

The Acceleration of Establishing a Law on Halal Tourism Standardization to Increase Muslim Tourists Visiting Indonesia

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Abstract: *The election of Indonesia as the second best halal tourism destination in the world in 2018 by prioritizing the island of Lombok (the island of a Thousand Mosques) located in the province of West Nusa Tenggara turns out that the Indonesian government has not held a strong legal basis at the level of the Law, even though Indonesia still ranks second in the best halal tourism in the world, with the first place won by Malaysia. This research method is a descriptive study and including development research, as well. Whereas earlier, the island of Lombok was once known for its negative image of the criminal and malnutrition issues, but now the island of Lombok is already known for its positive image of the island having the second-best halal tourism in the world after Malaysia. There are several challenges faced by Indonesia in the future in order to increase its ranking to be the world's first rank. These challenges include any fear of incorporating halal labels by some industry actors in Indonesia. Second, the absence of regulations in the form of legislation. Third, HR is not prepared in the field of halal tourism.*

Keywords: Establishment of law, halal tourism, tourists

1. Introduction

In general, halal tourism can be interpreted as a tourism activity dedicated to facilitate the needs of Muslims to travel. Halal tourism is part of the tourism industry aimed at Muslim tourists. Tourist services in halal tourism refer to Islamic rules. One example of this form of service is hotels providing no foods or beverages that contain alcohol or foods containing animal meat which are prohibited from being eaten by Muslims, and have separate swimming pools and spa facilities for men and women. Besides hotels, transportation in the halal tourism industry also uses the Islamic concept [1]. In other words, transportation service providers are obliged to provide convenience for Muslim tourists in the implementation of worship during the trip. This facility can be in the form of providing a place for prayer on the plane, notification in the form of announcements and *adzan* (call to prayer) when the prayer time has come, and availability of Islamic entertainment during the trip.

The presence of halal tourism has an impact on the establishment of several travel agencies that refer to the rules of life of the Islamic ummah, both on the side of manners to travel, determine tourist destinations, accommodation, to food. General understanding of halal tourism is part of the tourism industry aimed at Muslim tourists by referring to Islamic rules, for example Surah Q.S. Al Mulk (67):15; Q.S. Al 'Ankabut (29):20; and Q.S. Al An'am (6):11.

From the above definition it shows that halal tourism is a tourism activity which as a whole refers to the Sharia principles or the three Surahs mentioned above. According to the author's point of view, this halal tour is a site or tourist attraction located in one of the provinces in Indonesia which is a dream or a tourist's wish to visit. This halal tourism does not only cover the provision of hotels and tourist services for consumers that are *in fact* halal in nature (Sharia principles),

such as halal hotels, halal resorts, halal restaurants, and halal travel. However, the most important thing for the author is the clothes worn by both halal tourism service providers and visiting tourists, all of them are obliged to wear halal clothing including local tourists, in the sense of not showing sensitive body parts whether seen directly or coated with a very tight piece of clothing, so that the issue of halal clothing becomes one of the top priorities of halal tourism.

In essence the terms halal tourism just beginning to be known since 2015 when a *World Halal Tourism Summit* (WHTS) event was held in Abu Dhabi, UAE. Earlier, the world of tourism only knew as a *Muslim tour* or for example. In this event WHTS tried to realize that the market share of halal tourism was very large and needed to be continuously developed. WHTS even predicts that in 2019 there will be no less than 238 billion USD revolving in the world of halal tourism (excluding hajj and umrah); this means that the growth of halal tourism world is almost 90% faster than general tourism from year to year. More amazingly, that number continues to grow from time to time [2].

An example is the Republic of Indonesia which rose in rank in terms of halal tourist destinations, as the author quotes from CNBC Indonesia, namely: In addition to the majority of its Muslim population, Indonesia has also succeeded in ranking as the world's halal destination. Based on a research as well as an assessment of the Global Muslim Travel Index (GMTI) released by Mastercard-CrescentRating, Indonesia ranked second as a world Muslim tourist destination in 2018 [3]. This position increased from 2017 which still ranked third. While in the first position is still occupied by Malaysia with 80.6% score, Indonesia has the same position in score as the United Arab Emirates by 72.8%. Furthermore, Turkey is ranked fourth with 69.1% score. Then followed by Saudi Arabia which ranks fifth with 68.7% score.

