Development of Halal Tourism in Banyumas Regency in the Disruption Era (A Research Agenda)

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Abstract

State of the Global Islamic Economy data for 2014-2015 indicates that halal-based business and research trends continue to show progress, including the halal tourism industry. The increase in the halal tourism industry is one of them triggered by the growth of the Muslim population worldwide which will become 2.2 billion in 2030. Currently, Indonesia is ranked 1 (one) in the world's halal tourism, however, Banyumas Regency, which incidentally has a lot of tourism potential and is in one of the leading provinces for halal tourism, the development of halal tourism has not yet sounded very vibrant. Based on these conditions, it is necessary to conduct in-depth research on how to develop Halal Tourism in Banyumas Regency in the Disruptive Era. This type of research is qualitative with data collection through Secondary Data Review, direct observation, Semi-Structured Interviewing and focus group discussions. The research analysis uses SWOT (strength-Weakness-Opportunity-Threat), External Factor Evaluation (EFE), External Factor Evaluation (IFE) and Internal-External Matrix (IE Matrix) analysis to determine the position of competitiveness. Analysis of qualitative analysis of strategy formulation also uses System Thinking dynamics so that a causal loop diagram (CLD) model and all its archetypes are formed.

***Keywords**: Halal Tourism, Disruption, Islamic Economy, SWOT, Causal Loop Diagram, Archetype*

A. Introduction

Today, people's lifestyles and consumption are changing continuously. The standard of living of the people shows continuous improvement. If in the past the desire to visit places that have tourist power was an activity related to luxury and was a desire, but now traveling has become a necessity, no longer a desire. Traveling is not only enjoyed by relatively wealthy people, but has become an inseparable part of human needs.

Compared to other fields, tourism is the field that drives economic growth the most (pro-growth), *easy to create new jobs* (pro-job), fastest in poverty alleviation *(pro-poor), and able to preserve the* environment *(pro-environment)*. According to Suweta, I. G. N. (2019) tourism has a well-known principle with the motto "The More Preserved, the More Prosperous".

In recent years, religious and spiritual tourism has become more popular, spreading widely and occupying important sectors and parts of global or international tourism. The relationship between Islam and tourism has attracted considerable interest in it. Islam is growing faster than any other religion in the world. In 2010 the world's Muslim population was more than 1.5 billion and is projected to increase steadily to 2.2 billion by 2030 (Pew Forum, 2011). *State of the Global Islamic Economy* data for 2014-2015 indicates that halal-based business trends in five industrial fields continue to show progress, including halal food, Islamic financial services *(Islamic finance), halal* pharmaceuticals and cosmetics, Muslim clothing as well as media and halal recreation/tourism.

The halal tourism industry shows signs of always increasing both from the perspective of practitioners and researchers. The increase in interest in halal tourism is one of the reasons is the growth of Muslim populations around the world Battour, M., & Ismail, M. N. (2016).   Halal Tourism Indonesia was introduced in 2013 which was launched by the Ministry of Tourism and Creative Economy in the activities of Indonesia Halal Expo (Indhex) 2013 &; Global Halal Forum on 30 to 2 November 2013.

Quoted from the *CNBCindonesia.com* page, in 2019, Indonesia was chosen to be the world's best halal tourist destination outperforming 130 other countries' halal tourist destinations from all over the world. The coronation was delivered directly by the *Global Muslim Travel Index (GMTI) 2019* in front of halal tourist destination owners from all over the world. The agency that provides the ranking, namely *Mastercard-Crescent* ranks Indonesia in the first rank based on GMTI standards with a score of 78. This score is the same as that obtained by Malaysia which is both at the top of the ranking. As the world's best halal tourist destination today, Indonesia is progressively recorded to have experienced a tiered increase from rank 6 (six) in 2015, rank 4 in 2016, rank 3 in 2017, rank 2 in 2018, and finally in 2019 Indonesia ranked first GMTI.

