
Analysis of Halal Tourism Development Potential In Pandeglang Regency, Banten Province, Indonesia

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Abstract

Tourism plays a major role in boosting the global economy by educating about the nature, culture and diversity of a region. Halal tourism, which conforms to Islamic principles, provides Muslim-friendly facilities. Pandeglang Regency has great potential to become the centre of halal tourism in Banten as the majority of the population is Muslim. However, its development has not been optimal due to lack of infrastructure, government support, and community readiness. This study aims to evaluate the potential, obstacles, and solutions of halal tourism development in Pandeglang with qualitative methods through interviews, observations, and documentation. The objectives in this study are (1) to find out how the potential of halal tourism development in Pandeglang district, (2) to find out what are the obstacles to the potential of halal tourism development in Pandeglang district and (3) to find out how the solution of halal tourism development in Pandeglang district. The method used in this research is a qualitative approach that describes and discusses the state of the object under study based on existing facts. The data used in this research is primary data using interviews, observation, and documentation. Furthermore, it was analysed using the analysis method of data reduction, data presentation, and drawing conclusions. The results of this study are the development of halal tourism in Pandeglang regency has begun to be carried out slowly, even though the development of halal tourism in Pandeglang regency has been carried out slowly.

Keywords: *Development; Tourist; Halal*

INTRODUCTION

Tourism is a sector that plays a major role in increasing the economic level of countries around the world. The tourism sector is one of the best solutions in improving the community's economy, and can provide deeper knowledge about recognising the nature, culture and diversity of a region or country. This will affect the continuous economic chain with the service industry which contributes greatly to the world economy, the nation's economy, and the economy for local communities which will be one of the benchmarks of Regional Original Revenue (PAD).

Strengthening the synergy between the links of the tourism industry should always be built and developed so that all components and tourism systems can move and contribute and play their respective roles in creating quality products and services for tourists. Tourism competition requires the ability of tourism industry players to maintain and continue to develop product quality and credibility so that they have competitiveness and gain the trust of tourists (Tanjung & Panggabean, 2022).

Tourism as one of the sectors that can really bring in community income both individually, many people and the income of a country. In fact, many regions and countries whose economies are greatly influenced by the tourism sector so that the income of a region and country increases a lot. In this case it can be seen from the geographical location and beautiful country and has abundant natural resources, cultural diversity, facilities, transportation, and historical relics that are very abundant, so with this the tourism sector will be very promising to develop.

The tourism industry is closely related to products and services, such as accommodation, transportation, hospitality, culinary, and expertise in mastering foreign languages that can greatly empower human resources and natural resources contained in a region and country. Tourism should have clear and effective goals in order to produce something useful in the implementation process. Since the beginning, it has been realised that tourism activities must be utilised for development. Tourism development as part of national development has goals including expanding business opportunities and employment, in line with the stages of national development. The implementation of tourism development is carried out in a comprehensive, balanced, and sustainable manner (Muflihah et al., 2023).

The statement of the Qur'an that explains tourism is where the will of Allah Swt so that humans as creatures have awareness as khalifah on earth can know the greatness and omnipotence of Allah Swt and be able to maintain and care for nature.

Since 2015 the Indonesian government through the Ministry of Tourism began developing the halal tourism segment and made halal tourism a flagship programme at the Ministry of Tourism. This is evident in 2019 that Indonesia is able to compete with neighbouring Malaysia by being ranked first in the World Halal Tourism version of GMTI (Global Muslim Travel Index) (Yuandita, 2020).

Judging from demographic factors, the potential of halal tourism is quite large because Indonesia is a country that has the largest Muslim population in the world. This huge potential of Muslim tourists will make halal tourism grow rapidly in Indonesia, and one of them is in Pandeglang district (Lustianah & Rahmi Fauziah, 2022).

Pandeglang Regency as one of the regencies in Banten province which was born on 1 April 1874 after being separated from the sultanate of Banten and determined as a region that can move and develop all its potential. Pandeglang Regency which was born from the womb

of the Sultanate of Banten certainly has a very thick Islamic connection and history. This can be seen from the many relics of the Banten Sultanate that are found by the local community and many tombs of great Islamic figures in the Pandeglang area for these findings, no wonder Pandeglang Regency itself gets the nickname of the Santri City which is well known throughout Indonesia.

