

Promoting Indonesia's Halal Tourism Package through *hatiIndonesia.tr*, a Mobile Application as a Guidance Tool for Halal Travel Seekers.

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Abstract

Since halal tourism becoming way of life for Muslim and non-Muslim in this world, Indonesia as a country with the largest Muslim population and have super spectacular scenery have to show up among other countries which provides halal tourism packages such as Malaysia, Japan, Thailand, Dubai, and etc. The Global Muslim Travel Index 2015 report noted that the tourist segment was worth US\$145 billion, with 108 million Muslim travellers representing 10 percent of the entire travel economy. It is expected to grow in worth to \$200 billion with 150 million travellers by 2020 (thejakartapost.com, 2015). This fact makes halal tourism as a very potential market for some countries-even some countries with small Muslim population highly interested in offer halal tourism packages. *HatiIndonesia.tr* is the first halal travel guidance application in Indonesia. It will help halal travel seekers to find halal destinations, hotels, restaurants, mosques and also other features such as prayer time, qibla directions, and etc. By using *HatiIndonesia.tr*, all halal tourism sector will be integrated into one pack of wonderful application. *HatiIndonesia.tr* will give a hub for halal travel seekers with halal tourism providers. Halal tourism providers mean all vendors from micro, small, and medium enterprises to a huge vendor in form of company. Hopefully, by the existence of this application, tourism in Indonesia could be better prepared to compete in the ASEAN and also in globe's sphere. *HatiIndonesia.tr* will give a chance for halal tourism in Indonesia grow rapidly and able to compete with other halal tourism providers globally.

Keywords: *HatiIndonesia.tr*, Halal Tourism, Muslim

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1. Introduction

No wonder when Indonesia was epitheted as the heaven on earth. This epithet is because Indonesia has plenitude natural resources, beautiful natural scenery, hospitality of its inhabitants, diversity of flora and fauna, and also the medley of its culture. With all of grant from above, Indonesia has the big opportunities and high potential to be the world tourism destination.

Reality reveals that there is rapid growth of the global tourism destination. According to a report released by WTTC (World Travel Tourism Council Halal), the total contribution of tourism to the world's GDP in 2014 amounted to USD 7,580 billion (9.8 % of total GDP) and in 2015 amounted to USD 7863 billion (9.9 % of total GDP) and is expected to grow to USD 11.381 billion (10.5 % of total GDP) in the year 2025 [1].

In Indonesia, according to the report released by WTTC (World Travel Halal Tourism Council), Indonesian's tourism contributes Rp379 billion (3.3 % of total GDP), and predicted increased 5.5% about Rp400 billion in 2016. In 2026 expected to increase 5.3% about Rp668 billion (3.3% from total GDP).

In addition, Indonesia also gained victory in the 2015 World Halal Travel Summit at The Emirates Palace, Abu Dhabi, United of Arab Emirates (UAE) in which Indonesia won three categories at once. Among them is the World's Best Family Friendly Hotel, obtained Sofyan Betawi Hotel, Jakarta. Two other categories, World's Best Halal Honeymoon Destination and Halal World's Best Tourism Destination, achieved by Lombok, West Nusa Tenggara [2].

The main objet of Halal tourism destination was the tourists from Middle-East nations. Because the tourist from Middle-east nations was famous with their royal in spending the fund for tourism activities. The tourist from Middle East spend almost 1.700 USD for each Individual, and followed by Saudi Arabia about 1.500 USD for each Individual [1].

The average expenditure for Middle East tourism is about 1.200 USD for each Individual. Therefore, the market of Halal Tourism Destination was promised by its size, profit, and sustainability. With this victory, Indonesian tourism especially Indonesian Halal Tourism Destination has the big future change to face the rapid growth.

The development of tourism must be supported by all of involved parties, especially the people who know and understand about the tourism destination in their region.

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Therefore the designing, developing, controlling and operating process will be conducted simultaneously and collectively.

Based on the issues above, the first problem formulation is what are government programs, to optimize the empowerment of halal tourism in Indonesia in order to improve the competitiveness of the domestic tourism? the second problem formulation is there any benefits derived from *hatiIndonesia.tr* and what is the role of *hatiIndonesia.tr* in optimizing the empowerment of the creative industries to halal tourism in Indonesia? And the last one is how does a SWOT analysis of the development of the halal tourism industry and the implementation of *hatiIndonesia.tr*?

