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# **Halal recreation potential in Indonesia against tourist enhancement and global economy**

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## **Abstract**

This study confirms that halal recreation is one form of the tourism industry that has contributed to tourist and economic growth in Indonesia, even contributed to the improvement of the world economy, with evidence that Indonesia managed to rank in the top of Mastercard-CrescentRating Global Muslim Travel Index (GMTI) 2019 along with Malaysia. With a phenomenological approach, this study concluded that halal recreation in Indonesia has an important role in increasing the number of tourists and the global economy.

Keywords: Recreation, Halal, Tourist, Economy

JELcode: F63, L83, Z12

## **Introduction**

Tourism is one sector that is very potential in contributing to improving the economy of a country. According to Law No. 10 of 2009 concerning tourism, tourism is an activity aimed at providing tourism services, providing tourist objects and attractions.<sup>1</sup> Business facilities for tourism and other businesses related to tourism. Indonesia is an archipelagic country that has a diversity of ethnicities, races, cultures, and ethnicities as well as natural and cultural wealth that are characteristic in Indonesia to attract visiting tourists. In addition, supported by the tropics, 17508 6000 islands are not occupied.<sup>2</sup>

Tourist visits are very important in tourism development. From the 2015 data, the accumulation of foreign tourists coming to Indonesia amounted to 9.7 million tourists. Whereas in 2019, the Central Statistics Agency released data on foreign tourists coming

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<sup>1</sup> Suyitno, Pengantar Pariwisata, ed. Faisa Kartika Sari, Pertama (Malang: Latif Kitto Mahesa, 2016).

<sup>2</sup> Ibid

to Indonesia during March 2019 to reach 1.34 million visits. This figure increased 5.9% from the previous month, but fell 1.82% compared to March 2018. Last month's foreign tourist visits were the largest in the last three months.<sup>3</sup>

This fact shows that the arrival of tourists visiting Indonesia is increasing steadily. At present there is a tourism concept with sharia. along with increasing public awareness of the importance of halal and haram on a product.<sup>4</sup> Sharia tourism is a form of tourism activity that has been supported by various kinds of facilities and services provided by the community, entrepreneurs, government, and local governments that meet the needs of the community.<sup>5</sup>

Another opinion says that the concept of sharia tourism is the actualization of Islamic concepts in which the meaning of halal and haram is the main object, this means that all parts that include tourism activities are inseparable from halal certification which must be used as a guideline for all activities in the tourism area.<sup>6</sup> Therefore, sharia tourism can be concluded that sharia tourism is a travel route that emphasizes Islamic values and norms where the value of halal and illicit is a benchmark for tourists. Islamic tourism has already been applied in other countries, for example countries that have implemented sharia tourism are Malaysia and Thailand. Malaysia has built a sharia concept since 2006 and has even had a Directorate General of Sharia Tourism since 2009. This has made the sharia tourism program in Malaysia more coordinated.<sup>7</sup>

Thailand as the majority non-Muslim country has been designing sharia tourism since 2005 but the Thai government has been fully prepared since 2015. The Thai government has focused on culinary and hotel parts. Besides that, Thailand has provided a Thai Muslim friendly destination application to access the location of the closest

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3<https://databoks.katadata.co.id/datapublish/2019/05/02/kunjungan-wisatawan-mancanegara-maret-2019-naik-59-dari-bulan-sebelumnya>. Accessed on July 6, 2019.

4 Ramadhany, F., & Ridlwan, A. A. (2018). Implikasi Pariwisata Syariah Terhadap Peningkatan Pendapatan dan Kesejahteraan Masyarakat. *Muslim Heritage*, 3(1), 157-176.

5 Kemenpar, "Kemenparekraf Promosikan Indonesia Sebagai Destinasi Pariwisata Syariah Dunia," 2012, <http://www.kemenpar.go.id/asp/detil.asp?c=16&id=2042>.

6 Sureerat Chookaew et al., "Increasing Halal Tourism Potential at Andaman Gulf in Thailand for Muslim Country," *Journal of Economics, Business and Management* Vol. 3, no. 7 (2015), <https://doi.org/10.7763/JOEBM.2015.V3.277>.