Pandeglang Regency has great potential to become a halal tourism mecca in Banten because the majority of its people are Muslim. However, it is currently seen that the development of halal tourism there is still not optimal. This is due to several factors, including the lack of supporting infrastructure, lack of support from the government, and lack of readiness from managers or local communities.

From the background of the problem, the author is interested in studying more deeply about the problem with the title Analysis of Halal Tourism Development Potential in Pandeglang Regency. The purpose of this research is the first is how the potential for the development of halal tourism in Pandeglang district, the second is what inhibits the potential development of halal tourism in Pandeglang district.

RESEARCH METHODOLOGY

The type of research used in this research is qualitative research with a descriptive approach. According to Sugiyono, the descriptive method is a method used to describe or analyse a research result but is not used to make broader conclusions (Sugiyono, 2018). Qualitative research according to Moleong is research that uses open interviews to study and understand the attitudes, views, feelings, and behaviour of individuals or groups of people. Research with a qualitative approach is an analysis of the process of inductive thinking processes related to the dynamics of the relationship between observed phenomena, and always uses scientific logic (Imam Gunawan, 2013).

In collecting data regarding the Analysis of Halal Tourism Development in Pandeglang Regency, researchers used primary data. Primary data regarding Analysis of Halal Tourism Development in Pandeglang Regency researchers get it by conducting interviews directly at the research location. In this study, the subject of the researcher is an informant who can provide information, for example, about the problems studied by the Pandeglang Regency Tourism Office, the Office of Cooperatives and MSMEs, the Village Head, the Community, and Visitors at a Tourism Destination in Pandeglang Regency.

This research was conducted in approximately 1 month, precisely in the middle of June to the middle of July 2023, including preparation and implementation. The whole series of this research took place in Pandeglang Regency.

The data obtained from this research are in the form of words and documents used in the research in the form of interviews, observations, and documentation. Furthermore, it was analysed using the analysis method of data reduction, data presentation, and drawing conclusions.

RESULTS AND DISCUSSION

A. Potential of Halal Tourism Development in Pandeglang Regency

Pandeglang Regency has great potential in terms of halal tourism development, it is certainly not without reason seeing Pandeglang Regency which has many natural resources supported by the many tourism destinations spread out in Pandeglang Regency making Pandeglang Regency as one of the districts in Banten Province as a feasible district for the application of Halal Pariwisata in addition to Pandeglang's nickname as the City of Santri and Pandeglang culture which is very thick with Islamic values, it is not surprising that halal tourism development can exist in Pandeglang Regency.

Apart from that, Pandeglang Regency also has natural beauty and cultural values that are very abundant, so that if utilised properly it will become a very extraordinary tourism object. Seeing the abundant tourism potential and culture that Pandeglang Regency has, it is not surprising that the development of Halal Tourism can be carried out in Pandeglang Regency.

The results of interviews with the Head of Marketing of the Pandeglang Regency Tourism and Culture Office can be concluded that Pandeglang Regency is known as the city of Santri which is well known outside by the people of Indonesia, apart from that Pandeglang Regency has abundant natural wealth where in each tourism destination we as the tourism and culture office of Pandeglang Regency always urge that prayer rooms and clean ablutions be provided so that destinations in Pandeglang Regency can be called Muslim-friendly destinations, and this is a great potential for the application of Halal Tourism.

In line with the statement of Mrs Septianah Marutunnisa as the Head of Marketing of the Pandeglang Regency Tourism and Culture Office and the statement of Mr Wisnu Russly as a visitor to one of the natural tourist destinations in Pandeglang Regency said that he was impressed with the natural tourism in Pandeglang Regency, besides having good natural tourism in Pandeglang Regency also provides prayer rooms to help us as Muslim tourism to perform worship.

The explanation above shows that Halal Tourism Development has occurred in Pandeglang Regency because Pandeglang Regency has natural wealth and Islamic values inherent in the community, apart from that seeing several destinations in Pandeglang Regency already providing Halal Food and Beverage facilities, Worship Facilities for tourists, and the availability of hotels as rest facilities for tourists. Although the implementation of halal tourism in Pandeglang Regency cannot be said to be perfect.