Indonesia's desire to achieve the first position in the GMTI is carried out seriously, including through the adoption of *the Indonesia Muslim Travel Index* (IMTI) standard which refers to the GMTI standard. Currently GMTI analyzes based on 4 strategic assessment criteria, namely Communication, Access, Services and Environment, as well as IMTI does the same. To maintain its position in first place, Indonesia is also intensively conducting

workshops and technical guidance (bimtek) on 10 leading halal tourism destinations in the country. The ten halal destination areas include: DKI Jakarta, West Java, DI Yogyakarta, Riau Province and Riau Islands, West Sumatra, West Nusa Tenggara, South Sulawesi (Makassar), Aceh, East Java (Malang Area), and Central Java.

Communication technology has brought changes in people's travel behavior, if in ancient times traveling was a psychological need with the aim of *refreshing* to reduce boredom, fatigue due to fatigue of daily activities and for other reasons that refer more to psychological problems, but in this era traveling is no longer based on psychic needs but more to meet the needs of existence of all in the media space. Facing this wave of disruption, tourism service businesses need to be able to adapt, make changes and follow ongoing trends. Disruption can blow away anyone who is not prepared for change and innovation.

The determination of 10 halal tourist destinations in Indonesia is one of the strategic steps taken by the government through the Ministry of Tourism in accelerating Indonesia to become the orientation of world halal tourism. One of the regions in Indonesia that has a great opportunity to provide support for Indonesia's acceleration to become the center of halal tourism in the world is Central Java Province. Central Java is one of the halal tourist destinations because it is supported by a Muslim-majority community. One area in Central Java that has enormous tourism potential is Banyumas Regency.

In general, humans act rationally in considering the type of information available and considering all the risks arising from their actions before carrying out a particular behavior, as well as considering information about a tourist destination, tourists consider it to visit it. Ropiah, (2018). The lack of information about halal tourism certainly has an impact on the tourism industry in Banyumas Regency. Basically, Muslim tourists visit a halal tourist destination that has clear information so that they do not hesitate to visit the place they want. The ease of obtaining information is an important part of the impact of the tourism industry in Banyumas Regency.

Banyumas Regency is also known as a thousand *waterfall* tourism. The name is because Banyumas does have many natural attractions in the form of *waterfalls* or waterfalls. In addition to natural tourism dominated by waterfalls, in Banyumas there are also other types of tourism such as culinary tourism, historical tourism, and family

tourism which are potential areas in efforts to develop superior halal tourism. Reflecting on Indonesia's position which is ranked 1st (one) in the world halal tourism and supported by Central Java Province which is one of the leading halal tourist destinations in Indonesia, however, Banyumas Regency which incidentally has a lot of tourism potential and is in one of the leading provinces of halal tourism, the development of halal tourism has not been so stretched.

Based on the background of the problems described earlier, the formulation of the problem in this study is How is the Development of Halal Tourism in Banyumas Regency in the Diversity and Disruption Era? To facilitate research, the problem formulation is arranged in research questions as follows:

1. What is the potential of the halal tourism market from existing tourism objects?
2. How do internal regional factors affect the development of halal tourism potential in Banyumas Regency?
3. How the influence of regional external factors on the development of halal tourism potential in Banyumas Regency
4. How is the impact of the disruption era on the development of halal tourism in Banyumas Regency?
5. What are the alternative strategies for the development of halal tourism in Banyumas Regency?

B. Literature Review

Tourism

Tourism is one of the largest industries in the world and is the main mainstay in generating foreign exchange in various countries. Tourism develops because of the movement of people in search of something they don't know, explore new territories, and look for a change of atmosphere or to get a new trip (Pitana & Gayatri, 2005). Tourism is a societal phenomenon that concerns culture, organizations, groups, communities, humans and so on. Initially, tourism was more seen as an economic activity and getting economic benefits for the community and the state was the main goal for tourism development

Tourism is an activity that directly touches and involves the community so that it brings various impacts to the local community.

According to Warpani and Warpani (2007), the impact of tourism includes both positive and negative impacts on the economy, regional space and socio-culture. Another definition explains that tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, entrepreneurs, government and local government (Law Number 10 of 2009).