7 SM Asih and SK Asih, "Marketing Strategy Implementation in Developing Sharia Tourism in Indonesia," *International Proceedings of Economics ...* 84 (2015): 133–37.

restaurants and mosques. This is a form of Thailand's readiness to implement sharia tourism.<sup>8</sup>

Indonesia has the potential to develop sharia-based tourism, apart from because the Indonesian people with the world's largest Muslim majority, Indonesia also has a lot of natural potential to become a tourist destination. According to the Head of Sub Directorate of Corporate Affairs at the MICE Directorate and Special Interest in the Ministry of Tourism and Creative Economy, there are 13 provinces that are ready to develop sharia tourism, one of which is West Nusa Tenggara. Currently there are four fields that support the operation of sharia tourism, namely hotels, travel, halal-certified restaurants, and salons and spas, these four fields will continue to be developed and halal certification will be issued by the National Sharia Board (DSN) - Indonesian Ulema Council (MUI), and LP POM. As for travel agents, the sharia tour packages provided must be in accordance with sharia.<sup>9</sup>

## **Methodology**

The study of halal recreation in Indonesia is carried out by the following steps. First, trace information sourced from print and electronic media and literature on the development of sharia tourism in the world and Indonesia. Second, collect data in the form of government policies on tourism and this development from the Ministry of Tourism of the Republic of Indonesia. Third, do the analysis to describe and interpret the data. Fourth draw conclusions from the discussions that have been made.

## **The concept of tourism in Islam**

In its history, tourism in the Islamic tradition starts from the emergence of Islam itself as a universal religion, namely when introduced to the concept of 'ziyarah' which literally means visiting. As a result the ziyarah culture was born with various forms of Islamic social institutions guided by ethics and law. Furthermore, the concept of dhiyah was born, namely visiting visitation in which ethics and manners regulate social relations

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8 Puri Yuanita, "Tarik Wisman Muslim Thailand Fokus Santapan Halal," Dream.co.id, 2015, <https://www.dream.co.id/dinar/tarik-wisman-muslim-thailand-fokus-pada-sertifikasi-makanan--150925n.html>.

9 Robi Ardianto, "13 Provinsi Siap Jadi Tujuan Wisata Syariah," Nasional.sindonews.com, 2015.

between guests (dhaif) and the host (mudhif). The concept of ziyarah has experienced various forms of development and childbirth.<sup>10</sup>

The term "Islamic tourism / halal tourism" was first introduced to the public in 2000 at the OIC meeting. He was introduced as an alternative to fulfill the demand that there is a tour based on lifestyle (life style) that fits the needs of a Muslim when traveling.<sup>11</sup> To describe this type of tourism, many terms are used. Among them are sharia tourism, Islamictourism, halal friendly tourism destinations, halal travel, Muslim-friendly travel destinations, halal lifestyle, and several other terms that are tailored to the policies of the countries that develop it. In the Islamic tradition there are several terms related to tourism. Among them are Siyar, safar, al-siyahah, al-ziyarah, or al-rihlah. Contemporary Arabic language prefers the term al-siyâhah to the concept of tourism (tourism). In the language of al-siyaha means to go anywhere with any motive (mutlaktidakmuqayyad). The Qur'an calls the word al-siyâhah in several places (Q.S. al-Taubah: 2 & 112).<sup>12</sup>

There are some views in Islam about travel and tourism, among others are:

1. The trip is considered as worship, because it is ordered to carry out one obligation of the pillars of Islam, namely the pilgrimage on a particular month and the Umrah which is carried out throughout the year to the Baitullah.
2. Tourism is very much related to the concept of knowledge and learning. This became the biggest journey carried out at the beginning of Islam with the aim of finding and spreading knowledge (Q.S. al-Taubah: 112).
3. The tourist destination in Islam is to study science and the way a Muslim can take care of all of His creations. The command to travel on earth appears in several places in the Qur'an (see Q.S. al-An'am: 11-12 and al-Naml: 69-70).
4. Another great goal is to show and show the majesty of God and His Messenger.<sup>13</sup>

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10 Juhaya S. Praja, Konsep Pariwisata Syariah. Makalah disampaikan pada Seminar Nasional Parawisata Syariah, Fakultas Syariah dan Hukum UIN Bandung, Bandung, 2014.

