Conference Paper

Problem and Solution Models for Halal Tourism Development in West Java

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Abstract

In 2018 the central government strove for the provinces of West Java to be certified as Halal tourism areas at the international level. To achieve these targets, they required a development model for halal tourism in West Java. The purpose of this study is to explore the development of halal tourism in West Java by using problem and solution models. The method used is a mixture of qualitative and quantitative research using the Analytical Networking Process (ANP). The results of this study indicate that halal tourism in West Java faces a number of problems, which can broadly be grouped in the following categories: Government; Society; Hotels, Travel, and Halal Food. The main problem from the aspect of government is the rules of implementation, from the aspect of society is knowledge, and from the aspect of hotels, travel, and halal food is halal food. The solution to the problem of developing halal tourism in West Java is divided into 3 solutions. The main solution from the aspect of government is infrastructure, from the aspect of society is knowledge, and from the aspect of hotels, travel, and halal food is halal food.

Keywords: halal, tourism, West Java

1. Introduction

News from Detik Finance [11] and Republika [22], as well as the results of research by Safari [23] and Satria [25] show that the development of the halal industry in Indonesia is currently very rapid. The halal industry does not only cover the food sector, but is now included in the tourism sector. Indonesia has the potential to develop halal tourism. The Indonesian government through the Ministry of Tourism is targeting the development of halal tourism in Indonesia in 2019 by making 10 regions a pilot project [20]. One of the 10 regions is West Java Province.

Figure 1: Tourism Objects in West Java. Source: https://www.gotravelly.com/blog/wisata-alam-jawa-barat/, 2018

Figure 1 above shows several natural attractions in West Java. West Java Province has many natural attractions that are always in demand by both domestic and foreign tourist visitors.
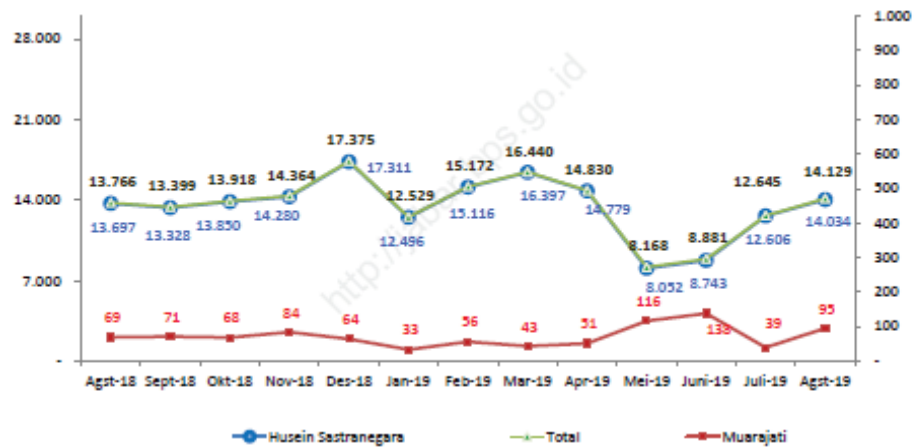

Figure 2: Development of Tourist Visits to West Java. Sumber: BPS Jawa Barat, 2019

Figure 2 above shows that the number of tourists to West Java has fluctuated. The highest number was in December 2018 with 17,375 at Husein Sastranegara Airport. The data on the development of tourists to West Java also showed that the Province of West Java needed a model that could define problems and solutions in developing tourism, especially halal tourism in West Java. Data from the Central Statistics Agency (BPS) in October 2019 the number of tourists from Malaysia still dominantly visited West Java, amounting to 62.67%. This shows that the potential for halal tourism in West Java is very large, because the majority of tourist attractions in the province of West Java are Muslim. Halal tourism is a type of tourism that has just been developed based on the values of Islamic religious beliefs. Halal tourism or tourism is characterized by hospitality in service, the appropriateness of religious facilities, guaranteed diversity of halal food, sharia lodging places, and other technical matters relating to tourism [6, 20].

Research that has been done shows several challenges faced in the development of halal tourism, namely: standardization of halal hotels, the role of new technologies, digital economy, standardization of halal certification, and public understanding of halal tourism. But for halal tourism in West Java there is no research that identifies problems, solutions and strategies in the development of halal tourism in West Java. So this research is needed to be able to map the development of halal tourism in West Java in particular and Indonesia in general. [9, 17, 24, 27]

Based on the description above, this study formulates the problem, namely: 1. What are the main problems in the development of halal tourism in the province of West Java ?; 2. What are the main solutions in the development of halal tourism in the province of West Java; and 3. What is the strategy model in the development of halal tourism in the province of West Java ?. The objectives to be achieved in this study are: 1. Analyzing the main problems in the development of halal tourism in the province of West Java; 2. Analyzing the main solutions in the development of halal tourism in the province of West Java; and 3. Analyzing the strategy model in the development of halal tourism in the province of West Java.

