OVERVIEW:
Halal Tourism for Wonderful West Sumatera

Enhaii Halal Tourism Center (EHTC)
POLTEKPAR NHI BANDUNG
1. Perspectives, Issues and Trends
2. Strategic Plans and Priority Programs
3. Strategic and Tactical Recommendations
1. Perspectives, Issues and Trends
PERPRES No 28 / 2020, 7 Februari 2020

PRESIDEN
REPUBLIK INDONESIA

PERATURAN PRESIDEN REPUBLIK INDONESIA
NOMOR 28 TAHUN 2020
TENTANG
KOMITE NASIONAL EKONOMI DAN KEUANGAN SYARIAH

DENGAN RAHMAT TUHAN YANG MAHA ESA
PRESIDEN REPUBLIK INDONESIA,
BAB II
RUANG LINGKUP, TUGAS, DAN FUNGSI

Pasal 2

Ruang lingkup ekonomi dan keuangan syariah meliputi:

a. pengembangan industri produk halal;
b. pengembangan industri keuangan syariah;
c. pengembangan dana sosial syariah; dan
d. pengembangan dan perluasan kegiatan usaha syariah.
GUBERNUR SUMATERA BARAT

PERATURAN DAERAH PROVINSI SUMATERA BARAT
NOMOR 1 TAHUN 2020
TENTANG
PENYELENGGARAAN PARIWISATA HALAL
GUBERNUR SUMATERA BARAT

PERATURAN GUBERNUR SUMATERA BARAT
NOMOR 19 TAHUN 2022

TENTANG

PERATURAN PELAKSANAAN PERATURAN DAERAH
NOMOR 1 TAHUN 2020 TENTANG PENYELENGGARAAN
PARIWISATA HALAL
Statement dan komitmen Pemerintah Provinsi Sumatera Barat dalam mengembangkan pariwisata halal berupa langkah strategis dalam bentuk desain strategi dan rencana aksi.

DSRA merupakan entry point untuk mewujudkan roadmap pariwisata halal di Sumatera Barat.

(Kemenpar, 2018)
The 2021 International Halal Congress held in Bangka Belitung and attended by the Vice President of the Republic of Indonesia resulted in 9 resolutions, including focusing on accelerating the development of the halal industry and halal tourism, and acceleration of halal tourism development.

IDX Channel › SYARIAH

Sandiaga Uno: Fokus Pariwisata Halal Tambah Layanan Bukan Mensyariahkan

Anggie Ariesta
Rabu, 04 Mei 2022 07:45 WIB

Indonesia masuk destinasi wisata halal terbaik 2021 di dunia. Meski bukan nomor 1, pemerintah masih optimis dengan potensi yang dimiliki Indonesia sejauh ini.
**News Update**

**Indonesia Raih Peringkat Pertama Destinasi Wisata Ramah Muslim**

Antara / HE
Saatu, 3 Juni 2023 | 20:50 WIB

**Muslim Travel Index, Sandiaga Uno: Ciptakan 4,4 Juta Lapangan Kerja**

Dhimas Ginanjar - Jumat, 2 Juni 2023 | 08:08 WIB

*Menparekraf Sandiaga Uno saat menerima penghargaan di Singapura (Istimewa)*
Event Perdana Di Dunia, Sumbar Resmi Jadi Tuan Rumah World Islamic Entrepreneur Summit 2023

Siapkan Potensi Bisnis Agar WIES di Sumbar Berdampak ke Investasi & Pariwisata
SU-1: Penguatan Rantai Nilai (Industri) Halal

- Klaster Makanan dan Minuman Halal
- Klaster Pariwisata Halal
- Klaster Fesyen Muslim
- Klaster Media Dan Rekreasi Halal
“Muslims are the fastest growing consumer segment in the world. Any company (Country) that is not considering how to serve them is missing significant opportunity to affect both its top and bottom line growth”

~ AT Kerney’s 2008 report addressing the muslim market – can you afford not to?
Halal Tourism is a set of extended services of amenities, attractions and accessibilities aimed and provided to meet the needs, wants and experiences of Muslim tourists.

