

Prospects of Halal Tourism Development in West Kalimantan Province, Indonesia

Ita Nurcholifah^{1*}, Barkah², Erna Listian³, Fachrurazi⁴

¹ Tanjung Pura University, Indonesia, nurcholifahhery@gmail.com

² Tanjung Pura University, Indonesia, barkahobed@yahoo.co.id

³ Tanjung Pura University, Indonesia, erlistiana@gmail.com

⁴ Faculty of Islamic Economic and Business, IAIN Pontianak, Indonesia, ferry.7co@iainptk.ac.id

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Abstract

This study aims to reveal the prospects of *halal* tourism development to obtain opportunities in West Kalimantan. This study used a qualitative method with a phenomenological approach. The research data were collected through interview, observation, and documentation which were then analyzed using NVivo 12 Plus. The prospects of *halal* tourism in West Kalimantan Province were seen from the development of four aspects: destination, marketing, industry, and institution. The high prospects of promising *halal* tourism in West Kalimantan, must be the primary development focus. Some development direction aspects including destination, marketing, industry, and institution, should be studied and prioritized in the Regional Tourism Master Plan (known as RIPDA/*Rencana Induk Kepariwisata Daerah*). Supports in the form of funding, facility, and certification are greatly required to immediately realize *halal* tourism in West Kalimantan. The appropriately managed *halal* tourism, in turn, can increase revenue for both region and community. NVivo 12 Plus analysis tool can show priority aspects should be focused by the local governments. The research methods and models can be used the further researchers in their future research on *halal* tourism.

Keywords:

halal tourism; regional tourism;
tourism prospect; tourism
destination; Muslim tourists

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JEL: G10, M10, G20



1. Introduction

Halal industry is a global economic and business trend in various countries. This is proven by the continuously growing *halal* industry prospects each year. According to the State of Global Islamic Report (2019), around 1.8 billion Muslims are the consumers of this *halal* industry. Consumer opportunities in *halal* industry annually grew by 5.2%, reaching a total consumer spending of US\$2.2 trillion. This amount is expected to continuously increase each year. The Compound Annual Growth Rate (CAGR) of *halal* industry is projected to increase by 6.2% from 2018 to 2024. Total consumer spending in *halal* industry will also increase, reaching USD 3.2 trillion in 2024. The data show that the future of *halal* industry is highly positive (State of Global Islamic Economy Report 2019) (Fathoni, 2020).

Previous researchers have studied regional *halal* tourism with various types and approaches. Those *halal* tourism areas include Lombok (Mohsin et al., 2018), Pekalongan (Ghofur & Ismanto, 2022), and Aceh (Huda, Rini, Muslikh, & Hidayat, 2021), (Harun, Mansor, & Said, 2015). Some countries in the world with those prospects and running their activities consist of Thailand (Mohsin et al., 2018), South Korea (Han, Al-Ansi, Olya, & Kim, 2019), Malaysia (Samori, Md Salleh, & Khalid, 2015), and Japan (Nurrachmi, 2017).

Tourism is a never-ending universal human need for the present and future time. Therefore, tourism should be professionally managed based on programs (Muhammad., 2017). One recently developing tourism opportunity is tourism for Muslim travelers from various countries, or what is commonly called *halal* tourism or Muslim-friendly tourism (OKI-SESRIC, 2017). The concept of *halal* tourism has developed in various countries (Bhuiyan et al., 2011; Yan et al., 2017), including Indonesia (Jaelani, 2017). Several Muslim countries have developed *halal* tourism, such as Malaysia and the Middle East region. Even some countries with non-Muslim majority populations are also developing *halal* tourism, such as Thailand, Japan, and Korea (Mansouri, 2014; Yan et al., 2017). Merika thinks about how to provide the best service for Muslim tourists, regardless of different beliefs. Even in the Andaman coastal area, Thailand already has guidelines for managing *halal* tourism (Chanin et al., 2015) (Wibowo, 2020).

Furthermore, *Halal* tourism in Indonesia has good economic prospects as a part of national tourism industry. Tourism industry aims not only to provide material and psychological aspects for tourists but also contribution to increase revenues for government. Halal tourism is not only exclusive but also inclusive for all tourists (Muslims and non-Muslims) (Muhammad., 2017). Tourism is a leading sector significantly providing contribution to the national income of Indonesia. The Ministry of Tourism and Creative Economy explained that in recent years, the tourism sector's contribution to the national economy has increased (Widagdyo, 2015). Indonesia's tourism potential is enormous, with natural beauty and wealth spread throughout the archipelago. Indonesia also has different cultures and languages as well as interesting local wisdom. This uniqueness makes the development of *halal* tourism an alternative for the Indonesian tourism industry, in line with the trend that *halal* tourism is a part of global Islamic economy.