2. Theoretical Review

2.1. Halal Tourism Definition

According Shakiry [3], the concept of halal tourism is not limited to religious tourism (tourism religions), but also includes the other areas as long as it is not opposed to Islamic values [4]. In fact halal tourism has been introduced since 2000 from the meeting of OIC (Organization of Islamic Cooperation). Halal tourism is seen as a new way

to develop Indonesia tourism which upholds the cultural and Islamic values. The aim is to attract domestic and international tourists, and to encourage the development of various halal business entities in the field of tourism in Indonesia. Furthermore it is expected that halal tourism will be the demand for Muslim travel packages during the holidays. In addition, halal tourism is flexible, rational, simple and balanced kind of vacation. This kind of tourism has the goal to get happiness and blessing of Allah SWT [5].

2.2. Characteristic of Halal Tourism

The object in halal tourism could be: nature tourism, cultural tourism, tourism-made framed in Islamic values. The Islamic values should be attached aims to elaborate the vacations activities to the value that are aligned with the purpose of Sharia, namely maintaining human welfare that includes protection of faith, life, intellect, lineage and property. Thus, the tourism laying on Halal principles must based on the objective to promote the spirit of diversity in an entertaining way. The situation is very different when the tourist conducting conventional travel and religious tourism [4].

The table below will explain several aspects that can differ the conventional, religious, and halal tourism.

Table 1
Characteristic of Halal Tourism

No	Item	Conventional	Religious	Sharia
1	Object	Nature ,culture, heritage, culinary	Religious places, historical heritage	All objects
2	Aims	Entertainment	Increasing the spirituality of the traveller	Increasing the spirituality in an entertaining way
3	Target	Touching satisfaction and pleasure dimensional lust, to merely entertain	Aspects of spirituality soothes the soul; Looking for peace of heart.	Meet the desires and pleasures; Raise awareness of religion
4	Guide	Understanding and mastering the information so it will attract tourists to tourist area.	Mastering the history, prominent figure and location of tourist area.	Interesting the tourists in objects and evoke the spirit of religiosity; Able to run and implement the functions and values of Shariah role in shaping the happiness and inner satisfaction
5	Worshiping facilities	Only as the complimentary.	Only as the equipment	Integrating the vacation place and the worshiping facilities as the entertaining package
6	Culinary	General	Halal; general	Specific; Unique; Halal
7	The trip agenda	Neglecting the trip	Care to the timeline of trip	Watch the time of the trip
8	Market	Tourists from several ages, religion.	Certain religion, the old people	People from several religion and ages and favourable by young and old.

2.3. The Relation of Halal Tourism with Creative Industries and Small Medium Micro Enterprises

According to the Indonesia Creative Industry Development in 2025, the definition of creative industry often refers to the UK Department for Culture, Media, and

Sport (DCMS) Task Force in 1998, the institution that manages the creative industries in the UK. Ministry of Industry was then uses a similar definition. The creative industry in Indonesia is then defined as the industry comes from the use of creativity, skills and individual talents to create wealth and jobs through the creation and utilization of creativity and inventiveness of the individual [2].

The creative industry has an important role in the development of the tourism industry. As tourism requires creative process in its development. Stages in the development of a good process includes planning, promoting, packaging, traveling trip and tourism destination itself. This stage requires a consideration a lot of the activity with innovative ideas and creations. So that the tourism industries have a reciprocal relationship with the tourism industries.

3. Analysis

3.1. Government Program for Developing Halal Tourism

Indonesia is known as one of the countries with the largest Muslim adherents in the world. So, it is not surprising to have many destinations and attractions with historical, cultural and Islamic values. Such as mosques, schools or historical graveyard. This is what makes Indonesia has a great chance to become a major halal tourism destination in the world. To achieve this goal, in 2013 the Ministry of Tourism and Creative Economy in cooperation with the Indonesian Ulama Council held a Grand Launching of Islamic Tourism. The objective of the program is to attract tourists both domestic and international and to encourage the development of Islamic business entities in Indonesia. Halal tourism development will be focused on four types of business, namely in the hotel business, restaurant, travel agency or travel services, and SPA.

