

Religious-Friendly Tourism: Solutions For Increasing And Developing Indonesian Tourism

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ABSTRACT

This research aims to determine (1) the potential of religious friendly tourism to increase and develop Indonesian tourism; and (2) strategies to increase and develop Indonesian tourism through religious friendly tourism. The data analysis technique used in this research is SWOT analysis. The results of this research show (1) religious friendly tourism has the potential to increase and develop Indonesian tourism with the diversity of national tourism resources, the public's attention and positive attitude towards the development of halal tourism, as well as Indonesia's position as a destination country for halal tourism investment as a country with a Muslim majority. and (2) Indonesian tourism development strategy based on SWOT analysis consisting of SO strategy through marketing religious-friendly tourism to increase and develop Indonesian tourism, WO strategy through offering religious-friendly tourism concepts for tourists, ST strategy through collaboration with stakeholders to support religious-friendly tourism, and WT strategies through education on the concept of religious-friendly tourism.

Keywords: *Religious-Friendly, tourism, increase, develop*

ABSTRAK

Penelitian ini bertujuan untuk mengetahui (1) potensi *religious friendly tourism* untuk meningkatkan dan mengembangkan pariwisata Indonesia; dan (2) strategi meningkatkan dan mengembangkan pariwisata Indonesia melalui *religious friendly tourism*. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis SWOT. Hasil penelitian ini menunjukkan (1) *religious friendly tourism* berpotensi meningkatkan dan mengembangkan pariwisata Indonesia dengan keragaman sumber daya pariwisata nasional, atensi dan sikap positif masyarakat terhadap pengembangan *halal tourism*, serta posisi Indonesia sebagai negara tujuan investasi *halal tourism* sebagai negara dengan mayoritas muslim. dan (2) strategi pengembangan pariwisata Indonesia berdasarkan analisis SWOT terdiri dari strategi SO melalui pemasaran *religious-friendly tourism* untuk meningkatkan dan mengembangkan pariwisata Indonesia, strategi WO melalui penawaran konsep *religious-friendly tourism* bagi wisatawan, strategi ST melalui kolaborasi dengan *stakeholders* mendukung *religious-friendly tourism*, dan strategi WT melalui edukasi konsep *religious-friendly tourism*.

Kata kunci: *Religious-Friendly, pariwisata, meningkatkan, mengembangkan*

INTRODUCTION

The tourism sector plays an important role in the world economy as it is a contributor to job growth and economic growth in any country. Tourism can also be seen as one of the most significant sources of Gross Domestic Product (GDP) (Ramadhani, 2021). According to the Global State of The Islamic Economy Report

2022, Muslim spend on travel was valued at \$121 billion in 2021 is forecast to grow to US\$189 billion by 2025. The increase in Muslim tourists is both an opportunity and a challenge to improve the tourism sector. There are many halal industries including halal food, fashion, pharmaceuticals, cosmetics, tourism, and others (Warto and Arif, 2020).

Halal tourism has a growing number of enthusiasts. To explore and expand the power of halal tourism, countries (both Muslim and non-Muslim countries) are starting to provide and develop tourism products, facilities and infrastructure to meet the demand of Muslim tourists. Halal tourism itself is a tourism concept that is friendly to all tourists (especially Muslim tourists) in the sense of providing facilities for worship and halal food in accordance with Islamic law. Halal tourism is not religious tourism. Halal tourism is intended for the general public, but is equipped with services for Muslim tourists (Karjaya, 2020, Boğan and Sarıışık, 2019).

As a country with a majority Muslim population, Indonesia needs to implement the concept of Muslim-friendly tourism to support existing services in the tourism sector. Religious-Friendly Tourism is one of the potential objects of tourist attention that can contribute to local economic growth, considering the fact that religion is a fundamental character of Indonesia (Satria and Ali, 2018). Religious moderation as values and practices that Indonesian society can implement. A moderate, fair and balanced mental attitude is the key to managing the diversity that exists in this country. In the task of building the nation, every Indonesian citizen has the same rights and obligations to develop a peaceful life of togetherness (Syarif and Adnan, 2019).

