

Research Article

Model of Stakeholder Engagement in Halal Tourism Ecosystems in Rural Areas

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ORCIDAtie Rachmiatie: <https://orcid.org/0000-0002-3645-2020>**Abstract.**

This study aims to explore stakeholder engagement models in halal tourism ecosystems in rural areas. The research focuses on understanding how stakeholders' involvement in production, services, infrastructure, and human resources (HR) in the field of halal tourism in rural areas contributes to building an ecosystem. The analysis, based on the concept of Halal in the tourism industry, aims to provide clarity to the Halal ecosystem within hotel, culinary, and tourist destination businesses. The urgency of this research lies in identifying, analyzing, and evaluating the involvement of each stakeholder as a component of the halal tourism ecosystem, with particular emphasis on government regulations. The research adopts a qualitative method using a case study approach within a constructivist paradigm. In-depth interviews and focus group discussions (FGDs) are conducted to gather data. The primary objectives of this research are to develop a model of the Halal Tourism Ecosystem and provide recommendations for synergizing and optimizing the potential of halal tourism from each stakeholder. Four villages in West Java, namely Dayeuh Kolot Village, Alam Endah Village, Cisayong Village, and Sukalaksana Village, were selected as research locations using purposive sampling. Informants representing various sectors, such as hotels, restaurants, tourist attractions, halal centers, the Indonesian Ulema Council (MUI), regional governments, and elected village heads, were involved in the research.

The findings reveal that the construction of a halal tourism ecosystem involves six stakeholder components that interact and relate to each other during implementation. These stakeholders include the Ministry of Tourism of the Republic of Indonesia as the "leading sector" responsible for regulating tourism development in various regions. The Indonesian Ulema Council (MUI) issues Fatwas to align tourism activities with the principles of the Qur'an and Hadith. Regional leaders play a vital role in policymaking, providing infrastructure, and supporting human resource development and funding for halal tourism initiatives. Tourism business actors, such as hotel owners, managers, tourist attractions, restaurants, and tourism bureaus, commit to capitalizing on halal tourism opportunities within their business operations. While the ideal halal tourism industry ecosystem relies on active involvement and proper execution of roles by all stakeholders, the study identifies challenges. Awareness and achievement of the vision and mission among stakeholders in developing halal tourism remain low due to suboptimal communication, coordination, and collaboration. Therefore, the government's role is vital in acting as a conductor, harmonizing the efforts of stakeholders in the development of Indonesia's halal tourism industry.

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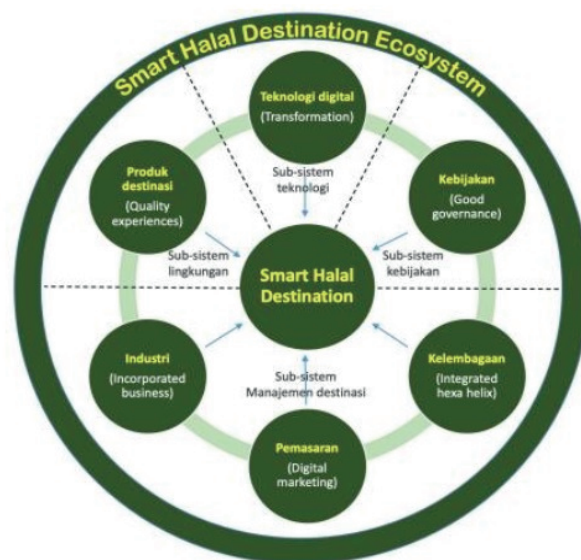
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1. Introduction

