

POTENTIAL OF BANGKA BELITUNG TOURISM TOWARDS THE WORLD HALAL TOURISM AWARD THROUGH TOURIST PERCEPTION WITH SWOT ANALYSIS

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Review Article

POTENTIAL OF BANGKA BELITUNG TOURISM TOWARDS THE WORLD HALAL TOURISM AWARD THROUGH TOURIST PERCEPTION WITH SWOT ANALYSISDevi Valeriani¹, Hidayati², Maya Yusnita³, Ayu Wulandari⁴^{1,2,3,4} Departement of Economics, University of Bangka Belitung, Indonesia.

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Abstract

Sharia tourism or known as halal tourism is one of the new ways to develop Indonesian tourism that upholds Islamic culture and values. The development of halal tourism includes six types of tourism business components, namely, destinations/attractions, hotels, restaurants, MSME product industries, culture and public areas. The purpose of this study is to find out and analyze the perceptions of tourists and then to find out how big the potential of halal tourism in the Province of Bangka Belitung Islands in reaching the World Halal Tourism Award (WHTA). This study used the SWOT method in analyzing community perceptions about the potential of sharia tourism in Bangka Belitung. Based on the SWOT analysis, it was found that the provincial government of the Bangka Belitung Islands Province must carry out a proactive strategy in order to be able to go to the World Halal Tourism Award.

Keywords: Halal Tourism, Public Area, MSME Product, Tourist Destination, Halal Restaurant, Cultural Tourism, Hotels

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INTRODUCTION

Today, Muslim tourists garner worldwide attention because they have a large and potential share of the tourism industry (Sriprasert et al, 2014). Various countries have begun to develop the concept of halal tourism in order to accommodate the massive potential demand of Muslim tourists. Arief (2018) stated that in 2016 there were 2.5 million foreign Muslim tourists who came to Indonesia. It is targeted that 5 million foreign Muslim tourists will come to Indonesia in 2019 (Ministry of Tourism and Creative Industries, 2018).

Sharia tourism or halal tourism is seen as a new way to develop Indonesian tourism that upholds Islamic culture and values. Sharia Tourism Development or halal tourism includes four types of tourism business components, namely hotels, restaurants, bureaus or tourist travel services, and spas (Ministry of Tourism and Creative Industries, 2015). The study, conducted by the Global Muslim Travel Index (GMTI), stated that Indonesia was ranked 2 (two) as the world's most popular halal tourist destination. Some areas that are potential as sharia tourist destinations in Indonesia include Aceh, West Sumatra, Riau, Lampung, Banten, Jakarta, West Java, East Java, Makassar, Yogyakarta and Lombok, whereas the provinces that have developed their tourism concepts are West Nusa Tenggara, West Sumatra and Aceh. The concept of halal tourism carried out by 3 (three) provinces is the application of a halal certification facility program for tourism industry players (Arief, 2018).

The tourism sector is an important role for the regional development of the Bangka Belitung Islands Province because it is one of the regions in Indonesia that is carrying out tourism development (RPJMD 2012). In addition to having potential tourism objects, the tourism sector in the Province of Bangka Belitung Islands has been included in the mandate of PP No. 50/2011 and B652/Seskab/Maritime/2015 Decree. The President of the Republic of Indonesia provides mandates and directions on Indonesian tourism by establishing 10 (ten) priority tourist destinations in Indonesia, and one of them is Tanjung Kelayang on Belitung Island (Ministry of Tourism and Valeriani, 2017).

11

The growth of tourist visits to the Bangka Belitung Islands Province has increased every year. In 2016 the number of visits was 347,619 people, and in 2017 reached 367,084 people, meaning an increase of 21.72 percent (BPS, 2018). In theory, it is stated that if there is a tendency for an increase in the number of tourists, it means that it will further increase tourist demand for the demand for goods and services produced by the tourism sector (Pitana, 2009). The number of tourist visits has not mapped the number of Muslim tourists visiting the Bangka Belitung Islands Province.

Several previous studies have examined the comparison between halal and conventional tourism potentials. Hamzah and Yudianta (2015) explained the comparability of tourism potential by describing several government regulations and some Islamic Shari'a related to tourism activities. Previous studies have not compiled an analysis of halal tourism potential with good analytical techniques. Furthermore, Sriprasert et al. (2014) explained that there are several main components in accommodating the needs of Muslim tourists, namely hotels, restaurants and public areas that are complying with Islamic Shari'a.

