

Conference Paper

Halal Tourism Development Analysis in Lombok Island

Ahsani Taqwiem, Harun Al Rasyid Muhammad, and Ali Maulidi

Islamic Banking Department, Economic and Business Faculty, University of Islam Malang

Abstract

The enormous economic potential of halal tourism has recently begun to be discussed. Crescent Rating data notes that in 2014 Muslims spend about USD126.1 billion globally on Islamic tourism, and Indonesia as the 6th most popular halal tourism site in the world. This potential needs to be cultivated by Indonesia. Lombok Island as one of the most popular Islamic tourism destinations in Indonesia - in 2015 it received two awards (the Best World Halal Tourism Destination and World Best Halal Honeymoon Destination). The governor of Nusa Tenggara Barat Zuelkiflimansyah has expressed interest in further developing halal tourism in Lombok by promoting some additional destinations such as Senggigi Beach, Gili Trawangan, and Rinjani Mountain. This paper offers SWOT analysis of the development of halal tourism on the Lombok island.

Keywords: Islamic Economy, Halal Tourism, Lombok Island

Corresponding Author:

Ahsani Taqwiem

ahsani.taqwim@unisma.ac.id

Received: 2 May 2020

Accepted: 4 July 2020

Published: 14 July 2020

Publishing services provided by
Knowledge E

© Ahsani Taqwiem et al. This article is distributed under the terms of the [Creative Commons Attribution License](#), which permits unrestricted use and redistribution provided that the original author and source are credited.

Selection and Peer-review under the responsibility of the ICIEHI Conference Committee.

1. Introduction

Islamic Economics is important part from current global economy. There are seven sector in Islamic economy that has been increase in a manner significant, just like culinary, Islamic finance, insurance industry, fashion, cosmetics, pharmacy, entertainment, and tourism. Where whole sector that carry on concept halal inside every the product. Reuters (2014: 32) states there are some things that become factors of growth market global muslim, i.e. demographics market Muslim old age young and amount to big, fast growth economy Country majority Muslims, Islamic values encourage growth business and Islamic life style, growth transaction trading between countries Organization Islamic Conference (OIC), participation multinational company, technology and connectedness / connectivity between countries.

Previously, halal products imagined were only food products, drinks, medicines and cosmetics that do not contain alcohol or chemicals containing pig, blood and carcasses. However, now has been happened evolution in halal industry up to to product finance (like banking, insurance, and others) to to product *lifestyle* (travel, hospitality, recreation,

OPEN ACCESS

and care health).. Islamic economy sector that has been experience significant growth in product *lifestyle* in the sector tourism is halal tourism.

CrescentRating in Sofyan (2012: 4) states tourism as industry without smoke, tourism continue experience developments outside normal from the nature conventional (mass, entertainment, and only *sightseeing*) be pointing on fulfillment style (*lifestyle*). Trend halal tourism as wrong one fulfillment lifestyle when this has been to be power tourism the world began developing rapidly.

In some countries in the world, terminology halal tourism use some pretty name diverse among them *Islamic Tourism, Halal Friendly Tourism Destination, Halal Travel, Muslim-Friendly Travel Destinations, halal lifestyle*, and etc. Halal Tourism seen as a new way for develop Indonesian tourism uphold high culture and values of Islam.

Potency of Muslim market in the world Indeed very tantalizing for the perpetrator business tourism. Based on data from Thomson Reuters (2014) taken from 55 countries in *Global Islamic Economy Report 2014 - 2015*, in total spending Muslim world on in 2013 in the sector food and Halal drinks reach US \$ 1,292 billion or amounting to 10, 8 percent from spending needs eat and drink population world and will reached US \$ 2.537 billion or 21.2 percent from spending needs food and global drinks in 2019.

In the trip sector, on year 2013 Muslim people world spend around US \$ 140 billion for traveled or around 7,7 percent from global expenditure. Estimated total that is will increase to US \$ 238 billion or 11,6 percent sector global expenditure trip in 2019 (outside pilgrimage trip and umrah). In the media sector and recreation, muslim world spend around US \$ 185 billion or 7.3 percent global expenditure on in 2013 and estimated reached US \$ 301 billion in 2019 or around 5.2 percent from global expenditure (Reuters & DinarStandard, 2014).

The same study to do by MasterCard and CrescentRating (2015) in *The 2015 Global Muslim Travel Index* (GMTI) that on year 2014 there are 108 million Muslims traveler represent 10 percent from whole industry tour and segment this have value spending amounting to US \$ 145 billion.