The Halal Ecosystem is a relationship system formed by an inseparable reciprocal relationship between one halal production activity and other halal production activities that form a halal environment. In other words, the halal ecosystem is a unified whole and comprehensive order between all the supporting elements in halal production or is a chain of halal production activities that are interconnected in an environment that influences each other (Sukoso; Wibowo, 2020). Problems related to the halal tourism ecosystem in Indonesia, are the uncertainty of the stakeholders who are directly involved, the incompatibility of the roles and functions of each stakeholder, including the non-opening of the working mechanism (Husni Pasarela et al., 2022). One of the factors behind this condition, because the population of Indonesia is predominantly Muslim, whose habits and needs automatically follow the teachings of Islam from generation to generation. The need for Halal tourism is considered not to be a focus in the economic cycle of residents and the halal industry, although in fact there are still many things that are not in accordance with halal criteria in carrying out daily life in their environment. This is also in accordance with the statement of (Sukoso et al., 2020) (Satriana & Faridah, 2018) there are still many Indonesian citizens who are still not aware of the halal criteria and also until now there is still no comprehensive and synergistic roadmap between government and private institutions in Indonesia. Halal tourism in Indonesia has been developed into a national program by the Ministry of Tourism and to accelerate halal tourism, 15 provinces have been designated as the focus of developing leading Muslim tourist destinations. West Java Province responded to the governor regulation for the formation of the regional halal tourism development acceleration team for West Java; West Java Halal Tourism Guidelines; and Practical Guide to the Stages of West Java Halal Tourism Development (Rachmiatie et al., 2022). For this reason, this study aims to examine construction of stakeholder engagement in halal tourism ecosystems in rural areas. The focus of this research is to describe the construction of a tourism ecosystem with a case in the village of West Java which will raise stakeholder institutions as a sub-system, their position, roles, and functions in the context of implementing halal tourism. The development of halal tourism in Indonesia is inseparable from various government policies, either directly or indirectly. Ramadhani's research findings (Basyariah, 2021) suggest that regulations related to halal tourism in Indonesia are unclear and still weak. This is a dilemma because Indonesia does not yet have specific guidelines for halal tourism and is still generally regulated in Law Number 10 of 2009 concerning Tourism (Wibowo, 2020). For this reason, the urgency of this

research is to evaluate the suitability of the halal tourism ecosystem with government policies; so that it has a construction model of stakeholder involvement as a sub-system to encourage the running of the halal tourism ecosystem in rural areas. The model of the halal industry ecosystem is described by (Sukoso et al, 2020) (Sunandar et al., 2022) that the ecosystem components are: 1). Government; 2). Infrastructure; 3). Human Resources (HR); and services that are pillars in carrying out halal values. In another perspective, Sumaryadi et al. (2020) explains that Smart Halal Destinations are "effective, efficient, and integrated ecosystems through technology systems, to build competitive Muslim-friendly destinations". These characteristics are expected to grow a halal tourism destination that has economic, social, functional, emotional, and knowledge values to realize benefits for improving the quality of human life. The model of halal tourism destinations made by Sumaryadi et al. (2020) can be seen in Fig.1.



Source: Sumaryadi, 2020

Figure 1: The Ecosystem of Smart Halal Tourism Model.

The concept of halal tourism itself is currently widely applied by countries with a majority of non-Muslim residents, such as Thailand and Japan. Nurdiansyah, (Satriana & Faridah, 2018) explains an example of the concept of halal tourism in Japan that has been implemented well to support the needs of Muslim tourists in traveling in the country by creating halal institutions. In addition, Thailand, which is also a country with a majority of non-Muslims, is aware of the growing Muslim tourist market every year. In Rachmattie et al. (2021), in 2018 the Thai government had around 100 halal-certified hotels and established a Halal Science Center. Studies on halal tourism from non-Muslim majority countries showed that they have institutions and the application of rules related to Islamic values, which is one of the most prominent points in implementing a solid

halal tourism concept (Wijayanto et al., 2019). Meanwhile, according to (Isa et al., 2018), Malaysia's tourism destinations, which have a Muslim majority population, still need encouragement to establish more halal products and services such as hotels and other facilities. In addition, Isa (2018) also reminded of the multiracial nature of Malaysia, therefore he emphasized the Malaysian government to encourage awareness of the concept of halal tourism to non-Muslims who felt it was important to ensure the success of halal tourism (Rachmiatie et al., 2022).