Indonesia is a Muslim-majority country. According to Statistics Indonesia in 2010,

people living in Indonesia are Muslims (87.18%), Christians (6.96%), Catholics (2.91%), Hindus (1.69%), Buddhists (0.72%), and the rest followed other religions (BS, 2010). Indonesia uses this potential to further develop *halal* tourism. This is supported by its strategic geographic location. Indonesia's tropical climate makes this country rich in flora and fauna. With this high biodiversity level, Indonesia has great potential as a tourism destination. The tourism products offered are categorized into three categories: natural tourism, cultural, and artificial tourisms (Satriana & Faridah, 2018). In Indonesia, *halal* tourism has been developed into a national program by the Ministry of Tourism. To promote *halal* tourism, the Ministry of Tourism has identified 15 provinces as the priority areas for developing the major Muslim tourism destinations. The Ministry of Tourism has granted those fifteen provinces autonomy to manage the tourism potentials in their respective regions. With this autonomy, each designated province is expected to develop its *halal* tourism potentials and become an ideal and popular halal tourism destination (Ferdiansyah, 2020b).

West Kalimantan Province borders the state of Sarawak, East Malaysia, and there are 16 cross-border posts in West Kalimantan region. West Kalimantan is also known as a province with "Thousand Rivers," and the longest river in Indonesia, named River Kapuas. Apart from rivers, West Kalimantan has tourism attraction objects scattered in each Regency/City, along with the data of development on number of tourism attraction objects in West Kalimantan.

Table.1
Development on Number of Tourism attractions in West Kalimantan

No	City/Region	Year						
		2013	2014	2015	2016	2017	2018	2019
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
1	Pontianak City	12	12	17	17	18	23	22
2	Mempawah Regency	23	13	29	29	23	23	17
3	Singkawang City	20	6	26	26	53	61	51
4	Bengkayang Regency	59	145	62	62	32	41	42
5	Sambas Regency	23	24	28	28	25	33	33
6	Kubu Raya Regency	10	32	14	14	59	68	80
7	Landak Regency	32	29	36	36	67	70	70
8	Sanggau Regency	32	32	36	36	62	62	62
9	Melawi Regency	7	7	12	12	31	34	45
10	Sekadau Regency	26	32	29	29	30	32	32
11	Sintang Regency	31	62	35	35	26	32	32
12	Kapuas Hulu Regency	48	31	48	48	48	105	108

13	Ketapang Regency	55	25	59	59	55	53	53
14	Kayong Utara Regency	27	27	31	31	27	28	41
15	Total	405	476	462	462	556	665	668

Source: Department of Youth, Sports, and Tourism of West Kalimantan Province of 2019 in the Final Draft Amendments to the West Kalimantan Province Medium Term Development Plan (RPJMD) of 2018-2023.

Based on the table above, the development on the number of tourism attraction objects in West Kalimantan Province has increased. In 2014 there were 405 tourism attractions spread across various cities and regencies. Likewise, this also increased in the following year; and in 2019, the number of tourism attractions was 668. The data on the increasing tourism attraction objects in Pontianak as the capital city of West Kalimantan from 2013 were only 12 tourist objects, yet steadily increased, and in 2019, there were 22 tourism objects. Meanwhile, in several regencies, such as Mempawah Regency, Bengkayang Regency, Sintang Regency, and Ketapang Regency, experienced fluctuations in number of tourism attractions because their tourism objects were no longer available, such as artificial tourism attractions.

Besides having many tourism attractions, West Kalimantan offers the charm and beauty of various tourism destinations, such as history, culture, nature, and cuisine scattered in various regencies/cities.

Table 2.
West Kalimantan Tourism Map

No.	City/Region	Tourism Destination
1	Pontianak City	<i>Tugu Khatulistiwa, Alun-Alun Kapuas, Keraton Kadriyah, and Masjid Jami2</i>
2	Mempawah Regency	<i>Keraton Amantubillah, Makam Opu Daeng Manambon, and Mempawah Mangrove Park</i>
3	Singkawang City	<i>Tanjung Bajau, Sinka Island, and Vihara Tri Dharma Bumi Raya</i>
4	Bengkayang Regency	<i>Pulau Lumukutan, Riam Merasap, Riam Marum, and Pantai Samudera Indah</i>
5	Sambas Regency	<i>Pantai Temajuk, Masjid Jami Keraton Sambas, and Riam Berasap Kaliau</i>
6	Landak Regency	<i>Riam Dait and Makam Juang Mandor</i>
7	Sekadau Regency	<i>Air Terjun Sumpit and Wisata Batu Jato</i>
8	Melawi Regency	<i>Taman Nasional Bukit Baka Bukit Raya and Riam Gurun Nibung.</i>
9	Sanggau Regency	<i>Pancur Aji</i>
10	Sintang Regency	<i>Bukit Kelam, and Rumah Betang Ensaid Panjang</i>