- EHTC (2019)*
Muslim Demographic & Travel Market

Global Muslim Travel Index 2023 - Mastercard Crescent Rating

Total Muslim Population 2022: 2 Billion
- % of World Population: +25

Total Muslim Population 2030: 2.3 Billion
- % of World Population by 2030: +27

Live in +200 Countries

In 48 Countries Muslim Population +50%

In 28 Countries Muslim Population Between 10% and 50%

Females 49.2% Males 50.8%

Median Age: Under 40
- Gen A: 21.5%
- Gen Z: 27.2%
- Millennials: 22.9%

Crescent Rating

ARRivals

USD 225 Billion

230 million arrivals

2028

Rp 3,343 T (Rp 14,844)
More than 80% are Muslim Millennials

60% of Muslims are below 30

36% of Muslim Travelers in 2016 were Millennials

33% of them being Gen Z

Source: Mastercard - Crescentrating Global Muslim Travel Index (GMTI) 2018

Enhaii Halal Tourism Center (EHTC)
MUSLIM MILLENIAL TRAVELERS

Muslim Millenial Travelers (MMTs) are a subset of Millenial travelers that are well-educated, tech-savvy, and often put in more time and effort to conduct comprehensive research before making travel arrangements. Within these few years, this group will be entering their peak earning.

MUSLIM WOMEN TRAVELERS

Muslim Women in Travel (MWTI), a subset of the women traveler population, one of the fastest-growing segment within the travel market. Being active contributors to society, a better facilitation of their travel needs can further extend their potential. Most women travel with their families and take charge of the trip planning. Therefore, marketers should take a deep dive into MWTIs intrinsic and extrinsic motivations to efficiently realize their potential.

GEN Z TRAVELERS

GEN Zs, the generation that grew up with technology, is an inherently and inquisitive subset of travelers. They are naturally drawn to travel, partly to satisfy their curiosity due to the constant overload of information right at their fingertips. This generation is heavily reliant on their gadgets in going about their daily lives. Stakeholders must engage them on all social platforms to capture their attention.
2. Strategic Plans and Priority Programs
Vision: “Indonesia as The World Class Halal Tourism Destination”

**Current Target**
- Muslim Visitors Expenditures (4.5B)
- Muslim Visitor (3.6M)
- Halal Tourism Incorporated (16 MoU)
- GMTI (Rank no 1)
- Industry Competitiveness (77.8)
- National muslim tourism movement (240 M)

**Strategic Plan of Halal Tourism 2024 Target**
- Muslim Visitors Expenditures (7.6B)
- Muslim Visitor (6M)
- Halal Tourism Incorporated (16 MoU)
- GMTI (Rank no 1)
- Industry Competitiveness (77.8)
- National muslim tourism movement (265 M)

**Destination (3A)**
- **S1 - Amenity:** to develop muslim friendly fascility and services, and encourage halal tourism investment climate.
- **S2 - Attraction:** to develop Muslim friendly attraction.
- **S3 - Accessibility:** to develop connectivity towards halal tourism destination.

**Marketing (Digital)**
- **S4 – Marketing (DOT):** to match the marketing based on DOT (destination, origin, dan time) and preferences from muslim travel market.
- **S5 – Promotion (BAS):** to develop marketing communication and selling of halal tourism.
- **S6 – Media (POSE):** to develop halal tourism digital media promotion.

**HR, Community & Industry**
- **S7 – Human Resource Development:** To increase human resource quality and quantity of halal tourism through 3C (Curriculum, Certification, Center of Excellence).
- **S8 – Community:** Strengthen the policy and institutional structure, synergize the stakeholders, Certification, Research and Development, dan traceability system for halal tourism.
- **S9 - Industrial Development:** To increase the competitiveness of industry through product development of muslim friendly tourism (extended services).

