

## EXPLORING PROBLEMS AND STRATEGIES TO IMPROVE HALAL TOURISM IN LOMBOK, NUSA TENGGARA BARAT

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### Abstract

Lombok Island in Indonesia has recently been awarded as the World's Best Halal Honeymoon Destination and the World's Best Halal Tourism Destination, resulting in a significant increase in international tourist arrivals, especially among Muslim travellers. However, the development of halal tourism in Lombok still faces various obstacles that limit its potential market share. This study aims to identify the priority factors hindering the optimisation of halal tourism and to formulate appropriate policy strategies using the Analytic Network Process (ANP) method. The results indicate that the main internal barriers are difficulties in accessing tourism sites, lack of supporting infrastructures, shortage of capable human resources, and insufficient promotion, while the main external barriers include the low number of foreign Muslim tourist visits, limited understanding of halal tourism practices, absence of direct flights, and increasing consumer demand for more services. Based on these findings, several strategic priorities have been proposed, namely enhancing halal tourism products and services, promoting halal tourism more intensively, and establishing supportive government policies to ensure sustainable development of Lombok's halal tourism sector.

**Keywords** : *Halal Tourism, Lombok, ANP*

### Abstrak

Pulau Lombok di Indonesia baru-baru ini dianugerahi predikat sebagai Destinasi Bulan Madu Halal Terbaik Dunia dan Destinasi Wisata Halal Terbaik Dunia, sehingga menyebabkan peningkatan signifikan jumlah kunjungan wisatawan mancanegara, khususnya wisatawan Muslim. Namun, pengembangan pariwisata halal di Lombok masih menghadapi berbagai hambatan yang membatasi potensi pangsa pasarnya. Penelitian ini bertujuan untuk mengidentifikasi faktor-faktor prioritas yang menghambat optimalisasi pariwisata halal dan merumuskan strategi kebijakan yang sesuai dengan menggunakan metode Analytic Network Process (ANP).

Hasil penelitian menunjukkan bahwa hambatan internal utama meliputi kesulitan akses ke lokasi wisata, kurangnya infrastruktur pendukung, keterbatasan sumber daya manusia yang kompeten, dan minimnya promosi. Hambatan eksternal utama meliputi rendahnya jumlah kunjungan wisatawan Muslim mancanegara, terbatasnya pemahaman praktik pariwisata halal, ketiadaan penerbangan langsung, serta meningkatnya permintaan konsumen terhadap layanan yang lebih beragam. Berdasarkan temuan ini, beberapa prioritas strategis diusulkan, yaitu peningkatan produk dan layanan pariwisata halal, promosi yang lebih intensif, serta pembentukan

kebijakan pemerintah yang mendukung untuk memastikan pengembangan pariwisata halal Lombok secara berkelanjutan.

**Kata kunci : pariwisata halal, Lombok, ANP**

## **Introduction**

The potential of the Muslim world market is very tempting for tourism business as the average of Muslims in Asia, America and Europe are middle class economy. They are a market that is fit to be targeted by business actors because their purchasing power continues to rise. Islamic tourism in Indonesia has a pretty good prospect in its development. The potential of sharia tourism market is increasingly prospective. Ethics and justice, as emphasized in Islamic economics, are also essential foundations in ensuring that tourism activities are not only profitable but also uphold fairness and community welfare (Syamsuri et al., 2021)

According to research from CrescentRating, the expenditure of Muslim tourists around the world is very high, reached 126 billion US dollars, equivalent to Rp. 1,222.1 Trillion in 2011. The figure is two times greater than the total money spent by Chinese tourists who reached 65 billion US dollars or equivalent to Rp. 630 Trillion. Based on Thomson Reuters data taken from 55 countries in the Global Islamic Economy Report 2014 - 2015, the total world Muslim spending in 2013 in the halal food and beverage sector reached US \$ 1.292 billion or 10.8 percent of the world's food and drink consumption will reach US \$ 2,537 billion or 21.2 percent of global food and beverage expenditure by 2019. In the travel sector, in 2013 Muslims around the world spent US \$ 140 billion for travel or about 7.7 percent of global spending. It is estimated that the number will increase to US \$ 238 billion or 11.6 percent of global travel sector expenditure in 2019 excluding Hajj and Umrah (Reuters & DinarStandard, 2014).

Reported from the website of the Ministry of Tourism, it stated that there are 13 provinces that are ready as a sharia tourist destination. Head of Corporate Sub Directorate of MICE and Special Interest of Ministry of Tourism and Creative Economy Taufik Nurhidayat describes there are 13 provinces that are ready to develop sharia tourism, such as Aceh, West Sumatera, Riau, Lampung, Banten, Jakarta, West Java, Central Java, Yogyakarta, East Java, NTB, Bali and South Sulawesi.

One of the most popular sharia tourist areas in Indonesia is Lombok, West Nusa Tenggara. Its popularity has skyrocketed after Lombok won two international awards at the World Halal Travel Award 2015 in the United Arab Emirates (UAE), World's Best Halal Tourism Destination and World's Best Halal Honeymoon Destination. Since winning the World's Best Halal award, Lombok Island is increasingly recognized name in the world, especially among foreign Muslim tourists or Muslim Travelers. However, the

development of halal tourism must still be accompanied by adequate regulation, supervision, and protection of public interest. In this regard, the concept of hisbah as developed by Imam al-Mawardi is very relevant, because it emphasizes the role of government and institutions in ensuring fair market practices, protecting consumers, and maintaining sharia compliance in economic activities including tourism (Ismail & Aisyah, 2021).

The achievement of World's Best Halal Honeymoon Destination & World Best Halal Tourism Destination proves that sharia tourism in Indonesia is not less competitive with neighboring countries or other Muslim countries, coupled with data released Global Muslim Travel Index (GMTI) in March after an assessment on 130 tourist destinations in Islamic countries, Indonesian halal tourism continues to rise in the top ten.

**Table 1 Top Ten Destination Countries of the Organizations of Islamic Cooperation (OIC) and Non-OIC in the Global Muslim Travel Index (GMTI) 2015**

Rankings	OIC Destination	Score	Non-OIC Destination	Score
1	Malaysia (1)	83,8	Singapore (9)	65,1
2	Turkey (2)	73,8	Thailand (20)	59,2
3	UEA (3)	72,1	England (UK) (25)	55,0
4	Saudi Arabia (4)	71,3	South Africa (30)	51,1
5	Qatar (5)	68,2	France (31)	48,2
6	Indonesia (6)	67,5	Belgium (32)	47,5
7	Oman (7)	66,7	Hong Kong (33)	47,5
8	Jordan (8)	66,4	USA (34)	47,3
9	Morocco (9)	64,4	Spain (35)	46,5
10	Brunei	64,3	Taiwan (36)	46,2

Information: (..) GMTI rank as a whole 2015

Source: CrescentRating GMTI Report 2015

Nevertheless, Lombok continues to improve itself in order to seize the halal tourism market. In this case the authors are interested to examine the factors that hinder the development of Halal tourism in Lombok, then offers a number of solutions and strategies to maximize halal tourism in Lombok.

## Literature Review

### Definition of Sharia Tourism

The sharia term began to be used in Indonesia in the banking industry since 1992, and then expanded to other sectors such as sharia insurance, sharia pawnshops, sharia hotels, and sharia tourism. Sharia tourism terminology in some countries uses term such as Islamic tourism, halal tourism, halal travel, or as Moslem friendly destination. According to article 1 of the Minister of Tourism and Creative Economy of Indonesia Regulation no. 2 Year 2014 on the guidance of the implementation of sharia hotels business, the meaning of sharia is the principles of Islamic law as governed by fatwa and/or has been approved by the Indonesian Council of Ulama.