11	Kubu Raya Regency	<i>Qubu Resort and Mangrove Bentang Pesisir Sanggar</i>
12	Kapuas Hulu Regency	<i>Taman Nasional Danau Sentarum</i>
13	Kayong Utara Regency	<i>Kepulauan Karimata and Taman Nasional Gunung Palung</i>
14	Ketapang Regency	<i>Batu Daya and Keraton Kerajaan Matan Tanjungpura</i>

Source: Department of Youth, Sports, and Tourism of West Kalimantan Province

Based on the table above, it can be seen that every city and regency in West Kalimantan has a leading destination. Various tourism destinations in West Kalimantan can be developed to make the province an alternative destination for local and international tourists. Increasing the ability to manage the existing resources can increase the competitiveness of regional tourism. Competitiveness has been recognized in the tourism literature as a critical factor in destination success, and many definitions of destination competitiveness have been proposed (Goffi, 2013).

The competitiveness of tourism sector is the tourism business actors' competence to attract domestic and foreign tourists to visit specific destinations. To be competitive, tourism businesses can utilize the existing resources and improve their management skills (Damanik & Purba, 2020). One proof that West Kalimantan can lead to *halal* tourism is due to the award given from the Indonesian Enchantment Award (APT) of 2019 as the runner-up in *halal* tourism category for the Oesman Al-Khair Mosque site destination in North Kayong Regency.

Based on the National Tourism Development Master Plan (*Rippernas*) of 2011, there are four directions of national tourism development: destination, marketing, industry, and institution. Furthermore, based on West Kalimantan Provincial Regulation Number 3 Year 2018 on regional tourism development master plan for 2017 – 2032, there are four regional tourism development policies and strategies: (1) Destination Development, (2) Tourism Industry Entrepreneurship Development, (3) Tourism Marketing Development, and (4) Tourism Institutional Development (Barat, 2018).

Based on the explanations above, this research is focused on the important aspects for West Kalimantan Province in developing its *halal* tourism. West Kalimantan Province has tourism potential which is geographically and demographically prospective to develop and designated as a national tourism strategic area to possibly become a driving force for the development of tourism sector, not only essential for West Kalimantan itself. From these prospects, the development must be continuously made considering that the potential is enormous, such as natural, botanical, and cultural tourism as well as natural beauty, cultural uniqueness, and the majority population of West Kalimantan is Muslim. Thus, this area should be further developed to become a *halal* tourism destination, similar with the other provinces in Indonesia. West Kalimantan has extraordinary prospects which should be immediately developed to gain opportunities for the sake of people's needs in general. However, the preparation to develop *halal tourism* based on the readiness starting from destinations or tourism destinations, marketing, industry, and institutions should be further analyzed in depth.

2. Method

This research was categorized as field research using a qualitative phenomenological approach. Phenomenological research aimed to comprehensively describe the daily conscious experiences (life world) and consciousness essential structures experienced by individuals, such as perceptions (what is heard and viewed) including beliefs, memories, and feelings experienced in ordinary life. In other words, the purpose of phenomenological research is to determine what the meaning of experience belonging to each individual on a particular phenomenon (Vagle, 2019). Thus, the researchers can develop themselves in accordance with their needs in the field (Bungin, 2020).

The research data were collected using interview, observation, and documentation. Interview was conducted using semi-structured interview in which the researchers conducted interview with informants to express their opinions and ideas. In conducting interview, the researchers carefully listened, recorded, and noted what was said by the informants. The informants in this study were those from the Department of Tourism and Culture parties in cities and several regencies in West Kalimantan, along with several parties, such as ASITA West Kalimantan, HPI West Kalimantan, MUI West Kalimantan, and *Pokdarwis (Kelompok Sadar Wisata)*. Meanwhile, the observation was made by visiting several tourism destinations in West Kalimantan, and then the researchers made some documentations.

