

## **Tourism Industry Development Strategies with The Concept of Halal Tourism in Semarang Based on Law Number 10 of 2009 Concerning Tourism**

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**Abstract.** Indonesia is currently known as the country with the largest Muslim majority in the world, with a Muslim population of 207,176,162. Therefore it is fitting in terms of the tourism sector to see this as a potential opportunity. Opportunities from the development of halal tourism is the market potential of both domestic tourists (the majority of Indonesia's population is Muslim) and foreigners (especially the Middle East and Malaysia) this potential is promising to increase the economy in the tourism sector. Seeing these opportunities, Semarang is one of the cities in Central Java province that can be used as a halal tourist destination. Tourism is one of the sectors that plays an important role in the success of regional autonomy, which requires the development and utilization of tourism resources and potential in the area. The condition of Semarang City's high tourism potential with many tourism attractions should be able to make Semarang City a Halal Tourism Destination City and not just a Transit City. Moreover, there are many tourism industries both managed by the government and the private sector which generally have the duties and responsibilities of carrying out regional management affairs, especially tourist destinations.

**Keywords:** Tourism, Strategy, Industry Development

### **Introduction**

According to Article 1 number 3 of Law Number 10 of 2009 concerning Tourism, "tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, government, and local governments." With the purpose of entertainment, tourism can be defined as an individual or group trip that visits a tourist spot or tourist destination within a short period of time from their original place of residence. However, there are several Islamic perspectives on tourism, such as:

1. Firstly, travel is considered an act of worship because it is ordered to fulfil one of the obligations of Islam, namely Hajj in a particular month and Umrah to the House of Allah throughout the year.
2. Secondly in the Islamic view, travelling is also associated with the concept of knowledge and learning. It became the greatest journey ever undertaken in early Islam to seek and disseminate information.

Basically, the importance of "halal tourism" in various non-Muslim majority countries in the world has been outlined by the International World. Halal tourism will increase the attractiveness, convenience, and safety of tourism in non-Muslim countries. Considering the huge number of Muslims around the world today, the tourism and travelling industry has been growing rapidly. Therefore, various ideas are starting to be created around the world to make Islamic tourists (Islamic tourists) comfortable and convenient, and one of the ones that attracts attention is Indonesia. It is different from Indonesia, where the majority of the population is Muslim and has recently thought of implementing halal tourism with various halal industry ideas. There is a halal industry that sells goods and services in tourist attractions in areas where the majority of the population is not Muslim. In this case, Law No.10 of 2009 concerning Tourism, Government Regulation No. 50 of 2011 concerning the National Tourism Development Master Plan, Law No. 33 of 2014, and Government Regulation No.31 of 2019 concerning Halal Product Guarantee are the only laws that refer to halal tourism.

The purpose of this article is to examine the development strategy of the tourism industry with the concept of halal tourism in the city of Semarang based on Law Number 10 of 2009 concerning Tourism.

### **Methods**

This research uses normative legal research, which is legal research that looks at library materials or secondary data. In this case, the only laws that regulate halal tourism are Law No.10 of

2009 concerning Tourism, Government Regulation No. 50 of 2011 concerning the National Tourism Development Master Plan, Government Regulation No. 33 of 2014, and Government Regulation No.31 of 2019 concerning Halal Product Guarantee.

## **Results and Discussion**

### **Sustainability of Tourism Industry Development Strategy with Halal Tourism Concept in Semarang City**

The tourism development strategy aims to improve the quality and attractiveness of tourist attractions so that they become more attractive to tourists and entice them to visit them. The goal of this strategy is to attract more tourists to the tourist attractions, make them stay longer, and spend more money there. Another goal is to introduce and maintain the local culture in the tourism area. So, the surrounding people can also feel the benefits. Four main principles should build the tourism industry, namely: a. Ecological sustainability: tourism development should ensure the maintenance and protection of natural resources that are attractive to tourism, such as forests, beaches, lakes, rivers, and marine environments. b. Social and cultural sustainability: tourism growth should be able to increase the role of c. the community in the supervision of the way of life through the system of d. values that local people embrace as their identity. e. Economic sustainability, which means that tourism growth should enable a healthy and competitive economic system to provide employment opportunities to all people. f. Provide opportunities for local communities to participate in tourism development to increase and improve their quality of life. Providing opportunities for local communities to participate in tourism development to enhance and improve their quality of life. It is crucial to understand that many factors contribute to the growth of the tourism industry, especially halal tourism. The quality of human resources, promotion, and tourism facilities and infrastructure are some of the factors that visibly contribute to the growth of the tourism industry.

It was stated in the Focus Group Discussion (FGD) of the Research Centre of the House of Representatives Expertise Agency with the Ministry of Tourism on 6 March 2019 that Indonesia has several challenges and opportunities to develop halal tourism. As a result of the attractiveness of the tourism industry and diverse lifestyles that have developed, Muslim-friendly facilities, hotels, restaurants, and others have begun to develop and cooperate with multinational companies to build halal tourism infrastructure. While some of the challenges faced include the level of awareness, commitment, and ability to explore the prospect of halal industry and lifestyle, the condition of tourism and lifestyle infrastructure, such as standardisation, certification, capacity building, branding activities, and promotion of Indonesia as a halal tourist destination. To increase its commitment to the development of Islamic tourism, the Ministry of Tourism established the Halal Tourism Development Acceleration Team.

