

Millennial Generation Perspective of Halal Tourism Opportunities

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Abstract. As one of the districts known as the city of Santri, it is appropriate that the initiation and idea of halal tourism needs to be carried out as a first step to support government programs in driving halal tourism both at the national level and up to the village level. Through the study of opportunities for developing halal tourism villages, it is hoped that the initial basis for the concept of halal tourism development at the village level will occur. The purpose of this study is to find out the opportunities for developing halal tourism in the perspective of millennial consumers. The stages of research and research methods begin with conducting a literature study related to halal tourism, then elaboration of the factors that are important in halal tourism which will then become the focus of the instrument that will be asked to respondents. The research method in general will use a descriptive method by presenting the results through frequency description. The results show that there is very much opportunity for the implementation of the concept of halal tourism in Gresik Regency including tourist villages, in the view of the millennial generation that in fact the tours in Gresik Regency have mostly implemented halal concepts because the facilities and services are partly has been given by the tourist manager. Managerial implications for tourism managers need to apply the concept of the halal concept as the response of potential visitors, with the application of this concept, of course, increasing visits because this concept will provide peace, comfort for the tourists. i visitors. Theoretical implications, a thorough study is needed to be able to obtain a model for implementing the halal concept.

Keywords: Tourism, Halal, tourism development, millennials

1. Introduction

Tourism is one of the key factors in increasing income, job creation, business development as well as infrastructure. Tourism has experienced continuous development and diversification, and is one of the largest and fastest growing economic sectors in the world. However, it is also vulnerable to conditions that cannot be controlled, such as the COVID-19 pandemic. However, it also has the potential for rapid growth and growth again, because this sector has a fairly high consumption potential.

The potential for product consumption of tourist destinations is also supported by a shift in the consumption side of today's people who will spend more money on pleasure, experience, entertainment, and tourism. This shift can be seen from people who will quickly switch to consumption of experiences, entertainment, pleasure and tourism. The shift in people's

consumption patterns on consumption makes it possible for managers of tourist destinations to manage tourist destinations better and in accordance with the concepts desired by consumers. In general, managing a tourist destination means designing the resources a tourist place to be able to fulfill the desires and expectations of tourists. For this reason, a management pattern is needed by emphasizing the concept of consumers (tourists) including how to manage tourist destinations with the concept of halal tourism.

Indonesia's opportunities in developing halal tourism certainly have bright prospects, this is proven in 2019, Indonesia ranked first as the Best Halal Tourism in the World version of the Global Muslim Travel Index (GMTI) outperformed 130 other participating countries. This award is based on 20% data or about 14.92 million foreign tourists who come to Indonesia are Muslim tourists. Indonesia's achievements are also assessed in terms of access, communication, environment, and services while in halal tourist destinations. Not only that, Indonesia also managed to wipe out 12 of the 16 awards at the 2016 World Halal Tourism Award in Abu Dhabi. This condition is supported by the majority of Indonesia's population of Muslims. In fact, it is listed as the country with the largest Muslim population in the world. The Indonesian Muslim population will later become skilled drivers of halal tourism in developing tourist destinations [1]

This development should also be followed by destinations in the village by trying to design the halal concept. Until now, tourist villages in Gresik district have been developed based on considerations of economic development and village income and have also included the local characteristics of the village. and tourism facilities, jobs and economic activities have begun to be created for the local community. Public awareness of the tourism potential has begun to grow, however, it still requires assistance from related parties (government or private), as well as to fulfill the elements of sustainable development. ownership, involvement, community participation and also involve as much local resources as possible. Even in the Minister of Tourism Regulation (Permen) Number 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations which adopts "Global Sustainable Tourism Council (GSTC) international standards which consider three main aspects, namely environmental, social, and economic aspects for now and the future. Adoption should also involve the 3P principles, namely People, Planet, Prosperity, or community empowerment, nature conservation, and improving welfare. For that one way to develop village tourism is to include the concept of halal in destinations as a product.

Halal tourism in in the literature, several terms are referred to as Islamic tourism, shari'ah tourism, halal friendly tourism destinations, Muslim friendly tourism destinations, and halal lifestyles. The difference with other tourist villages, in fact, halal tourism will pay more attention to food, drinks, and in its management halal tourism must be based on Islamic law. There are currently no national regulations regarding the development of halal tourism in Indonesia, so using the criteria from the Global Muslim Travel Index as a guide in developing halal tourism [3], the criteria for halal tourism are outlined by the Ministry of Tourism based on the team for the Acceleration of Halal Tourism Development or (TP3H). There are 3 (three) criteria compiled by TP3H to develop halal tourism, which are as follows: 1) Category of Tourism Destinations (Natural, Cultural, Artificial) There are 4 indicators, namely, the existence of tourism, art, and cultural activities that do not contain pornographic elements and polytheism, as much as possible holding a halal lifestyle festival, tour guides dress politely, there is a choice of beach or bath tours that separate men and women, and have regulations

that prohibit visitors from wearing minimal clothing.

