

THE OPPORTINITIES AND CHALLENGES OF THE DEVELOPMENT OF SHARIA TOURISM IN INDONESIA

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Abstract

Sharia Tourism is not limited to religious tourism, such as the Pilgrimage, the umrah, and guardians tour, Sharia Tourism may take the form of ecotourism, nautical tourism, religious tourism, cultural tourism and others. The main focus of Sharia Tourism is alternative destination and some facilities that responsive to the needs of moslem tourists. This study will describe: (a) the potential of Indonesia as a tourist destination of world; (b) the criteria of tourist facilities that are responsive to the needs of moslem travelers; and (c) the challenge of the development of sharia tourism in Indonesia. The study will be conducted using qualitative research in which data is collected through library research and session of interviews with the relevant authorities, documentation, and observation.

The results of this study were: (a) Indonesia has capital of human resources with a large moslem population. Indonesia has the World Heritage Cultural Sites and a number of nature and culture that can become sharia tourism destination; (b) the criteria of sharia tourism in line with the aim of sharia application namely the protection for human being, such as faith, life, sense, bloodline and possessions; (c) The challenges of sharia tourism in Indonesia are the preparation of resources and facilities in the form of the provision of hotel, restaurant, spa, travel agents, tour destination and tour accommodation

Password: Tourism, Sharia, Destination, Facilities

Introduction

become one of the superior product be fixed and

The ministry of tourism and creative optimized, the potency of Indonesia tourism is economy describe that the tourism sector be 5 large, such as natural beauty; cultural diversity, large contributors to largest foreign exchange and the site of historic.

for the country. The central of statistics stated, Thomson reuters released the tourists in 2011 noted tourism sector supply capable of expenditure for visit to the other countries along foreign exchange accounted for about usd 9 2012 reaching 12.5 percent of world tourism billion or equivalent Rp 108,4 trillion. From the expenditure (Hamzah: 2013). A great side of employment in 2011, as many as 8,53 opportunity in this sector push The ministry of million people move in the field of tourism. A tourism and creative economy to transform sizeable profit it makes the tourism sector sharia tourism. Specifically, this study will be

describe: (a) the potential of Indonesia tourism as a destination in the world; (b) facilities to greatness to human beings, namely: First, verses cover the needs of moslem tourists; and (c) the *qauliyah* that was found in the Koran and al-challenge of the development of tourism sharia. hadith. This is a way of human life. Second,

kauniyah verses, that is the proof of god majesty to know the greatness of god. The

Theoretical Review

a. The basic concept of sharia tourism koran praise travelers (al-Saihun) who traveled

Islamic tourism is a new dimension of in order to get the lesson and teaching (Q.S At-tourism that is not limited to purely religious Taubah [9] : 11-12). The koran explain an order tourism, but extends to all forms of tourism traveled (q.s al-hajj 22: 46). Based on these (Mustafa: 2010). In general, sharia tourism and verses, Islam ordered a human being to conventional tourism no different, only the understand the power of god by traveling.

needs of tour packages, accommodation, the In line with the aim of sharia, namely food and drink that fulfilled the provisions maintain the well-being of men which includes Islamic values. Shakiry define Sharia tourism protection against faith, life, sense, bloodline as: Islamic tourism is all kind of tourist, and chattels. The principles in sharia tourism instilled with the value of Islamic ethic must be conducted based on the purpose of (Shakiry in Sofyan: 2012). Sharia tourism not raising religion spirits with an entertaining limited to religious tourism only, but extends manner. According to the ministry of tourism into all forms of tourism (Mustafa: 2010) . and creative economy and the council national

Traveling get legitimacy of Islam. As sharia, sharia tourism have general criteria as the belief system, Islam gives directions to follows (Nirwandar, 2011): (1) the congregation mankind to take stock a sign of greatness of the orientation; (2) enlightenment, refreshment, and lord that stretches across the sky and earth. The calmness orientation; (3) avoid of polytheism purpose of *safar* in the kuran to contemplate the and *khurafat*; (4) Avoid *maksiat*, like miracle of creation. Allah Say, [O Muhammad], fornication, pornography, liquor, and drugs; (5) "Travel through the land and observe how He keeping behavior ethics and sublime began creation. Then Allah will produce the humanitarian value as avoiding behavior; (6) final creation. Indeed Allah , over all things, is keeping the mandate, security and convenience; competent." (Qs al-Ankabut: 20). (7) universal and inclusive; (8) preserve the

environment; and (9) sociocultural respecting documentation, and observation. The main values and the local wisdom.

informants is sharia tourism entrepreneurs, namely the tourism agency, MUI, sharia hotel owner, moslema Spa owner.

b. The needs of muslim tourists

The needs of moslem tourists can divided into three tiers of (Shani: 2007),

namely: `

The Potential of Sharia Tourism in Indonesia

Need to have (something that there Sharia tourism be new trend of tourism should be and must not compromise), of the is currently being developed by several availability of *halal* food guaranteed, both countries in the world, not only the countries material and the kitchen used guaranteed by the with the majority moslem population, but also a authority of local cleric and the availability of country with the inhabitants of the majority non Qiblat directions facilities and a sacred prayer moslems, such as Japan, Thailand, and and worthy.

