

Development of Halal Tourism Destinations in the Era of Regional Autonomy in West Nusa Tenggara Province

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This study aims to analyse the background of the development of halal tourism destinations in the West Nusa Tenggara Province and the constraints experienced in carrying out the development of these destinations. The results showed that: First, the background of the birth of destination development for Halal Tourism in the West Nusa Tenggara Province is based on three things, the philosophical foundation which shows in the development of the economic field in order to support the realisation of the acceleration of people's welfare, equitable distribution of business opportunities, other economic benefits and the ability to face the challenges of life changes while still paying attention to the cultural value system prevailing in this society in accordance with the noble values of Pancasila (Foundational Philosophy Theory of Indonesia). Second, the sociological foundation of the development of halal tourism is the demographic and geographical aspects of the West Nusa Tenggara Province which strongly supports the implementation of Halal tourism. Third, the legal basis for the development of halal tourism is the attribution and delegation of Article 18 paragraph (6) of the 1945 Constitution, Article 9 of Law No. 10 of 2009 concerning Tourism, Article 12 paragraph (3) letter b and Article 236 of Law No, 23 of 2014 concerning Regional Government and Article 5 of Permenparkreat No. 2 of 2014 concerning Guidelines for Conducting Sharia Hotel Business.

Key words: *Halal Tourism, Regional Autonomy and West Nusa Tenggara.*

Introduction

Halal Tourism is tourism that is according to the shari'ah, with tourists visiting destinations and the tourism industry that prepares tourism products, services and management facilities that are all according to the shari'ah. Article 5 of the West Nusa Tenggara Province Regulation No. 2 of 2016 concerning Halal Tourism states that, the scope of halal tourism includes destinations, marketing and promotion, industry, institutions, guidance and supervision and financing. The article also requires the conventional tourism industry to provide in hotel rooms directions to the Qibla and places of worship for Muslim tourists and employees, information on nearby mosques and on halal/non-halal products, separate ablution places for men and women, supporting facilities to perform prayers, and men/women only area's to make it easy to purify. The halal tourism sell tourism services and products that are based on sharia principles as stipulated by DSN-MUI. (Harimurti F, Jaelani A.K., 2019)

The scope of the regulation negates Grolleau and BenAbid's opinion that the product characteristics that must be certified are experience and credence characteristics while the scope of halal tourism is only covers search characteristics.

Search Characteristics is a product character that can be evaluated, tested, validated and detected accurately and efficiently by consumers before buying the relevant product. Testing of the character of products like this consumers can do by trust and manually by using the five senses. For this reason it is called search characteristics, because consumers can independently find and test products accurately and efficiently. Characteristic experience is the part of a product's character that consumers can evaluate, test, validate, and detect accurately and efficiently, in a short specific time period after consumers buy and use the product compared to the total use during the product's life time. Whereas credence characteristics is the part of the product's character that customers cannot evaluate, test, validate, and detect accurately and efficiently, even after they buy and use the product. (Jaelani A.K, Handayani I.G.A.K.R, Isharyanto, 2019)

Halal tourism is a continuation of both the 2012 Visit Lombok Sumbawa (VLS) Program and the 2015 Visit Lombok Sumbawa Program themed "Tambora Greets the World". Halal tourism to Lombok Island and Sumbawa Island, West Nusa Tenggara Province, is tourist visit activity to destinations and tourism industries that meet the sharia elements. The province of West Nusa Tenggara has very varied natural and cultural riches and as such has great prospects for tourism development. The geographical existence which is located close to Bali, the barometer of Indonesian tourism, creates and provides its own advantages in the distribution of foreign tourists, because the NTB Province is considered to be the alternative tourist destination after Bali. This can be seen from the number of tourist visits to the region between 2012-2019 with the Province of Bali receiving as many as 19,436,766 people while West Nusa Tenggara received as many as 9,454,830 people. Data of tourist visits over the last

five years show that the number of tourist visits to West Nusa Tenggara has increased significantly compared to the Province of Bali. The development of tourist visits from year to year, including both foreign tourists and domestic tourists, in the period between 2012-2016 shows an increase of an average 29.84%. However, in 2018-2019 there was a decrease in tourist visits due to the earthquake disaster that occurred in Lombok in 2018 which had a significant impact on the quantity of visits to the Bali island. (Jaelani A.K, Handayani I.G.A.K.R, Karjoko L, 2019)