A tourist destination must provide various needs needed by tourists, so that the purpose of a tourist's visit can be fulfilled. Pinata and Gayatri (2005) mentioned that there are four main elements to achieve the general and specific goals of tourists, namely facilities, accommodation, transportation and attractions. Attractions (objects and attractions) are a very vital component, because attractions are the main causative factor why tourists visit a tourist destination. Attractions (objects and attractions) are anything that spurs a person and/or group of people to visit a place because that something has a certain meaning, such as the natural environment, relics or historical places or certain events (Warpani and Warpani, 2007).

Halal Tourism

Halal Tourism or *Halal Tourism* is one of the tourism systems intended for Muslim tourists whose implementation complies with sharia rules. In this case, hotels that carry sharia principles do not serve alcoholic beverages and have separate swimming pools and spa facilities for men and women Achyar, (2015).

In addition to halal tourism *(Halal Tourism)* also known as sharia tourism The definition of sharia tourism is an activity supported by various facilities and services provided by the community, entrepreneurs, government, and local governments that meet sharia provisions (Kemenpar, 2012). Sharia tourism is utilized by many people because of the characteristics of its products and services that are universal. Tourism products and services, tourist attractions, and tourist destinations in sharia tourism are the same as products, services, objects and tourism destinations in general as long as they do not conflict with sharia values and ethics. So sharia tourism is not limited only to religious tourism (Tourism, 2015).

Based on the above understanding, the concept of sharia that does not conflict with sharia values and ethics is related to the concept of halal and haram in Islam. Halal is meant to be justified, while haram is interpreted as forbidden. The concept of halal can be viewed from two perspectives, namely the religious perspective and the industrial perspective. What is meant by a religious perspective, namely as a law on what food can be consumed by Muslim consumers according to their beliefs. This brings the consequence of consumer protection. While from an industry perspective. For food producers, this halal concept can be interpreted as a business opportunity. For the food industry whose target consumers are mostly Muslims, it is necessary to guarantee that halal products will increase their value in the form of intangible value. Examples of food products whose packaging contains halal labels are more attractive to Muslim consumers (Hamzah &; Yudiana, 2015).

Differences in Conventional, Religious and Halal Tourism Appear in the table below.

Table 6.1 Differences between Conventional, Religious and Halal Tourism

No	Comparison	Conventional	Religion	Halal
1	Object	Nature, culture, heritage, culinary	Places of worship, historical relics	Everything
2	Purpose	Entertaining	Improves spirituality	Increase the spirit of religiosity by entertaining
3	Target	Touching satisfaction and pleasure with a dimension of lust, solely for entertainment	A spiritual aspect that can calm the soul. Merely seeking inner peace	Fulfill desires and pleasures and foster religious awareness
4	Guide	Understand and master information so that it can attract tourists to tourist attractions.	Mastering the history of figures and locations that become tourist attractions	Make tourists interested in objects while awakening the spirit of religiosity of tourists. Able to explain the

				function and role of sharia in shaping happiness and inner satisfaction in human life
5	Worship Facilities	Just a complement	Just a complement	Being an integrated part of tourism objects, worship rituals become part of the entertainment package
6	Culinary	Common	Common	Halal specifics
7	Relationship with the community in the tourist attraction environment	Complementary and solely the pursuit of profit	Complementary solely the pursuit of profit	Integrated, interaction based on sharia principles
8	Itineraries	Ignoring time	Care about travel time	Pay attention to time

Source: Ngatawi Al Zaztrow in Hamzah and Yudiana, 2015

The table above shows that halal tourism is a tour that can be said to be complete, because it includes conventional tourism and religious tourism. Halal tourism emphasizes more on halal products and in accordance with Islamic law so that natural tourism is a complex tour compared to other tours

Strategy and Optimization of Halal Tourism

There are definitions of strategy put forward by experts in their respective books. According to Nawawi 21 (2000: 147) Strategic in the management of an organization can be interpreted as the main tips, ways, and tactics that are systematically designed in carrying out management functions, which are directed at the strategic goals of the organization. Tjiptowardoyo (1995: 3-4) defines strategy as an effort to achieve superiority in competition in accordance with the desire to survive all the time, not by deceptive movements, but by taking broad and thorough long-term insights. Strategy is the art of using the skills and resources of an organization to achieve its goals through its effective

relationship with the environment under the most favorable conditions. J Salusu (2003:101).