The definition of sharia tourism is an activity supported by various facilities and services provided by community, businessmen, government and local government that fulfill the provisions of sharia (Kemenpar, 2012). Shariah tourism utilized by many people because the characteristics of its products and services that are universal tourism products and services, attractions, and tourist destinations in sharia tourism is the same as tourism products, services, objects and destinations in general as long as it does not conflict with values and sharia ethics. In this case, hotels carrying sharia principles do not serve alcoholic beverages and have separate swimming pool and spa facilities for men and women (Wuryasti in Kemenpar 2015). So sharia tourism is not limited only to religious tourism.

**Table 2 Comparison of Sharia Tourism with Conventional Tourism and Religious Tourism**

No	Comparison Items	Conventional	Religious	Sharia
1	Objects	Nature, culture, heritage, culinary	Place of worship, historical relics	All
2	Destination	Entertaining	Improve spirituality	Enhance the religious spirit in an entertaining way
3	Target	Fulfill satisfaction and passionate pleasure,	A spiritual aspect that can soothe the soul. Solely seeking inner	Meet the desires and pleasures and cultivate

		purely for entertainment only	peace	religious awareness
4	Guide	Understand and master the information so that it can attract tourists to object of tourism	Mastering the history of figures and locations that became the object of tourism	Making tourists interested in the object as well as to raise the spirit of tourist religiuity.  Able to explain the function and role of sharia in shaping happiness and inner satisfaction in human life
5	Facilities of Worship	Just a complement	Just a complement	Being an integral part of the tourism object, the ritual of worship becomes part of the entertainment package
6	Culinary	General	General	Specifically halal
7	Relation with Society and Environment of Tourism Object	Complementa ry and purely profitable	Complementar y and purely profitable	Integrates, interactions based on Sharia principles
8	Travel Agenda	Ignore time	Care about travel time	Pay attention to time

Source: Ngatawi Al zastro in Sucipto & Andayani, 2014

West Nusa Tenggara (NTB) is the first area to have a Regional Regulation of Halal Tour in Indonesia. Local Regulation no. 2 Year 2016 on Halal Tourism contains 10 chapters with 30 chapters in it. As stated in Article 2, the purpose of the Halal Tourism Regulation in the Regional Regulation is to provide security and convenience of service to tourists in order to enjoy safe, halal and to obtain convenience for tourists and managers in tourism activities. The goal of Halal Tourism arrangement is as a guide for tourism managers in providing Halal Tourism services to tourists (article 3). As in Chapter II of Article 5, which includes the scope of Halal Tourism arrangements in this Regulation, covers: destinations, marketing and promotion, industry, institutional, development and supervision as well as financing.

### Development of Sharia Tourism in Indonesia

The efforts made by the government in developing sharia tourism are preparing 13 (thirteen) provinces to become the destination of sharia tourism, namely West Nusa Tenggara (NTB), Nangroe Aceh Darussalam, West Sumatera, Riau, Lampung, Banten, DKI Jakarta, West Java, Java Central, Yogyakarta, East Java, South Sulawesi, and Bali. But of the 13 provinces are declared ready ie Jakarta, West Java, NTB, Yogyakarta, and East Java.



Figure 1. *Sharia Travel Destinations in Indonesia*

source: *Kemenpar Indonesia Website*

From the results of the research institute and rating agency of halal tourism industry CrescentRating with MasterCard, Global Muslim Travel Index (GMTI) 2015, Indonesia is ranked sixth world halal tourism destination, under Malaysia and Thailand. Comparison of Islamic Sharia Practices between Indonesia and some other ASEAN countries in 2013 according to the Ministry of Tourism can be seen as follows.

**Table 3. Comparison of Islamic Sharia Practices between Indonesia and several ASEAN Countries**

	Indonesia	Singapore	Malaysia	Thailand
Total Foreign Travelers	8.802.129	15.567.923	25.725.460	26.546.725
Foreign Muslim Travelesrs	1729912 (ME:183,016)	3920907 (ME:146,503)	6099279 (ME:332,736)	4419310 (ME:630,243)
%	20%	25%	24%	17%
Sharia Travel Practices	Certified Sharia Hotel: 12	Halal Certified Hotel & Restaurant: 2691	Certified Sharia Hotel: 366	Halal Certified Hotel & Restaurant: 100
	Halal Certified Hotel & Restaurant : 25	o AMTAS (Association of Muslim Travel Agent of Singapore)	Halal Certified Restaurants ± 2000	Has a Halal Science Center that supports Thailand to become one of the largest halal manufacturers & exporters in Asia
	Halal Certified Restaurants : 305		The Top Destination for Muslim Tourist in 2011-2014	The Airways Catering is The Largest Halal Kitchen in the World

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Certified Sharia Travel: 1	Kuala Lumpur International Airport (KLIA) chosen as Most Muslim Friendly Airport in the World	Suvarnabhu mi International Airport is a non- muslim airport that most 'Muslim Friendly'
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Source: Kemenpar, 2015

The fact of sharia tourism in Indonesia in 2013, certified sharia hotels is only 37 hotels, 150 other hotels is only to sharia operations. The same with restaurants, from 2916 restaurants, only 305 is halal certified. While the place for relaxation or SPA now only amounted to three units. A total of 29 are in the process of obtaining halal certificate (Kemenpar, 2015).

### Previous Studies

Puanhniyom, et al (2017) explored halal tourism as a strategy to promote sustainable cultural Tourism in Thailand. Halal tourism is a new market in the tourism, hence, Thailand should not be lagged behind with other emerging market to grab this market. They emphasize the importance of cooperation among stakeholders to support halal tourism which covers the place, product (accommodation, foods, and drinks), economy, culture, and religion, and service management (marketing and ethics).

Likewise, Firdausi, et al (2017) also stressed the importance of halal tourism as a strategy to attract more tourists, hence, may develop the Indonesian economy. The government should focus on the branding strategy by promoting halal tourism through social media and other online media. This campaign must be followed by the development of infrastructures and empowerment of local citizens.

Jaelani (2017) identified the potential and the prospects of halal tourism industry in Indonesia. The study found that halal tourism has contributed to the economic growth of Indonesia. Therefore, Indonesia should take an initiative to be the global hub of halal tourism. To achieve that, the infrastructures, promotion, and human resources training should be enhanced.

Nevertheless, there are some obstacles to develop halal tourism. Bhuiyan, et al (2011) found the lack of research about the description, policies and appropriate guidance, and the problem of marketing and weak

coordination as obstacles to develop halal tourism in Malaysia. Another obstacle is presented by Nararya and Pranggono (2016). They argued that one of problems that hinder the development of halal tourism in Senggigi beach is there are so many night clubs around the beach. They explored strategies to develop halal tourism in the Senggigi Beach, Lombok Island. Senggige beach has a best sunset view and has been well known. It is found that the number of Muslim tourists have increased. Based on the SWOT analysis, it is found that Senggigi beach is in Quadran 1 which means that the development of halal tourism is quick and practice.

Rizka (2016) studied the effect of customers' perception on Islamic tourism to their willingness to visit. The result showed that value perception, merk perception, and price perception affect the willingness of customers to visit Islamic tourism site. Sitohang (2008) studied the effectivity of "*visit Indonesia*" campaign to incese the number of foreign tourists. He found that the campaign has attracted foreign tourists. Likewise, Mariyana et al (2015) found that promotion has positive impact to the development of tourism object. In order to develop tourism, Santi (2010) recommended to to a cooperation with investors, to recruit employees with an education background in tourism, and optimize the website.