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The index was made by comparing it from 130 destinations in the world, and Indonesia was ranked second from countries that are members of the Organization of Islamic Cooperation (OIC). Meanwhile, for Non-OIC destinations, Singapore is in the top position followed by Thailand and the United Kingdom.

CEO Crescent Rating & Halal Trip, explained that the destination assessment process by GMTI for Indonesia was based on 4 (four) main criteria consisting of access, communication, environment, and services including visa restrictions, ease of communication, facilities, and accommodation also became part of the assessment. In addition, the increase in tourism infrastructure and accommodation for Muslim tourists continues to improve so that Indonesia's position in 2018 is the same as the United Arab Emirates in the second rating, and it is hoped that Indonesia's tourism industry will be able to defeat Malaysia as the world's number one halal destination in 2019.

A concrete fact, in 2015, Indonesia won an award from *The World Halal Travel Summit & Exhibition 2015* in Abu Dhabi, United Arab Emirates. Lombok is selected as the world's best halal tourist destination, defeating Malaysia, Abu Dhabi, Turkey, Qatar, and several other nominated countries. The election of Lombok as the world's best halal tourist destination is, given that first, diverse tourist attractions are offered by Lombok. *Second*, the majority of Lombok residents are Muslim. *Third*, Lombok has an adequate place of worship (mosque), so it is nicknamed as the Island of a Thousand Mosques [4].

From Indonesia's success to win the second rating in terms of "halal tourism destinations" (the election of Lombok as the world's best halal tourist destination), raises its own uniqueness given that in several major cities in Indonesia, especially DKI Jakarta, tourist attraction labeled as halal are rarely found, perhaps because the majority of Indonesians are Muslims, so for Muslim tourists, traveling anywhere in the country still seems easy. If no facilities for worship are available, or no halal labels are provided in restaurants, Indonesian tourists can still ask with clear language and intentions. Points that are very contrasting with abroad, where many restaurants have halal labels right now, for example in South Korea, restaurants have halal labels and slaughterer names, so they believe. In Indonesia, because the majority of people are Muslims, so no halal labels are provided, it makes them (Muslim tourists) confused and a little doubtful [5].

2. Problems Research

Referring to the two issues mentioned above, the core problem which is formulated and will be discussed in the Tourism Law Journal is "how are the concrete steps of the government in accelerating the establishment of the Law on Halal Tourism Standardization in Indonesia in order to increase Muslim foreign tourist destinations (foreign tourists) to Indonesia?". This is because the Halal Tourism Standardization is very important which aims to facilitate business actors in identifying the definition of halal in Indonesia for foreign tourists

3. Definitions

The concept of Sharia tourism according to the Tourism Review cited by Kurniawan Gilang W, is defined as a process of integrating Islamic values into all aspects of tourism activities. The value of Islamic law as a belief and confidence adhered by Muslims is a basic reference in developing tourism activities. Sharia Tourism considers the basic values of Muslims in its presentation ranging from accommodation, restaurants, to tourism activities that always refer to Islamic norms [6]. The concept of Sharia tourism is the actualization of the concept of Islam in which halal and haram (non-halal) values are the main benchmarks, this means that all aspects of tourism activities are inseparable from halal certification which must be a reference for every tourism actor [7]. The concept of Sharia tourism can also be interpreted as a tourism activity based on worship and da'wah (missionary endeavor) while Muslim tourists can travel and admire the creation of Allah SWT (natural contemplation) by continuing to carry out the mandatory prayer obligations at five times a day and all of this is well facilitated and away from everything which is forbidden by the God [8].

The launch of Halal tourism is based on Sharia principles to coincide with the activities of the Indonesia Halal Expo (Indhex) 2013 & Global Halal Forum which was held on 30 October to 2 November 2013. The launch was carried out by the Director General of Tourism Marketing of the Kemenparekraf. Kemenparekraf established nine Sharia tourism destinations in Indonesia. The nine destinations include West Sumatra, Riau, Lampung, Jakarta, Banten, West Java, East Java, Lombok, and Makassar. It is expected that, the launch of this Sharia tour can make Indonesia as a friendly destination for Muslim tourists. Not only tourist destinations, the supporting facilities must comply with the halal standards of the Indonesian Ulema Council (MUI) [9].