2. Research Method

This study uses a qualitative method (qualitative approach) with a subjective paradigm, to find stakeholders related to halal tourism that form an ecosystem. As for building a model for the involvement of stakeholders in the Halal Tourism Ecosystem in rural areas, a case study approach was used in 4 (four) villages in West Java, namely Dayeuh Kolot Village, Alam Endah Village, Cisayong Village and Sukalaksana Village. Based on the purposive sampling technique, in-depth interviews were conducted with village heads, youth groups driving tourism, group heads of PKK women, heads of Village-Owned Enterprises, and business establishments in each village. For stakeholders related to regulations and policies, FGDs were held with West Java provincial government officials, Halal Study Centers/Consultants, Academics/Tourism experts, and the Chair of the Hospitality Association as representatives of the tourism industry (Assidiq et al., 2021). All interviews and FGD results were recorded using a video recording device (according to the agreement and permission of the respondent) and documented. The interview approach was carried out to make it easier to complete information and extract conversational content (Sekaran, 2003) (Pitana & Gayatri, 2005). To strengthen the validity, the data from the coding transcript of the conversation were processed, reduced, analyzed, and interpreted in accordance with the concepts and theories that had been previously studied.

3. Result and Discussion

The views of government stakeholders (central and regional) on the development of the concept of halal tourism in Indonesia are positive because, in addition to most of the Indonesian population being Muslim, the state has also been presented to protect other tourism stakeholders. The vision of Indonesia's Halal Tourism Development 2019 – 2024 is Indonesia to become a world-class halal tourism destination or Indonesia as

a world-class halal tourism destination. The missions include: 1) Developing world-class halal tourism destinations; 2) Conducting marketing oriented to the target market and 3) Developing the ecosystem and capacity of the halal tourism industry that is highly competitive, as well as increasing the capacity and capability of the national halal tourism institution. Minister of Tourism and Creative Economy Sandiaga Uno straightened out the understanding of the concept of halal tourism. So far, people often have the wrong perception of Muslim-friendly-based tourism, because the meaning is not Islamic tourist attractions, but refers to the behavior and available infrastructure (Morant-Martínez et al., 2019). Halal tourism means a destination must have facilities and access for Muslim tourists to continue to worship while traveling. So that tourist destinations need to fulfill three principles which include need to have, good to have, and nice to have. According to the Secretary to the Head of the West Java Culture and Tourism Office (Sunandar et al., 2022) (Andrie K.W. 2022), the policy regarding Industry and the concept of “Halal” in Indonesia is complete and clear. However, there is no monitoring of its implementation. The fact that there are still challenges and obstacles in the development of the halal tourism ecosystem was stated by Lusiawati, deputy head of the agency who stated that: first, this tourism has always been an issue that is sometimes controversial, because this is a habit of the residents (Abdul Khoir & Dirgantara, 2020). In some areas it becomes a sensitive matter. Second, there are more than 5000 tourist villages, and about 434 tourist villages that have been established in West Java. At least this is a village that becomes Muslim friendly. This indicator is reflected in the presence of toilets and prayer rooms, which is usual, but crucial. Third, there are a group of people in West Java who still have a negative mindset and perception of Halal Tourism, as if it will homogenize the population of West Java and must be Muslim, when there should not be such a thought. Further views from Ir. Dina Sudjana, Head of the Salman ITB Center for Halal Studies, in comparison, in Japan, Halal Tourism is only for business purposes and to reach the widest possible market. What Muslims want, the Japanese state will follow and provide for the needs of Muslims, very simple but taken seriously. Especially for the case in West Java, currently has a Halal Tourism Acceleration Team through Mapping and Project Pilot activities. There is one destination that has met the criteria for Halal Tourism, namely “Kampung Daun” in West Bandung Regency (academics, R. Wisnu Rahtomo). Obstacles in the development of halal tourism are due to the absence of maintainability and sustainability to assist stakeholders in the tourism industry. As for hoteliers (Hospitality Association, Herman Muhtar) it is recognized that the potential for halal tourism is still lacking, even though the majority in our country are Muslims. For this reason, the most important solution lies in policy at the top