Itamar (2016) did a research on the strategy of department of culture and tourism in Tana Toraja to boost the local tourism. He identified some factors supporting the tourism in Tana Toraja namely the nature, the culture, the society, the object of tourism and the marketing. Moreover, he found that the weak of roads, infrastructures, promotion, regulations and acts, and management are the factors that hamper the development of tourism in Tana Toraja.

## **Research Methods**

### **Source and Data Types**

The type of data used in this study is secondary data and primary data. The authors obtain secondary data based on data that have been available on the official government web, such as data from the Department of Culture and Tourism (Disbudpar) West Nusa Tenggara Province, Central Bureau of Statistics, as well as other related elements. In addition, the authors also received secondary data from articles, journals and sites on the internet related to research conducted. While for the primarydata, obtained from in-depth Interview with various experts, practitioners and government to get more detailed and specific information about sharia tourism in West Nusa Tenggara.

Primary data obtained from direct interviews serve as points in the making of questionnaires that will be filled by experts, practitioners, and regulators. Regulator is meant here is a government agency / institution that undergoes and has a role / contribution in the activities of Sharia Tourism

such as Tourism Culture of West Nusa Tenggara. Specialists are experts sharia tourism and academics in the field of Islamic Tourism. Practitioners are experts in the field of sharia tourism which directly plunge into the practice of activities. Here's the list of respondents in this study:

**Table 4 List of Respondents**

<b>Respondents</b>			
<b>No</b>	<b>Name</b>	<b>Institution</b>	<b>Information</b>
1	Lalu Kusuma Wijaya	Head of Tourism Destination Development Department of Culture and Tourism of West Nusa Tenggara Province (Disbudpar)	Regulation
2	Made Agus Adi	Functional Official of Culture Planner and Tourism Service of West Nusa Tenggara Province (Disbudpar)	Regulator
3	Lalu Hasan	Regional Tourism Promotion Practitioners Board (BPPD)	
4	Dewantoro Umbu Joka	Association of the Indonesian Tours and Travel Agencies (ASITA)	Practitioners
5	Akhmad Saufi	Lecturer of Faculty of Economics, University of Mataram	Experts

## Overview of Analytic Network Process (ANP) Method

According to Saaty (2003) in Ascarya (2005) ANP is a general theory of relative measurement used to derive a composite priority ratio from an individual ratio scale reflecting relative measurements of the effects of interacting elements with respect to control criteria. This method was first developed by Thomas L Saaty, which is the development of the Analytic Hierarchy Process (AHP) method. ANP is a new approach in the decision-making process without making assumptions.

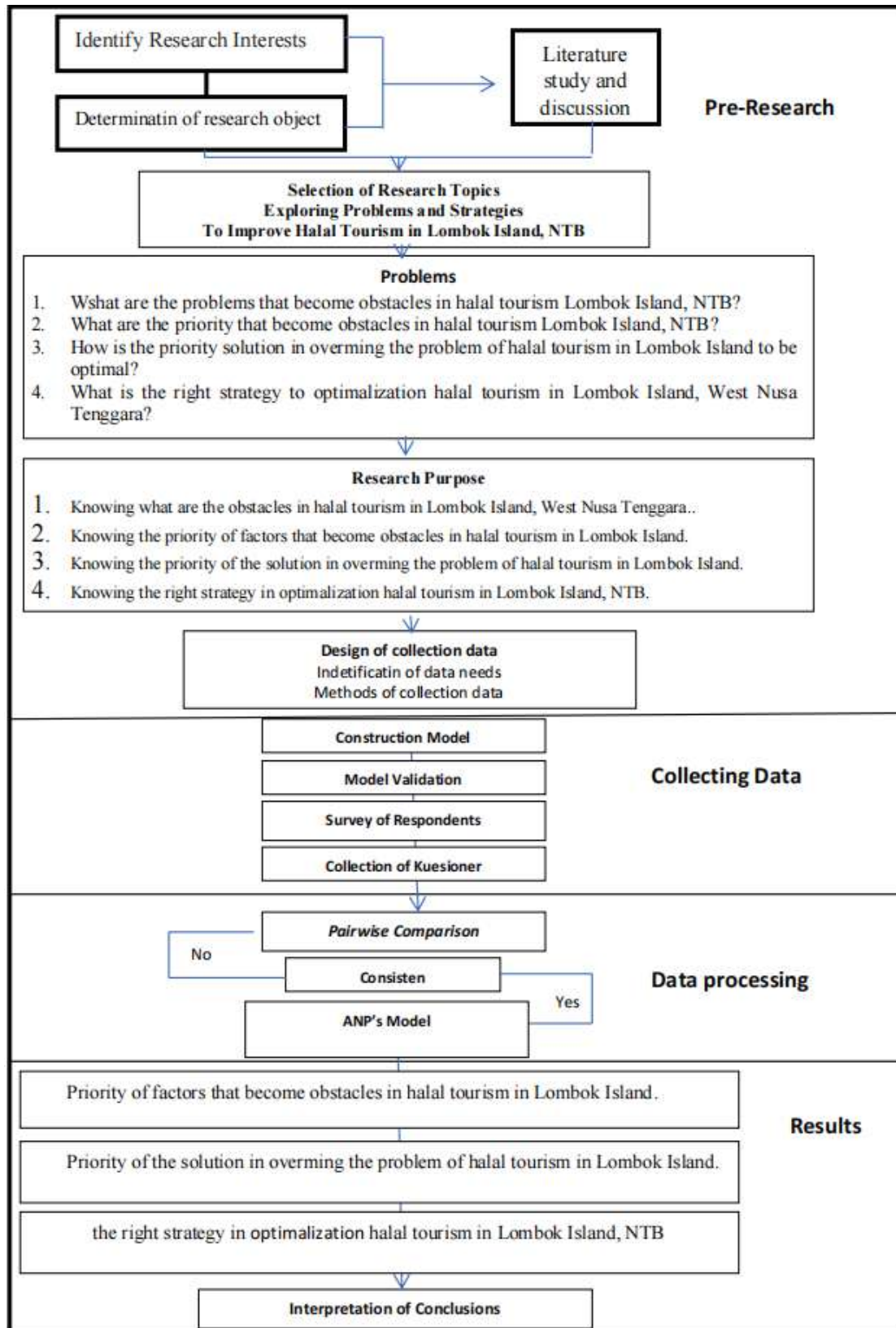
Ascarya (2005) explains that ANP has several advantages, namely its ability to assist researchers in performing synthesis measurements of a number of factors in the network. Then the simplicity of the concept makes ANP a more general and easier methodology applied for diverse qualitative studies such as decision making, forecasting, evaluation, mapping, strategizing, resource allocation and so on. In addition, comparisons within the ANP framework are more objective, more accurate predictions, and more stable results.

The ANP method is used to determine the overall effect of all criteria and alternatives. Therefore, all criteria must be set and prioritized within a network framework, performing comparisons and syntheses to obtain a priority sequence from a set of these criteria. Then we derive the effect of the elements in the feedback system by paying attention to each of the criteria. Finally, the outcome of this influence is weighted with the importance of the criterion, and added to obtain the overall influence of each element (Saaty and Vargas, 2006: 8).

### Research Stages

This research consists of four stages of research, ie:

1. Pre-research stages. At this stage will be identification of research interests and then determined the object of research. Then look for previous research literature related to the topic of research after it can just decide the topic and title of the research, and continued with the formulation of problems, research purposes, and the design of data collection in accordance with the needs of research.
2. The collection of data. At this stage a model construction design will be decided on the validation of the framework or model, using one floor or two floors. Then what is needed is the preparation of a questionnaire which will help to collect primary data from respondents. Then survey the respondents from an expert and practitioner.
3. Data processing. Carried out using the appropriate method and assisted by Super Decision and MS Excel software.
4. Interpretation of results. At this stage, it will produce a conclusion and suggestions from related research that has been done.



