

SWOT ANALYSIS OF THE DEVELOPMENT OF HALAL TOURISM IN IMPROVING THE ECONOMY OF THE COMMUNITY ISLAMIC ECONOMIC PERSPECTIVE

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Abstract: *This research aims to find out the analysis of Halal Tourism development in improving the economy of the islamic economic perspective community. This type of research is qualitative descriptive and literature studies using secondary data obtained from articles, books, the internet, previous studies and other reference sources relevant to the matter studied. Literature studies are used in the collection of research data. Understanding and analysis of library sources is used to produce studies on the topics discussed and draw research conclusions in order to get an explanation for the phenomenon being studied. The result of this study is that the development of Halal Tourism succeeded in improving the economy of the community. Halal Tourism in Indonesia has many opportunities if it is improved properly because Indonesia has a muslim-majority population.*

Keywords: *SWOT Analysis, Halal Tourism, Economic*

INTRODUCTION

Indonesia is a country that has a majority Muslim population. According to the Central Statistics Agency in 2010, Muslims in Indonesia made up 87.18%, while others were Christian (6.96%), Catholic (2.91%), Hindu (1.69), Buddhist (0.72) and the rest adhered to other religions. The tourist products offered are grouped in three things, namely natural tourism, cultural tourism, and artificial tourism. (Noviarita et al., 2021)

Indonesia is a country that has many tourist destinations that appeal to tourists both locally and abroad. With so many interesting tourist attractions to visit, tourism can be used as one of the alternatives to increase state revenue. Achievement of tourism sector performance as of

December 2018. The competent office handling regional affairs in the Field of Tourism is the Tourism Office. (Sumual et al., 2021)

Knowledge and awareness of halal products make the growth of the halal industry increasing. The rise of the halal industry, gave rise to *Halal Tourism (Halal Tourism)* as a new phenomenon. It is also supported by various literature that explains that Muslim tourists care about the consumption of sharia-compliant products and services when visiting tourist sites. (Harahsheh et al., 2020)

Tourism is a journey from one place to another, temporary, done by individuals or groups, in an effort to find balance or harmony or happiness in the environment with social, cultural, natural, and scientific dimensions.

RESEARCH METHODS

This type of research is qualitative descriptive and literature studies using secondary data obtained from articles, books, the internet, previous studies and other reference sources relevant to the matter studied. Literature studies are used in the collection of research data. Understanding and analysis of library sources is used to produce studies on the topics discussed and draw research conclusions in order to get an explanation for the phenomenon being studied.

CONCEPTUAL FRAMEWORK

1. *Definition of Tourism*

The definition of tourism refers to the “main destination of travel” destinations without which travel would not be taken. Using the destination dimension, travel is classified as private (including vacation, leisure, and recreation); education and training; health and medical care; religion/pilgrimage; shopping; transit; and others) or business and professional. Of these many segments, pleasure, and business are the main (largest).

The tourism sector is also heavily involved in digital transformation, increasingly qualifying them with expressions such as Tourism 4.0 or Smart Tourism. Tourism technology 4.0 needs to be directed towards improving the quality of tourism practices, assuming intelligence and sustainability as the right paradigm to improve the quality of life and social value of both guests and locals. (Pencarelli, 2020)

Tourism is a reputation-dependent industry, on the demand side, would-be travelers with no prior experience of the destination face certain risks when determining their travel choices. An accurate perception of a destination’s reputation helps minimize the risk of an unsatisfactory travel experience. On the supply side, the reputation of a profitable tourist destination increases the destination’s competitive advantage, and helps it compete for visitors, investment, and skilled human resources. Despite the importance of the reputation of tourist destinations, efforts to develop definitions are somewhat limited by an over-reliance on corporate reputation theory. The study demonstrates a comprehensive definition of a tourist destination’s reputation based on empirical studies, by applying Delphi’s research with a group of ten professional and academic tourism experts. Consensus was reached after conducting two rounds of the Delphi process, resulting in an agreed definition for the reputation of the tourist destination that takes into account professional insights. (Darwish & Burns, 2019)