The specific purpose of this research is to describe halal tourism opportunities in Gresik Regency from the perspective of the millennial generation, specifically Gresik Regency until now there has never been a tourist destination packaged or concept with the concept of halal tourism so that research is interesting to do as part of the contribution. empirical studies on tourism development.

The urgency of this research is to advance how big the potential of tourist destinations developed by the village when compared to the halal concept, whether this halal concept is in accordance with the consumer concept in this case are millennial visitors so that it can be mapped for tourism development in the future.

2. Literature Review

The growth of village tourism is significant and tends to continue. In recent years, based on BPS records, of the 1,734 tourist villages spread across each of the islands. Where the island of Java - Bali occupies the highest position with 857 tourist villages. Then followed by Sumatra as many as 355 villages, Nusa Tenggara 189 villages, Kalimantan 117 villages. In addition, Sulawesi Island also recorded 119 tourist villages, Papua 74 villages, and Maluku as many as 23 villages [4] Therefore, it is important for tourism managers to develop tourism that involves community social capital and also highlights the local uniqueness. managers have a complete understanding of the development of sustainable tourism villages. In terms of managing sustainable tourism villages, managers must realize the importance of using local resources and community social capital, as a strong foundation in the involvement and ownership of tourist villages.

[5] The WTO defines rural tourism as a tourism product "that provides visitors with a personalized contact, a sense of the physical and human environment of the countryside and, as far as possible, makes it possible to participate in the activities, traditions and lifestyles of local people. [6] summarizes several dimensions of village tourism. which include location characteristics, visit destinations, attractions/activities, scale of operation and sustainability.

Village tourism has emerged as one of the potential economic contributors to the country's economic growth. So far, tourism stakeholders are aware of the competitiveness of rural tourism destinations where development must align with the aim of achieving competitive advantage especially now with the support of village funds, as stated [7] the community believes that the economic, socio-cultural, and environmental impacts significantly contribute to the development of the competitive advantage of rural tourism. Community knowledge and support for tourism greatly influences the development of a competitive advantage for rural tourism destinations. In fact, rural tourism has been recognized as an important tool for improving local welfare and living standards [8].

The concept of halal tourism generally refers to the terminology as Islamic tourism, sharia tourism, halal friendly tourism destinations, Muslim friendly tourism destinations, and halal lifestyles.

Referring to the opinion of the Yogyakarta Special Region MUI Ulama Journal in [9], what is meant by halal tourism includes:

1. Products
 - a. Availability of halal and non-alcoholic food and beverages.
 - b. Availability of drugs, cosmetics, toiletries, and others labeled as halal.
2. Facilities and Facilities
 - a. Provide proper and comfortable facilities for washing.
 - b. Availability of adequate worship facilities.
3. Service
 - a. Employees wear Muslim clothing.
 - b. Iftar service during Ramadan.

Broadly speaking, the measurement of tourism potential is divided into 2 (two), namely external and internal potential. Internal potential has the following indicators: 1) Indicators in the quality of tourism objects have variables such as attractions or attractions, strengths of tourist attraction components, tourist activities at tourist sites, diversity of supporting attractions. 2) The indicator of the condition of a tourist attraction has a direct variable of the physical condition of the tourist attraction, the cleanliness of the tourist attraction's environment.

Then in the 2016 Global Muslim Travel Index (GMTI) quoted [10], it divides the segmentation of things contained in halal tourism into 3 (three) parts, namely:

1. Need to have (primary)

Several things that are required to be willing to implement halal tourism, namely the existence of halal food and beverage services, and worship facilities, both places of worship, Qibla directions, and prayer times reminders.

2. Good to have (secondary)

The facilities included in this aspect are the availability of holy water and the ease of using it, as well as the availability of fasting facilities, including a menu for breaking the fast that is halal, a sahur menu, and time reminders.

3. Nice to have (tertiary)

Things that can be added to the addition of the concept of halal tourism is the absence of activities that are not in accordance with Islamic sharia such as gambling and drunkenness.

3. Research Methods

The approach used in this study is a descriptive approach, data analysis and testing is carried out descriptively by presenting the results of data processing with tables, graphs. Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied and then draw conclusions [11]. The population in this study was the millennial generation of Gresik district who had visited tourist villages in Gresik district. The sample in this study, the researcher used accidental sampling. This sampling technique was carried out by not giving equal opportunities to the sample. The stages used in sampling are mapping respondents who are included in the millennial generation. Sources of primary data and data collection in this study were obtained from the results of questionnaires sent to respondents via google form and also delivered directly to respondents who had been designated as selected samples. The research instrument in this study used a measuring instrument in the form of a questionnaire as primary data collector. Before further analysis, the questionnaire used will be tested with an instrument test first through validity and reliability tests using SPSS (Statistical Package for the Social Sciences).