The research data were analyzed using NVivo. NVivo is software used to develop, support, and manage the qualitative data analysis which primary function is to effectively and efficiently code the data (Endah Tri Priyatni, Ani Wilujeng Suryani, Rifka Fachrinnisa, Achmad Supriyanto, 2020). The researchers took some steps to transfer the informants' recording results originally and precisely into word documents. Next, the researchers analyzed the data assisted with NVivo 12. The researchers input or imported the data into NVivo, and then coded the interview data. Finally, the coded data results were visualized in the Word Cloud to ease the obtained data to further process. Strauss (1987) explained that the given codes were the actual words of the interviewed participants (Bungin, 2020), and the coding contained in NVivo was stored in nodes (Edwards-Jones, 2014). In data validity techniques, the researchers used source triangulation.

3. Result and Discussion

Based on the data analysis conducted on *halal* tourism prospects in West Kalimantan Province, it can be seen from the development of four aspects: destination, marketing, industry, and institution. Prospect is hope, opportunity, and general description in seeing and understanding something. Paul R. Kruman explained that prospect is opportunity occurring because of someone's efforts to fulfill their life needs or to get profits (Jeklin, 2016). Thus, the potential of the concerned area should be well considered to develop the local tourism into a tourism object or area. The higher the potential of a tourism area, the easier the area to develop its potential to become a tourism destination.

3.1 *Halal* Tourism Prospect from Destination Aspect



Figure. 1

Halal tourism prospect from destination aspect

Based on interview data analysis using NVivo 12 Pro, with a display word number of 50, meaning that those 50 words frequently appear, and with a minimum NVivo number of 9 (destination), meaning that at least 1 word contains 9 letters, and it is found that the frequently appearing words are *pariwisata* (tourism), *bengkayang*, *fasilitas* (facilities), and others. The larger the font size, the more frequently these words are spoken, and the smaller the font size, the less frequently the words are spoken in the interview.

From the analysis results, the words tourism, *bengkayang*, and facilities are the most frequently spoken words. This means *halal* tourism can be implemented in Bengkayang Regency by preparing all necessary facilities, such as worship places, toilets, and clean water. Tourism development in Bengkayang Regency has become a priority, so that Bengkayang Regency can be a tourism destination nationally and internationally recognized, so that more tourists can visit West Kalimantan and Bengkayang Regency.

3.2 *Halal* Tourism Prospect from Marketing Aspect

The following are data analysis results from interviews with a display word number of 50 and with a minimum number of 9 (marketing)



Figure 2
Word Cloud Halal Tourism Interview from Marketing Aspect

Based on the analysis results, it was found that the most frequently appearing words are *pariwisata* (tourism), *pendanaan* (funding), and marketing. It means that *halal* tourism prospects in West Kalimantan are inseparable from funding for marketing *halal* tourism. Funding or budget is greatly essential to develop tourism in an area. Thus, the existing tourism should be well developed and improved to become *halal* tourism.

3.3 *Halal* Tourism Prospect from Industrial Aspect

The results of NVivo data analysis found that the most frequently appearing words are *pariwisata* (tourism), *sertifikasi* (certification), *pengembangan* (development), and others. The display word number is 50 with a minimum number of 8 (industry).



Figure 3.
Word cloud *Halal* Tourism Interview from Industry Aspect

The analysis results explained that *halal* tourism prospects in West Kalimantan from an industrial aspect can be made through certification starting from tour guides, MUI halal certification for tourism products, human resource development, and tourism businesses in the framework of *halal* tourism readiness.

The existence of *halal* certification will bring economic benefits to many parties, especially for MSME actors. The *halal* label will also provide a sense of security and relieved for tourists when consuming a product.

(Monique, Indriasari, & Anggraini, 2020), and creative industries (Nashirudin, Haris, & Wati, 2018). With NVivo model, the study on tourism has become wider. The tourism aspects need to be paid more attention since coming from the opinions of communities and tourism managers closer to the research objects.

4. Conclusion

Halal tourism is the recently increasing industrial sector prospective and full of hope throughout the world, including Indonesia and its regions. Several areas in West Kalimantan Province have already had potential *halal* tourism destinations. Many tourism aspects should be well paid attention due to their several main components, such as marketing, training, funding, and others. High *halal* tourism prospects in West Kalimantan should also become the primary development focus for the local government. Some development direction aspects, such as destination, marketing, industry, and institution, should be immediately studied.

It is suggested to the local governments that *halal* tourism program should be included in the Regional Tourism Master Plan (*RIPDA*). Among the aspects which need attention are tourism funding, facility, and tourism actor certification, so that *halal* tourism in West Kalimantan can be optimally realized and rapidly developed. The development of *halal* tourism in regions, especially in Indonesia, requires serious local government supports.

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