



## The Promotion of Halal Tourism in Bangka Belitung: The Development of Potential Asset and Local Enterprises Players

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### ABSTRACT

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Halal tourism analyses of the development goals often stress the importance of the locality-asset promotion, in which dynamic changes to support the development of potential asset and enterprises players have become driving factors in producing generous well-being outcomes. Challenging such analyses, this article highlights the importance of understanding how locality-based halal tourism contributes to the wider-ranging of reformulated tourism policies in Bangka Belitung. Using a qualitative method, the article investigates the promotion strategy of the development of halal tourism involved the role of policymakers, where the data obtained interviews and documentation. The informants were selected by purposive sampling to understand how halal tourism developed. As it turns out, significant variables expanded in terms of halal tourism's features and advantages, and it is necessary to involve the religious institution driving forces that issued the halal production legality. It is profitable to provide various facilities to support halal tourism development. The collaboration between the Indonesian Ulama Council and the Ministry of Religious Affairs has been significantly affected to arrange reformulated the development of halal tourism to reference local governments to formulate policies in the local context. As an implication, promoting a new tourist destination needs a readjusting of the term halal friendly that implicated business players in managing the tourism industry.



## Introduction

In the last decade, the current issue of halal tourism received critical attention in tourism studies, especially in the understanding of concepts, notions, and strategies required in implementing sustainable development (Battour & Ismail, 2016; Moshin, Brochado, & Rodrigues, 2020; Ridho Subarkah, Budi Rachman, & Akim, 2019). Nevertheless, research on this subject has been mostly restricted to the impact of socio-economic provision, and little attention is given to locality-based halal tourism as a remarkable critical aspect of well-being production (Caretta, 2020). The potential aspect, combined with local regulation, has also become a part of the halal tourism goals that shape Indonesian locals contributing to the wider-ranging role of economic tourism generally (Anugrah, Mokodongan, & Pulumodoyo, 2017; Darussalam, Syarifuddin, Rusanti, & Tajang, 2021; Moshin et al., 2020; Suhartanto, Gan, Andrianto, Ismail, & Wibisono, 2021).

Therefore, the article aims to debate how locality-based halal tourism contributes to the wider-ranging reformulated policies of the regional tourism sector in Indonesia. To understand this topic, the author focuses on Bangka Belitung Province case for three reasons; first, Bangka Belitung is the world's most unique potential tourism and is the most heterogeneous asset in Indonesia. It represents most of the common economic dynamics in the local Indonesian context. Second, Bangka Belitung is one of the regional Indonesian people who have still at developing an understanding of the tourism term contextualized to local prosperous (Han, Al-Ansi, Olya, & Kim, 2019), thus having crucial implications for inequality that is rudimentary many policies of local economic to support developing local tourism (Rozalinda, Nurhasnah, & Ramadhan, 2019). Third, the development of local

tourism in Bangka Belitung, so far, does not comprehensively re-examine the policy of how this potential can adopt to gain the tourism locality-based empowerment policies. These three reasons are appropriate to a wider-ranging discussion of local tourism implicated to well-being context (Walpole & Goodwin, 2000).

This article also intends to complement Jaelani's (2017) understanding of the prospects for the halal tourism industry in Indonesia, which has not specifically shown how the regulation changes in the development of the tourism sector in regional aspects. Rusby & Arif (2020) explore that sharia-based halal tourism policies illustrate the potential to become a good standard. The two articles serve as material for reflection on analytical findings, which then present an understanding of how to review how halal tourism strategies are empowered in the context of developing destinations and business actors. In the next section, this article presents a summary overview of the theory of shifting the meaning of halal tourism, inviting debate about how Islamic tourism can help us understand changes in tourism sector policies.