The term halal tourism in the literature is generally equated with several terms such as Islamic tourism, shari'ah tourism, halal travel, halal friendly tourism destinations, Muslim-friendly travel destinations, halal lifestyle, and others. The term represents the attitudes and behavior of Muslims who take advantage of free time but remain within the Shariah law. The word Halal is a general word that means it is permitted in Arabic. So, it can be concluded that the word halal refers to actions that are permitted, legal and healthy according to Islamic teachings in all aspects of life. Referring to the concept of halal, the term halal in Islam represents moral behavior that covers all areas of life. This has become an important foundation for the motivation and behavior of Muslims. It can be concluded, that halal tourism is a type of tourism that adheres to Islamic values, adapting the provision of appropriate tourism products and services. Halal tourism is defined as anything that is permissible under Islamic law or sharia law, adapting the provision of tourism products and services that are in accordance with shariah. Islamic tourism or tourism in Islam focuses on issues such as involvement (Muslims), places (Islamic destinations), products (residential areas, food, and drinks), dimensions (economy, culture, religion, etc.), and management of service processes (marketing and ethical issues). Motivation and intention are very important in Islam, because they are related to their attitudes and goals. In some countries, such as Malaysia, Indonesia and Brunei, the term religious tourism or Islamic tourism is better known as shari'ah tourism [3, 7, 10, 12, 14–16, 18].

The results of previous study concluded for the development of the halal industry through education and marketing approaches through promotional activities. The role of the Malaysian government is very large in the development of the halal industry. The halal tourism in Indonesia has good economic prospects as part of the national tourism industry. The tourism industry aims not only to provide material and psychological aspects for tourists themselves, but also to contribute to increasing government revenue. This halal tour is not exclusive, but it is inclusive for all tourists (Muslim and Non-Muslim). The essence of halal tourism emphasizes the principles of sharia in the management of tourism and services that are polite and friendly to all tourists and the surrounding environment. Therefore, in order to realize Indonesia as a global halal tourism center, its development strategy is aimed at fulfilling the tourism competitiveness index as its main indicators, including infrastructure improvement, promotion, preparation of human resources, specifically increasing the capacity of tourism businesses. the tourism sector has a positive contribution in improving the economy of a region or country. Halal tourism is an implementation of the embodiment of religiosity which is included in the aspects of mu'amalah as an embodiment of aspects of socio-cultural and socio-economic life based on sharia principles. The practice of tourism in the perspective of sharia is always based on the realization of goodness (maslahah) for the community both the maslahat in the world and the hereafter (fi ad-daraini) in the aggregate and simultaneously. Therefore, the existence of this Halal Tourism Village should be a proof of the flexibility of Islamic sharia in the practical level of the current lifestyle (current lifestyle) through the integration of halal values and thoyyib in the tourism sector to support the blessing of the regional economy. [1, 16, 19, 28]

The analytical method used in this study is the Analytic Network Process (ANP). ANP is a new approach in the decision making process that provides a general framework for treating decisions without making assumptions about the independence of elements at a higher level than elements at a lower level and about independence of elements in a level. In fact ANP uses networks without having to set levels as in the hierarchy used in the Analytic Hierarchy Process (AHP) which is the starting point of ANP. The main concept in ANP is influence (influence), while the main concept in AHP is 'preference' preference. [4, 5]

2. Methods and Equipment

2.1. Methods

2.1.1. Overview

This study aims to determine the priority of problems, solutions and strategies for developing halal tourism in West Java Province. Analytic Networking Process (ANP) method is an analytical method that can determine the priority of the problem, the solution and the strategy.

2.1.2. Research Method

The research method used is a mix of qualitative and quantitative research methods. Determination of problems, solutions and strategies through the results of in-depth interviews with informants. Informants in this study were 7 people consisted of representatives of the West Java Province Tourism Office, academics, community leaders, sharia hotel entrepreneurs, culinary entrepreneurs, travel entrepreneurs, and tourists.

2.2. Equipment

The analytical method used in this study is the Analytic Networking Process (ANP) method. This method uses in-depth interview techniques and a 9-scale questionnaire. The equipment used in data analysis is the super decision software.