“tourist” is a term widely used and recognized in academia, industry, public media, and social life because the public narrative about tourists has been built along with the development of tourism. A study of 15 recognized travel-related roles identified the term tourist as most clearly defined in terms of experience, and as the most typical related to behavior including “taking photos,” “buying souvenirs,” “going to famous places,” “staying briefly in one place,” and “not understanding the local people.” (Yu et al., 2012)

2. *Types of Tourism*

Five types of tourism are synchronized and discussed, including:

Business tourism, Premodern business travel is not a traditional type of business trip, it is now a profitable and rapidly growing segment of the world's largest industrial sector. Business tourism is big business in many countries where people visit tourist destinations for business meetings, incentive events, conferences, and exhibitions.

Second home tourism; Second home tourism is a major sector of the tourism industry, where tourists choose to stay in convenient destinations. Second home tourism can be domestic or international, and is usually a form of long-term tourism.

Space tourism; Space tourism signifies any commercial activity that offers a space travel experience. These activities are packed with several durations on offer, ranging from short-term orbitals (100 km and back) to long-term stays at orbital facilities that expose space travelers to short periods of weightlessness.

Pilgrimage tours; Pilgrimage tourism is a journey motivated by faith in a particular religion; To the holy place is supported by that religion with the aim of connecting with God or the Most High. Pilgrimage tours to Mecca, known as Hajj, are a must for every Muslim, who has reached the age of puberty and a healthy mind, at least once in a lifetime.

Tour of the mosque. All of the above connect Muhammad, as a premodern traveler, to a contemporary type of tourism. In relation to short-distance travel, or what is contemporary

known as Muhammad, it is famous for visiting mosques. Although Muhammad's residence was part of a mosque where prayers were routinely performed among his followers, from time to time. He traveled to other mosques. (Aminudin & A. Jamal, 2020)

3. *Definition of Halal tourism*

Halal tourism is a distinct segment of the tourism industry for Muslims where the relevant services adhere to the teachings of Islamic Sharia. Halal tourism has received increasing attention in non-Muslim and Muslim regions. The purpose of this study is to clarify the ambiguity surrounding the concept of halal tourism.

To achieve this goal, the aim of the study is to standardize several dimensions of halal tourism, such as conceptions and definitions, principles, scopes and impacts, trends, and opportunities and challenges. Theoretical contributions from this research include the characterization of conceptions, definitions and principles of halal tourism, and practical contributions including economic, socio-cultural and environmental impacts. (Azam et al., 2019)

Halal tourism is often called Islamic tourism or Muslim-friendly tourism and is a new concept in the tourism industry that can attract opportunities to encourage economic growth. The concept of 'Halal' is also with the concept of 'Thayyib' (good). 'Halal' means that it is permissible by sharia for humans. The combination of Halal-Thayyib (halal and good) can be attributed to every area of sustainability. (Azam et al., 2019)

In reality, the halal industry component meets the sustainable development goals (SDGs) and can contribute significantly to economic sustainability and boost industry growth. Halal tourism has become a lifestyle choice for Muslim tourists and also attracts non-Muslims. The conclusion of the definition of halal tourism is intended to integrate all aspects (Sharia law, target customers, destinations, objectives, and products and services) for sustainable tourism purposes. At the same time, justifying the definition of sustainable tourism from an Islamic perspective. (Siregar & Ritonga, 2021)

4. *Benefits of Halal Tourism*

Islam is a religion of rahmatan lil alamin. Islamic values not only applicable to Muslims but can also be felt benefits for followers of other religions. Therefore sharia tourism or halal tourism is not only intended for Muslim tourists but also for other religious people. For Muslim tourists the existence of sharia tourism can provide the following benefits.

Then the benefits of halal tourism include; Increase and increase faith and piety towards Allah SWT because it can carry out His commands well in all places. It's the creation of God SWT. Provide calm and comfort. Provide fun and entertainment. As a means of Islamic da'wah.

For non-Muslim tourists the existence of Sharia tourism provides the following benefits; Guarantee of cleanliness and health. Calmness and comfort. Provide fun and entertainment. Give a positive image of Islam as the religion of Rahmatan lil alamin.