## Figure 2 Research Flow

Source: Ascarya processed by the Author (2017)

### Finding and Discussion

#### Problems Decomposition

Problems decomposition that is assumed on this research is based on the previous research related to the strategy/method on maximizing the tourism sector. In fact, some obstacles that hamper are often encountered. Through indepth interview with all of respondents, the former decomposition that came from the previous research adjusted to the current reality. Here are the explanation of the problems, solutions, and developing strategies to improve the development of Halal Tourism in Lombok, Nusa Tenggara Barat:

#### Internal Problems:

This cluster contains about internal problem in form of Lombok Island's preparation to improve its halal tourism's development. As for the problems are: difficult accessibility to tourist sites, Inadequate infrastructure facilities, lack of human resources capability in travel agent, and lack of promotion. Here are the explanation about the internal problems that has been formulated by author:

##### 1. Difficult Accessibility to Tourist Sites

According to Dewantoro and Hasan (2017), the unavailability of public transportation that able to reach the area of tourist location has complicated the tourists who used to press the budget on their trip. Public transportation in Lombok Island itself is more often seen in strategic area like around Mataram City. To get around visiting tourist sites in Lombok Island, the tourists usually rent a vehicle from the vehicle rental agent, both for car or for motorcycle, thus requiring tourists to seek for the tourist sites by themselves helped by the tourist map that included on the package of vehicle rent or using maps feature on smartphone.

##### 2. Inadequate Infrastructure Facilities

Lombok International Airport (BIL) itself is still under development. Lombok International Airport's runway has not been able to accomodate large-bodied plane (Hasan, 2017). In addition to Runway problems, the gate at Lombok International Airport (BIL) is also still very minimal because of its limited number. Then access to tourists sites are often found damaged roads, lack of directions, streetlights, and so on (Hugo, 2016). In tourist sites, tourists are still difficult to find clean toilets, garbage cans, and feasible place of worship (Saiful, 2017).

##### 3. Lack of human resources capability in travel agent

According to Saiful (2017), the number of travel agents offering halal tourism packages are still low. Although the travel agent is already very reputable, the employees who have knowledge in the application of halal tourism are still limited and their Arabic language skills are also far from the standard.

#### **4. Lack of Promotion**

Tourism in Lombok Island is still on the shadow of Bali tourism, the domestic or foreign tourists choose Bali as their holiday destinations more often than choose Lombok Island. It is because the tourists unaware of the charm that Lombok Island offered.

### **External Problems**

This cluster contains about problems coming from the outside that Lombok Island has to face in maximizing its halal tourism development. The problems are:

#### **1. Lack of Foreign Muslim Tourists Visit**

In addition to the incompatibility of the content of halal tourism packages regarding destinations or programs therein, the application of halal tourism is difficult to apply to non-Muslims. Those who are non-Muslims prefer to be free to enjoy their own journey rather than having to follow the rundown that has been determined in halal tourism packages. The number of foreign tourists visiting Lombok Island is still dominated by non-Muslims with a ratio of 70:30, of which 70% are non-Muslim foreign tourists (Hasan, 2017).

#### **2. Lack of understanding on its application**

Society will give a different kind of point of view when they hear the 'halal' word, the barrier between Islam and other religions, a more Islamic application (Dewantoro, 2017). According to Disbudpar (2017), the 'halal' word here is not a differentiator, but a choice. What is provided by Halal tourism is everything good and sustainable.

#### **3. No Direct Flights**

Famous local airline such as 'Garuda Indonesia' still offer a few direct flights to Lombok International Airport (BIL). Same as the foreign airlines, there's still no direct flights to Lombok Island, makes the foreign tourists who want to go to Lombok have to do the transit first so it drains their time and energy (Hasan, 2017).

#### **4. Excessive Service Demand from Consumers**

The market share of this halal tourism product is Middle East tourists. Yet, the Middle East tourists are often asking for an outrageous demand. For example, they want an extra privacy for using the swimming pool, stay in that

area for too long, bring their whole big family, and shopping too often (Dewantoro, 2017).

### **Internal Solutions**

This cluster contains solutions to overcome the internal problems faced by Lombok in maximizing its halal tourism development. These solutions include: Provision of travel fleets, Infrastructure improvements, coaching to business actors, and optimization of promotion. Here are the explanation about the solutions that author has been formulated:

#### **1. Provision of travel fleets**

Not only available, but also the qualified ones that the tourists really need. Especially with the existence of travel fleets, there are more things to achieve such as helping the application of halal tourism by incorporating Islamic values therein, both in application and deliver the insights about history of a site and its tourist sites sustainability (Saiful, 2017).

#### **2. Infrastructure Improvements**

A large number of breathtaking tourist sites that Lombok Island offers will be in the bucketlist of the tourists if it supported by good infrastructures.

#### **3. Coaching to Business Actors**

The lack of knowledge about the implementatio of halal tourism becomes a homework for local institute to nurture or guide the business actors. It is intended to eliminate the confusion, especially Lombok Island has become a list of destinations for tourits who want to do halal travelling, so we must be able to apply the business activity well supported by mastering the Arabic language.

#### **4. Optimization of Promotion**

Hasan (2017) said that lack of promotions of the beauty of Lombok Island still make Lombok Island as an alternative destination to travel. If Lombok Island is being compared, Lombok is not deserved to lose because of its many landscapes offered, ranging from the underwater beauty, mountainous hills, to religious and cultural tours that remain preserved.

### **External Solutions**

This cluster contains solutions to overcome the external problems that faced by Lombok in maximizing the development of halal tourism in its area. These solutions include: To market halal tourism to the Middle East, socialize the implementation of halal tourism, partnering with famous airlines, and product development. Here's an explanation of the solution for external solutions that the author has formulated:

#### **1. To Market Halal Tourism to Middle East**

The implementation of halal tourism will be more efficient if it aimed to Muslim tourists, especially the Middle East tourists. In addition to its suitable products offered, the Middle East tourists are very lucrative market share (Saiful, 2017).

## **2. Socialize The Implementation of Halal Tourism**

Society in general is still lacking on understand about how to implement the halal tourism, how to practice it, what is on offer, what is the difference between the existing ones, and other questions refer to its implementation (Dewantoro, 2017).

## **3. Partnering With Famous Airlines**

Have to transit first before reaching the main location is an activity that the tourists avoid because it occupies time. Not to mention the extra energy and money to be spent. In the future, by partnering with famous airlines, it is expected could ease the tourists to reach Lombok Island directly (Hasan, 2017).

## **4. Product Development**

Practice of halal tourism in Lombok Island just lasts three years until this day. As time goes by, products offered should always innovate and be better (Saiful, 2017).

## **Strategies**

The last cluster is alternative strategy. This cluster contains strategies that can be done by relevant institute as an alternative in maximizing the development of halal tourism in Lombok Island. These strategies are: maximize the product of halal tourism packages, socialization of halal tourism, and government policies. Here are the explanation about the alternative strategies:

### **1. Maximize The Product of Halal Tourism Packages**

Adjusting content of the product of halal tourism package is to give the consumer convenience and satisfaction, in hope, the consumer will promote it indirectly through 'mouth-to-mouth' marketing (Saufi, 2017).

### **2. Socialization of Halal Tourism**

Society will give a different kind of point of view when they hear the 'halal' word, the barrier between Islam and other religions, a more Islamic application. Whereas the 'halal' word here is not a differentiator, but a choice (Disbudpar, 2017). What is provided by Halal tourism is everything good and sustainable. Direct discussion, seminars and writings about halal tourism are needed (Dewantoro, 2017).