Singapore who has prepared a moslem service

Good to have, the needs of the second is friendly destination to aim at the moslem also important for moslem travelers, of the consumer. Moslem has a way of life that is tied availability of a small room that uses water flow with the rules of sharia, similarly when they for *taharah*.

travel tourism. Sharia tourism is not limited to

Nice to have (nice if it is available), the religious tourism, as hajj, umrah, and a needs of the three related to the absence of pilgrimage guardian. Sharia tourism may activities in category not kosher, such as include ecotourism, maritime tourism, religious gamble, basking in the beach with the tourism , cultural tourism and others.

nakedness of open and the activity of non halal The object and tourist attraction are other in the package tourism. In addition, there divided into three groups: (1) nature touris; (2) are also activities of tourism does not violate tourism based on history and culture; and (3) sharia

tourism that is oriented to special. These three

types of tourist attraction can be developed

Research Methode

sharia tourism with the program and facilities

Research method the research is providing for moslem (Manuel baud bouvy and descriptive qualitative research. Data collection fred lawson on tourism & amp; recreation with in-depth interview techniques, handbook of planning and design: 1998).

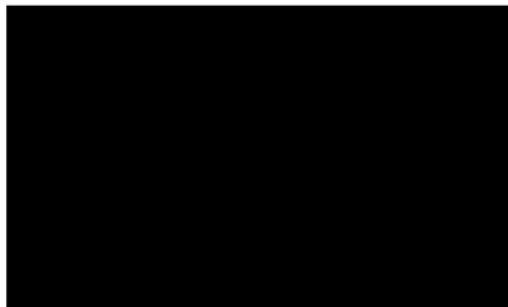
Indonesia is a country which is really number of large population with diverse culture potential to be developed as a sharia destination. into capital also for the development of It can be known from three things, the first is: Indonesia as sharia destination of the world . the moslem population is in second place after Third, the potential of natural resources kristen-katholik. In 2013 1,62 at more than a of Indonesia. Indonesia has the potential for billion people or 22,43 % percent human community-based tourism. Extending from the population on earth (www.30 days.net). It province of beautiful natural Nanggroe Aceh would be referred to moslem people spending Darussalam until the province of Papua with all reached us \$ 137 billion in the state of the object tourism and the availability of facilities economy report on Islamic global (Hamzah, and supporting tourism (Indonesia.go.id). 2013). There is a huge opportunities for the Indonesia is the largest archipelago with long development of tourism in Indonesia to become 5.120 km from west to east and 1,760 km from one of the alternative destination. north to south. More than 17.100 island

The second, the potential of human stretches along the mainland, Indonesia has the resources and culture of Indonesia. The number potential of natural and beautiful island with of Indonesian moslem reach 207.176.162 tropical forests having 17.100. people or the equivalent of 87,18 percent of In east java for example, there are Indonesia population (BPS, 2000). Indonesian variety of object natural attraction, as: Bromo moslem spread more than 300 ethnic and tribal mountain, Semeru mountain, kelud mountain, a and 742 language and dialects. Each area bathhouse for Cangar, Jatim Park, Flora Park, having the character of culture and local unique. Safari Park, plantation, white sand Situbondo, Indonesia has 8 world cultural heritage sites that ngliyep coast as well as a row of other tourist can be developed into a place of exhibition and place that may be developed become the object international festival. All natural wealth and the of sharia tourism by preparing services which cultural object can become a sharia destination meet the conditions and characteristics of the (Sofyan, 2012). In east java for example, there sharia tourism. Some object of tourism in are variety of tourism , the tomb of the trustee, Indonesia who makes tourists amazement the relics of the history of Singosari and among those, such as Dewata Bali island, Raja Mojopahit, the site of ancient, the long mosque Ampat Papua, Wakatobi, the island of Komodo, building a unique, Prambanan temple, the site toba lake, Borobudur temple, the island Sipora of culture, Reog Ponorogo and other The in Mentawai, and a national park hill thirty in

Riau. In addition to the tourist attraction, there is also natural attraction which are in conservation area can distinguished in the form of a national park, tourist destination, the garden of the sea and the forest. Emerald land the equator are blessed to have this natural beauty, sparked astonishment domestic and international tourists .