of the leadership. There needs to be communication, tolerance, collaboration, and coordination. How to make policies or regulations understood by all stakeholders. Based on the implementation of Halal Tourism which was carried out in 4 villages in West Java, it was found that stakeholders involved in the Halal Tourism ecosystem include the components of the Position and Role of each stakeholder, namely: Government, Hotel Business Actors, and Managers of Tourism Objects, Travel Bureaus, Restaurant/Cafe Managers, Accessibility/infrastructure. The indicators regarding the position and role of these stakeholders are described as follows:

These stakeholders have an important role so that halal tourism in Indonesia has a great opportunity in developing the potential of the world halal industry, starting from rural areas (Wirdayanti et al., 2021). However, Sapta Nirwandar revealed that there are challenges for Halal Tourism in Indonesia starting from the policies that are owned in Indonesia, namely, Certification Accreditation Standards, with the sharia concept that they must be accredited to answer the needs of Halal Tourism consumers in Indonesia. Marketing Promotion Awareness, Halal Needs Supply Industry can ensure halal hotels for Muslim tourists, Human Resource Development who understands sharia or Halal concepts holistically, Regulations for determining halal products and Halal Research Center. Halal tourism is actually a complementary product and will not eliminate conventional types of tourism. This tour aims to motivate tourists to get happiness and blessings from God. The purpose of halal tourism is to increase the visit of domestic and foreign tourists to visit various tourist destinations and attractions that have Islamic values, which are spread throughout Indonesia. Figure 2 is a model of the construction of a halal tourism ecosystem based on field findings:

4. Conclusion

These stakeholders have an important role so that halal tourism in Indonesia has a great opportunity in developing the potential of the world halal industry, starting from rural areas. However, Sapta Nirwandar revealed that there are challenges for Halal Tourism in Indonesia starting from the policies that are owned in Indonesia, namely, Certification Accreditation Standards, with the sharia concept that they must be accredited to answer the needs of Halal Tourism consumers in Indonesia. Marketing Promotion Awareness, Halal Needs Supply Industry can ensure halal hotels for Muslim tourists, Human Resource Development who understands sharia or Halal concepts holistically, Regulations for determining halal products and Halal Research Center. Halal tourism is actually a complementary product and will not eliminate conventional types

TABLE 1: Position and Role Stakeholders in Halal Tourism

STAKEHOLDER Component	DIMENSION	INDICATOR
Position and Role of The Center Government – Province - region and Rural	Policy	a. The commitment is in the form of policies supporting their regions as halal tourism destinations. b. Providing infrastructure: roads to tourist attractions, opening route permits for transportation to tourist sites, electricity facilities, Wi-Fi, clean water. c. Providing access and convenience to get business license, Halal certification, banking policies. d. Budget allocation for developing halal tourism e. Support for halal tourism business certification: partial/total subsidy for the cost of halal certification in accordance with regional financial capabilities f. Socialization and facilitation of debriefing and training of human resources. g. The opening of an investment climate that supports the growth of Halal Tourism destinations.
	Guidance	a. Guidance and supervision of the implementation of halal tourist destinations b. Availability of an accurate database of halal tourism destinations
Position and Role of Institutions/ Business Actors/ Managers of Lodging and Tourist Attractions/Tourism Areas	1. Provide and facilitate halal tourist attraction (Muslim Friendly)	Have a positive, safe, and Muslim Friendly image.
	2. Provide cultural tourism attractions (e.g. art performances)	Existence of artistic and cultural activities (Njegovanović, 2019) that do not lead to pornography and polytheism.
	3. Providing public facilities for worship (mosque/mushola) and tourism facilities as well as public toilet facilities	Existence of toilets with the following facilities: 1. Means of washing with water; 2. Barrier between one urinal and another (if there is a urinal); 3. Availability of a hand shower; and 4. Clean and well-maintained condition.
Position and Role of Culinary/ Restaurant/ Cafe Manager	1. Food and beverage services	Halal-certified dining options, restaurants and cafes are available.
	2. Other services in tourism	Halal-certified souvenirs or snacks are available.
Position and Role of Travel Bureau	1. Choosing a Tourism Area	have a positive and safe image
	2. Choosing travel service	Existence of travel agencies that have halal tour package products
	3. Choosing accommodation service.	Existence of hotels that at least have a halal-certified kitchen and/or restaurant and lead to a halal-certified tourism business.
	4. Choosing entertainment and recreation service	Existence of entertainment and recreation services that do not lead to pornography and pornography
	5. Choosing Guide tourism service	Existence of tour guides who have received training on halal tourism