Religious-Friendly Tourism is a set of tourism ecosystems that are interrelated and synergized in harmony which aims to provide facilities or facilities and services that support tourists so that tourists can feel comfort and security as well as a travel experience that is in harmony with religious values to meet their needs during their visit. tourist attractions (Aziz, 2018).

Halal tourism is a relatively new concept in current tourism studies. Many tourists feel strange about the presence of the halal tourism concept which emphasizes Islamic values. However, if we examine it more deeply, halal tourism is not a scary monster for tourists because halal tourism can be said to only complement existing conventional tourism. The position of halal tourism is an alternative for Islamic tourists who want to get not only tourism needs, but also spiritual needs. Halal tourism does not only belong to Islamic tourists, non-Muslim tourists are also allowed to enjoy halal tourism (Santoso, 2022).

Furthermore, so that the quality of tourism and the concept of Muslim-friendly tourism can be implemented well and have sustainable competitiveness, several important aspects must be achieved, including that Indonesia must become a Muslim-friendly tourism investment destination. The wealth and diversity of national tourism resources must be managed professionally, and the attention and positive

attitude of all communities and stakeholders towards the development of Muslim-friendly tourism (Sholehuddin, 2021).

This research aims to determine (1) the potential of religious friendly tourism to increase and develop Indonesian tourism; and (2) strategies to increase and develop Indonesian tourism through religious friendly tourism.

METHODS

This research is descriptive qualitative research, in accordance with the research objective to describe the potential and strategies of religious friendly tourism to improve and develop Indonesian tourism. Descriptive qualitative research is a research procedure that produces descriptive data in the form of words. Qualitative research methods are research methods used to examine the conditions of natural objects, where the researcher is the key instrument, the results of qualitative research emphasize meaning rather than generalizations (Abdussamad, 2021).

The data sources used in the research come from literature such as books, websites and previous literature studies related to religious friendly tourism in Indonesia. The data collection technique used in this research is reading sources that are relevant to the research. The data analysis technique used in this research is SWOT analysis related to religious friendly tourism strategies to improve and develop Indonesian tourism.

RESULTS AND DISCUSSION

The Potential of Religious-Friendly Tourism to Increase and Develop Indonesian Tourism

Nowadays, the religious-friendly tourism market in Indonesia has entered the global market phase. For this reason, the development of halal tourism and Muslim-friendly tourism services must be carried out to encourage Indonesia to lead the development of world Muslim-friendly tourism. Based on 2019 Global Islamic Economy data, Indonesia and Malaysia are ranked first as countries with the world's best potential for religious-friendly tourism. Indonesia is said to have 2 advantages in the field of halal tourism, namely communication such as publications and promotions, and secondly services. These two points can become capital for Indonesia to continue optimizing the potential of halal tourism in Indonesia.

In increasing and developing religious-friendly tourism in Indonesia, there are three potentials and strengths for Indonesia that can be improved and developed; (1) potential originating from the richness and diversity of national tourism resources; (2) the community's attention and positive attitude towards the development of halal tourism; and (3) Indonesia's position as a halal tourism investment destination country, considering that Indonesia is a Muslim-majority country. The demand for

halal tourism in Indonesia and even the world is very large. The government must exploit this potential to attract public interest in halal tourism. To explore the huge potential of halal tourism, we must start providing products, facilities and infrastructure to meet the needs of Muslim tourists with Muslim-friendly services.

Most tourists who come to enjoy halal tourism in Indonesia are still limited to neighboring countries such as Malaysia and local residents. The Ministry of Tourism and Creative Economy is trying to collaborate with Middle Eastern countries such as Saudi Arabia to expand the halal tourism market considering the high interest of Indonesian people in performing the Hajj or Umrah. This plan is still hampered by the difficulty of changing the profile of tourists from the Middle East. Middle Eastern tourists prefer to travel to countries that are different from their surroundings. Another problem is related to the need to improve safety and inbound economy to be able to carry out special interest tourism such as halal tourism.