The tourism facilities that are responsive to the needs of moslem

The basic needs of muslim tourists can be described in the following chart :



The basic needs of muslim tourists
(Cresecentrating)

Based on the data above, the development of sharia tourism can be programmed the doing standardization against sharia tourist services, such as hotel, restaurant, Spa, and travel agent.

a. Sharia hotel. Researchers as well as industry

practitioners describe the general agreement on a set of some basic characteristics and attributes of sharia- compliant hotel. statement, they give a set of requirements that the hotel must meet to be a sharia compliant .The attributes included among others: (henderson jc , 2010; stephenson et al , 2010; suhaiza et al , 2011). Samori

describe the Sharia hotel requirements : (1) Halal foods and no alcohol to be served on the premises or hotels; (2) Having the Holy Book Quran, prayer mat and arrow that indicating the direction of qiblat; (3) Beds and toilets positioned not to face the qiblat ; (4) Prayer room available on the premises and hotels; (5) No inappropriate entertainment; (6) Predominantly Muslim staffs with a proper Islamic code of dressing; (7) Separate salon, recreational facilities and swimming pool for men and women; (8) Separate room/ floor for unmarried couple between male and female; (9) Tourists dressing code; (10) No gambling and alcohol drinks in the hotel lobby or restaurant; (11) No prohibited foods and beverages in the hotel fridge; and (12) Islamic funding (Samori, 2013).

b. Sharia Spa has not standard operational procedure. Based on observations in the Aliya Spa, Alfafa Spa, and Naura Spa

known to every salon having a pattern of 2013, with the growth of average 8.5 %. To different services. Islamic ethics applied in 2014 from January to August has reached some respects, the following: salon just give 6.155.553 foreign tourists with the growth of services to women, men shall not go into the 9.1 %. Indonesia has more diverse destination salon only in the living room, having herbs and more than Malaysia and Singapore in an cosmetic, dressing muslim employees, appeal. But, the number of tourists visiting praying each will give therapy, did not Indonesia is far lower. These facts can be traced provide services totok the vagina, curly hair some of the lack of Indonesia compared to the did not provide services, coloring hair with two countries in developing tourism sector, (1) Hena herbal. (Result of Moslema Spa Branding and the promotion of Indonesia observation). tourism; (2) Infrastructure destination that has

c. The availability of restaurants in the area not developed in a maximum of; (3) Facilities destination. Halal assurance restaurant services that meet the needs of muslims, such should involve LPPM MUI is entitled to do as hotels, sharia Spa, sharia restaurant is still as an institution that kosher food limited; (4) Human resources directly involved certification. as tourist travel agents and tour planner who have to understand the time of worship, the place of the implementation of prayers, and the provisions of sharia so understand the needs of muslims.

The Challenge of the Development of Sharia Tourism in Indonesia

As the state largest islands in the world, Indonesia only visited 8.8 million foreign tourists every year, far smaller than Malaysia reached 25,7 million and Thailand with 26.6 million. Indonesia has 17,504 island, with 13,466 island have had names and listed in the United Nations, and 11,799 or 87,64 percent of them uninhabited. (Antara.News.com). During the last three years, the number of foreign tourists will always increase. Originally from 7 million foreign tourists in 2010 to 8.8 million in

Efforts to attract tourists could the world be taken by those efforts, synergetic as follows:

1. The branding and packed sharia destinations in Indonesia. One of the efforts to use the virtual internet technology to improve promotion. The beauty of nature, cultural diversity, and the country 's historic be packed into his promotion boards english-speaking foreign tourists will easy to determine who will attract tourist destination. Tourism promotion to offset by an increase in the quality of services

on a tourist destination, as tourist area clean, a toilet that is clean the worship of the tourism destination are adequate, there are adequate, Departemen Agama RI. 2009. Al-Qur'an dan guaranteed security, a reliable guide and use of the Indonesian language and british have Hamzah, Amran. 2012. Exploring the Issues signposts/place.

Conclusions and Recommendations

1. Indonesia has capital of human resources with a large moslem population. Indonesia Mustafa, Mairna Hussein. 2010. Tourism and has the World Heritage Cultural Sites and a number of nature and culture that can become sharia tourism destination.
2. The criteria of sharia tourism in line with the aim of sharia application namely the protection for human being, such as faith, life, sense, bloodline and possessions.
3. The challenges of sharia tourism in Indonesia Nirwandar, Sapta. 2011. Presentasi: Trend dan are the preparation of resources and facilities in the form of the provision of hotel, restaurant, spa, travel agents, tour Sofyan. Riyanto. 2012. Prospek Bisnis destination and tour accommodation.

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