### **The Shift on Tourism Discourses: An Overview to Local Context**

In an earlier debate, halal tourism has been critical attention to understanding the tourism concept from the International scholars. Several research on this subject, expressing Islamic tourism, referred to religion tourism, halal friendly, and faith-based marketing (De Temple, 2006; Pabbajah, Abdullah, Jubba, Pabbajah, & Said. Rehman reveals that the meanings of halal tourism are different stretch emerging of the oldest term (Rehman, 2019). Interestingly, the discussion used halal-friendly terms elaborated on halal products (Han, Al-Ansi, Olya, et al., 2019). Thus, the development of the term

halal tourism is not only a product, but also various supporting facilities such as halal products, supporting facilities, and the hospitality that is carried out needs to be prepared to be 'friendly' to visitors (Battour & Ismail, 216).

Although halal tourism is no mutual agreement on the concept debate, there is one thing that cannot be doubted by various groups, namely the development potential of halal tourism that various parties feel at the global level (Olya & Al-ansi, 2018). It is related to the valuation of the turnover of funds from the halal tourism sector, which is estimated to reach USD 230 trillion and is predicted to contribute 3.6% of GDP in 2028 (Ainin, Feizollah, Anuar, & Abdullah, 2020). The world of global tourism needs to prepare this potential to be put to good use, including in Indonesian contexts.

To date, halal tourism has become a concern in many Muslim-majority countries. However, the issue of halal tourism is also starting to be noticed by countries with a minority Muslim population. Some countries even share promising practices for managing halal tourism in their countries such as Australia (Islam, 2020), New Zealand (Mohsin, Ramli, & Alkhulayfi, 2016), South Korea (Han, Al-Ansi, Olya, et al., 2019), and Japan (Samori, Md Salleh, & Khalid, 2016). In countries that develop halal tourism, even though the Muslim population is a minority, it is recognized that they can establish halal tourism to attract the interest of Muslim-populated countries to visit the country. Reflecting on the growth of halal tourism in Muslim-majority nations, this article will explore more deeply related to the management of halal tourism that the Province of Bangka Belitung has carried out.

In fact, several regions in Indonesia have implemented halal tourism practices and developed local potential into strategic policy steps. Several areas have implemented halal tourism management, such as Gorontalo City (Anugrah et al., 2017), West Sumatra

(Rozalinda et al., 2019), West Nusa Tenggara (Fahham, Gatot, & Senayan, 2017), and the City of Bima (Santoso & Argubi, 2019). These studies show each region's opportunities and challenges in managing its halal tourism potential. Researchers will position the focus of this research study on the development of local potential based on local wisdom in Bangka Belitung Province, which has not been carried out in previous studies.

As a strategic tourism policy direction, the Global Muslim Travel Index has provided a reference for developing tourist destinations. First, given halal foodservice and prayer facilities are accommodated in tourism sites. Second, it has a bathroom that is equipped with ablution facilities and services during the month of Ramadan. Third, recreational facilities provide privacy services such as separation between males and females (Suharko, Khoiriaty, Krisnajaya, & Dinarto, 2018). In this way, the Indonesian government redefined the concept to develop a halal tourism area. The reunification must include the availability of places of worship, not consuming alcohol, halal certification, sharia hotels, Kiblah directions, and other availability related to sharia tourism (Putri, 2020). Therefore, the concept of halal tourism based on local wisdom currently leads to a tourist destination location, not based on territory (Darussalam et al., 2021; Rosyida & Noor, 2020). This research takes the space that there is a need for new scientific treasures related to halal tourism that utilizes regional-based local potential. In this study, researchers looked at the development of halal tourism based on local wisdom that occurred in the Bangka Belitung Province.

## Methods

The selected study subject consists of three stakeholders: the tourism official, the Indonesia Ulama Council (MUI), and the business tourism players in Bangka Belitung Province. The

three stakeholder's research objects were purposively selected by considering two criteria. Firstly, the tourism office and the MUI provide an overview of regulation of how the local government instructs the industry tourism players to develop a new destination. Secondly, the business tourism players are specifically a role in developing a new tourist destination to be halal-friendly for visitors both local and international. By assuming this argumentation, the research makes a general overview of tourism designs that will benefit residents.