Estimated on 2020 figures traveler Muslim will increase to 50 million traveler and representing 11 percent segment industry forecast with spending to be amounting to US \$ 200 billion. On a discussion forum in groups with theme *Halal Tourism and Lifestyle 2015* held by Society Sharia Economy (MES) in NTB, the tourism ministry said Indonesia was trying continue develop halal tourism in this country.

Ministry of tourism develop halal tourism covers four type component business tourism,, that is hospitality, restaurant,bureau or services travel tours, and spa. There are 13 (thirteen) provinces prepared Indonesia for to be destination halal tourism, there are

TABLE 1: Ten Large Country Destination *Organization of Islamic Cooperation* (OIC) and Non-OIC in *Global Muslim Travel Index* (GMTI) 2015

| Rating | OIC destination | Score | Non-OIC destinations | Score |
|--------|-----------------|-------|----------------------|-------|
| 1 | Malaysia | 83.8 | Singapore (9) | 65,1 |
| 2 | Turkey | 73.8 | Thailand (20) | 59.2 |
| 3 | UAE | 72,1 | United Kingdom (25) | 55 |
| 4 | Saudi Arabia | 71.3 | South Africa (30) | 51,1 |
| 5 | Qatar | 68.2 | France (31) | 48.2 |
| 6 | Indonesia | 67.5 | Belgium (32) | 47.5 |
| 7 | Oman | 66.7 | Hongkong (33) | 47.5 |
| 8 | Jordan | 66.4 | United States (34) | 47.3 |
| 9 | Morocco | 64.4 | Spain (35) | 46.5 |
| 10 | Brunei | 64.3 | Taiwan (36) | 46.2 |

Description: (.) Ranking GMTI in overall 2015

Source: CrescenRating, GMTI Report 2015

Nusa Tenggara Barat (NTB), Nangroe Aceh Darussalam, West Sumatra, Riau, Lampung, Banten, Jakarta, West Java, Central Java, Yogyakarta, East Java, South Sulawesi, and Bali (IndonesiaTravel, 2013).

Nusa Tenggara Barat Province with a tourism center that has long been known to the world on its own island through their governor Zuelkiflimansyah has stated readiness as one of the centers of halal tourism in Indonesia by utilizing the anthropology of the majority Muslim community and the natural beauty there.

Therefore, in this journal the author will examine the development of halal tourism in Lombok Island through a SWOT analysis (*Strength, Weakness, Opportunity, and Threat*) with a case study on three main tourist destinations on Lombok island, namely Gili Trawangan, Rinjani Mountain, and Senggigi beach.

2. Research Methods

In this research data type used is type of qualitative data and quantitative data, whereas data source used is primary data source and secondary data source. As for research this technique data collection use observation methods with observation directly on research location, depth Interview (*in- depth interview*) that is researcher asking directly to informants selected, and studies document (documentation).

Sugiyono (2009: 221) suggests that in something research determination informant very influence results from research the test especially again qualitative research, because determination informant function for get maximum information.

The research that the authors adopt in this journal will use the SWOT analysis method which is a one of method to develop condition and evaluate something issue, project or concept business by factor internal (in) and factor external (outside) that is strength , weakness, opportunities, and threats. Freddy (2014: 83) states the method this is most often used in evaluation method for looking for lack in current conditions and find the right strategy for find solution of the problem.

SWOT analysis consists from four factor that is:

a. Strengths are *strength* conditions contained within existing organization, project or business concept, the power being analyzed will factor m tiles lying body of the organization, the project concept business itself, what are the strengths of tourism, with knowing strength, tourism can be developed into more power tough to survive in the market and is capable of competitive market for next development regarding tourism.

b. Weakness (*Weakness*) Represents condition weakness contained in organization, project or concept existing business, weaknesses are analyzed, the factors that are in body organization, project or concept business that itself, in this study namely all factor that is n't guiding right or harm for development object tour.

c. Opportunities (*Opportunities*) Are conditions for opportunities to develop in the future what happened, the condition that occurred was an opportunity from the outside organization, project or business concept, itself is a competitor, policy, etc.

d. Threats (*Threats*) Are threatening condition from outside. Threat this could could disturb organization, project or concept business run.

TABLE 2: SWOT Analysis Matrix

| | | |
|---------------------------------------------------------------|---------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
| IFAS | Strengths (S) Find internal strength factors | Weakness (W) Find internal weakness factors |
| EFAS | | |
| Opportunities (O) Find external opportunity factors | SO Strategy Creating strategies that use power to take advantage of opportunities | WO Strategy Creating strategies that minimize weaknesses to take advantage of opportunities |
| Threats (T) Find external threat factors | ST Strategy Create strategies that use strength to overcome threats | WT Strategy Creating strategies that minimize weaknesses and avoid threats |

Source: Adapted from Rangkuti (2009: 31)

3. Research Result

On research of this halal tourism, focus variable research that will excavated on location research namely Lombok island as following:

1. Attractions: nature, culture and *human creature* .
2. Travel Bureau tour, package tour and Muslim tour guide
3. Provider Business food and drinks
4. Accessibility, information access
5. Institutional, halal institutions, halal certification, fees and process
6. Policy of the area
7. Promotion.

