**Halal Tourism Industry in Indonesia:**

**Potential and Prospects**

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**ABSTRACT**

This study confirms that halal tourism is a tourism industry which has contributed to economic growth in Indonesia, although the world economy slows down. In Indonesia, halal tourism has long been grown in the form of a pilgrimage undertaken by people with religious motivation. Along with the development of the global Islamic economy, then this type of tourism is undergoing a metamorphosis that requires a change in modern ranging from attractions, hotels, up to marketing.The paper combines descriptive of halal tourism industry and practices of Islamic law in Indonesia. This approach found that halal tourism industry can not be separated from the religious practices of the majority of Muslims in Indonesia, but also economically contribute to the local community, and tourist sites that display the beauty and hospitality for tourists Muslims and non-Muslims. This study concludes that halal tourism has become part of the national tourism industry to position Indonesia as a center for halal tourism in the world in the future.

**Keywords**: industry, religion tourism, shariah tourism, halal tourism

**JEL Code**: L83, N53, Q57, Z31, Z32

**TABLE & FIGURE**

Table 1: Differences between conventional, religious, and shariah tourism

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No. | **Aspects** | **Konventional Tourism** | **Religious Tourism** | **Shariah/**  **Halal Tourism** |
| 1 | Object | Nature, culture,  heritage, culinary | Worship place,  cultural heritage | All |
| 2 | Aim | For entertainment | To increase spirituality | To increase spirituality by way of entertainment |
| 3 | Target | to the satisfaction and pleasure that dimension lust, solely for entertainment | to acquire the spiritual aspect that could soothe the soul and find peace of mind | To acquire the desire and pleasure, and growing religious awareness |
| 4 | Guide | To understand and master the information, so that  can attract tourists to the sights | to understand the history of the characters and locations that become atourist attraction | To make tourists interested in the object and evoke the spirit of religious tourists.  Being able to explain the function and role of shariah in the form of inner happiness and fulfillment in people's lives |
| 5 | Fasilities of Worship | Complementary | Complementary | Integrated by object of tourism, rituals become part of the entertainment package |
| 6 | Culinary | General | General | Especially, halal |
| 7 | Relation of Society &Environment of Tourism | Complementer and profit | Complementer & profit | Integrated and interaction based principles of shariah |
| 8 | Schedule of Travel | Everytime | Certain times | Of the timing |

Table 2: Ten Highest Rated Indonesia Tourism Index 2016

|  |  |  |
| --- | --- | --- |
| No | Cities | Tourism Indeks |
| 1 | Denpasar, Bali | 3,81 |
| 2 | Surabaya, Jawa Timur | 3,74 |
| 3 | Batam, Riau | 3,73 |
| 4 | Sleman, Yogyakarta | 3,72 |
| 5 | Semarang, Jawa Tengah | 3,59 |
| 6 | Badung | 3,55 |
| 7 | Bandung, Jawa Barat | 3,39 |
| 8 | Banyuwangi, Jawa Timur | 3,30 |
| 9 | Bogor, Jawa Barat | 3,27 |
| 10 | Bantul, Jawa Timur | 3,22 |

Source: *http://lifestyle.liputan6.com*

Table 3: Five Highest Rated Environmental Aspects of Business Support Tourism Year 2016

|  |  |  |
| --- | --- | --- |
| No | Cities | Tourism Indeks |
| 1 | Denpasar | 3,71 |
| 2 | Sleman | 3,42 |
| 3 | Semarang | 3,26 |
| 4 | Surabaya | 3,21 |
| 5 | Bantul | 3,19 |

Source: *http://lifestyle.liputan6.com*

Table 4: Five Highest Rated Governance Aspect Tourism Year 2016

|  |  |  |
| --- | --- | --- |
| No | Cities | Tourism Indeks |
| 1 | Surakarta | 3,99 |
| 2 | Denpasar | 3,79 |
| 3 | Badung | 3,68 |
| 4 | Makasar | 3,59 |
| 5 | Yogyakarta | 3,54 |

Source: *http://lifestyle.liputan6.com*

Table 5: Five Highest Rated Aspects of Tourism Support Infrastructure 2016

|  |  |  |
| --- | --- | --- |
| No | Cities | Tourism Indeks |
| 1 | Makasar | 4,33 |
| 2 | Denpasar | 4,12 |
| 3 | Bandung | 4,12 |
| 4 | Surabaya | 3,89 |
| 5 | Palembang | 3,75 |

Source: *http://lifestyle.liputan6.com*

Table 6: Five Highest Rated Potential Aspects of Nature and Techno Tourism

|  |  |  |
| --- | --- | --- |
| No | Cities | Tourism Indeks |
| 1 | Sukabumi | 3,79 |
| 2 | Badung | 3,45 |
| 3 | Bogor | 3,39 |
| 4 | Wakatobi | 3,29 |
| 5 | Raja Ampat | 3,25 |

Source: *http://lifestyle.liputan6.com*

Figure 1: Aims of National Tourism