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**Typesetting**

Res. Assist. Huseyin PAMUKÇU

**Cover Design**

Asst. Prof. Canan TANRISEVER

Res. Assist. Huseyin PAMUKÇU

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**Contact**

Kastamonu University, Tourism Faculty

Kuzeykent Campus 37100, Kastamonu / TURKEY

**E-mail** : turizm@kastamonu.edu.tr

**Web** : <http://turizm.kastamonu.edu.tr/index.php>

**Tel** : (0 366) 280 37 00 – 37 06

**Phone Number** : (0 366) 215 13 64

## MARKETING OF HALAL TOURISM BASED ON LOCAL WISDOM AND UNIQUENESS

### (A COMPARATIVE STUDY AT WEST SUMATRA AND LOMBOK ISLAND INDONESIA HALAL DESTINATIONS)

Aam BASTAMAN  
Trilogi University  
Management Graduate Program  
[a\\_bastaman@trilogi.ac.id](mailto:a_bastaman@trilogi.ac.id)

#### ABSTRACT

Halal tourism destination is growing rapidly in Indonesia, especially in some traditionally Moslem majority regions. The Halal tourism branding is an identity of region's strong Islamic tradition to attract and accommodate Moslem but not limited to non Moslem visitors both local and overseas to enjoy the destinations with having strong Islamic way of life and tradition. Regional Governments of these provinces have declared their region as halal tourism destinations. They offer to the Moslem and non Moslem visitors to visit and enjoy their halal destinations. Each place has specific characteristic and uniqueness which differentiate one another, although they have the same offer and claim – Halal tourism destination. This research tries to explore and provide comparison analysis between two Indonesia halal destinations: Lombok Island and West Sumatera region. Further, this research aimed to analysis the specific characteristic and uniqueness as well local wisdom which differentiated the two destinations, to analyses the emergence of the two regions as top halal tourism destinations in the country and to analysis the fitness of each destination offering with type and characteristic of visitor segments. Research methodology used qualitative approach through in depth interview as primary data, as well secondary data from various tourism publications, previous researches and sites observation. Preliminary result of study indicates that even though the two destinations offer the same flag as halal tourism destination result of study however indicated they have the differences of their own uniqueness, site characteristic and local wisdom. Therefore, both destinations have their own visitor market segment and characteristic of visitor types. Implication of the study result as well suggestion for Halal destination marketing strategy is discussed.

**Keywords:** Halal Tourism, Comparative Study, Regional Characteristic, Local Wisdom and Uniqueness, Destination Marketing.

#### INTRODUCTION

##### Background

With the rising numbers of the global Muslim population, businesses around the world have started to pay attention to the needs of that growing and lucrative market segment. The travel sector is no exception to that trend, giving growth to a variety of Muslim Friendly Tourism (MFT) products and services (COMCET, 2016).

Moslem market is huge, young and growing. According to Ogilvy Noor (2012) in <http://islamicmarketing.org>, the Moslem consumer market, consisting of 1.8 billion people is undeniably the next important (and largely untapped) global opportunity. The halal market alone is worth US\$2.1 trillion a year and is increasing at US\$500 billion a year due to the growth of the global Muslim population. It is expected that the global Moslem consumer Market will reach \$30 trillion by 2050 (Alserhan, 2011). For both Moslems as well as non-Moslem, this represents a tremendous business opportunity to create new products and services to the needs and nuances of niche Muslim markets, such as swimwear catering to Moslem women (*Muslimah*), or accommodation services which take into account family and gender issues relevant to the Moslem context. For Moslems engaged in business activities, Islamic Marketing is other advancement towards staying true to our beliefs and

principles as Moslems, in the context of marketing. Here the advancement of this science is important because it is our communal religious duty (fard kifayah) to be represented as those who champion this

new social science which roots itself in the Quran and *Sunnah*. At the same time, this initiative is in the spirit of past great scholars who developed their own frameworks and methodologies (e.g. *usul Fiqh*), and it is our greater calling to make this religion come alive in the field of marketing (<http://islamicmarketing.org>).

As global halal tourism is growing tremendously, halal tourism destination is also growing rapidly in Indonesia, especially in some traditionally Moslem majority regions, like Lombok Island (West Nusa Tenggara), Aceh, West Java, Central Java, East Java, South Sulawesi and West Sumatera provinces. Regional Governments of these provinces have declared their region as halal tourism destination. They offer to the Moslem and non Moslem visitors to visit and enjoy their halal destinations. Each place has specific characteristic and uniqueness which differentiate one another, although they have the same offer and claim – Halal tourism.

The Halal tourism branding is also to attract Moslem visitors both local and overseas as well non Moslem visitors to enjoy the region with having Islamic way of life and traditions, and for the host on welcoming and serving the tourists during the visit.

Halal tourism concept has gained its growing popularity. This trend follows the concept of sharia in some aspect of economic activities, such as sharia banking, sharia finance, sharia economic, sharia capital market and many more. Islamic tourism (Indonesia calls it Sharia tourism or halal tourism) is a subcategory of religious tourism which is geared towards Muslim families who abide by Islamic rules, or it is said as Muslim friendly tourism (Asrina, 2014, in Bastaman, 2016).