11 Munirah, L., & Ismail, H. N. Muslim, Tourists Typologi in Malaysia: Perspectives and Challenges. Proceedings of the Tourism and Hospitality International Conference. Malaysia: Department of Urban and Regional Planning, Faculty of Built Environment. 2012.

12 Hasyim bin Muhammad bin Husain Naqur, al-Ahkam al-SiyahahwaAtsaruha :DirasahSyar'iyahMuqaranah(Riyadh: Dar Ibn al-Jawzi, 1424), h. 15.

13 Aan Jaelani, Halal tourism industry in Indonesia: Potential and prospects, MPRA Munich Personal RePEc Archive, Paper No. 76235, 2017. <https://mpra.ub.uni-muenchen.de/76235/>.

In terms of industry, halal tourism is a complementary product of conventional tourism. Thus, the development of halal tourism is a new way to develop tourism that upholds culture and Islamic values without eliminating the uniqueness and originality of the areas that become tourist destinations. The term halal tourism is often likened to religious tourism. In fact, halal tourism is broader than religious tourism, which includes all tourism based on Islamic sharia values which are not only for Muslim tourists, but for non-Muslim tourists.<sup>14</sup>

Talking about halal tourism, according to Abdul Kadir Din there are 10 ideal components that must be found in halal tourism, namely: (1) Awareness or introduction to good tourist destinations with various promotional media; (2) Attractive or interesting to visit; (3) Accessible or accessible by convenient routes; (4) Available or available safe tourist destinations; (5) Affordable or accessible to all segments; (6) A range of accommodation or accommodation that is tailored to the character of tourists; (7) Acceptance or friendly attitude from the public to tourists; (8) Agency or agent that ensures the tour package runs well; (9) Attentiveness is manifested in an attractive form; and (10) Accountability or accountability to ensure safety, security, and no corruption.<sup>15</sup>

Thus, halal tourism is a type of activity to create an extended service of conditions. He does not eliminate all elements found in conventional tourism. Elements in conventional tourism will still be maintained if it does not conflict with Islamic values and principles.<sup>16</sup>

### **Halal Travel Development Goals**

CrescentRating has defined five categories that can help further develop the Halal travel sector. The Halal Travel Development Goals provide an overarching framework that serves as a blueprint for the travel industry. Organizations and partners can use these goals to guide their growth strategies in the Halal travel sector.

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14 Kelompok Kerja Kemenpar, Laporan Penelitian Pengembangan Wisata Syariah (Jakarta: Kemenpar RI, 2015), h. 12.

15 Abdul Kadir Din, The Ideal Islamic Tourism Packaging: Identifying Its Essential Ingredient, slide presentation, Sintok: College of LawGovernment International Studies.

16 Al Hasan, F. A. (2017). Penyelenggaraan Parawisata Halal di Indonesia (Analisis Fatwa DSN-MUI tentang Pedoman Penyelenggaraan Pariwisata Berdasarkan Prinsip Syariah). *Al-Ahkam: Jurnal Ilmu Syariah dan Hukum*, 2(1).

Five Halal Travel Development Goals include: Integration, Diversity and Faith: Enable Muslims to be active citizens of the global community while remaining spiritual, Heritage, Culture and Connection: Connect Muslim travelers to one another, to the local community, and to the heritage and history of their chosen destination, Education, Insights and Capabilities: Enhance understanding among communities. Increase academic and industry knowledge that can improve the capabilities of stakeholders. Industry, Innovation and Trade: Create new opportunities to increase commerce through tourism and drive growth across multiple sectors, Well-Being and Sustainable Tourism: Recognize the responsibilities of stakeholders in the travel sector and the social impact on travelers, the wider community and the environment.

“As the Muslim travel market continues to grow and evolve, we believe, this report along with the ‘Halal Travel Frontier 2019’ report released earlier this year, sets the stage for the next phase of development in this unique travel segment- Halal Travel 2.0. The report also presents the five ‘Halal Travel Development Goals’ as well as the updated ‘Muslim Faith Based Services Needs’ to help all stakeholders develop clear plans to grow the market,” said Fazal Bahardeen, CEO of CrescentRating & HalalTrip.

