence strategy implementation in Halal Tourism</td>
<td>• Local Regulation governing Halal Tourism&lt;br&gt;• Islamic culture of the community&lt;br&gt;• The natural conditions are very supportive&lt;br&gt;• Support from the community&lt;br&gt;• Diverse culture&lt;br&gt;• The absence of a clear concept of halal tourism&lt;br&gt;• Marketing or promotion&lt;br&gt;• Halal certified or Halal recognition</td>
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Data collection techniques in this study were documentation, observation, and interview. The documentation technique in this research includes a literature study by collecting articles...
from related journals and government official reports related to the case. In addition, to support the documentation results, this study used observational data where researchers come directly to tourist destinations in West Lombok Regency. The results of observation were also used to find out more deeply the condition of halal tourism in the West Lombok Regency. In addition, interviews were conducted as primary data in this study. Interviews were conducted with the Head of the Program Division of the Tourism Office of West Lombok Regency, the Head of the Development of Destinations and Tourism Businesses, and related parties. The researcher chooses these stakeholders as respondents because these stakeholders are actors who are directly related to the implementation of halal tourism in Lombok.

RESULT AND DISCUSSION
Implementation Strategy
Destinations Characterized by Halal
This program is a way to introduce the potential of tourism destinations through tourist attraction objects owned by each tourism destination to attract tourists to visit West Lombok. The activities carried out by the Tourism Office in this program are maintenance of tourism objects. It includes the facilities, infrastructure, and development facilities in tourist areas, such as toilets, mosques/prayer rooms, cleanliness of attractions, and security in the tourism object environment through guard officers or parking by the local community.

The total budget spent was IDR 8,699,129,500 in implementing tourism object and facility maintenance activities. For the maintenance of halal tourism objects, not all tourism objects can be done due to the limited budget and unclear concept, so the improvement of tourism objects is only based on the priority to be maintained.

Promotion
The halal tourism marketing program is crucial and necessary in tourism because with this marketing program, halal tourism can be introduced in West Lombok Regency to domestic and foreign tourists [22]. In implementing the program, the activities carried out by the Department of Tourism are manual marketing carried out in the form of festivals, billboards, and other print media. Then digital marketing, where the activities carried out, is utilizing social media technology and official websites to halal market tourism in West Lombok Regency. The scope of digital marketing is comprehensive because it can be directly known by foreign tourists and is different from marketing manually, where the scope is only domestic.

In the halal tourism marketing program, the activities carried out are market analysis for the marketing of halal tourism objects, through manual marketing and digital marketing. In the manual marketing activities carried out in the form of festivals, billboards, and socialization. Digital marketing was done by increasing the use of information technology for marketing halal tourism at home and abroad. The total budget spent on the halal tourism marketing program is IDR 1,558,925,878.

Institutions Operating with Sharia Principles
The implementation of this program aims to improve the quality of human resources and the industry of tourism and increase cooperation with related tourism institutions. With this program, it is expected that in the future, it will be able to build and develop partnerships by collaborating to make it easier for the Tourism Office to develop halal tourism in West Lombok Regency because of assistance from the community and related institutions. The activities carried out in implementing this program are:

a) Equalizing the Vision of Halal Tourism Central Actors

b) Capacity building for Halal Tourism (Certification and Standardization)

c) Development of International Flights

In this program, the activities carried out are development and strengthening the information and databases, then the implementation of the coordination of the development of tourism partnerships, and increasing community participation in the development of tourism partnerships. The purpose of this program is to assist the Department of Tourism in developing halal tourism destinations in West Lombok Regency. The total budget in this program was IDR 1,053,621,700.

The process of drafting a program’s activities will direct the organization to develop procedures. These procedures can take the form of SOP (Standard Operating Procedure). The procedure leads to the implementation of activities. There are steps to provide direction or guidance for the West Lombok Regency Tourism Office in implementing an activity. The procedure of activities should follow Regional Regulation No. 10 of 2016 concerning the formation of the organizational structure of the West Lombok Regency and the Regent Regulation of the West
Lombok No. 74 of 2016 concerning the details of the duties, functions, and work procedures of the Tourism Office.

Development of Halal Tourism in West Lombok Regency

Travel Attractions

The tourist attraction is generally defined as anything related to the uniqueness, beauty, excellence, and value of natural wealth, culture, and human-made products, which are targeted or visited by tourists, both domestic and foreign tourists [23]. Attractiveness, in this case, is everything that becomes an attraction for people. West Lombok Regency has many halal attractions, one of which is the Lebaran Topat (ketupat – rice cake package in diamond shape wrap made of coconut leaves) and Topat War conducted by the Islamic community in West Lombok Regency and for tourism (Fig. 1). These events are currently developing as halal culinary tourism in Tanjung Bias beach, Senteluk village, West Lombok Regency. There are still many other attractions in West Lombok Regency that continue to be developed by the government and the community to actualize West Lombok as the best halal tourist destination in West Nusa Tenggara Province.

Figure 1. Celebration of Lebaran Topat in West Lombok Regency (Source: https://travel.okezone.com/read/2017/06/21/406/1722190/lebaran-topat-tradisi-idul-fitri-khas-lombok)

Accessable

Accessibility is the ease and smoothness of tourists to the location of tourist destinations [24]. In developing accessibility, there are several important points, namely the ease of tourists to reach tourist sites, comfort and safety at tourist sites, and low costs at tourist sites. In West Lombok Regency, the access to tourist sites can be said to be maximum, where the Department of Tourism continues to make improvements and make access roads for pedestrians (Fig. 2), making it easier for tourists to travel between locations.

