

The Development of Halal Tourism as an Islamic Tourism Destination in Indonesia

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Abstract. The halal lifestyle has become a world trend. This opportunity is utilized by Indonesia through the development of halal tourism. Halal tourism is part of the tourism industry that provides tourism services with reference to Islamic rules. However, there is still a different understanding of halal tourism in the community and stakeholders, so that it can be one of the obstacles. This study aims to describe the development of halal tourism in Indonesia and analyze the government's strategy in developing halal tourism. This research is a qualitative research using SWOT analysis. This study uses primary data (discussions with the Ministry of Tourism, the Indonesian Ulama Council, and academics at the Indonesian Muslim University as well as secondary data. Since 2015, the growth of the halal tourism industry in Indonesia has been increasing. This is in line with the increase in Indonesia's ranking every year from sixth position (2015) became the first position (2019) in the Global Muslim Travel Index (GMTI) as the country with the best halal destination. There are three main strategies carried out by the government to achieve this achievement, namely: 1) marketing development; 2) destination development; and 3) industrial and institutional development. Based on the results of the SWOT analysis carried out, there are four strategies that the government can do in developing halal tourism in Indonesia. The strategy includes outreach to the public and stakeholders about halal tourism, integrating infrastructure development with increased connectivity to tourist destinations, drafting laws, and providing guidance and ease of doing business to the community. That way, the development of halal tourism can have a double impact. Good collaboration between the government and various stakeholders is also important in managing strengths and taking advantage of opportunities for the development of halal tourism in Indonesia

Keyword: halal, industry, tourism, SWOT, muslim