The popularity of halal tourism appears also in non Moslem country such as Japan. Japan nowadays put huge concern on this issue, as they set Moslem friendly tour packages. For example recently one of its tourism companies – Miyako International Tourist Co. Ltd. offering inbound halal tourism. “We understand the concern of Moslem travelers regarding halal food, praying facilities and all other aspects that fulfill our religious belief,” (Mi’raj Islamic News Agency, 2014, in Bastaman, 2016).

Not only Japan, Russia has seen the potential of halal tourism and attracts many Russian-speaking Moslems and tries to promote halal products in every annual fairs in the country, followed by China, French, Turkey, UEA, and any other parts of the countries who starts to realize the important of Moslem travelers. Further, Malaysia has made effort in positioning itself as an Islamic destination as a result The growing number of Moslem tourists in Malaysia provides the occasion for evaluating the country’s branding and marketing strategies as a preferred Islamic destination. As a matter of fact, Malaysia with its multicultural setting, cuisine, and heritage is already a worthy destination, but it needs further enhancement with respect to Islamic tourism (Shafaei and Mohamed, 2015).

Recent study indicated that Moslem tourist globally represent a major niche market worth \$126.1 billion in 2011 growing at a 4.8 % through 2020, compared to global average of 3.8 %. In a challenging global economic environment, the study highlights how airlines, tourism destinations, and hotels/resorts can benefit by engaging with a market that has a young demographic, is growing in affluence, and is increasingly asserting its unique needs on the tourism industry. The Study has been released by DinarStandard, a New York based marketing research and advisory firm focused on the Muslim markets & Crescentrating, pioneer in the development of Halal-friendly travel. It estimates that from the global Moslem tourism market of \$126.1 billion in outbound expenditure is 12.3% of the total global outbound tourism expenditure in 2011. The Moslem tourist spending is set to grow to \$192 Billion by 2020 representing 13.4 % of the global expenditure (Dinar Standard and Crescentrating LLC, 2012).

West Sumatera and Lombok Island are among Indonesia emerging halal tourism destinations. West Sumatera is located in Sumatera Island one of the biggest Island in Indonesia. The region is famous with local culinary and traditions, including local unique architecture of housing and buildings. While Lombok Island is just next to the already well establish tourism destination - Bali Island. Lombok Island is part of West Nusa Tenggara Barat (used to be part of Lesser Sunda Islands province). The difference with Bali is that Lombok people have a strong tradition with Islamic culture as the majority of people are Moslem. There are growing concerns from local community that tourism may destroy or diminish the local Moslem. culture and tradition if they do not prepare themselves in anticipating the

flow of tourists. Both region, West Sumatera and Lombok Island are known as having strong Islamic traditions and way of life. Both local government is trying to manage the tourism sector while also preserve the local culture and tradition. One of the strategies proposed and supported by the local government at Lombok Island is to create and promote halal tourism as the strength and attractiveness.

The achievement that has been made by West Sumatra region is the best halal destination for culinary tourism, while Lombok Island has been awarded as world best halal destination (Batik the Inflight Magazine, 2016). For Lombok Island the strategy is also to differentiate Lombok from its neighboring rival of Bali Island. Lombok panoramic nature mostly is categorized as virgin, still untouched by modern development too much, except road and some public infrastructure, such as Airport. Lombok is also rich with local culture and wisdom, from culinary to natural beauty, something that the local government would like to preserve. This new halal tourism branding is also to differentiate Lombok and West Sumatera with other tourism destination in Indonesia, such as Bali tourism which is perceived by some as too western, as if Bali has been westernized despite strong local Hinduism culture (Bastaman, 2016).

Moslem tourists are big market potentials however previous studies have limited discussion on an important aspect of market segmentation for each Islamic destination. The fact that tourism industry has involved and attracted so many people from different back ground and cultural and religion beliefs. This needs also to take into account of target market in marketing perspective, especially halal tourism marketing as a relatively new concept. Therefore market segmentation, targeting and positioning perspectives on Islamic destination strategy has to be considered seriously.

### **Research Objectives**

This research attempts to explore and provide data comparison analysis between two top Indonesia halal destinations: West Sumatera and Lombok Island.

The questions are what the differences of the offer by two destinations in term of specific characteristic and uniqueness which differentiate the two places, how each region emerge as halal tourism destination offering as one of the best halal tourism destination in the country, and what characteristic of visitors market fits with each destination specific characteristic?, so that local government can focus to their own Moslem tourist market segment.

Therefore, this research aimed: 1. To compare and analysis the specific characteristic and uniqueness as well local wisdom which differentiated the two destinations, 2. To analyses how the region emerge as halal tourism destination offering as one of the best halal tourism destination, 3. To analysis characteristic of visitors market which fits with each destination specific characteristic, 4. To make suggestion on market segment fitness with each halal concept and destination characteristic to lit up the uniqueness of each destination as one the top halal tourism destination in the country.