(Kemenparekraf, 2019)
TOP 9
PRIORITY PROGRAMS
OF HALAL TOURISM DEVELOPMENT

1. Campaign & Dessemination of Halal Tourism (S7)
2. Certification & Standardization (S7)
3. Digital Information System (S4, S5, S6)
4. Halal Tourism Investment (S1, S2, S3)
5. Research and Development (S7, S8)
6. Muslim Visitor Guide (S4, S5, S6)
7. Halal Tourism Package and Attraction (S1, S2, S3)
8. Marketing Outreach (S4, S5, S6)
9. Halal Tourism Regulation & Institution (S8)

(Kemenparekraf, 2019)
Halal Tourism is a set of extended services of amenities, attractions, and accessibilities aimed and provided to meet the needs, wants, and experiences of Muslim tourists.

**Halal Value Chain Ecosystem Business Model MFT Destination**

- **Program Financing, Networking & Strengthening: Hexa-helix**
  - **Amenity Product**
    - Strengthening Destinations
  - **BAS Internal Marketing**
    - Strengthening Marketing
  - **Certification Funding & Investation**
    - Strengthening Industry
  - **Organization & Governance Research & HRM**
    - Strengthening Institutional

**SITIE**
- Synergy, Integration, Transaction, Investation, Education

**QUICK WINS**
- Physical & Non-Physical Digital Based

**Beneficial Value of Tourism Destination**
- Economy
- Socio-Cultural
- Environment
- Experience
- Knowledge

(KEKS BI & EHTC, 2021)
SYSTEM THINKING ECOSYTEM MODEL
MUSLIM-FRIENDLY TOURISM HALAL VALUE CHAIN

Muslim-Friendly Tourism Destination
- Fundamental Attributes
  - (Halal food, clean prayer facilities & toilet)
- Experience Attributes
  - (Activity/packages/program/event, Islamic community life, and a well-maintained environment)

Organizational Management
- Synergy
- Integration
- Transaction
- Investment
- Education

Halal Tourism Ecosystem SMART Model
- Digital Technology
- Regulation
- Institutional
- Marketing
- Industry
- Destination Product

Push Factors
Tourists Origin
- (booking services, tour operators, travel agency, Muslim friendly tourism app, etc.)

Pull Factors
Tourism Destination
- (accomodations, tourist attractions, activity packages, programs/events, tourist services, MSME creative products, etc.)

Approach/Input

Process

Impact/Output

Tourism Destination Value Benefits
- Economy
- Sosio-Cultural
- Environment
- Experience
- Knowledge

Look → Book → Pay → Activities → Memorable Experiences → Word of Mouth & Recommend

E-Collaborator & Integrator

MuFTI
(Muslim Friendly Travel Indicators)
- 5 Pillars | 17 Focuses | 65 Attributes
  - Regulation | Product | Marketing | Industry | Institutional

(DeKS BI & EHTC, 2021)
3. Strategic and Tactical Recommendations
Urgency of Halal Tourism

1. Establishing Halal Tourism Masterplan (Renstra, Roadmap, Rencana Aksi, Skala Prioritas)
2. Developing Digital Technology
3. Delivering the Quality of Products and Services (3A)
4. Encouraging The Global Standards and Certifications
5. Developing Human Resources
6. Aligning Stakeholders
7. Leveraging Muslim Travelers Arrivals
STRATEGIC RECOMMENDATIONS

1) Establishing regulations related to the Halal Tourism masterplan, roadmap, priorities.

2) Strengthening the competitiveness index of destinations (global standard and certification), industries, innovation and creation of halal products.

3) Strengthening the quality and number of Muslim tourist visits.

4) Ensuring the performance of Halal Tourism institutions based on synergy, integration, transactions, investment/financing, and education.

5) Delivering Smart Halal Tourism Hub to leverage the tactical action.
TACTICAL RECOMMENDATIONS

1) Strengthening Halal Tourism destination by creating local champion and local business entity.

2) Strengthening Halal Tourism business product & services according to the needs, desires, and experiences of tourists.

3) Integrating Halal Tourism destination business system from upstream to downstream.

4) Focusing Halal Tourism destination business value chain by strengthening the beneficial value of Economy, Sosio-Cultural, Environment, Experience, Knowledge.
TARIMO KASIH