### **3. Government Policies**

According to Hasan (2017), the government plays an important roles. Besides the issuance of halal tourism law in Lombok itself, there are still many homeworks to be completed. Start from fixing the infrastructure so that tourists are comfortable on their way, in cooperation with related institutes, giving the business actors some coachings, intensify the promotion, and the other things that can only be done by the government.

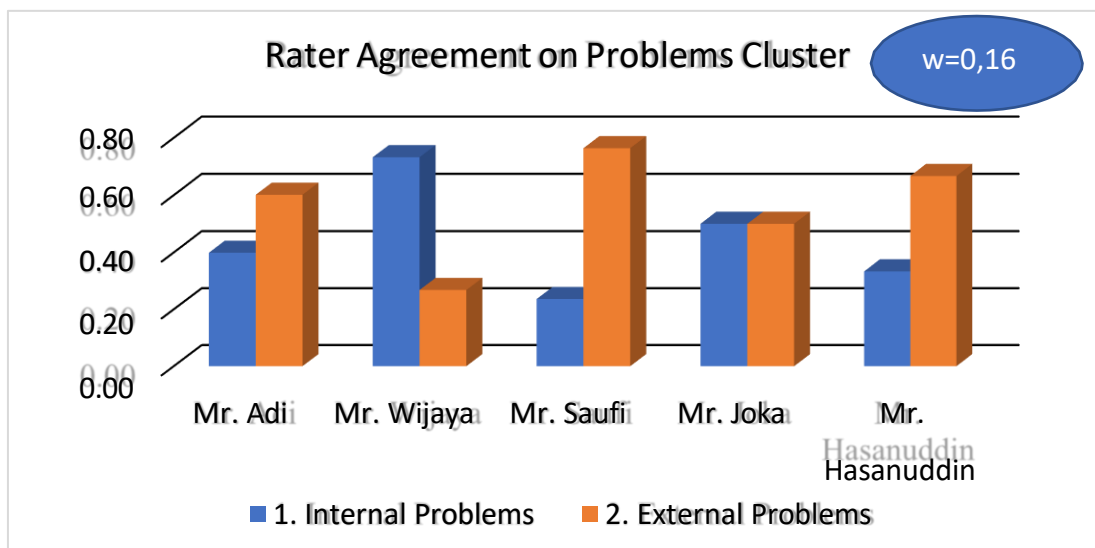
### **Synthesis and Analysis**

This research is the result of interview and fulfilled questionnaires done by five respondents consisting of two practitioners from related tourism institute, a tourism expert, and two regulators from the department of culture and tourism. The results of data processing out of five respondents produced three supermatrik in the form of priorities consist of problems, solutions, and strategies. This chapter will explain the entire results of respondents' trends related to the problems and strategies in maximizing the halal tourism development in Lombok Island which is shown by the value of the geometric mean. The level of agreement or rater agreement among respondents is showed by the value of Kendall's coefficient of concordance ( $W$ ). Here are the analysis based on the insight of the five respondents

### **Results of Rater Agreement on Problems Cluster**

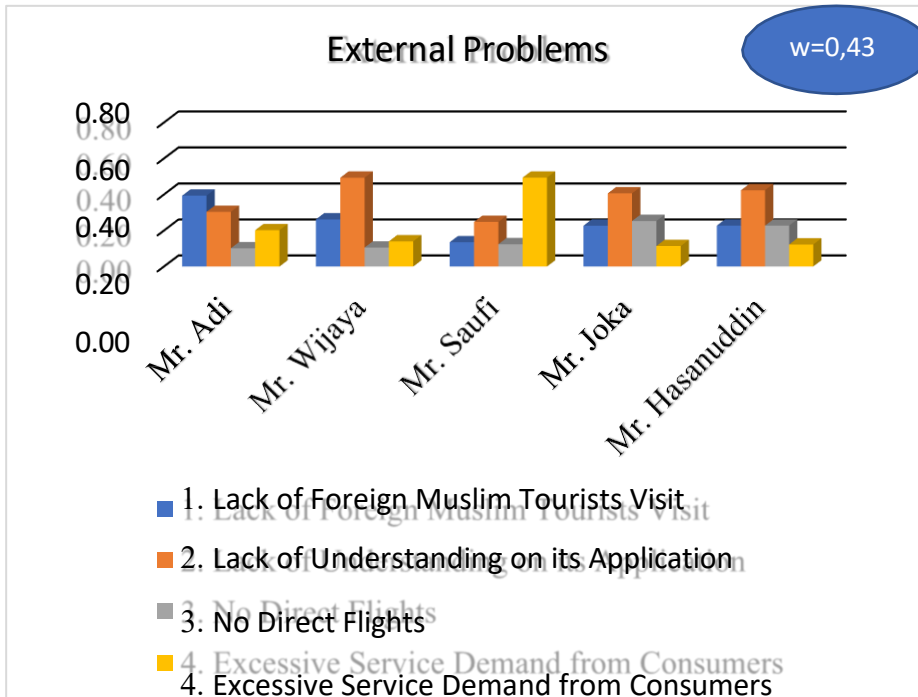
Based on the results of data processing toward the internal and external problems in Figure 4.3, the respondents have a low level of agreement in assessing the priority of cluster problems by showing through the rater agreement of 0.16. The result of rater agreement with value of  $W$  is 0.16 indicates that the respondents' level of agreement in giving the assessment on this cluster is low. Three out of five respondents agreed that the main problem that becomes a constraint in maximizing the halal tourism in Lombok Island is the external problems, where two remaining divided by one of them considered the internal factors as the main problem, and the other ones considered that both are equally important.

Figure 3 Rater Agreement on Problems Cluster



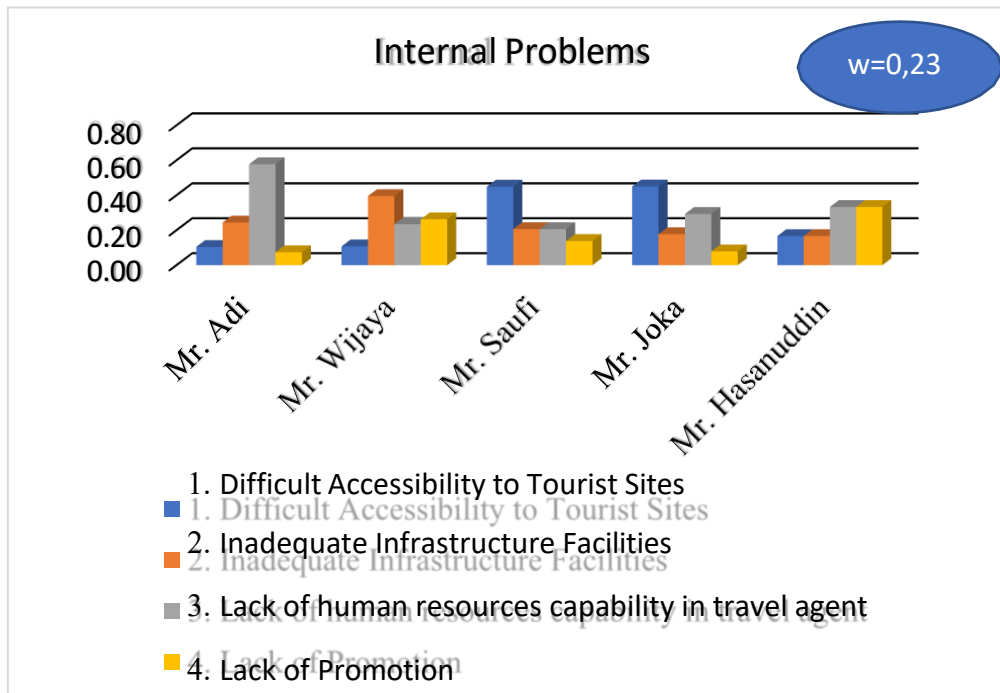
Based on the combined average value on the figure above, the internal problems have an average value of 0.44 and the external problems of 0.56. From these results can be said that both internal and external problems have an equally important roles, but the external problems become the most important factor on the problem in this research.