## **2. LITERATURE REVIEW**

Religion is an important factor that can help shape the culture, attitudes and values of society. Based on the Islamic understanding of God, man and nature, tourism is a part of religion and travel is fundamental in Islam. Travel is encouraged in order to lead a healthy life without stress, to establish and strengthen links across the Muslim community to expand knowledge of other cultures and to “reinforce subordination of the individual to God through the knowledge of the beauty and abundance of his creations” (Hasharina, 2006 in Kovjanic, 2014). Although they share the same religious beliefs, Islamic nations are not homogeneous in their views. The situation arise from country to country and depends on the official interpretation of Islam and local culture, the role of local communities in society, the degree of liberalism and state interventionism (Zamani-Farahani and Musa, 2011).

Halal tourism is one of the most important resources particularly in Muslim countries which have a rich and diverse heritage. This permanent wealth and treasure have attracted Muslim visitors throughout history and will also attract hundreds of non-Moslem. It is important that Islamic tourism must be respectful to Islamic values and human beings in light of Islam. Human beings can be affected by depression and travel may be the best way to remove it. When tourism will discover the traditions and cultures of any country, then it considered great attractive to the visitors. Halal tourism is a

powerful weapon to meet the attraction of visitor religious fulfillment (Bhuiyan, Siwar, Ismail and Islam, 2011).

Halal tourism is a new tourism destination in the world today. There are 54 Muslim countries in the world. Most of the countries situated in an important nerve point of the world. Due to the geographical and economic importance of Muslim countries, this tourism increases day by day. Islamic tourism will be famous in those countries as well as all over the world. Islamic tourism is not one type of tourism, in the case of secular tourism. This tourism would help to extend the prospects for intellectual investigation. Some scholars have been describing this tourism as religious tourism also. It is of two types: tourism through which a religious duty is performed, and tourism by which knowledge is recorded and quoted for wider dissemination. Should the aim of this be to obtain the Blessings of God, it would achieve another objective - and that is to attract tourists. Islam has encouraged tourism for the faithful in the practice of life's affairs and to obtain experience and maturity. For instance, Muslims from Andalusia to China, India, Persia and Turkey to Indonesia have traversed the earth by the orders of God, both in search of work and to acquire knowledge (Jubayr, 2002, in Bhuiyan, Siwar, Ismail and Islam, 2011).

Contrary to popular public opinion, Islam accepts and encourages tourism. There are 16 verses in the Qur'an that directly encourage Muslims to travel. Muslims are taught to talk to God as fully as possible since through one's personal experience of the world one can understand the greatness of God and smallness of man. Travel results in the acquisition of knowledge and tests the patience and the perseverance in the individual (Zamani-Farahani, 2010 in Kovjanic, 2014). Tourism is related to various aspects of Islam. Several researchers have given emphasize on how Islam supported in different tourism activities to enhance religious and social functions. In Islam, prompt the Muslim to travel for searching the beauty and creating adventure of Allah (Bhuiyan, Siwar, Ismail and Islam, 2011). Therefore, in Islam tourism is traditionally closely linked to religion which has acted as a powerful motive for traveling. Religious buildings, rituals, festivals and religious events are important tourist attractions for those are the followers of the particular systems of belief represented (Henderson, 2003 in Bhuiyan, Siwar, Ismail and Islam, 2011).

Further, the categorization of tourism related goods and services that are designed, produced, and presented to the markets could be considered under Islamic or Halal tourism. Such use of terminology is already common in daily usage for example halal trips, hotels, airlines, food etc. The concept of Halal, meaning permissible in Arabic, is not just being applied to food, but it includes any Sharia compliant products ranging from bank dealings to cosmetics, vaccines and in this case, tourism. This means offering tour packages and destinations that are particularly designed to cater for Muslim considerations and address Muslim needs. As such, countries around the world should start tapping into the unexploited Islamic tourism market by ensuring that Muslim travelers are provided with maximum convenience during their trip and are able to practice religious obligations while on holiday (Asrina, 2014).

Islamic or Halal tourism, as a form of religious tourism, is commonly associated with Muslim countries when it comes to travel, thus offering great potential for halal tourism products and services (Nursanty, 2011, in Nisthar and Nufile, 2016).

According to MasterCard & CrescentRating on Global Muslim Travel Index (2016) there are six faith-based needs of Muslim Travelers that need to be considered by any halal tourism destination. Six faith-based needs are identified as the main areas for Muslim travelers. While the majority of Muslim travelers adhere to some of these needs, the level of importance varies among Muslims.

### **Halal Food**

Halal food is by far the most important service that a Muslim traveler looks out for when traveling. Acceptability of the different levels of Halal food assurance varies among Muslims. The acceptability also varies depending on the region the Muslim travelers are coming from. Having food outlets with proper Halal assurance that is easily identifiable is the preferred option sought by Muslim visitors from Southeast Asia and Western Europe.

### **Prayer Facilities**

Prayer is one of the central elements of Islamic practice and worship and it is the second of the five pillars of Islam. According to the Pew Research Centre report, 63 percent of Muslims perform the five daily prayers. While traveling, some of them will combine some prayers and perform them three times a day. In order to cater to this need, the services and facilities that are frequented by Muslim travelers need to be equipped with prayer rooms. Another important consideration is the cleansing ritual referred to as Wudhu. Wudhu is performed before a Muslim performs their prayers. This requires the prayer rooms to have “foot washing” facilities.