4. Methods

This research method is a descriptive study and including development research, as well. It is categorized as a descriptive study because the research that was own-researched by the author only describes or elaborated in detail the success of Indonesia through the island of Lombok (the island of a Thousand Mosques) West Nusa Tenggara in achieving the second position of the world halal tourism competition. While categorized as a developmental study because this article develops pre-existing articles in the form of those related to the success of Indonesia won the second title in terms of world halal tourism, through the island of Lombok. Thus, the success of the island of Lombok as a world halal tour becomes a motivator for other provinces in Indonesia, including the capital of DKI Jakarta, which plans to become the number one halal tourist attraction in the world.

This research approach is qualitative in nature, which is a research that produces analytical descriptive data in the form of descriptive data or verbal information. A qualitative research approach was developed to examine human life in limited cases, casuistic in nature, but more thoroughly in

total overall, in the sense of not recognizing conceptual selection of symptoms into its exclusive aspects (variables).

5. Discussion

In discussing the issue of the government's concrete steps in accelerating the establishment of Law on halal tourism standardization, in essence, the Indonesian government has not issued a legislation at the level of a Law that contains "Halal Tourism Standardization". However, the Indonesian government through the Minister of Tourism has issued formal rules as outlined in the Ministry of Tourism and Creative Economy Regulation (Permen Parekraf), and a fatwa issued by the National Sharia Council of the Indonesian Ulema Council (DSN-MUI) [10].

According to Permen Parekraf Number 2 of 2014 concerning Guidelines for Sharia Business Operation, in Article 1, the terms "sharia is defined as the principles of Islamic law as stipulated in the fatwa and/or has been approved by the Indonesian Ulema Council (MUI)" [11]. Other regulations related to halal tourism standardization are the fatwa issued by the National Sharia Council of the Indonesian Ulema Council (DSN-MUI) that officially issued a fatwa on the Standardization of Halal Tourism Organization in Indonesia, under the fatwa issuance Number 108/DSN-MUI/X/2016 concerning Guidelines for Organizing Tourism based on Sharia principles .

However, with the existence of DSN-MUI rules or obeying the rules, it does not mean that a place already has a 'halal stamp', such as a hotel or a restaurant must still obtain halal certification issued by the Food, Drug, and Cosmetics Assessment Institute of the Indonesian Ulema Council (LPPOM) MUI). For hotels, there are 2 (two) types of 'halal stamp', which are *Basic Requirement* and *Full Requirement*. For *Basic* requirement, it only provides halal menus and places of worship. While for *Full* requirement, all halal, from the menu to the choice of television channels. In general, the application of sharia is the same in every country. In essence, tourists should be given as clear information about the halal facilities and services that are enjoyed [12].

According to the fatwa of the National Sharia Council of the Indonesian Ulema Council Number 108/DSN-MUI/X/2016 concerning Guidelines for Organizing Tourism based on Sharia principles, in point 5 of the general provisions states that "Sharia tourism destinations are geographical areas within one or more administrative regions within which there are tourist attractions, religious, and public amenities, tourism facilities, accessibility, and the community which are interrelated and complement the realization of tourism in accordance with sharia principles" [13].

MUI Fatwa Number 108/DSN-MUI/X/2016 concerning Guidelines for Organizing Tourism based on Sharia principles, applies to [14]:

1) Tourism aspects, include hotels, spas, massages, sauna attractions, and travel agencies. Male therapists only serve male consumers, likewise female therapists only serve female consumers.

- 2) Aspects of Sharia Hospitals under the Fatwa Number 107/DSN-MUI/X/2016 concerning Guidelines for Organization of Hospitals based on Sharia principles.
- 3) HR aspects for Hotel Managers and Employees, are required to wear clothing that meets the principles of Sharia, service guidelines also guarantee services in accordance with sharia.
- 4) Aspects of the Sharia Travel Bureau, it is required to have a travel guide that prevents shirk, immorality, superstition, adultery, pornography, and porno-action, drugs, gambling, and alcohol.
- 5) Aspects of Sharia Tour Guides, it is required for guides to understand and implement sharia values in carrying out their duties, communicative, friendly, noble, and responsible, and should meet competency standards in accordance with the profession with evidence in the certificate of competence form.