The implementation of Halal Tourism in Pandeglang Regency is certainly not the task of the Regional Government alone but the task of all elements of society. This is because the implementation of Halal Tourism requires the cooperation of all elements of society.

This is supported by the statement of Mr Jefri as Tourism Analyst of the Tourism and Culture Office of Pandeglang Regency. To achieve Halal Tourism in Pandeglang Regency must require the cooperation of all elements of society both from the government and the community so that the development of halal tourism can be realised in Pandeglang Regency.

To support abundant natural resources as one of the steps for Halal Tourism Development in Pandeglang Regency, it is necessary to support things such as Halal Food and Sharia Hotels so that Halal Tourism Development can really be realised in Pandeglang Regency. This will be a plus point for the development of Halal Tourism so that the development of Halal Tourism can not only be felt by Muslim tourists but also by non-Muslim tourists.

The above statement can be concluded that the development of Halal Tourism in Pandeglang Regency has begun, seeing that there are already several tourism destinations that

meet the requirements as Halal Tourism, for example the DM Tirta Swimming Pool and Coconut Island because in these tourism destinations halal food and drinks are available, the availability of mosques as a means of worship for Muslim tourists and also access which is quite close to the hotel as a means of rest for tourists.

B. Potential Barriers to Halal Tourism Development in Pandeglang Regency

Tourism development certainly has inhibiting factors that should be overcome as soon as possible, especially regarding the level of tourism that will help in increasing Regional Original Income. Talking about the inhibiting factors of halal tourism development in Pandeglang Regency is in terms of marketing or promotion of tourism destinations and the lack of budget for the improvement of tourism destinations. Furthermore, another inhibiting factor of tourism is in terms of road access to tourist attractions that are still less supportive, so that it can increase travel time to the tourist attractions. Of course, this should be a concern for related institutions in Pandeglang Regency.

Seen from the field, the level of promotion of tourism destinations in Pandeglang Regency is still very minimal, it becomes a heavy thing if only the Tourism and Culture Office of Pandeglang Regency is active in promoting all tourism destinations in Pandeglang Regency, then the community and the management of the village should also be actively involved in promoting tourism destinations.

C. Solutions for Halal Tourism Development in Pandeglang Regency

If above we discuss the potential inhibiting factors of Halal Tourism Development in Pandeglang Regency, then at this time we discuss the Solution for Halal Tourism Development in Pandeglang Regency. Of course, if the solution has been found, all elements of society and tourists will feel the impact of the development of halal tourism in Pandeglang Regency.

The inhibiting factor of halal tourism development is the lack of promotion and the lack of budget for the improvement of destinations in Pandeglang Regency. So the solution is to work together to promote all tourism destinations in Pandeglang Regency. It is certainly very necessary so that the development of halal tourism in Pandeglang Regency can run well and smoothly. So that the surrounding community can get a livelihood to support their families, and Muslim and non-Muslim tourists can enjoy a peaceful and comfortable holiday.

CONCLUSION

Based on the results of research conducted in Pandeglang Regency regarding the Analysis of the Potential for Halal Tourism Development in Pandeglang Regency, the researcher draws several conclusions, as for the conclusions are as follows: Halal Tourism Development in Pandeglang Regency has begun, seeing that there are already several tourism destinations that meet the requirements as Halal Tourism, for example the DM Tirta Swimming Pool and Coconut Island because in these tourism destinations halal food and drinks are available, the availability of mosques as a means of worship for Muslim tourists and also access which is quite close to the hotel as a means of rest for tourists.

The inhibitors of Halal Tourism development in Pandeglang Regency are the lack of tourism promotion, lack of budget for destination improvement and awareness of the Pandeglang Regency community to participate in helping to promote tourism destinations in

Pandeglang Regency. Of course this has a big effect on the development of halal tourism in Pandeglang Regency.

The solution to the development of halal tourism in Pandeglang Regency is that the Pandeglang Regency Tourism and Culture Office, the community and the desnitation manager must be actively involved in promoting tourism destinations.

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