Optimization according to WJS Poerwadarminta (Istilamah Laili, 2000: 8) comes from the word optimum which means the best, most profitable. In this case, optimization makes something better, while optimum is a very profitable level within certain limits and optimization is the refinement of a system so that it performs best on the basis of certain criteria. Thus, optimization can be interpreted as efforts, processes, ways, and actions to use the resources owned in order to achieve the best, most profitable and most desirable conditions within certain limits and certain criteria.

C. Research Method

Research Approach

This research uses a qualitative research approach, which is a research approach that produces descriptive data. Researchers create complex drawings, examine words, detail reports of respondents' views and perform analysis on natural situations. The approach to be used is qualitative data to answer the research questions posed.

Research Location

The research was conducted in Banyumas Regency, Central Java Province. The research location is specifically a place / tourist object in the Banyumas Regency Area, both managed by the private sector and local government.

Research Subjects

The subjects of this study are informants who are actors or managers of various tourist attractions in Banyumas Regency. Informants, in addition to consisting of tourism object managers in Banyumas, also consist of officials within the agencies involved such as the Tourism Office and officials within the Ministry of Religious Affairs of Banyumas Regency. The determination of informants or data mining sources is carried out purposively, *namely the sample is determined by certain criteria or guidelines, namely the owner or manager who has carried out his duties for at least 2 years and further collection is carried out with* snowball guidelines.

Data Collection Techniques

Data collection techniques in this study are:

a. *Secondary Data Review* (SDR) – Secondary Data Review, which is a way to collect existing sources of information, so it no longer needs to be collected. This data is in the form of tourist attractions under study in the form of what facilities, the number of visitors and how to access them and other information.

b. *Direct Observation*. It is a direct observation of the object under study, process, event, public relations and recording it. This technique is used to *cross check* the information of sources or informants who are the subject of research. This includes directly observing the resources of tourist attractions at the research site.

c. *Semi-Structured Interviewing (SSI)*. It is a semi-structured interview, which is a guided interview with a systematic list of questions, but the interview is still possible to develop during the interview process.

d. *Focus Group Discussion (FGD),* which is a discussion between several people to discuss specific matters in depth. The goal is to get an overview of a particular problem in more detail. FGD is also carried out mainly to stimulate alternative strategies that are suitable in developing halal tourism in Banyumas.

Data Analysis Techniques

After data collection, data is sorted and grouped, then resource identification, internal factor identification, external factor identification are carried out. To formulate the formulation of halal tourism development strategies, an analysis was carried out using SWOT (*strenght-Weakness-Opportunity-Threat)* analysis. Prior to the SWOT analysis, this study also conducted External Factor Evaluation (EFE*), External* Factor Evaluation (IFE*) and* Internal-External Matrix (IE Matrix) *analysis to determine the position of competitiveness.* Analysis of qualitative analysis of strategy formulation also uses *System Thinking dynamics so that a* causal loop diagram (CLD) model is formed along with all its archetypes, *so that there is a logical relationship of each activity identified.*

Research Validity and Reliability

Internal validity tests (credibility tests) are conducted through increased diligence, use of references, peer discussion (*membercheck)* and triangulation. Increased persistence is

done by more careful observation in the field and double-checking that the data presented is correct and logical or not. In addition to increasing persistence, validity tests also use reference materials in the form of sound recordings, videos and photos. In addition, *a membercheck* is also carried out through repeated questions to the informer whether the data submitted is correct in accordance with the facts and conditions. Triangulation in this study was carried out through checking data by checking sources. Research reliability is carried out through audits of the entire research process.

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