The fatwa has been implemented by Mataram as the capital of the province of West Nusa Tenggara (NTB) so it is not surprising that through halal tourism the name NTB has bounced into the world as a destination that provides a number of conveniences for Muslim tourists, both in terms of worship and culinary. Whereas earlier, the NTB province was known as one of the provinces in Indonesia which had a negative image of both the criminal and malnutrition issues, but through this halal tourist destination the NTB province has changed to have a positive image in the eyes of the world, as the world's best halal tourist destination in 2015 and 2016 Even NTB has now become a *role model* for the development of halal tourism in the country, so that many regions in Indonesia visit NTB to find out, and adopt the development of the halal tourism segment [15].

The success of the NTB province or better known as the island of Lombok (the island of a thousand mosques) in achieving the title of "world's best halal tourism" will certainly be followed by several other provinces in the republic of Indonesia, given that Indonesia has the potential to become the most superior halal tourism destination in the world, with diversity Archipelago destinations and cultural richness, so that diversity and cultural richness are the main capital that other countries do not own.

From sources obtained by the author that the Ministry of Tourism has targeted Indonesia to be the world's number one halal tourism destination in 2019. Halal tourism is the focus of Indonesia because it meets the 3S requirements (*size, sustainable, spread*), and even the participation of halal tourism stakeholders is high and rising. Moreover, the national halal tourism competition will be held every year, hoping to spur the pace of growth and development of halal tourism in Indonesia and realize the target of 20 million Muslim tourists by 2019. The development of halal tourism in Indonesia is relatively late and lost when compared to Malaysia, for example, However, this expectation is not easily achieved by the Indonesian government from the aspect of halal tourism, this is because there are several challenges faced by the Indonesian government, namely, *first*, there is still fear of incorporating halal labels by some industry actors in Indonesia. *Second*, the absence of regulations in the form of legislation. *Third*, HR is not prepared in the field of halal tourism. *Fourth*, about the lack

of stealing a glance at the potential of halal tourism for the Muslim traveler market. *Fifth*, the weak socialization of sharia tourism in Indonesia resulted in the lack of the general public to recognize products in halal tourism moments [16].

6. Conclusion

Along with Indonesia's participation in the halal tourism competition held in Dubai Abu Dhabi, it turns out that Indonesia has not owned a legal basis at the level of a law that provides legal certainty in supporting its participation in the halal tourism competition at the world level, even though the Indonesian government is formulating the Law on the Standardization of World-level Halal Tourism. Even so, Indonesia still ranks second in the world's best halal tourism in 2018 through the island of Lombok, known as the island of a Thousand Mosques.

The selection of Lombok as the second best halal tourist attraction in the world is motivated by the diverse tourist attractions offered by Lombok; the majority of Lombok residents are Muslim; and Lombok has adequate places of worship (mosques), so it is nicknamed the Island of a Thousand Mosques. As a legal basis used by the Indonesian government in participating in the world-class halal tourism competition with the election of the island of Lombok as the best halal tourism in the world, Indonesia uses the Ministry of Tourism and Creative Economy Regulation (Permen Parekraf) Number 2 of 2014 concerning Guidelines for Sharia Hotel Business Management, and fatwa of the National Sharia Council of the Indonesian Ulema Council (DSN-MUI) Number 108/DSN-MUI/ X/2016 concerning Guidelines for Organizing Tourism based on Sharia principles This fatwa applies to aspects of Tourism, Sharia Hospitals, Hotel Managers and Employees, Sharia Travel Agencies, and aspects of Sharia Tourism Guides, all of which are based on Sharia principles

7. Future Scope

To develop and increase the potential of halal tourism in several regions of Indonesia in order to achieve the number one halal tourism title in the world, it is expected that *first*, it needs to immediately establish laws and regulations that form the basis of tourism law in Indonesia in following the halal tourism competition in the world so it can increase Muslim tourists visiting Indonesia. *Second*, business actors in the tourism sector must prioritize the context of the types of businesses developed in national halal tourism, such as culinary business because culinary is a basic need especially more than 90% of Indonesian people still see whether food is halal or not. *Third*, the type of *fashion* business that must be developed, because the need for clothing still ranks second in the halal tourism needs, which is 50%. *Fourth*, the type of hotel or lodging business as a supporter of national halal tourism, hotels that become Muslim tourist destinations must be based on sharia principles.

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