10

The development of the concept of halal tourism can be widely seen from various aspects that support tourism. A. Suherlan (2015) found that several variables of sharia tourism in Jakarta were still low in performance even though their importance was high. Pertiwi (2011) and Saefudin (2015) explained that one of the concrete steps in the effort to develop sharia tourism is by designing products and sharia tourism destinations, starting from sharia-based tourist services, lodging, restaurants or restaurants, to worship facilities. Sriprasert et al. (2014) and Triana (2017) revealed that to find out the potential of halal tourism in an area, namely by paying attention to several aspects as follows: Tourism Destinations, Cultural Tourism, Hotels, Restaurants, Public areas and MSME Product Industries.

LITERATURE REVIEW

Chesworth (2004) said "tourism is the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs."

Bryden J (1973) stated that the implementation of tourism activities and tourism objects at least provides 5 (five) positive impacts, namely:

- 1) Contributing to State Foreign Exchange
- 2) Deploying Development
- 3) Creating Jobs
- 4) Spurring Economic Growth through Multiplier Effects
- 5) Encouraging Increased Population Education and Skills

Halal Tourism Concept

Sharia Tourism or Halal Tourism is one of the tourism systems that are designated for Muslim tourists whose implementation complies with Sharia rules. At present, the most commonly used term is 'halal tourism' and 'Islamic tourism'. Because of the multidisciplinary scope of the subject matter, there is confusion about the two terms. As a result the term is often used interchangeably by researchers in both concepts. Some researchers use the term including Battor, & Bhatti, 2013; Battour, Ismail, & Battor, 2011; Battour, Ismail, Battor, & Awais, 2014; Battour, Ismail, & Battor, 2010; Henderson, 2009; Jafari & Scott, 2014; Stephenson, 2014; Zamani-Farahani & Henderson, 2010).

Based on Article 1 of the Regulation of the Minister of Tourism and Creative Economy Number . 2/2014 concerning guidelines implementing sharia hotel businesses, sharia means the principles of Islamic law as stipulated by fatwa and/or have been approved by the Indonesian Ulema Council. The definition of sharia tourism is an activity that is supported by various facilities and services provided by the community, businessmen, government, and local governments that fulfill sharia provisions (Minister of Tourism , 2012). Sharia tourism is used by many people because of the universal characteristics of its products and services. Tourist products and services, tourist objects, and tourist destinations in sharia tourism are the same as products, services, objects and tourism destinations in general as long as they do not conflict with Islamic values and ethics. Therefore, sharia tourism is not limited to religious tourism.

According to Duran in Akyol & Kiliç (2014), tourism has a variety of social and cultural impacts. Halal tourism is a new product from the Muslim and non-Muslim markets. According to Zulkifli in Akyol & Kiliç (2014), the halal market is classified into 3 (three) categories, namely food, lifestyle (cosmetics, textiles, etc.), and services (tour packages, finance, sportation). According to Duman in Akyol & Kiliç Islamic tourism is defined as "the activities of Muslims travel and out of the ordinary activities for motivational activities which are not related to exercise of activity remunerated from within the place visited" (Kiliç, 2014).

The World Halal Tourism Award is an award given to halal destinations. Halal destinations in question are complete tourist destinations with halal facilities and Muslim-friendly tourism. Examples of criteria that must exist in halal destinations are easy-to-find mosques, ablution places, qibla directions in hotels, prayer times, scriptures, and so on. (<http://www.depkop.go.id>).

The victory in the World Halal Tourism Award was one form of the application of the 3C formula as follows: the Confidence or confidence of the Indonesian (internal) nation; credible or increasingly trusted by the world community (external); and Calibration or getting Indonesia closer to global standards (<https://jpp.go.id>).

RESEARCH METHODS

Data collection in this study was conducted by questionnaire method. This method is done by giving a list of questions to respondents, in this case tourists visiting the Bangka Belitung Islands Province represented by the City of Pangkalpinang and the City of Tanjung Pandan. Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics set by researchers to be studied and deduced (Sugiyono, 2013). The population in this study was tourists visiting the Bangka Island and Belitung Island in the Bangka Belitung Islands Province.