It is a qualitative research based on the data about the reformulation of tourism policies (Merriam, 2009). The approach used is a case study of locally-based empowerment of enterprises type involved of the Micro, Small, and Medium Enterprises (MSMEs), which are tourism phenomena with four overviews, namely, the tourism policy, halal certification, business plan and development of industry tourism sector. The researcher has selected a case study technique in order to engage with social phenomena that lack defined processes and are constantly shifting. This guideline clearly informs social phenomena to perform a study without passing judgment on the results (Creswell, 2013, p. 41).

The research data were obtained in two ways: interview and documentation. Firstly, interviews were conducted with informants who were deliberately selected based on the abilities and needs of researchers (Nurdin & Hartati, 2019). Informants are academics, tourism activists, and the management of the MUI Bangka Belitung. The researcher then transcribed the results of the interviews. The data obtained will be processed according to the purpose of this study. Secondly, documentation maps library data with studies and searches of certain journals, articles, and news sites considered relevant to this research. This study was

carried out during this research by exploring the data in depth so that it still requires relevant and reliable information.

Data analysis was carried out since the beginning of the study, even shortly after determining the research topic. It is different from quantitative research by placing analysis as the final study step after data collection (Maxwell & Reybold, 2015). Data analysis was carried out by sorting and selecting data related to the view of developing halal tourism, implementing sharia-based business development, and developing new sharia-based tourism (Miles, Huberman, & Saldana, 2014). This study treats all data and information as equally essential. In other words, no data is positioned as a determinant because everything complements each other's.

## Result and Discussion

In this section, the author will explore the research findings. The author explains policy changes and the development of halal tourism in Bangka Belitung.

### Halal Tourism Policies: Guidelines for Enterprises Players

Referring to the International dynamic has the arrangement of halal tourism estimate potential, Indonesia involved in this context by realizing many regulations. These central or local government regulations issued many policies, such as Laws, Ministerial regulations, Indonesian Ulema Council (MUI) fatwas, governor regulations, and others. Regarding these regulations, I found a specific issue on the policies, and it denoted law into three objectives. First, the Tourism Acts Number 10, 2009; second, the Laws of Halal Product Security Number 33, 2014; and the last regulation are a fatwa of National Sharia Board (Number 08/DSNMUI/X/2016) about guidelines for tourism implementation

based on sharia principles. Three objects of acts have been insufficient to develop halal tourism in Indonesia. Therefore, this research shows that the regulations needed to make a new policy formula to apply to local tourism; it is carried out in implementing the tourism regulation based on local wisdom.

This policy is implemented into three scopes. First, understand the Halal Assurance System Criteria. Second, implementing the Halal Assurance System and preparing registration documents. Third, register halal certification (upload data). It provides a new halal certification registration subsidy package specifically for the category of processing industry, hotel restaurants, and restaurants/catering (LPPOM MUI, 2021). Therefore, after the national policy is ratified, local governments benefit from developing the tourism sector. This has an impact on the increase in tourist visits to Bangka Belitung. Data shows that local visitors are around 98 % and foreign countries around 2 %, or reached 437,535 visitors in 2019. Regarding increasing number of visitors, researchers can analyse four aspects in the development of the tourism sector in Bangka Belitung: accessibilities, amenities, promotion, and business players.

First, it is the accessibilities aspect. By opening a new flight route, the local government has been constructing a new terminal, which can increase the capacity of the Depati Amir airport. While the Has Hananjoddin International Airport also focuses on managing transit flights and is transitioning from the Ministry of Transportation to PT. Angkasa Pura II in January 1, 2019. On the other hand, the local government has been strengthening others' accessibilities by revitalizing the port, road maintenance, highways, and shuttle bus; these accessibilities facilitated tourists visiting new destination tourism in Bangka Belitung. The opening of this new route includes international



routes, namely Kuala Lumpur-Tanjung Pandan (*Air Asia Flight*) and domestic routes, namely Jakarta-Tanjung Pandan (*Air Asia Flight*) and Bandung-Tanjung Pandan (*Wings Air Flight*). The Belitung Geo-park, which has been recognized domestically and is being accredited by UNESCO as a Global Geo-park, also contributes to Bangka Belitung's economic growth in the tourist industry. Last but not least, tourism is included in the thousand Calendar of Wonderful Indonesia Events, such as Toboali City on Fire, Sungailiat Triathlon, Tanjung Kelayang Festival, and Exploration of the Enchantment of the Spice Trail.