Tourism does not only focus on the number of tourists, but also on the length of stay and greater spending. The government needs to change the attractiveness of tourism products to be experience-oriented. Destination management must be more creative and serious so that halal tourism and Muslim-friendly tourism can be of higher quality. According to Alexander Reyaan, Director of Special Interest Tourism at the Ministry of Tourism and Creative Economy, additional services provided include need to haves, such as halal food and facilities for prayer, and good to haves, such as Muslim-friendly toilets.

As a country with the largest Muslim population in the world, Indonesia must have Muslim-friendly tourism concepts and services that have bright potential and prospects in the future. The tourism industry is one of the largest service sectors that provides national income in the form of foreign exchange earnings, employment opportunities and national development. With the largest Muslim population in the world, Indonesia is the largest sharia tourism industry market in the world and tourism businesses in Indonesia should be aware of this. Moreover, Indonesia is an archipelagic country with rich flora and fauna and culture that has great potential to be developed into a foreign tourist destination. The development of sustainable sharia tourism which includes aspects of conservation, education and community empowerment can provide a significant economic contribution for all actors involved.

The increasing number of Muslims accompanied by increasing religious awareness has resulted in increased demand for tourism that is in line with Islamic teachings. Therefore, it is necessary to formulate guidelines for organizing sharia tourism that are in accordance with Islamic guidance. Several initiatives have been carried out in Indonesia, but they are not enough to guide the standard and measurable understanding and implementation of Islamic tourism. Efforts to explain Islamic tourism remain fragmented. Therefore, a broader and more complete understanding is needed to explain this phenomenon, at a practical level based on Islamic teachings.

As has been done in several Islamic countries, standards have been established that provide guidance to all stakeholders in social interaction through Islamic tourism which has dual value, worldly and hereafter. Through this standard, it is hoped that the Indonesian tourism industry can realize a market niche for this sector to meet the satisfaction of Muslim tourists who want religious values in the tour packages offered.

Table 1.1 Comparison of Conventional Tourism and Religious-Friendly Tourism

Wisata Konvensional	Wisata Halal (Religious-Friendly)
Nature, Culture, History, Culinary	Infinite
A place to spend holiday time	Growing religious awareness
Public facilities	Public and Muslim-friendly facilities

The table above shows that halal tourism in Indonesia has good economic prospects in the future as part of the national tourism industry because of its unlimited scope. The tourism industry aims not only to provide material and psychological aspects for tourists themselves, but also to contribute to increasing government income, especially regional governments. Halal tourism is not exclusive but inclusive for all tourists (Muslim and non-Muslim). If conventional tourism offers facilities for the public, halal tourism offers Muslim-friendly facilities but can also be enjoyed by the public.

Strategy to Increase and Develop Indonesian Tourism Through Religious-Friendly Tourism

The essence of Religious-Friendly tourism prioritizes sharia principles in tourism management as well as polite and friendly service to all tourists and the surrounding environment. Therefore, to realize Indonesia as the world's halal tourism mecca, the development strategy is directed at fulfilling the tourism competitiveness index as the main indicator, including improving infrastructure, promotion, preparing human resources, and increasing the capacity of tourism business actors.

Table 2.2 SWOT Analysis Related to Strategy for Increasing and Developing Indonesian Tourism Through Religious-Friendly Tourism

OT SW	<p>Strengths (kekuatan)</p> <ol style="list-style-type: none"> 1. Muslim majority country 2. richness and diversity of tourism resources 3. Presenting tourist destinations for 	<p>Weakness (kelemahan)</p> <ol style="list-style-type: none"> 1. Facilities, facilities and infrastructure do not support Muslim-friendly tourism. 2. Lack of accommodation and accessibility around tourism.
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	<p>tourists by prioritizing the concept of Muslim-friendly tourism</p> <p>4. Most Muslim-friendly tourist destinations are managed by local communities</p>	<p>3. Tourist activities do not give the impression of a Muslim-friendly tourism concept</p>
<p>Opportunity (peluang)</p> <ol style="list-style-type: none"> 1. the largest sharia tourism industry market in the world 2. Tourism with a Muslim-friendly concept can help the local economy 3. Rapid development of information technology 4. There is involvement of local governments in bringing in tourists 5. Public attention and positive attitude towards the development of halal tourism 	<p>Strategi SO</p> <p>Marketing religious-friendly tourism to increase and develop Indonesian tourism</p>	<p>Strategi WO</p> <p>Offers a religious-friendly tourism concept for tourists</p>
<p>Threat (tantangan)</p> <ol style="list-style-type: none"> 1. It has not received full support from the local Tourism Department to make it religious-friendly tourism 2. Miscommunication of tourists with the term religious-friendly tourism 	<p>Strategi ST</p> <p>Collaboration with stakeholders supports religious-friendly tourism</p>	<p>Strategi WT</p> <p>Education on the concept of religious-friendly tourism</p>