Sampling in this study applies the following Slovin formula (Sevilla et. Al., 1960):

$$n = \frac{N}{1 + Ne^2} \dots \dots \dots (1)$$

Where n : sample, N: total population and e: population limit. So the calculation of the sample is : $n = N / (1 + N e^2) = 367.084 / (1 + 367.084 \times 0,05^2) = 367.084 / 918,71 = 399,56 = 400$.

SWOT Analysis

Strategy is a very important tool for achieving goals (Porter: 1985). Whereas according to Freddy Rangkuty (2001) strategy is a comprehensive master plan that explains how to achieve all previously set goals. The analytical stage in SWOT is to utilize all data and information in quantitative models of strategy formulation (Freddy Rangkuti, 2001). SWOT analysis is done by scanning, which is essentially data collection and identification as a pre-analysis (Diklat Spamen, 2000). The models used in the SWOT analysis include the IFAS - EFAS (internal - external strategic factor analysis summary)

RESULTS

The strategy used to support the realization of Halal Tourism in the Bangka Belitung Islands Province was carried out using a SWOT analysis. The analysis is based on the ability to find out the self and the environment, so that the strategy can really be realized from the strength it has and the opportunities it faces. The activity in the SWOT analysis process is to understand all information in a case, analyze the situation to find out what issues are happening and decide what actions should be taken immediately to solve the problem (Rangkuti, 2001).

Based on the results of the survey, questionnaires, observations and interviews with community perceptions in seeing the tourism potential of Bangka Belitung towards the World Halal Tourism Award, it can be seen the strengths, weaknesses, opportunities and threats of potential that exist today, as shown in the following table:

Table 1. Identification of Strengths, Weaknesses, Opportunities and Threats Bangka Belitung Tourism Potential goes to the World Halal Tourism Award

No.	Strength (S)	No.	Weakness (W)
1.	Number of Muslim Tourists who do activities in the Province of Bangka Belitung	1.	There are still few hotel/restaurant accommodations with sharia concepts
2.	The tendency of people to uphold Islamic culture and values in customs in Bangka Belitung	2.	Limited means of worship on destinations and attractions
3.	Local government support for MSME products to be halal certified	3.	There are still many MSME products, restaurants and restaurants that are not halal certified
4.	Population Majority in Bangka Belitung is Muslim	4.	Limited Tourism HR which has a certificate as a halal

POTENTIAL OF BANGKA BELITUNG TOURISM TOWARDS THE WORLD HALAL TOURISM AWARD THROUGH TOURIST PERCEPTION WITH SWOT ANALYSIS

No.	Opportunity (O)	No.	internal auditor Thread (T)
1.	Designing sharia-based tourist services, lodging, restaurants or restaurants, to worship facilities	1.	Will limit the movement of foreign tourists, impact the limited number of non-Muslim foreign tourists
2.	Moving MSMEs based on sharia products	2.	No star hotels that adopt a sharia concept
3.	Development of the concept of sharia tourism in tourist destinations or attractions.	3.	Tourism supporting industries tend to be more dominated by non-Muslim business actors, who have not fully adopted the concept of sharia tourism
4.	Developing supporting SEZs with the concept of sharia	4.	Public awareness in the application of sharia concepts is still very limited

Source: Processed, 2019

Determination of strategies to see the tourism potential of the Bangka Belitung Islands Province towards the World Halal Tourism Award through the perception of tourists. The results of

the analysis, display the IFAS and EFAS matrix analysis (strengths, weaknesses) and (opportunities, threats) can be seen in the following:

Table 2. IFAS Analysis Matrix Tourism Potential of Bangka Belitung Islands Province Towards the World Halal Tourism Award through Tourist Perception

No.	Strength	Weight	Relative	Rating	Score
1.	Number of Muslim Tourists who conduct activities on trips to the Bangka Belitung Province	4.8	0.15	3.0	0.45
2.	The community upholds the culture and Islamic values in customs in Bangka Belitung	4.8	0.15	3.5	0.52
3.	Local government support for MSME products to be halal certified	3.5	0,11	2.8	0.31
4.	Population Majority in Bangka Belitung is Muslim	5	0.16	3.5	0.56
Total		17.6	0.57		1.84
No.	Weakness	Weight	Relative	Rating	Score
1.	Limited hotel/restaurant accommodation with sharia concept	3.0	0.09	-3.8	-0.34
2.	There are still limited worship facilities and public areas of the Sharia concept on destinations and attractions	3.5	0.11	-3.0	-0.33
3.	There are still many MSME products, restaurants and restaurants that are not halal certified	3.5	0.11	-3.0	-0.33
4.	Limited Tourism HR which has a certificate as a halal internal auditor	3.8	0.12	-3.5	-0.42
Total		13.3	0.43		-1.42
Total Weight		30.9	1.00		0.42