The analytical technique used is a technical descriptive analysis of the proposed variables or factors.

4. Results

Based on the results of the questionnaires that have been distributed to respondents who have been targeted by accident, 66 respondents have filled out the questionnaires. Respondents' responses and assessments are summarized and presented as follows: Based on the data obtained from the respondents, it is known that 49% of the respondents are domiciled in Gresik Regency; for the gender of the respondents by referring to the collected data obtained from the respondent's information, it is known that the largest number of respondents is female as much as 76%, the remaining 24% is male; the year of birth of the respondents in general is the millennial generation because they were born in 1997, so that the respondents who became the target sample were in accordance with the plan, namely the millennial generation; The experience of visiting tourism in Gresik Regency, refers to tourist destinations in Gresik Regency that have been visited or respondents have visited tourist destinations owned or located in Gresik Regency as many as 97% have visited, meaning tourist destinations for local tourists become a must-visit destination; The facilities and services received by respondents as visitors include good, comfortable facilities, parking lots, prayer rooms, adequate consumption, friendly managers, safe parking, entering tourist destinations is not easy, there is a prayer room, rest areas, photo spots, gazebos, toilets , hospitality, bathroom, seating, lots of trash cans and clean, not boring, hand washing facilities, natural facilities, cash gifts, canteen, food court, disabled friendly, smoking area, wifi network. In general, the facilities and services that are received and provided by tourist destinations are still standard requirements, in general, it is not the desire of visitors who are part of the management of tourist destinations. While the facilities and services that need to be added, based on respondents' responses, additional services need to be provided as what visitors want, for example if a tourist destination has a toilet, but what is desired is a clean, comfortable, fragrant toilet at all times.

In the context of the concept of halal tourism according to respondents, the concept of halal in the minds of respondents who thought of most of the first is a destination that is managed according to Islamic values, according to Islamic law, comfortable and quiet, religious, open to the public, all managed in a halal manner, beneficial, pilgrimage, not sara, healthy food and drink, according to the argument, does not invite sin, good behavior in tourist destinations, healthy food and drinks, use and benefits of tourist destinations, distinction of facilities for men and women, tolerance for every visitors, there are mosque facilities, no alcohol, Islamic events, worship facilities, no disgraceful acts, tourism invites goodness, not for those who have not been married, not for those who have not been married, managed without cheating, halal food and drinks, free alcohol, Islamic experience, and not selling non-halal products as well as respondents also agree that a tourist destination regulations need to be made in the application of halal a tourist destination. Regulations here are carried out by managers of tourist destinations and other stakeholders (MUI, Regency Government) which in the end according to respondents, a tourist destination needs to have or guarantee the halalness of its destination. Based on the responses of these respondents, they have provided information that most of the respondents are interested in and will visit tourist destinations that apply the halal concept or who have stated that they provide halal guarantees.

5. Discussion

Referring to the research results based on the description of the frequency of respondents' answers and respondents' responses, it was found that the millennial generation actually also wants tourist destinations to provide facilities and services that exceed their expectations. This millennial generation who lives in Gresik Regency also states that the facilities and services provided exceed the standard for the needs of visitors who just exist but more than that, for example if all tourist attractions have toilets then the desired toilet is a clean toilet, cleaned continuously, comfortable, fragrant and different from the toilet between men and women. This desire must of course be understood as a value desired by visitors and a performance that must be provided by the manager.

In the context of halal concepts, the millennial generation of respondents also mostly understands the implementation of the halal concept of managing a tourist destination, this management is of course also in accordance with the opinion in the Yogyakarta MUI Ulama Journal in [9], what is meant by halal tourism is that which includes Products (Availability of halal and non-alcoholic food and beverages, Availability of drugs, cosmetics, toiletries, and others labeled halal), Facilities and Facilities (Providing proper and comfortable facilities for washing, Availability of adequate worship facilities), and services (Employees wearing Muslim clothing, Iftar services during Ramadan as well as supported Global Muslim Travel Index (GMTI) quoted [10]

6. Conclusion

Referring to the results of the research and discussion that have been described, it can be concluded that: there are very open opportunities for the implementation of halal tourism in Gresik Regency including tourist villages, in the view of the millennial generation that in fact tourism in Gresik Regency has mostly implemented the concepts of: Halal concept as in the Yogyakarta Special Region MUI Ulama Journal in [9] and halal tourism criteria outlined by the Ministry of Tourism based on the Halal Tourism Development Acceleration Team or (TP3H). Managerial implications, for tourism managers need to apply the concept of halal concept as the response of potential visitors, with the application of this concept will certainly increase visits because this concept will provide peace, comfort for visitors. Theoretical implications, a thorough study is needed to be able to obtain a model for implementing the halal concept.

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