When opening the International Conference of Islamic Tourism in Jakarta, June 2, 2014, Secretary of Tourism and Creative Economy (Kemenparekraf) said there are nine regions that will be developed as halal tourism destinations. Those nine tourism destinations are West Sumatra, Riau, Lampung, Jakarta, Banten, West Java, East Java, Lombok and Makassar [6]. Determination of an area to be a tourist destination is based on the readiness of human resources, local culture, as well as the availability of support facilities that meet the standards of Islamic value and law.

Currently the law on tourism is already contained in Law Number 10 Year 2009 on tourism. But there is no act or regulations regarding the delivery of halal tourism along with any standard that should be applied. Whereas in the development of halal tourism, standardization is needed regarding what criteria must be met by product and service provider. This is necessary because it will allow the organizers or the creative industries to set up and develop a product or service without any bias information. Therefore, Kemenparekraf need to cooperate with the National Halal Council or Dewan Syariah Nasional (DSN), the Indonesian Ulama Council or Majelis Ulama Indonesia (MUI) and the

Institute of Business Certification or Lintas Sertifindo Unggul (LSU) to immediately formulate a law or regulation to governing halal tourism.

3.2. *hatiIndonesia.tr*

hatiIndonesia.tr is the first all-in-one travel guide mobile application reserved for Muslim traveller as well as tourists interested in Indonesia's Halal tourism. This application will be the first application in Indonesia which presents the information in the form of Islamic travel information, travel packages, information and review exciting destinations and nearby, transportation. *hatiIndonesia.tr* will provide testimonials about the destinations that have been visited by other travellers, to help find interesting and appropriate destination which is meets the criteria of Halal tourism in terms of products and services offered). Because *hatiIndonesia.tr* is equipped with navigation features, then *hatiIndonesia.tr* will contain information about the Halal hotels (help to booking rooms), halal restaurants, the nearest mosque, prayer time and also the direction of Qibla (although still in the airplane).

By the availability of navigation feature and informations that will always be updated every day, *hatiIndonesia.tr* would clearly help the travellers to find the next wonderful destinations which may be very close with her.

Given the habit of tourists from the Middle East who brings family members when on holiday, then use or utilize the services of travel agency was the right choice. Therefore, *hatiIndonesia.tr* will cooperate with providers of travel services or travel agency in order to help those travellers to find the proper tour package for them. Although it has been using the services of travel agency, the user may still need this application as a reference tool in the desired place, digging up information about the places he visited such as a testimony or review, as well as the position of other visitors who were in that place at the same time.

If the user of *hatiIndonesia.tr* is independent traveller (backpacker or traveller who prefers to decide for themselves the places he wants to visit), then this application will be very helpful because *hatiIndonesia.tr* able to contribute to compile a list of his itinerary. So, that would make the trip more memorable, effective and efficient.

This application will be very useful for the Muslim traveller or traveller who is interested in Indonesia's Halal tourism. Both of which use the services of travel agencies and without any travel agency. Due to the nature of this *hatiIndonesia.tr* relatively user-friendly, informative, and up-to-date.

Here is the example of user interface from *HatiIndonesia.tr*



Fig. 1. Example of user interface

3.3. SWOT Analysis of Indonesia's Halal Tourism Development and Implementation of Indonesia *hatiIndonesia.tr*

SWOT Analysis is useful to determine the next steps in developing of halal tourism in Indonesia such as the determination of policies applied, also the strategy formulation.

SWOT analysis is one approach to illustrate the strengths, weaknesses, opportunities, and threats. In this case is in the development of Halal tourism.

3.3.1. Strength

1. Resources
 - a. Indonesia has a very broad and wonderful landscape. Flora and fauna in Indonesia is endemic (found only in Indonesia). Supported by 70% of Indonesia's land is waters that have diverse coral reefs and marine ecosystems are mesmerizing. It was clear that Indonesia has the good potential to develop tourism industry.
 - b. Local wisdom possessed by Indonesia's people are still maintained properly. Some areas that still maintained Islam can be an alternative and also supporting the Halal tourism industry.