Source: Processed, 2019

Based on the results of identification of strengths, weaknesses, opportunities and threats, a strategy is needed to reach the Bangka Belitung Islands Province to the World Halal Tourism Award.

Table 3. EFAS Analysis Matrix of Tourism Potential of Bangka Belitung Islands Province towards the World Halal Tourism Award through Tourist Perception

No.	Opportunity	Weight	Relative	Rating	Score
1.	Designing tourist services, hotels, restaurants, and public areas with a sharia concept.	4.8	0.14	3.5	0.49
2.	Development of the concept of sharia tourism in destinations or attractions.	4.8	0.14	3.4	0.47
3.	Moving MSMEs based on sharia products	4.5	0.13	3.6	0.46
4.	Develop a supporting SEZ with sharia concept	4.8	0.14	3.3	0.46
Total		18.9	0.55		1.88
No.	Thread	Weight	Relative	Rating	Score
1.	Will limit the movement of foreign tourists, impact the limited number of non-Muslim foreign tourists	4.0	0.12	-3.2	-0.38
2.	There are no starred hotels with sharia concept	4.4	0.12	-2.6	-0.31
3.	Tourism supporting industries tend to be more dominated by non-Muslim business actors, who have not fully adopted the concept of sharia tourism	3.6	0.10	-2.3	-0.23

POTENTIAL OF BANGKA BELITUNG TOURISM TOWARDS THE WORLD HALAL TOURISM AWARD THROUGH TOURIST PERCEPTION WITH SWOT ANALYSIS

4	Public awareness in the application of sharia concepts is still very limited	3.8	0.11	-2.2	-0.24
Total		15.8	0.45		-1.16
Total Weight		34.7	1.00		0.72

Source: Processed, 2019

Strategies for SO, WO, ST and WT Tourism Potential in the Bangka Belitung Islands Province towards the Halal World Tourism Award.

Table 4. Strategy of matrix SO-WO dan ST-WT

INTERNAL FACTOR EKSTERNAL FACTOR	(STRENGTH)	(WEAKNESS)
		<ol style="list-style-type: none"> 1. Number of Muslim Tourists who do activities in Bangka Belitung Province 2. The community upholds the culture and Islamic values in customs in Bangka Belitung 3. Local government support for MSME products to be halal certified 4. Majority of Residents in Bangka Belitung are Muslim
9 (OPPORTUNITY)	STRATEGIS - O	STRATEGI W - O
<ol style="list-style-type: none"> 1. Hotel / restaurant accommodation with sharia concept 2. There are still limited facilities for worship and public areas with a concept on destinations and attractions 3. There are still many MSME products that have not been certified as halal 4. Tourism HR Limited which has a certificate as a halal internal auditor. 	<ol style="list-style-type: none"> 1. Designing the concept of sharia-based services to tourists at accommodation tourism support facilities, attractions and amenities 2. Developing the concept of sharia tourism in tourism objects by elevating local cultural values 3. Encourage products produced by halal-certified MSMEs with strong support from the regional government 4. Developing a support area for SEZs with the concept of sharia by empowering a majority Muslim community. 	<ol style="list-style-type: none"> 1. Increasing the number of hotel / restaurant accommodations with sharia concept 2. Building a sharia-concept public area in tourist destinations 3. Require halal labeled products issued by MUI for MSMEs 4. Conduct training for tourism HR to improve the competency of sharia-based tourism in supporting SEZs
9 THREAT	STRATEGIS - T	STRATEGI W - T
<ol style="list-style-type: none"> 1. Will limit the movement of foreign tourists, impact the limited number of non-Muslim foreign tourist 2. There are no starred hotels with sharia concepts 3. Tourism supporting industries tend to be more dominated by non-Muslim business actors, who have not fully followed the concept of sharia tourism 4. Public awareness in the application of sharia concepts is still very limited. 	<ol style="list-style-type: none"> 1. Optimal promotion through various media with a focus on halal tourism 2. Providing hospitality to hotel businesses to provide halal tourism areas 3. The government helps finance and facilitate supporting halal-labeled products as a tourism supporting industry 4. Increasing the role of the community through halal tourism-based tourism conscious groups 	<ol style="list-style-type: none"> 1. Providing space for non-Muslim tourists but not reducing the concept of halal tourism 2. Socializing halal tourism programs for hotel business actors and tourist destination-destination managers. 3. Require halal labels for all tourism supporting products even though they are produced by non-Muslim producers. 4. Include the community to understand the concept of halal tourism and conduct certification training to encourage an increase in the number of halal internal auditors.