3. Results

3.1. Main Problems

Figure 3 above shows the priority problem of developing halal tourism in West Java. The priority of the problem is divided into 3 aspects, namely: 1. Government Aspects, 2. Community Aspects, and 3. Hotel, Travel, and Halal Food Aspects. The priority problem from the aspect of government is the problem of implementing rules. Bernik et.al [8] states that regulations regarding the halal facilities related to halal tourism in West Java are not implemented. This is evident from the fact that there are still many restaurants that are not yet halal certified and hotels that are also still many that have not been halal certified. Ningsih in Bernik et.al [8] also stated that Indonesian people who are predominantly Muslim feel that they do not need to put halal labels in restaurants, this is different from abroad where many restaurants have halal labels. So that the main
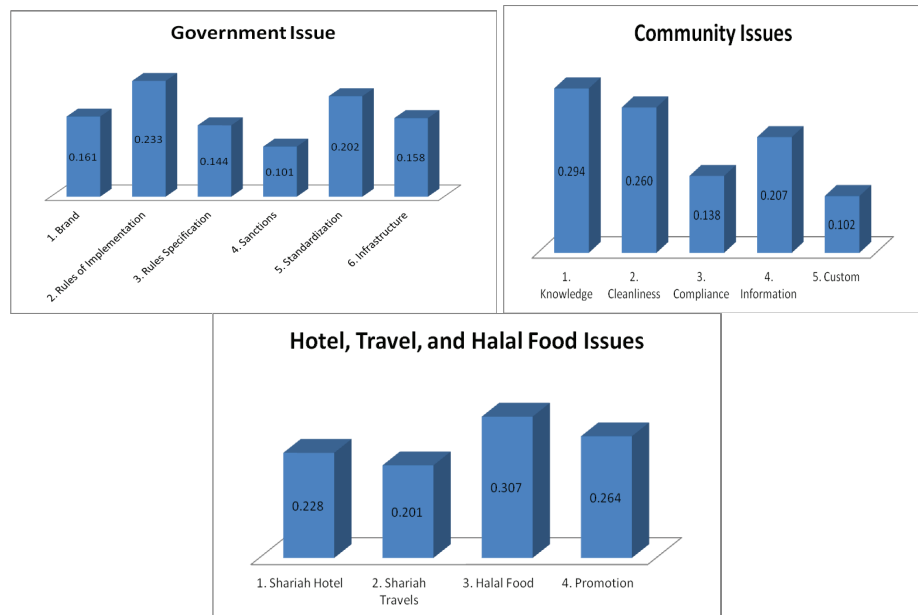
Figure 3: Priority Problems Halal Tourism in West Java. Source: Informan, data processed, 2019

problem in the development of halal tourism in West Java is in terms of the existing implementation rules regarding halal tourism. Not only the community's compliance with implementing the rules, but also in West Java there are no specific implementing regulations for halal tourism in West Java. The priority issue of halal tourism in West Java from the community aspect is Knowledge. Research conducted by Bernik et.al [8] that understanding of halal is still not well socialized in West Java society, many café, restaurant or restaurant managers do not yet know what should be done to ensure that the culinary served is indeed true. Halal right. One of the requirements in halal tourism is that cafes, restaurants or restaurants must bear the halal label. This condition causes the level of public knowledge about halal tourism also low and becomes a major problem in the development of halal tourism in West Java. The priority problem in the development of halal tourism in West Java in terms of Hotels, Travel, and Halal Food based on Figure 4 above is Halal Food. The priority of this problem is in accordance with the priority problems of the government and community aspects. Halal food in West Java is still very little seen from the halal certificate for restaurants and cafes. Hotel restaurants that have been halal-certified in West Java are only owned by 1 hotel, while there are a lot of hotels and restaurants in West Java.