Second, it is amenities. Rossadi & Widayati (2018) explained that amenities are supporting facilities to meet the needs of tourists, such as toilets, rest areas, places of worship, and others. In this case, the government must complete tourism facilities to provide luxury for visitors who have complete tourist facilities, halal-certified restaurants, and other supporting facilities to improve service quality. It can also be service tourists when they get there as an essential component in meeting the needs of tourists on tour (Saway, Alvianna, Estikowati, Lasarudin, & Hidayatullah, 2021). The questions' components include food and beverages, places to eat, public facilities, and souvenirs.

The third aspect is the media promotion strategy. This is an effort to disseminate tourism information to local and international visitors (Yusantiar & Soewardikoen, 2018). In line with Rasul & Manandhar (2009) suggestion, media promotion is a strategic step to support policy success in developing tourism. This promotion can be done through online media, face-to-face, global platforms about tourism information, and attraction activities (Mingkid, 2015). Thus, the efforts of the Bangka Belitung government in promoting regional tourism areas have disseminated information through Youtube, Instagram,

and the Website as tourism promotion media. The government has invited the media and travel bloggers/floggers as a step for the familiarization trip. The government also involves business people to promote tourist destinations at Expo/Exhibition/Travel Mart events. This has become an effective medium for developing Global Market Places such as Klook and Viator. Last but not least, tourism promotion cooperation with airlines is also carried out to brand tourist areas as “Let’s go Belitung”.

The fourth last aspect, the government has involved tourism industry players. The government has prepared a strategy to develop tourist areas. This development was carried out by opening tourism vocational schools, namely Senior High School Vocation (SMKN 3 Tanjung Pandan and SMKN 1 Sijuk); in opening major are hospitality, catering, and travel business. Local government support has also proven that the development of human resources in the tourism sector is increasingly consistent. This is done by holding activities, such as training on tourism planning, certification/testing the competence of tourism actors, training tour guides, and holding coordination forums between business actors. The government also moves creative economic development, such as workshops to increase creative economy on development of human resource capacity, creative institutional development, appreciation and performing arts as well as fostering cooperation.

### **The Development of Halal Tourism in Bangka Belitung: Lessons to learn**

Bangka Belitung has countless potential to be one of the halal tourist destinations in Indonesia. This potential is supported by several factors, namely ethnicity, religious facilities and infrastructure, religious institutions, and the awareness of entrepreneurs. First, the ethnicity of Bangka Belitung is mostly

Malay. This is the principal capital in equalizing perceptions about the development of halal tourism. Second, the factors of worship facilities and infrastructure are potential among the majority of the Muslim population; of course, the development of halal tourism does not face too many challenges. Third, the factor of the existence of a religious institution called MUI; it is being a supporter in running a halal tourism program. The presence of this institution can be completed by issuing a fatwa or halal certification as a guarantee for the development of tourist zones. Fourth, the awareness factor of entrepreneurs in the tourism sector is also a benchmark for developing halal tourism. This is proven by the industry that accommodates halal certification, such as Mr. Adox restaurant, Gale-gale restaurant, *Tudung Saji* (local product), and Hotel Bangka City. These four factors are the capital to develop a halal tourism region in Bangka Belitung.