2. Facilities and Services
 - a. Easy to pick a restaurant offering halal food and beverages.
 - b. Having adequate worship facilities and infrastructure in particular places. Several Mosques in Indonesia has its own history, uniqueness and attractive design.
3. Promotion
 - a. Social media accounts such as Instagram, path, Facebook, twitter have a lot of useful information to promote tourism. For example the name of the place, the facilities available, access to transportation and so on.
 - b. In 2013 the Ministry of Tourism and Creative Economy (Kemenparekraf) in cooperation with the Indonesian Ulama Council held a Grand Launching of Halal Tourism.
 - c. Indonesia's victory in the 2015 World Halal Travel Summit at The Ballroom of Emirates Palace Hotel, Abu Dhabi, United Arab Emirates (UAE) which won three titles will contribute a promotional event that is beneficial to Indonesia.
 - d. The Indonesia's government in cooperation with *Halaltrip Travel Guide* has launched a guide book for Indonesia with the title *Wonderful Indonesia: Many Lands, Timeless Culture, One Journey* which is available in English and Arabic languages.

3.3.2. Weakness

1. Resources
 - a. Lack of insight knowledge of local people regarding halal tourism. Some of the areas that potential to serve halal tourism can only provide the general services and products of tourism.
 - b. There are many halal food and beverage products as well as restaurants that do not have halal certificate.
2. Facilities and Services
 - a. The lack of provision of facilities that have high-speed internet in some areas.
 - b. The limited ability of local communities to communicate with foreign tourists.
 - c. Some areas that is potential to develop halal tourism do not have access of good transportation. Some airports in area that has potential to develop halal tourism do not have airports with international flight routes.
 - d. Lack of skills and knowledge owned by the communities to manage services of Halal tourism. This happens because there are no certain rules and laws regulate Halal tourism.
3. Marketing
 - a. Less of direct and sustainable promotion done by the government, society, and all relating parties.

3.3.3. Opportunity

1. Indonesia is the country with the largest Muslim population in the world. With wonderful natural landscape and diversities, make Indonesia has a good opportunity to develop halal tourism.
2. The Government of Indonesia currently focus on improving the infrastructure mainly in the field of inter-island.
hatiIndonesia.tr is the first guidance application for halal tourism in Indonesia which will greatly assist the travellers.

3.3.4. Threat

The country with a Muslim population also participating in offering Halal travel packages such as Malaysia. This path also followed by the countries in which Moslem is being minority population in these countries such as Thailand, Japan, and South Korea. It is certainly because the prospects of this industry is very promising.

4. Conclusion

According Shakiry [3], the concept of halal tourism is not limited to religious tourism (tourism religions), but also includes the other areas as long as it is not against Islamic values [4]. Indonesia has a golden opportunity to reap huge profits from the halal tourism.

The creative industry has the important role in the development of tourism industry. This is because the tourism industry always need the creative process in its development. The good step in this development includes planning, promoting, packaging the tourism, and the tourism destination itself.

hatiIndonesia.tr is the first all-in-one travel guide mobile application which is reserved for Muslim tourists (Moslem traveller) and also other tourists who are interested in halal tourism in Indonesia. *hatiIndonesia.tr* will be the first application in Indonesia which able to serve Islamic travel information. *hatiIndonesia.tr* will be very useful for Muslim travellers or other travellers who are interested in Halal tourism. Both use the services of travel agencies and without any travel agency.

Due to the nature of *hatiIndonesia.tr* relatively user-friendly, informative, and up-to-date, *hatiIndonesia.tr* will help the tourists in providing useful information. So that the tourists will make the trip more memorable, effective and efficient.

5. Suggestion

To face global changing and competition we are necessary to shift the paradigm of tourism destination development which is nowadays rests on the diversity, uniqueness and distinctiveness in the area by keep putting diversity as an essential within unity, the framework of Indonesia [7]. One of the successful key is the establishment of tourism destination, develop cooperation with strategic coordination between government and stakeholders which involved in the development of halal tourism such as central government, local government, media, business entity and society.

Some strategic steps that should be undertaken by some parties are:

- a. Preparation of laws and regulations that includes standards should be owned and met by the organizers of the halal tourism providers in Indonesia. In order creative industry and tourism able to go hand in hand in offer goods, services, and facilities to increase the sale value of its competitiveness.
- b. Provide the knowledge and understanding to public about the potential of Indonesia in halal tourism industries. And invites people to recognize the potential of each region and also teach, monitor, and control the public about how to use, and develop the potential that exists in its region.
- c. The development process of facilities and infrastructures to support the existence of halal tourism must be done collectively and carefully by several parties such as the central government, regional government, creative industries and society in general.
- d. By *hatiIndonesia.tr* expected many parties actively involved in its development later. So that all information contained in the mobile application *HatiIndonesia.tr* have a high degree of accuracy, and capable socialized to the traveller well.

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