Source: Processed

From the results of weighting in Table 5.2 and Table 5.3, we can see the position in the quadrant strategy analysis of IFAS-EFAS Tourism Potential Province of Bangka Belitung Islands Towards the World Halal Tourism Award through Tourist Perception which can be calculated based on the calculations in Table 5.5.

16

Table 5.16 Calculate the coordinates of the SWOT Matrix

Calculate the coordinates of the SWOT Matrix	
X	Total Value S + W (1,84 + (-1,42))
Y	Total Value O + T (1,88+(-1,16))
Final Output	
X	0,42
Y	0,22
Coordinate	(0,42 : 0,22)

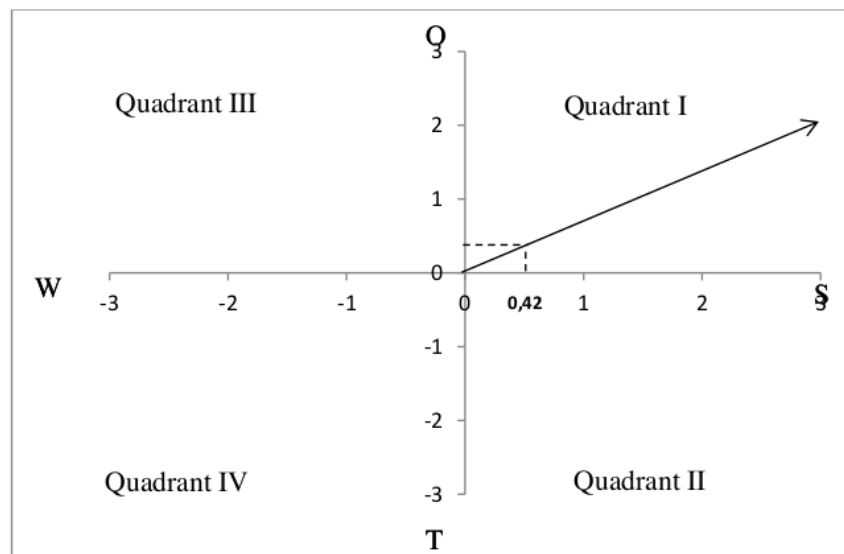
Source: Processed

12

Based on Table 5.4 it is known that the value of X is 0.42 and the value of Y is 0.22, where the value of X is obtained from the total weight value and rating of weakness. While the value of Y

obtained from the total weight value multiplied by the opportunity rating plus the total weight value and threat rating. Multiplied by the strength rating added to the total weight.

Figure .1. Coordinate of the SWOT Matrix



Source: Processed, 2019

Based on the results of the X and Y values, the coordinates of the tourism potential strategy of the Bangka Belitung Islands Province towards the World Halal Tourism Award through tourist perceptions are in quadrant I.

CONCLUSION AND 19 GESTION

The main objective of this study 11 provide empirical evidence about the potential of tourism in the Bangka Belitung Islands Province towards the World Halal Tourism Award through the perception of tourists. The results of the analysis of this study provide conclusions as follows: based on the SWOT analysis, the matrix coordinate values obtained in quadrant I means that the provincial government of Bangka Belitung Islands must carry out a proactive strategy to be able to go to the World Halal Tourism Award

Some suggestions submitted from the results of this research to local governments are:

1. providing facilities for tourism businesses, both hotel / restaurant / souvenir products in managing halal tourism requirements,
2. Community empowerment through training for tourism conscious groups and internal competency training for halal auditors

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