### **Water-usage Friendly Washrooms**

For Muslims, water plays a key role in purity and cleanliness, both of which are core aspects of the faith. Physical cleanliness is stressed as an essential component of being a Muslim. As such, special attention is given to hygiene in the washroom. This entails the use of water in the toilets, and it is discomfoting for Muslim travelers where the setup for water use is not available. Providing such facilities has become less cumbersome now with the widespread availability of hand showers, bidets or even Japanese-style toilets. Common in Muslim countries as well as South and South East Asian countries, the hand shower is a plumbing fixture placed in a holder against a wall by the toilet.

### **Ramadhan Services**

Although Muslims are less likely to travel during the month of Ramadhan, there are still many looking to spend this time away from home, especially if this period coincides with school holidays. In addition, an increasing number of Muslims take holiday breaks during the two Muslim festivals. Destinations looking to attract Muslim travelers during this period need to be able to accommodate their special needs during the month of fasting. One such example is the catering of pre-dawn Halal meals by hotels.

### **No Non-Halal Activities**

Muslims consider some activities to be ‘Haram’ or non-Halal. When it comes to traveling, these are generally centered on requiring a family-friendly environment. As such, some Muslims would prefer to avoid facilities that serve alcohol, have discotheques or is adjacent to a gambling resort.

### **Recreational Facilities and Services with Privacy**

A sub-segment of Muslim travelers are also looking for recreational facilities that provide privacy for males and females. These include the following: Swimming pools and gyms that provide privacy for male and female use, also beaches which provide areas for males and females to enjoy in privacy.

Segmentation of Muslim Travelers based on Faith-Based Needs indicated that Muslim travelers are not homogeneous in their adherence to the faith-based needs discussed above. In order to cater to these needs from a services perspective, service providers can look at grouping these needs into “Need to have” (halal food services, Salaath (prayer) facilities), Good to have” (Water-usage friendly washrooms, Ramadhan (fasting) services & facilities), and “Nice to have” (No non-Halal activities, Recreational facilities and services). In terms of Islamic law, the prophet Muhammad also explains the existence of relief in the prayer by collecting or summarizing the number *raka'ah* prayer when someone is doing a long journey with the purpose of worship. Thus, the Qur'an and hadith have provided an explanation of Islamic rule on the travel of sharia through the provisions of Islamic law (Jaelani, 2017).

## **3. RESEARCH METHODOLOGY**

This research uses qualitative approach aimed to explore destination characteristic of West Sumatera and Lombok Island, also to analysis the fitness of visitor market segment with each destination characteristics. Data collected through series of in depth interview with selected Moslem and as well non Moslem informants as primary data. Secondary data obtained from variety of sources such as publication and report, including halal tourism award publication. Matrix of strength, weaknesses, opportunity and threat of each halal destination is provided. Their characteristic and uniqueness are



analyzed and compared therefore the nature of this research is exploratory type. Informants are Indonesian Moslem and a few non Moslem for one of triangulation method alternative. All have graduated of tertiary education background. The informants are West Sumatra and Lombok Island residents, Lombok people and West Sumatrans reside in Jakarta, those who have been traveled to West Sumatra and Lombok Island and potential Jakarta Moslem tourists intended to travel. Local government representatives from both areas especially those who are in charge in tourism development are also invited to be informants.

Triangulation method is made to verify validity of the data by cross check through interview with other relevant sources. Interview result and secondary data then analyzed and interpreted carefully to get red line and connection from variety of opinions and answer. Conclusion is made after making data analysis and discussion.

#### **4. RESULT AND DISCUSSION**

Indonesia has a well-developed Muslim-friendly ecosystem and is able to accommodate both Muslims and non-Muslims. The government has recently taken increased interest in promoting Indonesia as a Muslim-friendly destination as evident by several recent initiatives including allocating 10% of its tourism budget to Halal tourism, appointing a special committee reporting to the Ministry of Tourism to promote Halal tourism, as well as being active in trade shows and Family trips focused on the Middle East, although there are some concerns in the tourism industry that promoting Indonesia as a Muslim-friendly destination will alienate mainstream travelers (COMCEC, 2016).

Indonesia's Master plan for Acceleration and Expansion of Indonesia's Economic Development (MP3EI) includes tourism as one of its eight main programs. The Ministry of Tourism and Creative Economy has designated three provinces in Indonesia as Halal tourist destinations: Lombok, West Sumatra and Aceh. The selection of these three destinations was based on certain criteria involving 80 metrics/parameters which they set with the Tourism Institute. Lombok won the world's top Halal tourism destination award at the 2015 World Halal Travel Summit as well as the world's best Halal honeymoon destination; Aceh is the only province in Indonesia that follows Sharia law, but it does not have any Sharia certified hotels; and West Sumatra is culturally known as a religious province (COMCEC, 2016).