In detail, the external problems are explained in the figure 4.4 below. In the external problems cluster, the rater agreement of all the respondents is 0.43. Three respondents agreed that the main problem of concern is the lack of understanding on its application. This becomes an urgent problem because these factors embrace the aspects of products that are actually offered to consumers. The other two respondents are divided by one respondent considered that the factor of the dominance of non-muslim foreign tourists is more influential, while the other one respondent considered the excessive service demand from consumer is more important.



**Figure 4 Rater Agreement on External Problem**

Then continued by data processing on the cluster of internal problems (figure 4.5). All five respondents also have a low level of agreement on assessing the priority of problems in the cluster of internal problems with the value of 0.23. Seen the aspects on the cluster of internal problems, all the respondents have different sight on giving assesment to the main priority of problems. But most of the respondents agreed if the inadequate of infrastructure facilities factor is the most influential problems out of four problems that are existed.



**Figure 5 Rater Agreement on Internal Problems**

In general, the highest internal problem is the difficulty of accessibility to tourist sites. This is justified by the practitioners who are also the respondents of this research, stating that traveling to the tourist sites especially located in rural location is very difficult, either because the factors of the unavailability of public transportation or because other factors that complicate the tourists to give a visit.

#### **Results of Geometric Mean on Problems Cluster**

Overall, there are three main problems. The first sequence of the external problems is the factor of lacking on the understanding of its application with a value of 0.228. The second sequence of the internal problems is the lack of Human Resource (SDI) capability with a value of 0.167 and the third sequence is also from internal problems that inadequate of infrastructure facilities with a value of 0.152 (Figure 4.6).

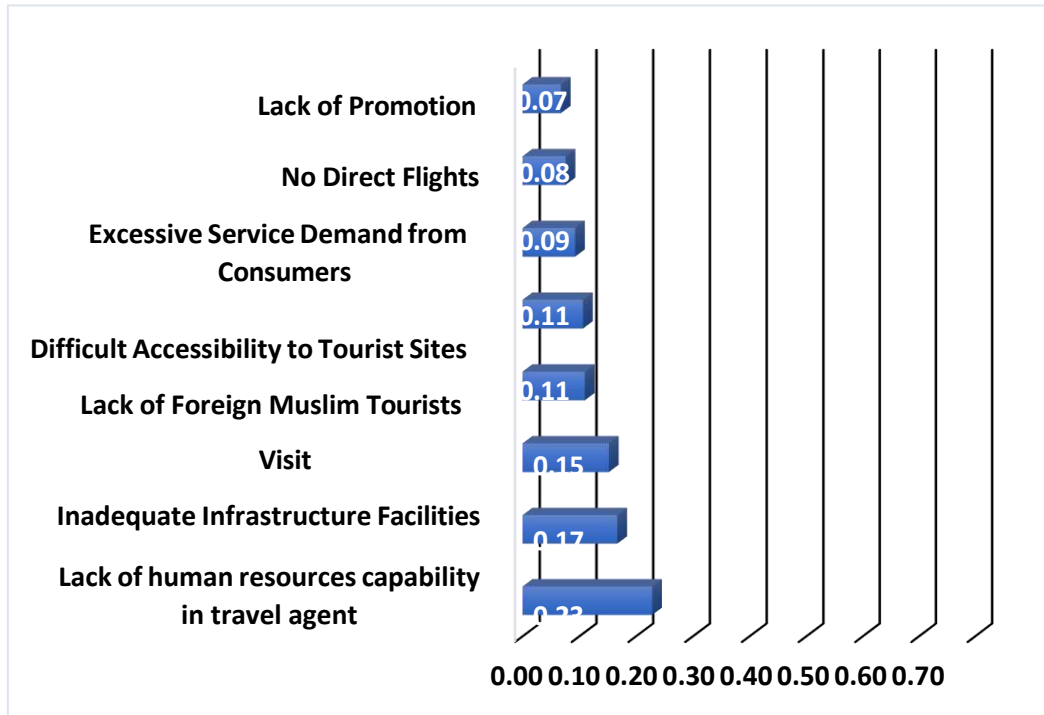
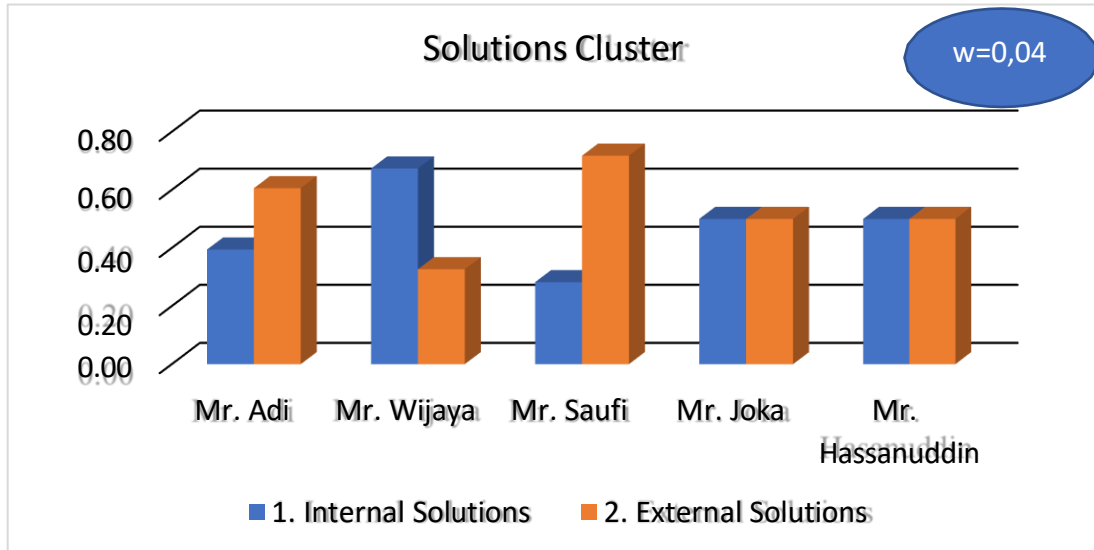