Developing tourism industry in Bangka Belitung also has supported by Pesona Belitung (travel agent) that which is one of many unit business to be a vanguard in implementing halal tourism services. Nevertheless, the role of MUI's branch is mostly required to look at the perspective of tourism development. As a religious institution issued a halal certification, it is to be supporting agenda on development of tourist destination, so that can be predisposing the potential visitors. Data shows that approximately 2,048 issued halal certifications by the MUI Branch referred to role play on the restaurant business (Pratomo, 2021). For this reason, tourism sector in Bangka Belitung was benefited from the potentially available destination, namely, socio-culture, worship facilities, halal certification institution, sharia financial, and influencer.

The advantages of socio-culture have the influence to gain implementing halal tourism. It is backflow to Malay

history, introducing the acculturation process to be unique and a new destination. Bangka Belitung also has a diverse ethnic and religious population, making it one of the most diversified civilizations in the world. Thus, the diversities tied by local people with enormous solidarity on respectable each other's. Not only religious diversity, the local people, and compliments invited traditional ceremonies carried out by many sects, such as Buang Jong, Maras Taun, and Perang Ketupa ceremonial customs. It can be one of the cultural tourism attractions shown as a multiculturalism area, increasing local or international visitors. An enormous tourist attraction destination in Bangka Belitung Island, it is a potential asset that local people can adapt to creating many local products. Therefore, this island has traditional food, such as Lempah Kuning, Resep, Pantiauw, Otak-otak, Pempek, and others that accommodate friendly-halal tourism.

Rusydi (Informant, 62 years) argued that Bangka Belitung is one of the regional places that offered tolerance, despite a Muslim majority but never raised a social conflict amid the different religions each other's. Although the difference between the religious believers, when one of them celebrates a religious ceremony, they visit worship places (Interview, August 20, 2020). As a matter of fact, the author looks at worship side by side between Kung Fuk Miaw temple and Jamik Muntok mosque. It draws a harmonious life amid difference believers, which, of course, can be proposed to be a unique tourist's destination on this island.

To increase development tourism, it also needs to begin to fill the facility with available worship places. This accommodates friendly-halal for Muslim visitors who attend a new destination. Based on fieldwork, of course, the author looks at placed tourist site that adds a new facility, such as *Musholla* (small mosque),

prayer tools, Wudhu places and Qibla direction indicator (Fieldwork, September 12, 2020). Sam'un (Informant, 45 years) reveals that approximately 85 % of tourism destinations have applied friendly-halal tourism, which serves as a place of worship to accommodate Muslim travellers (August 5, 2020). Also, for other different religions, it has allocated the place of worship certainly, such as Puri Agung located at Bangka Regency there are find Maria Belinyu cave, Tapak Liang temple, Pathuk Sang hill, and others. Generally speaking, when tourists visit Bangka Belitung, it will simplify to find places of worship (Wahyulina, Darwini, Retnowati, & Oktaryani, 2018).

Given expanding development tourism sectors, it should accommodate certificate institutions that guarantee halal product. This is one of the tourism packages certified in labelling kosher so that the Muslim visitors have no doubt to attend touristic places. Considering the Ministry of Religious Affairs, the decision of guideline for halal product number 518, 2011 must be protected the entire tourism package. Therefore, the realization of consumer protection requires inspection of a product, including a petitioner of data verification, the process production, the laboratory verification, packaging product, the verification of marketing distribution product, and processing halal certification.

The assessment institute for foods, drugs and cosmetics (*Lembaga Pengkajian Pangan, Obat-obatan, dan Kosmetika Majelis Ulama Indonesia/LPPOM*) had been established by the Indonesian Council of Ulama (MUI) as a response on an issue caused social restless. As a result, this institution is required to study, investigate, and devote all food products that are safe for human consumption. Similarly, this institute assisted how to restructure social services in order to fill a food product. As an autonomous

institute governed by the MUI, it has the authority to certify all items as halal. Hidayat, Siradj, & Selatan (2015) denoted that halal requirements included: first, it does not contain lard by Islamic sharia; second, does not contain processed ingredients that are forbidden; third, the processed ingredients of a product come from animals slaughtered according to Islamic law; and fourth, guaranteed storage places for sales and processing of food products. Therefore, the author confirmed to the informant that the halal product had been released to approximately 2,103 businesses in the tourism industry (Fieldwork, 2020).