5. *Tourism of Islamic economic perspective*

Economics is the science of how to meet the needs of life without limits by managing limited resources. This understanding is contrary to the limitations according to Sharia economy, namely to meet limited human needs by managing unlimited resources. The halal tourism industry which is basically based on sharia principles, the stakeholders involved in it, should not be stuck on interests that are precisely conducted with sacred missions implied in the halal sense in the broadest sense.

DISCUSSION AND RESULTS

1. *Advantages of Halal Tourism*

It's not just for Muslim tourists. Halal tourism prioritizes halal products and is safe for Muslim tourists to consume. However, that does not mean non-Muslim tourists cannot enjoy halal tourism. For Muslim tourists, halal tourism is part of da'wah. For non-Muslims, halal tourism with halal products is a healthy guarantee. Because in principle, the implementation of halal rules means getting rid of things that are harmful to humanity and its environment in the products and services provided, and of course provide good or benefit in general, in accordance with the mission of The Islamic Treatise which is Rahmatan Lil-'Alamin. Sharia system, teaches people to live a calm, safe and healthy life, such as not providing alcoholic beverages, entertainment that is far from efficacy and security in the financial system.

Huge Market Potential. Indonesia has great potential in the development of halal tourism considering that most of the population is

Muslim and there are supporting factors such as the availability of halal products. Indonesia, which is majority Muslim, has naturally carried out an Islamic community life, so that most of its territory which is a tourist destination has been friendly to Muslim Travelers. Regarding the needs of the world's Muslims, of the world's 6.8 billion more people, no less than 1.57 billion or about 23% are Muslims. Even in Indonesia, Muslims are estimated to reach 203 million people or about 88.2% of the population.

This is a potential for the development of halal tourism, for example by creating halal tour packages in Indonesian tourism destinations. According to research from Crescentrating, the expenditure of Muslim tourists in a tourist trip is very high, it can be imagined that the money spent by Muslim tourists in the world in 2011 reached 126 billion US dollars or equivalent to Rp 1,222.1 trillion. This figure is twice as large as all the money spent by Chinese tourists who reached 65 billion US dollars or equivalent to Rp 630 trillion.

2. Opportunities Of Halal Tourism

The Muslim population is currently about 30 percent of the world's total population. The muslim population is expected to continue to increase year on year. The increase is higher than the population of other religions. It is estimated that the Muslim population between 2015 and 2060 increased by 70 percent, while the world population increased by 32 percent or the total number of the world population in 2060 as many as 9.6 billion people. It also indicates that Muslim

tourists will continue to increase. By 2020, Muslim tourists are expected to increase by 30 percent and increase the value of spending by 200 billion USD.

The increase in Muslim tourists is an opportunity for the tourism sector to develop halal tourism. So some countries began to take the opportunity by developing halal tourism, both muslim-majority and non-Muslim countries such as Japan, South Korea, Australia, and Thailand. It is expected that tourist attractions, hotels, restaurants, airlines, travel agents as well as all those involved in pariwisata can be involved in halal tourism. Travel agents have halal tourism opportunities in various fields.

The number of halal restaurants and Shariah hotels is still limited, both in muslim and non-Muslim-majority countries. These limitations are also affected by a lack of understanding related to halal. Therefore, halal-related education and training programs are required. So this can be an opportunity for universities and training or research centers to offer such programs. In addition, standards are needed in halal tourism in the form of halal certification in restaurants, hotels, and others.

3. Challenges Of Halal Tourism

The challenge in developing halal tourism is one of them related to marketing, because halal tourism marketing is not an easy one. This is due to the difference between the demands of non-Muslim tourists and Muslim tourists. Non-Muslim travelers may decide not to travel to the attraction in the absence of certain attributes.

So that one of the challenges of halal tourism is how to serve non-Muslim tourists and meet their needs without clashing with the concept of halal tourism. For example, some hotels state that they are sharia hotels in their promotions and this may not be attractive to non-Muslim travelers. Therefore, halal tourism can be an obstacle in the tourism industry sector. But it can also be a business opportunity to use creativity and flexibility in serving the various needs of Muslim and non-Muslim travelers. It can also be a study or research to solve the problem. (Muis, 2020)

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