of tourism. This tour aims to motivate tourists to get happiness and blessings from God.

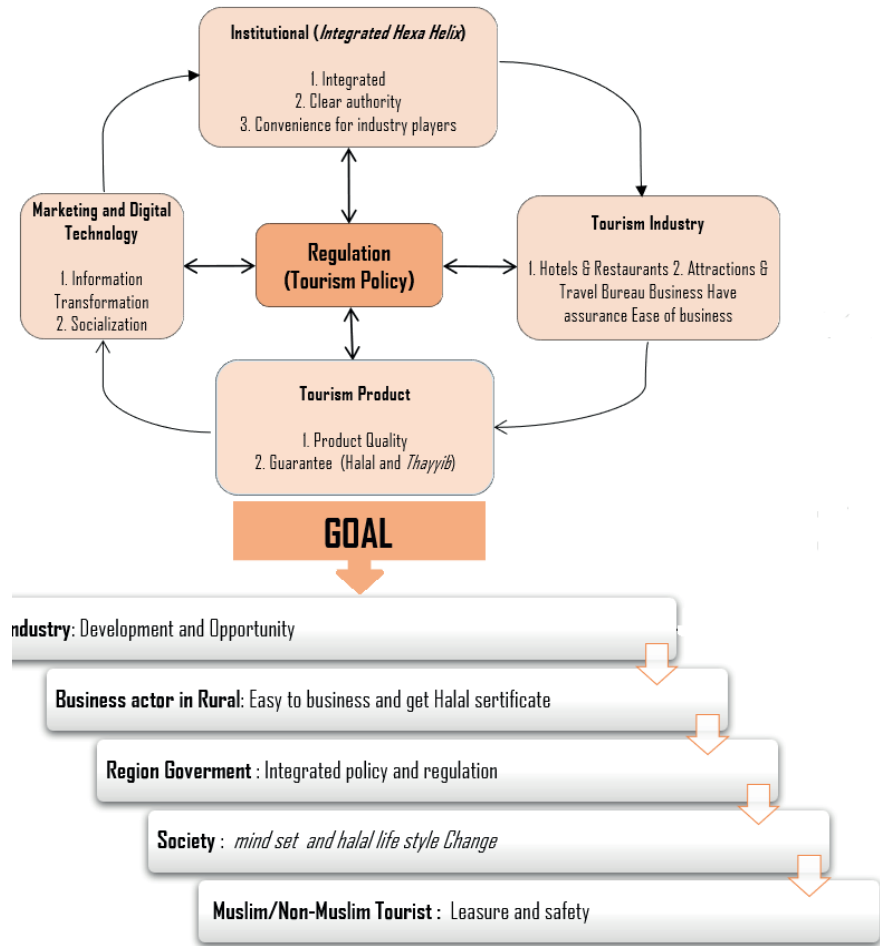


Figure 2: Halal Tourism Envolving Ecosystem Model.

The purpose of halal tourism is to increase the visit of domestic and foreign tourists to visit various tourist destinations and attractions that have Islamic values, which are spread throughout Indonesia. Below is a model of the construction of a halal tourism ecosystem based on field findings:

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