The increase in tourist visits experienced by West Nusa Tenggara Province is not evenly distributed over the area and this is confirmed by data from the Culture and Tourism Office of the City of Mataram and East Lombok Regency showing that the number of tourist visits to the City of Mataram in 2012-2019 was 4,019,927 while the East Lombok Regency in the same period had 3,793,275 people visit, even though the East Lombok Regency had 92 natural and beach tourism objects while the city of Mataram only has 6 natural attractions and 3 beaches. In addition to the imbalance in the quantity of destinations and visits, the pace of tourism destination development in West Nusa Tenggara is not accompanied by good environmental care. As a result, there is a crisis of biological resources getting increasingly damaged, the increasingly diminishing forests and limited water resources, as well as erosion and soil damage, sedimentation, abrasion on the coast and damage to coral reefs. This is clearly seen in one of the destinations, the Mount Rinajni National Park area. Data from the Ministry of Environment and Forestry in 2019 states that as much as 250 tons of plastic waste pollute the national park ecosystem. The high pollution numbers are accompanied by an increase in the quantity of visitors. Data from the Nusa Tenggara Tourism Office said that there were 28,473 visitors to Gunung Rinjani National Park in 2018. (Indrastuti L, Jaelani A.K., Nurhidayatullah, Iswantoro, 2019)

In addition there was a violation of the use of the area, especially in the local protected area bordering the coast, which caused changes in land use. Many physical buildings supporting tourism infrastructure were built along the coast, especially in the West Nusa Tenggara destination development area. In reality, the development of tourism resorts in West Nusa Tenggara did not fully heed the Resort Spatial Plan that had been prepared. There has been a deviation in its development such that the environmental quality on Lombok Island has decreased. Utilization of the space is increasing so that it now seems excessive, and if not immediately controlled it can reduce the quality of the existing environment and even threaten the sustainability of the local environment to be a tourist area.

Results and Discussion

Background of Halal Tourism in West Nusa Tenggara Province

The background for halal tourism is inseparable from the local population as it is one of the main parts in the development of halal tourism in West Nusa Tenggara at present and in the future because it of it's dual function which in addition to being a human resource asset also functions as a potential source of domestic tourists. Sociologically, the constitution of the West Nusa Tenggara Province population is very supportive of the implementation of halal tourism because of it's relatively homogeneous community condition, both in terms of ethnicity and religion. (Jaelani, 2014).

Based on the 2019 statistics it can be seen that the Province of West Nusa Tenggara is inhabited by three dominant tribes, namely Sasak, Bima, and Sumbawa, each of which still has several sub-ethnic groups, as well as a number of other ethnic groups in smaller numbers such as Dompu, Bali, Java, Bugis, Donggo and others. The Sasak tribe is a native of Lombok and is found in more than 2/3 of West Nusa Tenggara Province, whilst there are also Samawa and Mbojo tribes originating from Sumbawa Island, Balinese who have been in Lombok since the beginning of the 15th century, and a small group of Chinese and Arabic descendants which is thought to have inhabited the island of Lombok hundreds of years ago. The majority of the population of West Nusa Tenggara are Muslim, especially the Sasak, Samawa, and Mbojo tribes, however, the cultural arts of the people in this area are music and dance which is more influenced by Hindu culture than Islam. The population size of West Nusa Tenggara Province in 2016 was 3.2 million or 70% of the population of the Province of NTB, divided into 1.5 million men and 1.7 million women. In terms of religion, the homogeneity of the population of the Nusa people shows in the majority being Muslim, with one getting a picture of Islamic life from the large number of mosques in this province. (Badan Pusat Statistik, 2019).

The constitution of the population by sex in the West Nusa Tenggara Province strongly supports the development of the halal tourism industry, bearing in mind the development of the halal tourism industry, which is a hospitality service-based, desperately needing the availability of both female and male workers. Currently, the tourism industry in West Nusa Tenggara absorbs more female workers than male workers, as seen from the absorption of labour from the total workforce in West Nusa Tenggara when broken down per sector, where the proportion of female workers working in the trade, hotel and restaurant sector is 28.86% while the male workforce is only 12.30% of the total workforce.

Besides being supported by sociological aspects, halal tourism is also strongly supported by geographical factors. (Jaelani, 2019). Geographically, West Nusa Tenggara is located in the

golden triangle of Indonesia's main tourism destinations namely Bali on the west, Tana Toraja and Bunaken on the north, and Komodo Island on the east. West Nusa Tenggara is also in the golden triangle of national and international crossings, namely Surabaya to the west, Makassar to the north and Darwin, in Australia, to the east. This position is a blessing to West Nusa Tenggara Province and because of it it is not only strategic as a tourist destination but also as a transit point for sailing ships from Darwin. Added to this, West Nusa Tenggara is traversed by the Wallace line, which is the dividing line between the flora and fauna species of the Continents of Asia and Australia. As a result, West Nusa Tenggara has unique flora and fauna species, because it is the meeting point of influence of the two continents. This position makes West Nusa Tenggara an attractive place to develop halal tourism. (Gumbira, S.W, Jaelani, A.K., Tejomurti, K, Saefudi, Y., 2019)

In addition to population factors, constitutionally the regions are given attribution and delegation authority to form regional regulations. Both ways of obtaining power have different characteristics in the formation of legislation. Attribution acquisition will lead to the formation of power from a situation that does not yet exist to be made exist. Attribution authority is the granting of authority to form laws and regulations, by Basic Law or by Law, to a state institution or government agency both at central and regional level. (Indrati, 2007).