Halal tourism destination also relates to marketing practices embedded in a strong ethical doctrine can play a vital role in raising the standards of (tourism) business conduct worldwide, while in no way compromising the quality of (halal) services or products offered to customers, or surrendering the profit margins of businesses. Adherence to such ethical practices can help to elevate the standards of behavior and thus elevate standard of living of traders and consumers alike (Hussnain, 2011).

Indonesia in 2015 launched an interactive visitor guide titled "Many lands, Timeless culture, One journey" in both English and Arabic as part of a campaign to attract Muslim travelers. The guide provides information about Indonesia's attractions and Halal dining options, hotel accommodation, as well as places to pray and mosques around the country. The guide was made available to travel agents and a downloadable version was widely published online. The Indonesian Ministry of Tourism organized a familiarization trip for Saudi tourism operators in January 2016 followed by one for Egyptian tourism operators in March 2016 to visit its main tourism areas. The Ministry of Tourism developed a campaign with three celebrity bloggers who were invited to Indonesia with their families and posted their adventures on Halal Trip's website (COMCEC, 2016).

Further COMCEC (2016) reported that In Indonesia, Jakarta Tourism and Culture Department and the Indonesian *Ulema* Council (MUI) have created in 2013 a Halal certificate for hotels, restaurants, and caterings in the capital city in an effort to attract more Muslim tourists to these establishments. The certification was provided free of charge to hundreds of Small Micro and Medium Enterprises that produce foods and beverages in addition to providing them with training on management of Halal production.

At the regional level such as the Indonesian coastal city of Pariaman in West Sumatera organized a blogging contest to promote itself as an Islamic tourism destination. To take part in the contest, high

school student from the city created blog entries about their city's being a Halal tourism destination (COMCEC, 2016).

According to COMCEC (2016) Indonesian Tourism Minister Arief Yahya has decided that the Ministry would allocate 10 percent of its promotional budget for Halal tourism in the proposed state budget for 2016, which was estimated to stand at Rp 4 trillion (\$291.4 million). Indonesia's Muslim tourist arrivals have been estimated to grow by the highest among case study countries at 13.4 percent from 1.2 million arrivals in 2015 to 2.2 million arrivals in 2020. Total inbound tourist arrivals and total inbound expenditure, which is estimated to grow from 10.7 million arrivals spending \$11 billion in 2015 to nearly 20 million arrivals spending \$21 billion in 2020.

Therefore it can be seen clearly that Islamic (halal) tourism fits very well with tourist with strong Islamic background, such as tourist from For the Middle East or South East Asia Region who would like to enjoy their time but to make sure that they still follow Islamic rules on vacation. They would like to make sure that the food is halal, the hotel accommodation provide all the means for praying, no alcoholic drink nor drug abuse and to make sure that the local government care on men women relationship which have to be based on marriage when they book the same room and no any entertainment performance against Islamic rules. In fact the practice of halal tourism has been done since the time of Prophet Muhammad and his companions for the sake of social and spiritual.

A report refers to the market segment of Middle East tourists stated that the prospect and potentials of the Middle East tourists has been proofed by earlier research. Middle East importance for global stability derives from its immense oil reserves and its status as the epicenter of Muslim culture. The majority of their demand for tourism originates from neighboring countries. The time of unrest in this part of the world has brought a need for local travelers to stay within the same cultural environment when making holiday destination choices (Kovjanic, 2014).

Indonesia has more self confidence in developing the halal tourism after gained 12 out of 16 at the World Halal Tourism Award 2016 di Abu Dhabi, Uni Emirat Arab (Tempo.Co, 2016).

The awards are as follows:

- World's Best Airline for Halal Travellers, winner: Garuda Indonesia
- World's Best Airport for Halal Travellers, winner: Sultan Iskandar Muda International Airport, Banda Aceh
- World's Best Family Friendly Hotel, winner: The Rhadana Kuta, Bali
- World's Most Luxurious Family Friendly Hotel, winner: The Trans Luxury Hotel Bandung
- World's Best Halal Beach Resort, winner: Novotel Lombok Resort & Villas
- World's Best Halal Tour Operator, winner: ERO Tour, West Sumatera
- World's Best Halal Travel Website, winner: [www.wonderfullomboksumbawa.com](http://www.wonderfullomboksumbawa.com). Lombok
- World's Best Halal Honeymoon Destination, winner: Sembalun Valley Region, Lombok
- World's Best Hajj & Umrah Operator, winner: ESQ Tours and Travel, Jakarta
- World's Best Halal Destination, winner: West Sumatera
- World's Best Halal Culinary Destination, winner: West Sumatera
- World's Best Halal Cultural Destination, winner: Aceh.

As in 2016 West Sumatra won several categories such as: World's Best Halal Culinary Destination, Best Halal Destination, Best Halal Tour Operator. While Lombok (West Nusa Tenggara) won categories of Best Halal Honeymoon Destination, Best Halal Beach Resort, and Best Halal Travel Website. Aceh in the other hand won World's Best Halal Cultural Destination and Best Halal Airport. Garuda Indonesia represented Indonesia won as the World's Best Airline for Halal Travelers.

Back in 2015 Lombok won the world's top Halal tourism destination award at the 2015 World Halal Travel Summit as well as the world's best Halal honeymoon destination. Therefore, competition of the two destinations is quite tight. This condition can create innovation of the local government and people in each destination.