Figure 6. Overall Geometric Means of Problems Cluster

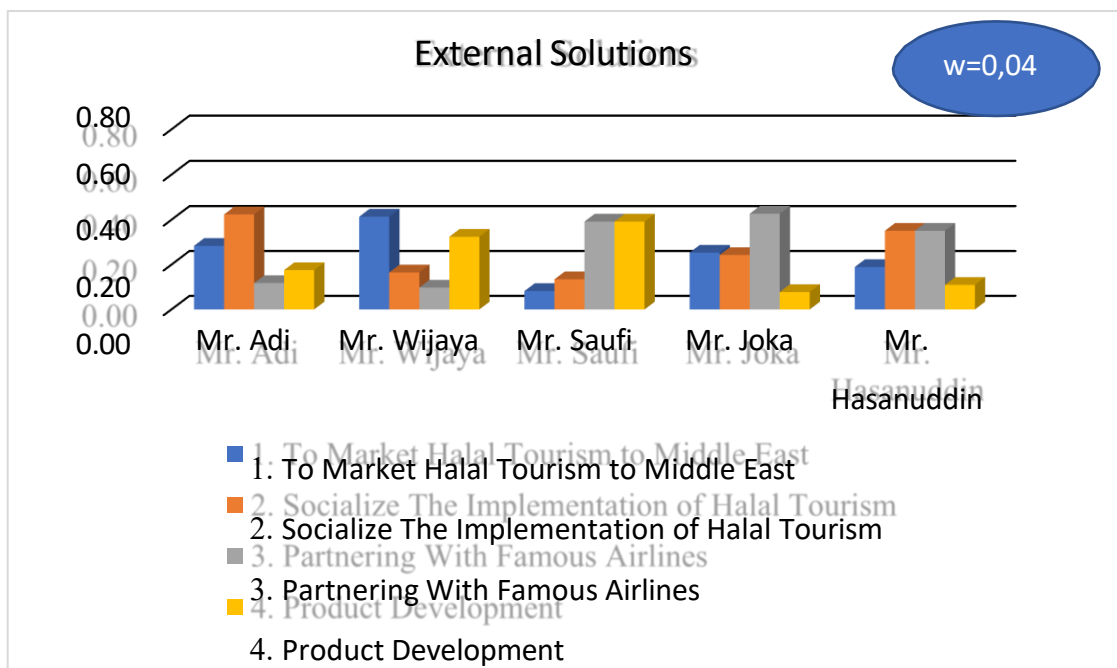
### Results of Rateer Agreement on Solutions Cluster

Based on the results of data processing on the solution cluster that shown in the figure below (Figure 4.7), respondents have differences in assessing the priority on solution cluster for the problems occurring in this research that is shown by the value of agreement of 0.04 that is caused by between the internal and external solutions have the same effect. Two respondents agreed if the external solutions were a top priority. The other two respondents agreed if both of those factors are strongly important. While the last respondent agreed if the internal solutions become a solution priority to the problems studied.



**Figure 7 Rater Agreement on Solutions Cluster**

Looking at each aspect, the agreement among respondents in ranking the priority of external solutions is only 0.04 (Figure 4.8). It can be seen that the variables of marketing the halal tourism to the Middle East, socializing the application of halal tourism, and partnering with famous airlines could make some opinion differentiation among respondents. However, the calculations of Microsoft Excel show that the socializing the application of halal tourism out to be the first priority, followed by to market halal tourism to the Middle East and partnering with famous airline in second place of priority.



**Figure 8 Rater Agreement on External Solutions**

Furthermore, the results of data processing on the internal solutions aspect show the value of 0.47 (Figure 4.9). Two out of five respondents agreed that the main solutions to optimize halal tourism in Lombok Island through the promotion optimalization. This is justified by some respondents who feel a little bit uncomfortable with the status of Lombok Island tourism that is still shadowed by the tourism of Bali. Whereas Lombok itself has many attractive tourist sites with its own charms.

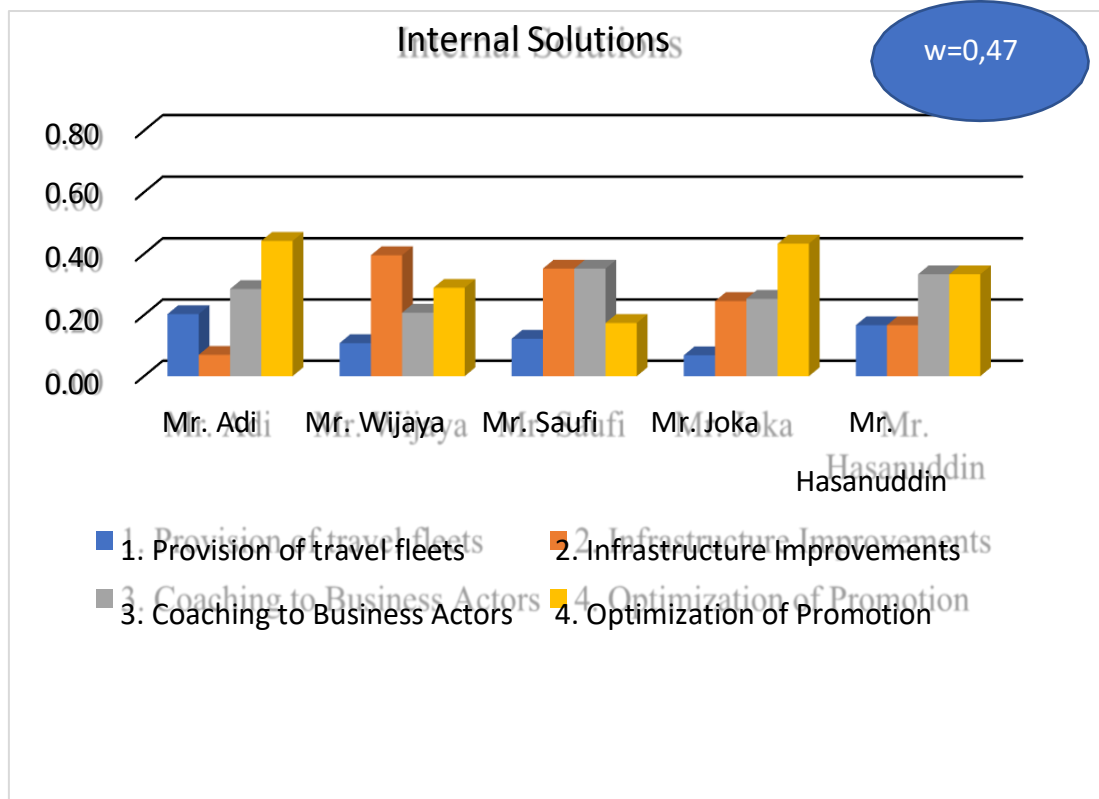
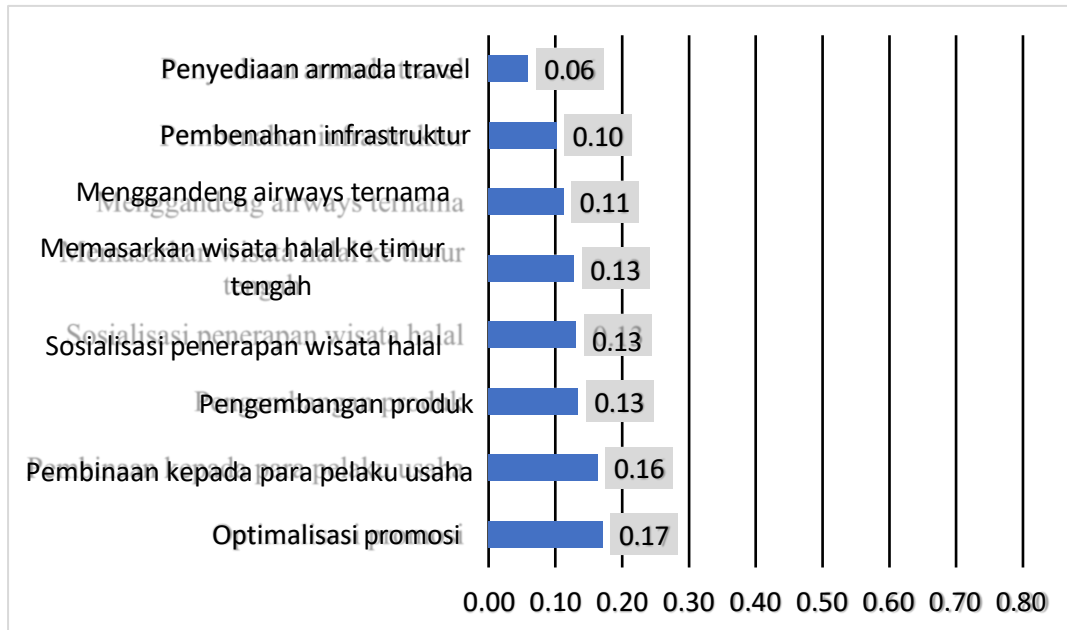