3. There is a lack of knowledge from the management to make tourism activities religious-friendly tourism		
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Based on the SWOT analysis above, it is known that several strategies can be implemented in Indonesian tourism development strategy through the religious-friendly tourism as follows:

SO Strategy: Religious-Friendly Tourism Marketing to Improve and Develop Indonesian Tourism

Tourism managers need to take advantage of very rapid technological developments to create websites and social media accounts about Religious-Friendly tourism in Indonesia. In this era of digitalization, it is important to be able to adapt in order to maintain the existence of tourist attractions. Then collaborate with social media accounts that promote tourism as a means of promoting Religious-Friendly tourism.

WO Strategy: Offering a Religious-Friendly Tourism Concept for Tourists

Tourism managers need to prepare the need for tourism services with a Muslim-friendly concept in several categories based on urgency, including providing halal food and drink services as well as the availability of worship facilities (an important category), providing clean and comfortable sanitation facilities, toilets or bathrooms and providing sahur services, and fasting during the month of Ramadan (quite essential category), as well as not providing activities that are not in accordance with sharia principles and providing recreation and tourism activities that are comfortable and safe for Muslims (complementary category).

ST Strategy: Collaboration with Stakeholders to Support Religious-Friendly Tourism

Apart from providing the needs of Muslim-friendly tourists, tourism managers need to collaborate with other stakeholders such as the tourism office and private parties who support the concept of religious-friendly tourism to provide several main service components, including (1) Halal hotel services, namely the provision of hotel services in accordance with the principles Islam, by not providing alcoholic beverages, not providing gambling places, providing halal food, containing Al-Quran, prayer mats, and arrows indicating the direction of the Qibla in every room; (2) Halal transportation services, namely providing travel transportation services according to Sharia principles, such as maintaining the cleanliness of transportation equipment during the trip, not offering or providing alcoholic drinks during the trip, and not providing non-halal food during the trip; (3) Halal food and drink services, namely providing food and drinks in accordance with Sharia principles; (4) Tourist travel services must comply with sharia principles. For example, when traveling on tour, Muslim tourists can carry out worship and sharia principles, including the use of hotels, transportation, consumption of food and drinks that meet halal requirements;

(5) Sharia financial services are financial transaction services based on Islamic principles that support Muslim tourists in their travels.

WT Strategy: Education on the Concept of Religious-Friendly Tourism

There is a need for education such as training for tourism managers in Indonesia so that managers can develop a Religious-Friendly tourism concept that will attract tourists. The next step, the manager can collaborate with private parties such as tour and travel to realize the Religious-Friendly tourism concept that has been prepared.

CONCLUSION

Based on the explanation above, the conclusion of this research shows that religious friendly tourism has the potential to increase and develop Indonesian tourism through the diversity of national tourism resources, the public's attention and positive attitude towards the development of halal tourism, as well as Indonesia's position as a halal tourism investment destination country as a country with a Muslim majority. The government needs to change the attractiveness of tourism products to be experience-oriented. Destination management must be more creative and serious so that halal tourism and Muslim-friendly tourism can be of higher quality.

The Indonesian tourism development strategy based on SWOT analysis consists of the SO strategy through marketing religious-friendly tourism to improve and develop Indonesian tourism, the WO strategy through offering religious-friendly tourism concepts for tourists, the ST strategy through collaboration with stakeholders to support religious-friendly tourism, and the strategy WT through education on the concept of religious-friendly tourism.

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