## Discussion

### Characteristic of West Sumatera

West Sumatera (Minangkabau land) is located in Sumatera Island and known as strong moderate Islamic tradition with strong local tradition of woman power hierarchy culture. Its culinary tradition is one of the best in Indonesia. West Sumatra is one of the most beautiful areas of Indonesia. It is mountainous and divided by three valleys. There are lovely lakes and spectacular volcanoes. Minangkabau land is very special and has the most friendly population group of Indonesia. They love to talk with visitors and will tell us about their unique society. If a visitor tries to understand the culture and Minangkabau traditions he will soon feel himself a member of the clan. He will be invited as a guest to their homes - a unique way to become acquainted with real Indonesian life. They will show us the community and explain their customs ([www.Indonesia-tourism.com](http://www.Indonesia-tourism.com)).

The land of the Minangkabau, West Sumatra has a distinct culture, which distinguishes it from the rest of the island. A land of scenic beauty with blue green lakes and mountains, West Sumatra's Centre of culture and tourism is Bukittinggi in the highlands, north of the provincial capital of Padang. Most prominent in the landscape is the horn-shaped roofs of the houses nestled in the coconut groves. The name Minangkabau means triumphant buffalo. It leads a community and family life based on a matrilineal system, which clusters around mosques and the traditional houses. As it is the women who have the properties, the men are known for their wanderlust and entrepreneurship. Traveling is considered a mark of success and therefore many of them are found "merantau" (migrated) to other parts of the country. This is proof that many Minang or Padang restaurants, serve very spicy food, found in all major towns in the nation. The people are hospitable and eloquent in a poetic style of speech and ceremonies. Festivals are colorful occasions ([www.indonesia-tourism.com](http://www.indonesia-tourism.com); Bontoux, 2009).

West Sumatra has a coastline where the capital is situated. The hinterland is a range of high mountains, which dip into picturesque valleys and lakes. Amongst them are the remnants of the old Minangkabau kingdom of Pagaruyung (the art centers for silver, hand-weaving, embroidery and woodcarving).

Geographically West Sumatra province has about 49,778 sq. km. Lies mostly in the highlands of the Bukit Barisan Mountains, with a south to north alignment, whereas the rest of the areas are lowland, aligned from south to north facing the Indian Ocean. West Sumatra province is located next to North Sumatra and Riau to the north, Jambi to the east, the Indian Ocean to the west and Bengkulu to the south. A matrilineal system within a consanguinity system covers 42.2 thousand square km, consisting of 12 sub-provinces (Map 2), 7 towns, and 158 districts. In 2004, the population of West Sumatra reached 4.5 million, 98% being Moslem (the Central Agency of Statistics, in Bontoux, 2009).

The West Sumatran coastline faces the Indian Ocean and stretches 375 km. from North Sumatra province in the northwest to Bengkulu in the southeast. West Sumatra lakes include: Maninjau (99.5 km<sup>2</sup>), Singkarak (130.1 km<sup>2</sup>), Diatas (31.5 km<sup>2</sup>), Dibawah (14.0 km<sup>2</sup>), Talang (5.0 km<sup>2</sup>). West Sumatra's rivers include: Kuranji, Anai, Ombilin, Suliki, Arau. The mountains & volcanoes of West Sumatra are included: Marapi (2,891 m.), Sago (2,271 m.), Singgalang (2,877 m.), Talakmau (2,912 m.), Talang (2,572 m.), Tandikat (2,438 m.).

The temperature of West Sumatra province has ranges between 22o C and 32o C, and the rainfall is 2,289 mm. per year. Administratively West Sumatra Province is divided among 8 regencies and 6 municipals with Padang as its capital city. The people of this province have a strong tradition leaving their hometown to make their way of life. Indeed, West Sumatra communities (Minang) are easily found in each province of Indonesia. In 1994, the total population reached 4,265,900 people with its density amounted to 101 people per Km<sup>2</sup>. In the 1990-1994 periods the people grew at a rate 1.6% per year or in the lower level that of the population national growth amounted to 2.144% per year ([www.indonesia-tourim.com](http://www.indonesia-tourim.com)).

West Sumatra has the huge potential of tourism, if it is seen from the nature, history or the traditional culture which spread in 19 cities and regencies. One of the most potential in developing tourism in west Sumatra is culture. However, this potential has not been developed optimally as the tourism

attraction so that it still not attracted the local and international tourist optimally. If it is seen in the tourism preference, the cultural has an important role in communicating the core values of intercultural dialogue, protection and promotion of cultural diversity and preservation of cultural heritage (Hidayat and Arkhi, 2015). Cultural and tourism are inevitably linked in the globalized world of Moslem. Culture become the identity of the region, therefore culture awareness education and multicultural appreciation can be designed as a culture industry and can be made as the tourism attraction (Kartika, 2015 in Hidayat and Arkhi, 2015). West Sumatra food is popular all over Indonesia. Rice, fish, coconut, and chilli are the basic ingredients of Minangkabau meals. Meat, especially beef and chicken, is mainly prepared for special occasions. *rendang*, a popular meat dish, has been identified as one of the Minangkabau characteristic cultural dishes (Bontoux, 2009). Minangkabau halal culinary culture is one of the best. West Sumatra won as the best halal culinary destination and the best halal restaurant in the National Tourism Award 2016 (Pikiran Rakyat, 2016).