The Ministry of Tourism also works with various parties to conduct HR training, socialisation, and capacity building. Halal tourism is not limited to religious tourism. The government is also working with the Indonesian Hotel and Restaurant Association (PHRI) to provide halal accommodation and restaurants with halal menus, as well as with the Indonesian Travel and Tourism Association (ASITA) to create halal tour packages to religious tourist attractions. The Ministry of Tourism has implemented various strategies to increase halal tourism in Indonesia, getting the first rank with Malaysia in GMTI 2019.

However, the government and halal tourism industry still need to do a lot to make it easier for halal travellers in Indonesia, both from within and outside the country. The government can take additional actions such as the following: a. Promote Indonesia's ten halal tourism destinations to foreign tourists, thereby increasing the number of visits and stay time. b. Conduct training for MSMEs that support the halal tourism sector, such as transportation, handicrafts (souvenirs), souvenirs, clothing, restaurants, and other economic sectors that support halal tourism. c. Increase halal tourism in Indonesia through government policies that reduce the cost of halal certification and encourage the development of halal tourism destinations in other areas outside the ten designated areas. d. Develop Indonesia's halal tourism destinations to other regions. Developing Indonesia's halal tourism destinations to other regions.

### **Forms of Regulation on the Concept of Halal Tourism through Law Number 10 of 2009 concerning Tourism**

In Indonesia, there is much talk about halal tourism. However, it is unfortunate that there is no clear law governing this industry. So far, the only law that regulates halal tourism is Law Number 10 Year 2009 on Tourism. However, the Indonesian Ulema Council of the Indonesian

Sharia Council has issued Fatwa Number 108/DSNMUI/X/2016 on Sharia Tourism Business Guidelines. However, MUI's fatwa will not effectively apply if it is not converted into a Law or Ministerial Regulation by the Ministry of Tourism. Despite the fact that halal tourism in Indonesia has generated many benefits, especially for the economy and employment. A Governor Regulation or Regional Regulation can be made to regulate halal tourism. However, regulations such as the existing Regional Regulation of West Nusa Tenggara Province Number 2 of 2016 on Halal Tourism in Lombok NTB are not applicable in their entirety.

This regional regulation only applies in Lombok, NTB. The Ministry of Tourism must immediately make regulations in this regard because if not made immediately, it will make halal tourism businesses confused because there are no rules to follow.

However, as a result of scientific and technological advancements, the issue of tourism has recently undergone a new development. It is turning into a global phenomenon, as reported by various media outlets. Shariah-based tourism is starting to attract the attention of people nowadays. This is clearly in line with the increasing level of religiosity awareness of people, not only in Islamic countries or countries with a majority Muslim population, but also in secular countries. In other words, halal tourism seems to have favourable prospects due to the increasing interest these days.

The Indonesian Ministry of Tourism has made halal tourism a national programme. In an effort to boost halal tourism, the Ministry of Tourism has designated fifteen provinces-or fifteen provinces in total-to concentrate on developing leading Muslim tourist destinations. The fifteen (15) provinces are given autonomy by the tourism ministry to manage their own tourism potential. It is hoped that with this autonomy, each province can develop their own halal tourism and become a popular halal tourism destination.

Talking about the impact of tourism as a whole, we will definitely find both positive and negative impacts. An example shows the negative impact of tourism physically, which is the increase of waste and damage to natural resources, but the positive impact is the increase of foreign exchange and the creation of new jobs for local residents. However, from a social and cultural perspective, cultural values will change and social deviance will increase. It is expected that tourism growth will increase with halal tourism that follows the rules and principles of sharia by considering the meaning of the Quran and Hadith.

Indonesia is one of the world's famous archipelagos. The area of Indonesia is 1,916,862.20 million km<sup>2</sup>, with 16,056 islands from Sabang to Merauke. The total population is 267,000,000 people, with a majority of Muslims and minorities of other religions such as Christianity, Buddhism, Confucianism, Catholicism, and Hinduism. With the increasing interest of tourists to holiday in countries that have halal tourism objects, halal tourism has been growing rapidly. Of course, Indonesia has great potential as a halal tourism destination abroad.

Increasing tourism investments and destinations are driving the tourism sector to become an important component in infrastructure development, employment, and foreign exchange earnings. Compared to other sectors, tourism is also one of the largest and fastest growing. One of the fastest growing tourism sectors is the halal tourism sector.

By 2020, it is projected that halal tourism will contribute 35%, or \$300 million, to the global economy.

## **Conclusion**

Strategic development of the tourism industry with the concept of halal tourism can be done by preparing competent human resources, providing facilities and services that have halal value, and fostering human resources, especially in the city of Semarang, so that halal tourism can develop in accordance with the times.

Regulations regarding halal tourism are still very strict, namely law number 10 of 2009 concerning halal tourism is still valid.

However, there are no clear and specific regulations on halal tourism, which makes halal tourism in Indonesia face problems. Therefore, the Indonesian government should immediately implement regulations on halal tourism. In terms of halal tourism in Indonesia, the Indonesian government, especially the Ministry of Tourism, should consider and do the following:

1. Improve specific regulations on halal tourism.
2. Collaborate regularly between the institution that regulates halal certification and standardisation, namely the Indonesian Ulema Council, in the update of regulations.

### Suggestions

The results of the study show some recommendations as follows:

1. The government should pay more attention to sustainable development strategies in the tourism industry to boost the economy and maintain stability.
2. The government should provide more space for halal tourism promotion in Semarang city to achieve optimal tourism development.

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