Corresponding of result survey research, found SWOT analysis se like the following:

4. Potential and Tourist Attraction of Lombok Island

In this research the author conducted a case study on the development of halal tourism on the island of Lombok for several reasons. First, before winning two international awards at the World Halal Travel Award in the United Emirates Arab (UEA) in 2015, namely in the category of the *World's Best Destination* and *World's Best Halal Tourism Honeymoon Destination* Lombok island has long been known for its tourism potential and the majority of the population with Islamic names so that both can be seen as great potential in developing halal tourism on the Lombok island.

Talking about the tourism potential owned by the Lombok island, basically it can be divided into two tourism potentials, namely nature and socio-cultural potential. Tourist destinations on the Lombok island have various types of tourist attractions that range from the beauty of the sea and the coast as well as in three gili, senggigi beaches, and the beaches of Kuta, highlands and waterfalls as well as in the Bayan and Rinjani Mountain regions, to the potential socio-cultural tourism such as *Bau Nyale* and *Nyongkolan* are usually enlivened with various cultural attractions such as marches with traditional clothes and traditional arts.

5. Lombok Halal Tourism Development from Strategy Strength-Opportunity (SO)

From this strategy there are several things that can be done in developing halal tourism on Lombok island including:

- Increased infrastructure that can facilitate tourists such as places of worship, *tourism information centers*, public toilets and trash bins, and pay more attention to the safety and comfort of visitors by increasing the security and comfort of tourist attractions.
- Make special tour packages according to the target market such as the Malaysian market that is interested in historical and religious tourism or the American and European markets that like adrenaline-boosting activities such as surfing and climbing Mount Rinjani.
- Cooperating with the tourism ministry primarily in creating halal certification for the concept of halal tourism on the Lombok island.

6. Lombok Halal Tourism Development from the Weakness-Opportunity (WO) Strategy

From this strategy there are several things that can be done in developing halal tourism on Lombok island including:

- Providing incentives from the central / regional government especially in matters relating to the submission and financing of halal certification and human resource training in the form of tourism conscious groups.
- Repair of supporting facilities and infrastructure as well as places of worship, residences, and supporting facilities such as restaurants and hospitals
- Improve tourism promotion strategies by following the current technological developments.

7. Lombok Halal Tourism Development from Strategy Strength-Threat (ST)

From this strategy there are several things that can be done in developing halal tourism on Lombok island including:

- Increased coordination and cooperation in socializing sharia tourism to both local residents and international and local institutions that are intense in terms of sharia tourism such as Crescent Rating or PATA in relation to halal tourism promotion on the Lombok island.
- Develop differentiation with different halal tourism attractions compared to the concept of halal tourism in other regions.
- Increasing the security and comfort of tourists that can be done by collaborating intensely with local residents and related parties such as the police.

8. Lombok Halal Tourism Development from the Weakness-Threat (WT) Strategy

From this strategy there are several things that can be done in developing halal tourism on Lombok island including:

- Continue to maintain and pay attention to the characteristics of the socio-cultural uniqueness of the Lombok island
- Encouraging tourism businesses to study English, Arabic, and other foreign languages in relation to attracting foreign tourists.
- *Branding* which shows the uniqueness of Lombok as halal tourism destination compared to other regions.

9. Conclusion

Based on the description above, it can be drawn a brief conclusion that the efforts to develop halal tourism on the island of Lombok have basically been going well even though there are still some efforts to develop in the future.

References

- [1] MasterCard and Crescent Rating. (2015, March). *Global Muslim Tourism Index 2015*. Retrieved June 25, 2019, from <http://www.crescenrating.com/mastercard-crescenrating-globalmulsim-travel-index.html>.
- [2] Rangkuti, F. (2009). *SWOT Analysis Technique Dissect Case Business*. Jakarta: PT Gramedia Library.

- [3] Dubai the Capital of Islamic Economy. (2014). State of the Global Islamic Economy 2014-2015 Report. Retrieved from https://www.flandersinvestmentandtrade.com/export/sites/trade/files/news/342150121095027/342150121095027_1.pdf.
- [4] Sofyan, R. (2012). *Prospect Business Tourism Sharia*. Jakarta: Republika, p. 4.
- [5] Sugiyono. (2012). *Method Research Quantitative, Qualitative, and RD*. Bandung: Alfabeta.