Figure 9 Rater Agreement on Internal Solutions

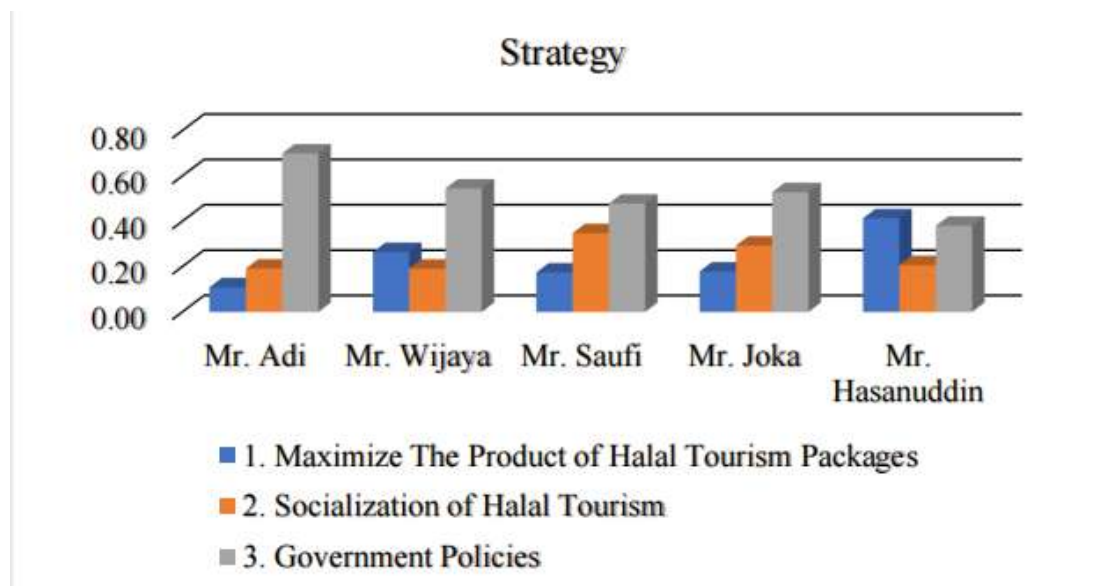
**Results of Geometric Mean on Solutions Cluster**



**Figure 10. Overall Geometric Mean of Solutions Cluster**

The entire results of all respondents seen from Geometric Mean (Figure 4.10) show that three main solutions to optimize halal tourism in Lombok Island on the first and second sequence derived from the internal solution are the optimization of promotion with the value of 0.171 and followed by coaching to business actors with the value of 0.163. The third sequence derived from the external solutions with its products development with the value of 0.134.

**Results of Rater Agreement on Cluster Strategy**



**Figure 11. Rater Agreement of Strategy Cluster**

Based on the results of data processing on the three aspects of the strategoes in the figure above (4.11), among respondents have a sufficient level of agreement on ranking the priority of strategies. The rater agreement of the five respondents is worth of 0.48. Four out of five respondents agreed if the main priority from the cluster of strategy is the government's policy point. The other ones agreed to make the maximize the product of halal tourism package as the main strategy to improve halal tourism in Lombok Island.

### Results of Geometric Mean of Strategy Cluster

Based on the results of Geometric Mean (Figure 4.12), the main priority as a strategy to improve the halal tourism in Lombok Island is the factor of government policy with the value of 0.593. The next priority strategy is the socialization of halal tourims with the value of 0.227. And the strategy in maximizing the product of halal tourism packages with the value of 0.180 ranks on the third sequence.

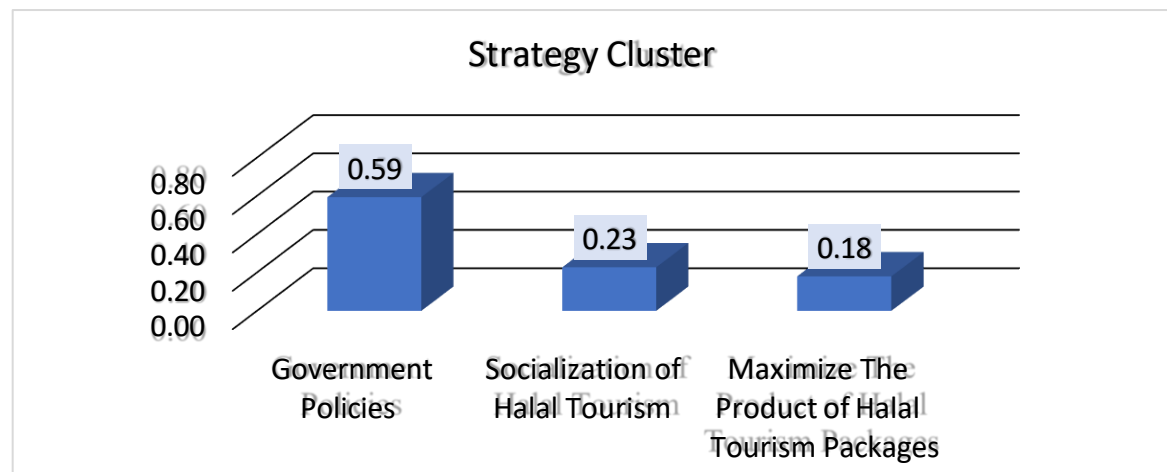


Figure 12 Geometric Mean of Strategy Cluster

## Conclusion

1. The problems that hamper the development of halal tourism in Lombok Island are divided into two aspects, internal aspects and external aspects. The internal problems consist of difficult accessibility to tourist sites, lack of infrastructure, lack of the capabilities of Human resources (SDI), and lack of promotion. While the problems on the external problems consist of the dominance of non-Muslim foreign tourists, lack of understanding in its implementation, unavailability of direct flights, and excessive service demands from consumers. From the results of data processing, generated the priority on the internal and external problems. The main priority in the internal problems is the lack of capabilities in Human Resources (SDI), followed by the factor of inadequate of infrastructure facilities in the second sequence. While the main priority in the external problems is lack of

understanding on the implementation of halal tourism and the dominance of non-Muslim foreign tourists.

2. The solutions offered are also divided into two aspects: internal and external. Solutions on the internal aspect consist of providing travel fleets, improving its infrastructure, coaching to the business actors, and optimizing the promotion. As for the external solutions consist of to market halal tourism to the Middle East, socializing the implementation of halal tourism, partnering with famous airlines, and products development. After performing data processing, generated the priorities in the external and internal solutions. The main priority on internal solution is to optimize the promotion, followed by coaching to the business actors. While the external solutions produced the main priority on products development, and socialization of halal tourism implementation.
3. Further main priority on the strategy of maximizing the development of halal tourism in Lombok Island is through the government policy. Government plays an important roles in maximizing the development of halal tourism in Lombok Island.

## Recommendation

1. In accordance with the strategic priorities produced, the government should pay more attention to all aspects that support the development of halal tourism in Lombok Island. Start from the small steps, to what only the government can do. The government holds many roles in this issue. Besides the publication of the law halal tourism in Lombok itself, there are still many homeworks need to be done, such as fixing the infrastructure so that tourists will be comfortable on their way to visit tourist sites, build a cooperation with related institutes, give some coachings to the business actors, and so on.
2. For academicians, in order to continue researching on halal tourism and to keep monitoring the practice of applying halal tourism in the field to keep it aligned.
3. For the practitioners and for the society, to be more intense on supporting and participate in introducing the practice of halal tourism.
4. The key to maximizing the development of halal tourism in Lombok Island lies in the cooperative attitude of the government, relevant institutions, and the general public. All elements are interconnected and must carry out their respective roles.

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