No.	MSMEs Type	The Number of Halal Certification
1.	Home Industry of Food Product	1.676
2.	Restaurants/Catering Enterprises	275
3.	Poultry Slaughterhouse	153
<b>Total</b>		<b>2.103</b>

TABLE 1: The Number of MSMEs Certified Halal. Sources: LPPOM MUI, 2021.

The data shows that MUI has the consistency to support the development of the tourism sector through convenience for tourists by providing certainty of halal products in Bangka Belitung. In other words, Bangka Belitung can be used as a tourist destination that has halal standards. This is in line with what was suggested by Han et al., (2019), that traveller's motivation is influenced by customer satisfaction available at tourist sites. This is indicated by tourist customers' decision to buy products at tourist destinations. Thus, halal tourism must consider hospitality and friendly that is adaptive to the goals of the travellers.

Other aspects of the development of halal tourism are the availability of Islamic financial institutions. Abror, Wardi, Trinanda, & Patrisia (2019) reveal that one of the strongest factors in the development of halal tourism is religiosity. The presence of a guarantor institution can prove this aspect to determine the direction of new tourism development in specific locations. For this reason, the most important strategy is the presence of a guarantor institution, such as a sharia bank, as one of the support in the development of the tourism sector.

The last aspect is the involvement of influencers and the tourism industry. Bulilan (2021) explained that influencers are people who have the inspiration to direct others to decide to visit a new tourist destination. This strategy can be developed as a tourism promotion that actively disseminates photos and videos of traveling activities. The influencer in question is a figure who has a trip to visit tourist objects in Bangka Belitung. The author sees that Yuda's involvement in promoting the Bangka Belitung area as a halal tourist destination in Indonesia on social media platforms, such as Facebook and YouTube (Fieldwork, 2020). In addition, influencers are needed in promoting tourist areas. Erzaldi (Informant, 45 Years) emphasized that creativity in disseminating information about tourist areas is a strong projection in developing regions, significantly superior regional products promoted through social media (Interview, October 12, 2020). Erzaldi is able to develop start-ups as digital promotion media for the Bangka Belitung tourist area. He exposed various types of MSMEs and superior products in the area.

## Conclusion

It turns out what has tended to be forgotten by tourism object developers is that religion and local wisdom contribute

to strengthening the development of halal tourism. The policy changes that value products based on local wisdom are one of the supporting factors for developing new tourist destinations in areas with a majority Muslim population. The difference in belief cannot be separated from the process of developing halal tourism objects. Thus, the halal tourism development strategy is influenced by both structural and cultural factors.

This research has provided a different perspective on the strategic issue of halal tourism development. The concept of halal tourism development needs to create a locality-based empowerment blueprint proposed in the preparation of regional regulations. In line with the concept of amenities, accessibility, attractions, actors, and promotions, they will focus more on goals according to the plan to develop local tourist destinations by paying attention to the “halal” terms. First, the government needs to prepare a blueprint for empowering halal tourism localities in Bangka Belitung. Second, the government needs to disseminate information to the hotel industry in providing amenities such as prayer equipment, Qibla direction, and clean water sources. Third, the government wishes to accelerate the procurement of halal certificates for MSME products, hotels, and restaurants that many tourists visit. Fourth, the government has essential increasing the number of halal tourism events in Bangka Belitung. This is a medium to strengthen the promotion of halal tourism in collaboration with hotels, associations, airlines, and tourism services.

This paper is limited to the number of samples and types of MSMEs so that a comparison cannot be made in the process of developing halal tourism. Comparison in terms of types of MSMEs and differences in local products is needed, in addition to in-depth understanding as well as for policy changes. Accordingly, further research is required in order to accommodate different locations—



research locations, number of samples, and combined methods—to formulate an effective policy.

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### Authors' contributions and responsibilities

The authors made substantial contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

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