



Halal Tourism | Economic Development Strategy Based on Community

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Abstract

Halal-based tourism is a tourism industry that has contributed to economic growth in Indonesia, even though the world economy is slowing down. The concept of halal tourism has developed in various regions of Indonesia; it needs to be evaluated by measuring whether what the government has done has met the expectations of Muslim tourists in Indonesia so that in the future it can be the basis for sustained improvement so as to be a competitive advantage in attracting domestic and foreign tourists and can stimulate domestic tourism. The growth of Indonesian halal tourism has had a positive impact on the economy by attracting domestic and foreign tourists. With a phenomenological approach, the study concludes that halal tourism has become part of the national tourism industry to position Indonesia as the world's centre of halal tourist in the future. Besides, quality experience is the key to successful halal tourism development.

Keywords: *Halal Tourism, Economic Development Strategy, Community, IMT-GT Region.*

Abstrak Pariwisata berbasis halal merupakan industri pariwisata yang telah berkontribusi pada pertumbuhan ekonomi di Indonesia, meskipun ekonomi dunia melambat. Konsep pariwisata halal telah berkembang di berbagai wilayah di Indonesia; perlu dievaluasi dengan mengukur apakah apa yang telah diusahakan pemerintah telah sesuai dengan harapan wisatawan Muslim di Indonesia sehingga di masa mendatang dapat menjadi dasar untuk perbaikan berkelanjutan sehingga menjadi keunggulan kompetitif dalam menarik wisatawan domestik dan wisatawan asing serta dapat menstimulasi pariwisata domestik. Pertumbuhan pariwisata halal Indonesia telah membawa dampak positif bagi perekonomian dengan menarik minat wisatawan domestik dan mancanegara. Dengan pendekatan fenomenologi, studi ini menyimpulkan bahwa pariwisata halal telah menjadi bagian dari industri pariwisata nasional untuk memposisikan Indonesia sebagai pusat pariwisata halal di dunia di masa depan. Selain itu, pengalaman berkualitas menjadi kunci pengembangan pariwisata halal yang sukses.

kata kunci: Pariwisata Halal, Strategi Pembangunan Ekonomi, Komunitas, IMT-GT Region

A. Pendahuluan

The economic progress of a country cannot be separated from the tourism sector. Tourism is one of the sectors with great potential for development, especially in developing countries such as Indonesia (Jaelani, 2017). The tourism sector has long been identified as a source of foreign exchange income and can contribute to the economic growth of a country. (Ahmad, 2022).

Halal tourism is a type of tourism that is adapted to the lifestyle and needs of Muslims, ranging from accommodation, food, recreation, to other services (Jaelani, 2017) (Busaini et al., 2023). Increased demand for halal tourism products and services has not only occurred in Indonesia, but also in various countries with a large Muslim population.

The development of halal tourism in Indonesia not only provides economic benefits to the community, but can also enhance social and spiritual well-being. The concept of halal tourism was developed to attract the interest of Muslim tourists, both domestic and international. (Purusottama & Prastowo, 2019).

In addition, halal tourism also provides opportunities for community-based economic development, where local communities can engage and participate actively in the tourism industry. With the involvement of local communities, the economic benefits of halal tourism are expected to be felt evenly and sustainably. Halal tourism not only meets recreational needs, but can also strengthen the faith and spirituality of the visiting communities. (Angelia & Santoso, 2018). Halal tourism can also be a tool for promoting the rich and diverse Islamic culture and traditions in Indonesia. (Busaini et al., 2023).

B. Metode

The method used in this research is an approach to the study of literature that comes from various online sources. Based on literature studies, there are several strategies that can be applied to develop community-based halal tourism in Indonesia, among others: strategies to enhance human

resource capacity in the field of halal Tourism, development of innovative halal tourist products and services that fit the needs of Muslim tourists, marketing and branding strategies of halal travel, as well as development of an ecosystem that supports halal travel involving governments, private, and the community integrated. In addition, community- based halal travel development should also take into account sustainability aspects, both in terms of environmental, social, and economic. Active involvement of local communities in the management of haram tourism will ensure that the economic benefits can be felt equally and sustainably by the community.

C. Hasil dan Pembahasan

A participatory approach is an effective strategy to enhance strong socio-religious attitudes among Muslim communities. Involving people actively in various aspects of social and religious life can build a sense of ownership and shared responsibility, as well as encourage the formation of positive social norms. Interest in halal tourism increased as the Muslim population grew worldwide. It has a positive impact on economic growth in Indonesia, especially in the tourism sector that plays an important role in the global economy. Tourism in Indonesia has great potential due to its natural wealth, cultural sites, and historical attractions for domestic and international tourists. Halal tourism can also boost the income of locals through tourist spending. Tourist destinations such as Bali, West Sumatra, Riau, Lampung, Jakarta, Banten, West Java, East Java, Lombok, and Makassar have the potential to be developed into Sharia destinations. It could increase Muslim tourist visits and provide economic benefits to local communities. Facilities such as hotels, restaurants, and prayer facilities that follow the halal standards of the Indonesian National Assembly (MUI) are crucial in the development of halal tourism. The use of digital marketing communications can also enhance the promotion of mosque tourist destinations.

One of the main challenges in the development of Halal Tourism in areas like Bali is the presence of a majority of Hindu religious population. However, with the right strategies such as the construction of mosques with Hindu nuances, sharia beaches, Shariah hotels, and halal restaurants, Halal tourism can flourish in Bali. Halal Tourism has bright prospects because of the need for halal-based services of Muslims such as halal food, places of

worship, and information nearby mosques. It can also improve the well-being of communities by increasing incomes and supporting infrastructure. While the conditions of halal tourism in Aceh currently include improvement of facilities, enhancement of SDM capacity, coordination between government and society, implementation of effective strategies, and optimal resource management. Aceh has incredible natural wealth, like beaches, mountains, lakes, and forests. Besides, Aceh also has a rich and unique culture, including a strong Islamic tradition. Thus, Aceh has great potential to be an excellent halal tourist destination, but still needs improvement and improvement in some of those aspects.

Increasing public awareness about halal tourism can be done through several strategies, among them: 1. This can be done through various media such as radio, television, and social media, using applications such as ADIBA MSME to enhance public understanding of halal tourist villages. This application can be used as a counselling media and a tool for connecting with the Shariah financial industry, 3). To involve the government and the public in developing halal tourism. With this collaboration, can open up new jobs and increase the incomes of the community, 4). Providing worthy worship facilities and halal food and drink. This will facilitate and provide comfort for Muslim tourists to perform worship. 5). Promoting domestic and foreign tourism to raise the awareness and interest of tourists about halal tourist destinations in the area. Thus, such strategies can help raise public Awareness about halal Tourism and strengthen the potential of halal tourism in the region.

Integrating halal tourism with conventional tourism can raise public awareness and the number of tourist visits to diverse and interesting tourist destinations.

D. Kesimpulan

Halal Tourism has great potential in boosting economic growth in Indonesia, especially through the development of Shariah tourist destinations that meet halal standards. Community-based economic development strategies through development of facilities and services that meet the needs of Muslim tourists can increase the presence of tourists and bring economic benefits to local communities.

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