3.2. Solution

The priority of halal tourism development solutions in West Java from the government aspect with the main problem criteria for implementing regulations is the existence of
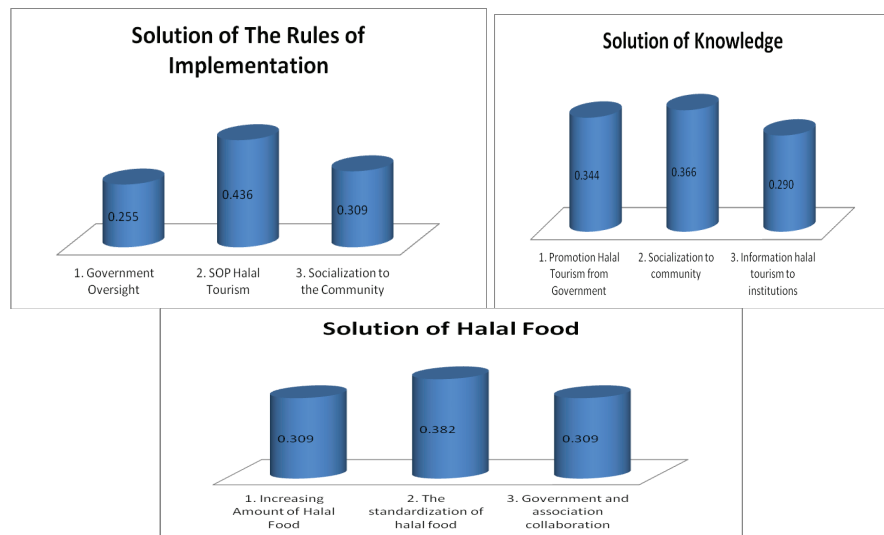
Figure 4: Priority Solutions for Development of Halal Tourism in West Java. Source: Informan, data processed, 2019

a clear Operational Standard (SOP) regarding halal tourism in West Java. This can be seen from Figure 5 above, so that the main problems from the aspect of government with criteria for implementing regulations can be overcome. The main problem from the aspect of society is the knowledge criteria, so the main solution to overcome knowledge is socialization to the community. This is consistent with research conducted by Bernik et.al [8] that overcoming the low halal certification of halal tourism facilities in West Java is to hold socialization to the public about the importance of halal certificates in the development of halal tourism in West Java. The main solution to the problem of aspects of hotel, travel, and halal food with halal food criteria is the standardization of halal food. The standardization of halal food is already in the process of halal certification for food. So from the results of this study, the standardization of halal food in the form of food certification, restaurants, and cafes continues to be improved, because it can overcome the problem of halal food in West Java.

3.3. Development Strategy for Halal Tourism West Java

The strategy priority in developing halal tourism in West Java is from the aspect of synergy. Pratiwi et.al [21] stated that halal tourism in West Java could be developed through support from various cross-institutions. This cross-agency is a synergy between institutions related to halal tourism in West Java. Stakeholders or institutions related to halal tourism, namely the West Java Tourism Office, hotel entrepreneurs, culinary, tourism object managers, and academics. So that halal tourism in West Java can develop into one of the halal tourism centers in Indonesia.
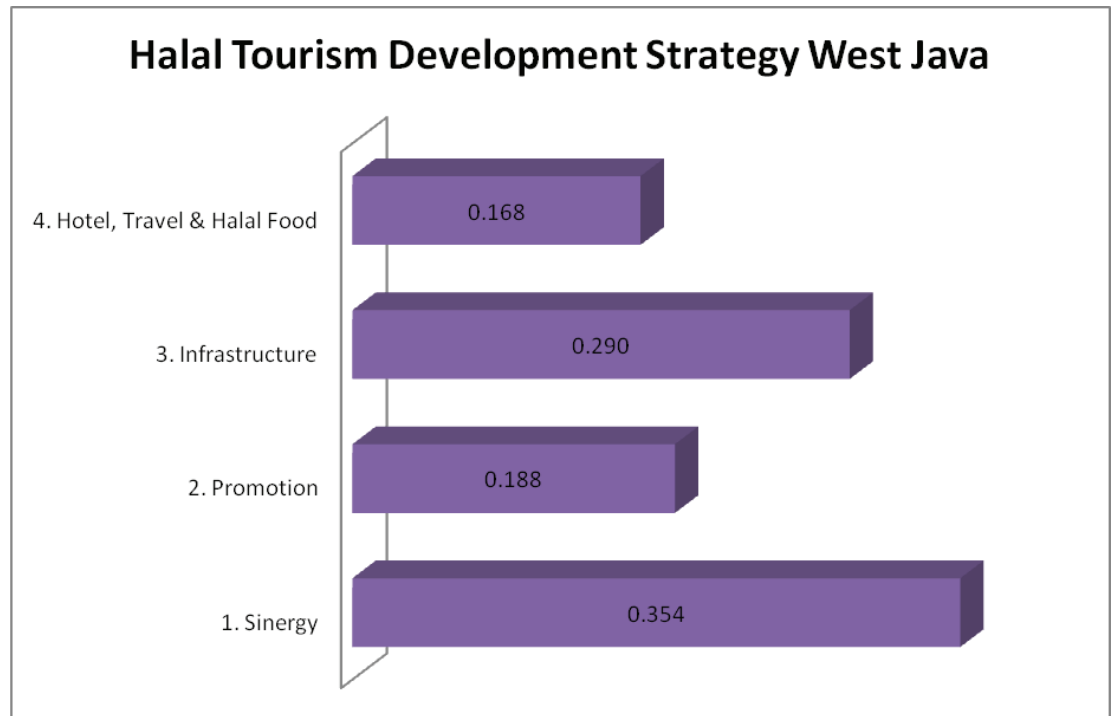
Figure 5: Halal Tourism Development Strategy. Source: Informan, data processed, 2019