Related to the definition of delegation of authority in the formation of laws and regulations is the delegation of authority to form regulations that are carried out by higher laws and regulations to that are carried out by lower laws. The inherent characteristic of the delegation of authority in the formation of legislation is that the delegation must be carried out by an authorized body, that delegation causes loss of authority for delegates (recipients of delegations of authority) within a specified period of time, the delegates must act on their own behalf, and therefore a person that is a delegate is responsible for any exercise of power that arises from the delegation of power to that person, and sub delegation can only be done if there is agreement with the delegate. (Muchsan, 1988).

West Nusa Tenggara Province Regional Regulation Number 2 of 2016 is an attribution and delegation of Article 18 paragraph (6) of the 1945 Constitution, Article 9 of Law Number 10 of 2009 concerning Tourism, Article 12 paragraph (3) of letter b and Article 236 of Law Number 23 of 2014 concerning Regional Government and Article 5 of the Minister of Tourism and Creative Economy Regulation Number 2 of 2014 concerning Guidelines for Conducting Sharia Hotel Business. Halal tourism is a characteristic of regionalism (local content) in West Nusa Tenggara. The Technical Formulation of Halal Tourism Law goes through three stages, namely planned, integrated and systematic. Planned is a time scale (long, medium and short term) in order to translate the RPJPD, RPJMD, and RKPD, while integrated is the involvement of various agencies and stakeholders in order to be able to accommodate various developing and/or systematic aspirations and problems. They are

prepared to be part of the law based on studies substantially related to other laws and higher regulations to avoid complications. (Setiadi, 2017).

Regulations for the Halal Industry and Tourism Destinations Based on the Environment

According to the Decree of the Minister of Forestry Number 280 / Kpts-VI / 1997 concerning the Establishment of Mount Rinjani as a National Park Area with an Area of 40,000 hectares, the policy aims to preserve the original and intact ecosystem area as a preservation and protection area. This is managed with a zoning system that is utilized for research, science, education, supports the growth of possibilities and limited tourism activities. Mount Rinjani has a variety of forest functions namely national parks, protected forests, limited production forests and Tahura. The biodiversity in the park area is very high, this can be seen from the diversity of vegetation types, for example savanna forest vegetation, lowland rain forest, and mountain rain forest. This diversity shows that Mount Rinjani is one of several locations in West Nusa Tenggara that supports the rainforest ecosystem. Mount Rinjani also serves as the main water catchment area for the island of Lombok. (Nurhidayatulloh Febrian, Apriandi, M., Annalisa, Y., Sulistyaningrum, H.P., Handayani, I., Zuhro, F., Jaelani, A.K., Tedjomurti, K., 2020)

The development pace of tourism destinations in West Nusa Tenggara is not accompanied by good environmental care. As a result, there is a crisis of biological resources showing in increasing damage, diminishing forests, limited water resources, erosion and other soil damage, sedimentation, abrasion of the coastline and damage to coral reefs. This is all seen in the Mount Rinjani National Park area. Data from the Ministry of Environment and Forestry in 2019 states that as much as 250 tons of plastic waste pollutes the national park ecosystem. The high pollution levels are accompanied by an increase in the quantity of visitors with data from the Nusa Tenggara Tourism Office saying that there were 28,473 visitors to Gunung Rinjani National Park in 2018. (Handayani I.G.A.K.R, As'Adi E, Hamzah.G, Leonard T, Gunarto G., 2017)

The pollution justifies Tobing's opinion which states that the level of environmental pollution is caused by the quantity of the human population so that with an increase in human population the amount of waste disposed increases. This situation is compounded by a lack of awareness to properly dispose of rubbish in the place it's created in, a lack of willingness to manage rubbish and also inadequate waste disposal locations. As a result, the quality of the environment that is healthy, clean and beautiful is in decline and this decline in environmental quality will have a negative impact on the living things in the area.