“Mastercard is committed to working with partners to expand this dynamic travel segment. As more Muslim travelers explore the globe, they will need trusted, safe, and secure digital payments solutions. Mastercard is pleased to collaborate with CrescentRating to empower all stakeholders with actionable insights, and to develop specially curated offerings that meet the religious and cultural needs of Muslim travelers,” said Safdar Khan, Division President Indonesia, Malaysia & Brunei, Mastercard.<sup>17</sup>

### **Halal Recreation Potential in Indonesia**

From the increase in the number of tourists in 2019, the Central Bureau of Statistics released data on foreign tourists coming to Indonesia during March 2019 to reach 1.34 million visits. This figure increased 5.9% from the previous month, but fell 1.82% compared to March 2018. Last month's foreign tourist visits were the largest in the last three months.<sup>18</sup> Accompanied by the latest information that for the first time, Indonesia has succeeded in topping the Mastercard-CrescentRating Global Muslim

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<sup>17</sup> <https://www.crescentrating.com/halal-muslim-travel-market-reports.html>, Accessed on July 6, 2019.

<sup>18</sup> <https://databoks.katadata.co.id/datapublish/2019/05/02/kunjungan-wisatawan-mancanegara-maret-2019-naik-59-dari-bulan-sebelumnya>. Accessed on July 6, 2019.

Travel Index (GMTI) 2019 along with Malaysia. This report covers 130 destinations globally, both the Organization of Islamic Cooperation (OIC) and non-OIC Cooperation. This was revealed in the launch of the 2019 Mastercard-CrescentRating Global Muslim Travel Index (GMTI) at the Pullman Hotel, Jakarta, yesterday. The GMTI 2019 report shows that this year Singapore continues to maintain its position as the top Muslim friendly tourist destination among non-OIC countries, followed by Thailand, Britain, Japan and Taiwan.

"Along with the growing and growing Halal tourism market, we believe that this report, and supported by the 'Halal Travel Frontier 2019' report launched at the beginning of the year, has opened up new opportunities for the next phase of the development of this unique tourism segment, namely Halal Travel 2.0. "The report also presents five 'Halal Tourism Development Objectives' as well as an update on 'Muslim Belief-Based Service Needs' to help all stakeholders in developing clear plans to improve this market," said Fazal Bahardeen, CEO of CrescentRating and HalalTrip during the launch of the 2019 GMTI.

According to Fazal, the GMTI report analyzes the health and growth of various Muslim-friendly tourist destinations based on four strategic criteria, namely access, communication, environment and service. At present, GMTI is the foremost study that provides insights and data to help countries, industry players and investors in seeing opportunities for the development of the tourism sector, as well as being a benchmark for developing a country in serving the various needs of Muslim tourists. "Halal tourism market is one of the tourism sectors with the fastest growth rate in the whole world. However, despite its huge potential, this sector is relatively still not fully developed," Fazal continued. In 2026, explained Fazal, the contribution of Halal tourism sector is estimated to increase by 35% to US \$ 300 billion in the global economy, increasing from US \$ 220 billion in 2020. At that time, Muslim tourists globally are predicted to grow to 230 million tourists, who represents more than 10% of total global tourists overall.<sup>19</sup>

## **Conclusion**

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<sup>19</sup><http://mysharing.co/indonesia-peringkat-teratas-global-muslim-travel-index-2019/>, Accessed on July 6, 2019.

Halal recreation in Indonesia has good economic prospects as part of global tourism industry. The tourism industry in the form of halal recreation not only provides an increase in the number of tourists and the income of the Indonesian economy itself even increases the increase in the number of tourists and the income of the global economy. Halal tourism is not exclusive, but includes all tourists (Muslims and non-Muslims). The essence of halal recreation is emphasizing sharia principles in tourism management and services are polite and friendly to all tourists and the surrounding environment. To make Indonesia the center of the halal tourism world, its development strategy is aimed at fulfillment tourism competitiveness index namely by increasing infrastructure, promotion, training human resources, in particular, capacity building tourism business.

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