4. Discussion

The first formulation of the problem model and solution for developing halal tourism in West Java is seen from the priority of halal tourism problems. The priority problem from the aspect of government is the rules of implementation. This implementing regulation is related to the absence of the governor's regulation in West Java regarding halal tourism and the maximum regulations regarding halal certification have not been implemented in halal tourism facilities. Bernik et.al [8] illustrates that Indonesian people do not yet have the awareness to have halal certificates in various business fields, especially restaurants and hotels. Subarkah research [26] shows that the implementation rules in the form of halal certificate requirements for tourism products and services will increase the number of tourists visiting halal attractions. The priority problem from the aspect of society is knowledge. These results are consistent with research conducted by Bernik et.al [8] that the lack of halal-certified restaurants or culinary in West Java is due to low public knowledge about halal certificates. In addition to the implementation rules, it is also necessary to increase public awareness of tourism awareness, this is seen from the results of Subarkah [26] research, that the NTB region which emphasizes public awareness on tourism awareness can increase the number of tourists. Priority issues from aspects of hotel, travel, and halal food are halal food. The high cost of halal certification is one of the factors causing the large number of small and

medium enterprises (MSMEs), especially those engaged in the food, beverage and restaurant industries, which do not yet have a halal certificate. When viewed from another perspective, halal certificates are useful as consumer protection from a variety of foods that are deemed inappropriate according to Islamic law, especially Indonesia, which occupies a majority of Muslims, while also providing other advantages, namely encouraging competence and maintaining product excellence in the market. Halal certificates on food and beverage products are currently one of the criteria that support the competitiveness of a product in international trade. Inclusion of halal labels is also useful to protect goods produced in the country from invasion of foreign products as a result of the existence of free trade [2]. The second formulation in this study is the priority solution of every problem in the development of halal tourism in West Java. The priority of the solution from the aspect of the government with the priority of the problem of the implementation rules is the existence of halal tourism SOP. Priority solution from the aspect of society with priority knowledge problems is increasing socialization to the community. Meanwhile, the priority solution from the aspect of hotel, travel, halal food with the priority issue of halal food is the standardization of halal food. The three solution models show the interrelations between the government, the community, and the hotel, travel and halal food management. The cost of halal certification is a major problem in the aspects of Hotels, Travel and Halal Food, which must immediately find a solution. Halal certification is one of the mandates of Law (Law) No. 33/2014 regarding Halal Product Guarantee (JPH). On the other hand, there are still pros and cons regarding halal certification between the government and the Indonesian Ulama Council (LPPOM MUI) Food and Drug Assessment Institute (LPPOM MUI) making the halal certification body less than optimal due to the assumption that each food product produced is Halal so there is no need for halal certification [13]. The issue of halal standardization was also raised in the study of Boğan & Sarıışık [9]. The solution to the problem of the high cost of halal certification is the cooperation between the central and regional governments and the association of food and beverage entrepreneurs (restaurants) for the management of halal food certification, so that costs must be lower.

5. Conclusion

Problem models and solutions from the development of halal tourism in West Java are divided into three aspects, namely: Government, Society, Hotels, Travel, and Halal Food. The priority issue of developing halal tourism in West Java from the government aspect is the Rules of Implementation, from the aspect of society is Knowledge, and from the

aspect of hotels, travel, and halal food is halal food. The priority solution to the problem of implementing regulations from the government aspect is the procurement of halal tourism SOPs for the West Java region. Priority solution to the problem of knowledge from the community aspect is socialization to the public regarding halal tourism. The priority of halal food problem solutions from aspects of hotel, travel and halal food is the standardization of halal food. Problem models and solutions produce strategies for developing halal tourism in the West Java region. The main strategy in the context of developing halal tourism in West Java is a strategy related to the synergy between the local government and hotel, restaurant and tourism object management.

Funding

Acknowledgement

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Conflict of Interest

The authors have no conflict of interest to declare.

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