This situation seems to negate Article 1 paragraph (2) of Law Number 32 Year 2009 concerning Environmental Protection and Management (PPLH) which states that 'systematic and integrated efforts are needed to preserve environmental functions and prevent

environmental pollution or damage'. This provision is accompanied by Article 69 of the PPLH Law which states that prohibitions are accompanied by strict and clear sanctions. To solve this problem, Law Number 18 of 2008 concerning Waste Management and Government Regulation Number 81 of 2012 concerning Management of Household Waste and Trash of Similar Kinds of Residential Houses entails the need for cooperation between visitors, communities and the Regional Government to preserve the natural environment and sustainability function of the Mount Rinjani National Park area. (Surachman A, Handayani I.G.A.K.R, Taruno Y., 2017)

Empowerment of Community Organizations in Realising Tourist Safety when Visiting Destinations

Crime in Lombok in general, including the East Lombok Regency and the City of Mataram, is a crucial issue. The city of Mataram and East Lombok Regency display religiosity attractive to halal tourism and the area also displays crime. Religiosity of the area is indicated by the nickname 'an area with a thousand mosques', and coincidentally the crime rate there never reached the blatant stage. However and seemingly contradicting, if committing a crime is no longer done secretly but is carried out openly and stated its intention at the beginning of the action of crime, then the emergence of a "village of thieves" in several places illustrates another aspect of how the problem of security and orderliness for tourists has become a serious problem in this area. (Maladi, 2007).

According to Zubain and Murdiono, the creative youth leaders of Jerowaru District, the high crime rate was caused by several things, firstly, poverty was one of the factors that psychologically directed the community to justify all means in meeting the needs of life. In general, the poverty rate is not less than 50%. Poverty itself arises from several factors including dry natural conditions and the involvement of communities around the tourism destination areas have limited work opportunity. At the same time, the expertise and skills of the local population are very limited in their use for tourism, not only the variation of skills but also the quality of the population's skills is lacking. (Jaelani, 2017).

Second, criminal behavior, by for example thieves, is also confirmed by culture. An example of culturally confirmed stealing is shared by Saharudin as part of the Takepan Council of the Sasak Indigenous People stating that, the ritual of stealing a bride is facilitated by adat as part of maintaining one's dignity. In fact, he further pointed out that the thieves that are very good at what they do will be appointed as the king of thieves. Third, the limitations of the police force is another problem that encourages crime in Mataram City and East Lombok Regency. The scarcity of police officers is not only a matter of Mataram City and East Lombok Regency, and it becomes even more problematic when crime is high. Various crimes experienced by tourists that are unable to be handled properly produce their own negative

effects for the development of halal tourism. Therefore, we now see well developed crime while the availability of officers is very limited.

In the midst of high crime and the security forces unable to do much, there is now the emergence of pam-swakarsa. Some pamphakarsa that have emerged and have a strong base on Lombok Island are Elang Merah and Amphibi. The security institution is networking and working up to the village level. They even have relatively complete security facilities and follow a more intensive work pattern in consolidating security in the regions. For the time being, the Regional Government of the Province of West Nusa Tenggara and Elang Merah-Amphibi have cooperated with them in creating security in West Nusa Tenggara.

Conclusions

Based on the results of the research and discussion, the following conclusions can be drawn: The background of the birth of Halal Tourism in West Nusa Tenggara Province is based on three things; the juridical, philosophical and sociological foundations. The Juridical foundation of the birth of West Nusa Tenggara Province Regulation Number 2 of 2016 is an attribution and delegation of Article 18 paragraph (6) of the 1945 Constitution, Article 9 of Law Number 10 of 2009 concerning Tourism, Article 12 paragraph (3) of letter b and Article 236 of Law Number 23 of 2014 concerning Regional Government and Article 5 of the Minister of Tourism and Creative Economy Regulation Number 2 of 2014 concerning Guidelines for Sharia Hotel Business Operations. Its philosophical foundation is development in the economic field in order to support the realisation of accelerating public welfare, equitable distribution of business opportunities, benefit and to be able to face the challenges of life's changes while still paying attention to the cultural value system prevailing in the community in accordance with the noble values of Pancasila and accommodating the needs of tourists in carrying out their worship activities when they are at a destination location, because worship is a basic human need for the Ummah in accordance with their religion, and this upholds the values of goodness and cleanliness in accordance with Islamic teachings. The sociological foundation of the issuance of a Regional Regulation on halal tourism are the demographic and further population aspects of the West Nusa Tenggara Province which strongly supports the implementation of halal tourism because of the relatively homogeneous conditions of the people in terms of ethnicity and religion, and in addition to demographic factors, halal tourism is also strongly supported by geographical factors. Geographically, West Nusa Tenggara is located in the golden triangle of the major tourism destinations in Indonesia, the golden triangle of cross-national and international shipping and is also crossed by the Wallace line, which is the dividing line between the flora and fauna species of the Continents of Asia and Australia.

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