### **Characteristic of Lombok Island**

Lombok is an Island used to be part of Sunda Lesser Island province. Now it is part of West Nusa Tenggara province. The location is very strategic it is next to Bali (Island) province. Lombok is one of the two main islands that make up the West Nusa Tenggara province of Indonesia. It is part of the chain of the Lesser Sunda Islands, separated from Bali to the west by the Lombok Strait and Sumbawa, the other main island in West Nusa Tenggara, to the east by the Alas Strait. The whole of Lombok measures approximately 4,739 square kilometres. With a population of about 3.2 million, Lombok is the 7th most populous island in Indonesia. The island is divided into four regencies: West Lombok, North Lombok, Central Lombok and East Lombok (Ren, Al Ayyubi and Kramer 2013). Further, Lombok strategically located near major tourism destinations such as Bali, Lombok is a tourism destination in the making. Lombok possesses a wealth of attractive characteristics that are favorable for the development of tourism. For instance, the island's distinctive cultural mosaic, which is a blend of the main Sasak culture alongside Balinese, Javanese and other minority cultures, positions the destination as a miniature Indonesian archipelago where tourists can experience multiple cultures that are unique to the country. In addition, the island's beautiful natural landscapes, especially the famous Mount Rinjani and its long stretches of pristine beaches, are major tourist attractions.

Although Halal Tourism was not well-received in Bali due to the fear that it will alienate mainstream travelers, the case was entirely different in its closest neighboring island, Lombok, West Nusa Tenggara. When Halal tourism was introduced in West Nusa Tenggara, it was met with a highly positive response, leading the province's most visited mainstream tourism destination, Lombok, to win two categories in World Halal Travel Awards 2015 in Abu Dhabi, which are World's Best Halal Destination and World's Best Halal Honeymoon Destination. Ever since achieving this milestone, Lombok has been constantly developing Halal Tourism and garnered 50% more foreign travelers in 2016 compared to the previous year. Based on this successful experience, it is clear that the Halal tourism concept can be implemented in most mainstream tourism destinations an add-on service for Muslim Travelers (COMCEC, 2016).

Based on available information halal tourism can be a segmented marketing strategy effort targeting specific tourist from variety of segments so that local government or local tourism authority would be able to focus and concentrate its effort and communicate effectively to selected target market. .

Data collected from Interview indicated young informant prospective/visitors prefer Lombok as for their halal tourism, while mature people prefer West Sumatera for their holiday destination. After questioned deeper young people enjoy adventurous traveling. Therefore sightseeing is the priority of their travel. West Sumatra is seen to have a better destination for culinary and cultural visit, especially for family or group of travelers. As stated by Hidayat and Arkhi (2015) that one of the most potential in developing tourism in west Sumatra is culture, while Lombok Island is fit for enjoying the individual adventurous freedom of natural panoramic, beach and mountain activities. Halal honeymoon destination or young marriage couple traveling may best fit to visit and enjoy Lombok Island. Lombok Island is also fit for meeting and convention. Although West Sumatra has mountains, such as Bukit Barisan and lakes, however its popularity is very much less popular compared to Rinjani Mountain and beaches of Lombok Island. It is world-class beaches, among the very best in Asia

(Patet, 2014). Lombok Island location which is next to well established destination of Bali is somehow an advantage.

The tourism market in Lombok has enjoyed positive overall growth in demand in recent years. This is largely due to the provincial government's efforts in the areas of regional planning and destination marketing (Ren, Al Ayyubi and Kramer 2013). The provincial government has also been actively introducing tourism projects and promotional activities to create awareness and attract visitors to the West Nusa Tenggara province. One of the newly-launched tourism projects is the Tambora Greets the World campaign, which seeks to bring two million visitors to West Nusa Tenggara in 2015. This campaign encourages visitors to experience Mount Tambora and the surrounding landscapes, and is in association with the 200th anniversary of the massive volcanic eruption that took place in 1815. In addition, the provincial government has also launched a new branding strategy to establish the West Nusa Tenggara province as the national Meetings, Incentives, Conferences and Exhibitions (MICE) centre. In order to support the new strategy, the provincial government is aggressively promoting the destination through main media channels such as tourism websites, and participating in major national and international tourism events to engage key MICE industry players. The discussion result can be made in a SWOT analysis formula, as follows:

**Table 1: SWOT Analysis Comparison between West Sumatra and Lombok Island**

	<b>Strength</b>	<b>Weaknesses</b>
<b>West Sumatra:</b>	<ol style="list-style-type: none"> <li>1. Art and Cultural richness</li> <li>2. Culinary taste</li> <li>3. Historical value</li> <li>4. People</li> <li>5. Strong halal culture</li> </ol>	<ol style="list-style-type: none"> <li>1. Less promotion</li> <li>2. Infrastructure still in development</li> <li>3. Low water/beach facilities, except in remote Mentawai Islands and lakes.</li> </ol>
<b>Lombok:</b>	<ol style="list-style-type: none"> <li>1. Beauty and virgin nature wonder</li> <li>2. Beach and mountain sport</li> <li>3. Adventure activity</li> <li>4. Water and mountain sport.</li> <li>5. Strong halal culture</li> </ol>	<ol style="list-style-type: none"> <li>1. General facilities</li> <li>2. Infrastructure still in development</li> <li>3. Low people awareness on tourism</li> <li>4. Local government capacity</li> </ol>
	<b>Opportunity</b>	<b>Threat</b>
<b>West Sumatra:</b>	<ol style="list-style-type: none"> <li>1 a Growing destination</li> <li>2. Local Government support</li> <li>3. Halal infrastructure development.</li> <li>4. Attract family tourism</li> <li>5. Best for group travelers</li> <li>6. Best for adventurous travelers</li> <li>7. For local migrants to come home</li> </ol>	<ol style="list-style-type: none"> <li>1. Negative response from mainstream travelers</li> <li>2. Emerging of other new halal destinations</li> <li>3. Coming road traffic challenge</li> <li>4. Potential natural disaster</li> </ol>
<b>Lombok:</b>	<ol style="list-style-type: none"> <li>1. Next to (Closer) Bali</li> <li>2. Local Government support</li> <li>3. Halal infrastructure development.</li> <li>4. Attract young people, young couple</li> <li>5. Best for individual or small group of travelers</li> <li>6. Best for family oriented travelers</li> <li>7. Alternative for saturated Bali.</li> </ol>	<ol style="list-style-type: none"> <li>1. Negative response from mainstream travelers</li> <li>2. Emerging of other new halal destinations.</li> </ol>

Source: Data processed

## CONCLUSION AND SUGGESTION

### Conclusion

Preliminary result of study indicates that even though the two destinations offer the same flag as halal tourism destination result of study however indicated they have the differences of their own uniqueness, destination characteristic and local wisdom which lead to different Moslem visitor market segment.

Lombok is ideal and best fit for honey moon, adventure travel and individual traveler searching for free nature beauty such as beaches and mountains. Lombok halal tourism is strong with beach attractiveness as well highland and mountains. Therefore, the destination is best fit for young marriage couple, youth or young people search for adventure traveling and or nature lover, as Lombok offer the best beach and mountainous areas.

West Sumatra is ideal and best fit for family travel, culinary seeker and cultural visit. West Sumatra culinary is one of Indonesia favorite. West Sumatra foods are well accepted and enjoyed by most Indonesian from non - West Sumatra origin. Halal culinary becomes one of popular thing during traveling in West Sumatra. Therefore, target market for West Sumatra halal tourism would be mature people or those love to seek art and cultural variety, culinary seekers with Islamic establishment life. Cultural visit, in the other hand has been growing its popularity. According to Urasevic (2012) in Hidayat and Arkhi (2015), the modern tourist request for the authentic cultural experience and unique local products and it could be seen as the response to globalization process in tourism. In this respect, a growing need for the confirmation of local identity could be actually seen as a response to the globalization of the cultural trends. Therefore, the beauty of the nature is not only as the main interest for the tourism, but also the cultural attraction.

Halal tourism may best fit for Moslem tourists, however it can also attract non Moslem tourist if the destination provide its original uniqueness for non Moslem tourists to experience (Bastaman, 2016). The challenge is that how to package its uniqueness of the original genuine destination so that it can have the best value for non Moslem tourist to experience. Therefore, the halal destination both in West Sumatra and Lombok are also suitable for non Moslem visitors.

**Table 2:** Market Segment Fitness and Uniqueness of the Two Destinations

No.	Destination Uniqueness	West Sumatera	Lombok	Market Segment
1.	Art and Culture	X		Family/group
2.	Adventure activity		X	Young/Individual/ small group
3.	Culinary	X		Family/group
4.	Family visit/activity	X		Family/group
5.	Honeymoon		X	Couple/young couple
6.	History/heritage	X		Family/mature
7.	Meeting and Convention		X	Business
8.	Nature (Beach) sightseeing		X	Young/individual/small group
9.	Nature (Mountain) sightseeing		X	Young/individual/small group
8.	Nature (General) sightseeing	X	X	Family/mature/young

Source: Data processed

Implication of the study result is that halal destinations have their own market segment and market fitness. As Sandikci (2011) concluded that it should be clear by now that marketing managers should not assume Muslims to be a homogeneous and preexisting segment. It is clear that even though West Sumatera and Lombok Island both offered halal destination concept however, their market segment is different. This is important for the decision makers in each region to focus and concentrate their offer to their target market, so that marketing effort can be more efficient and effective.

### **Recommendation**

The differences of characteristics between the two halal destinations add to the richness of Indonesia tourism industry. It is recommended that each destination focuses on each own strength and uniqueness and reach the right target market. Market segmentation and targeting strategy should be applied consistently. Like any other products destination has its own market segment. Any marketing communication program can be directed to the right segment for more focus, as well efficient and effective.

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