Figure 2. Access Road to Sempage Valley Nature Tourism Area (Source: Personal Documentation, 2020)

Facilities (Amenities)

Facilities are things that can not be kept far away from human life because all activities carried out in human life require facilities. The facility is the ability to facilitate the implementation of an activity. In West Lombok Regency, the facilities for the concept of halal tourism were not optimal because many hotels have not been certified as halal, and many restaurants and other matters related to the tourism industry that is not halal standardized. It is what makes halal tourism in West Lombok Regency have not met the expected goals.

Figure 3. Facilities in the Tourist Area. (a) access to mosque, (b) and (c) front of mosque, and (d) yard of mosque (Source: Personal Documentation, 2020)

Support Facilities (Ancillary)

In the development of halal tourism, the role of the community influences the services and comfort provided to tourists [24]. West Lombok Regency Tourism Office acts as an agency that regulates tourism in collaboration with the Tourism Awareness Group (Pokdarwis) in developing halal tourism programs in West Lombok Regency is quite excellent and maximum. Pokdarwis, who actively develop their tourism objects or regions, for example, in
Glangsar Bukit 3 Rasa, the local government and tourism office will develop these tourism objects. However, Pokdarwis itself has already developed it first by promoting in respective social media potential. So for the tourism-conscious community group in West Lombok Regency, the enthusiasm is outstanding and very active.

Factors That Influence Strategy Implementation

Local Regulation for Halal Tourism

The legal basis in West Lombok Regency regarding halal tourism is regulated in the West Lombok Regency Regional Regulation No. 1 of 2017 concerning the implementation of halal tourism [25]. It is in addition to the regional reference regulations in developing halal tourism in West Lombok Regency, namely West Nusa Tenggara Province Regulation No. 2 of 2016 concerning halal tourism [26] and the Strategic Plan for Action Planning (DSRA) Halal Tourism in West Nusa Tenggara Province. Both discussed the planned strategies for implementing halal tourism in West Nusa Tenggara Province.

Islamic culture of the community in West Lombok Regency

The people of West Lombok Regency are known for their strong and distinctive Islamic values and culture. It can be seen from the celebration of the Eid and Topat wars every year, which is a hallmark of West Lombok Regency and is not owned by other regions. In addition to celebrating Eid, people in West Lombok often make a pilgrimage to the graves of Islamic leaders.

Supportive natural conditions

In addition to the cultural value that is still strong and distinctive, the superiority of West Lombok Regency is that it has abundant natural tourism potential where beaches, mountainous panoramas, and waterfalls are not hard to find and are so beautiful to be enjoyed.

Support from the community of tourism aware groups (POKDARWIS)

Support from the community, especially Pokdarwis, is very enthusiastic about the concept of halal tourism destinations in the West Lombok Regency. It can be seen from the enthusiasm of the community in developing halal culinary tourism in Tanjung Bias beach tourism objects in Senteluk Village, Lombok Regency. Besides that, the enthusiasm shown by the Pokdarwis is to develop their tourism area by marketing or promoting on their respective social media.

Diverse culture

The diversity of culture and art in West Lombok Regency adds or complements the existing diversity in West Lombok Regency. Besides, this diverse culture becomes marketing or promotion in introducing halal tourist destinations in West Lombok Regency that despite the many cultures that exist, it remains one.

The absence of a clear concept of halal tourism in West Lombok Regency

The lack of clarity about the concept or program in developing halal tourism in West Lombok Regency is an obstacle that makes the development of halal tourism in West Lombok Regency not optimal.

Lack of marketing or promotion of halal tourism

West Lombok Regency’s marketing or promotion to the development of halal tourist destinations in West Lombok Regency is not optimal yet. Thus, it becomes an inhibiting factor. Currently, halal tourism marketing in West Lombok Regency was only done in the form of manual promotion, namely through socialization, festivals, magazines, etc. The form of digital promotions in the form of social media and official websites are managed by the West Lombok Regency Tourism Office.

Inadequate facilities and not yet halal certified

One of the inhibiting factors to success of the development of halal tourism in West Lombok Regency is the facilities. Facilities are very important for the convenience of tourists. There are still many hotels and restaurants that have not been certified as halal by Indonesian Ulama Boards. Certificates and also halal tourism standardization have not covered the travel agency.

CONCLUSION

Implementation of the strategy includes three important issues, namely halal destinations, promotion using polite media, and institutions that operate with sharia principles. The development of halal tourism objects in West Lombok Regency, which is oriented on aspects of attractiveness, access, facilities, and institutions, is very accelerative in the implementation of halal tourism governance in West Lombok Regency.

Supporting implementation factors include Regional Regulations governing Halal Tourism, the Islamic Culture of the people in the West Lombok Regency, which are very close, natural
conditions that are very supportive, and support from the community of tourism aware groups (Pokdarwis). Inhibiting factors include the absence of a clear concept of halal tourism in the West Lombok Regency, the lack of marketing or promotion of halal tourism, as well as inadequate and halal-certified facilities.

REFERENCES
Development Strategy Halal Tourism Destinations
(Zaenuri et al.)


