

Halal Tourism Settings on Lombok Island

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Abstract

Halal tourism arrangements are included in the tourism agenda on Lombok Island. Lombok Island, since the inauguration of international events such as the GP series and super bikes organized by international parties with high reputations, must continue to adjust the provisions regarding halal tourism amidst liberalization in all sectors. The entry of international events is a challenge for the Indonesian government, especially the Lombok region. Lombok, which has a lot of potential for world-class tourist areas and has received world-class awards several times, needs to think about the conditions for halal tourism plans. Halal tourism has different standards, of course the effect of the word halal must be able to prove the quality and quantity of tourism based on halal standards. The formulation of the problem in this research is how is halal tourism regulated on the island of Lombok? The aim of this research is to determine the regulation of halal tourism on the island of Lombok. The research method used in this research is normative legal research methods. The results of this research reveal that the regulation of halal tourism in Lombok is not yet perfect due to the absence of statutory regulations equivalent to laws that specifically regulate halal tourism. Tourism regulations in New Lombok are based on regional government regulations of West Nusa Tenggara province and West Lombok Regency. There are several different definitions between these two rules in regulating halal tourism. Policy regarding the tourism industry in Lombok is still very dependent on the DSN-MUI which does not have a very strong position in making regulations and implementing halal tourism.

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1. INTRODUCTION

Tourism is not something new recently because it has become a need for humans for various motivations. As social creatures who are always side by side with work, busyness results in the need for humans to pamper themselves by venturing into the open air and places that create inner calm, reaching a certain state so that humans can recover from various individual and social problems.

The development of tourism is not a strange thing in the world. Tourism growth is in line with the social conditions of society. Apart from being an individual human need, tourism is also a source of state income. The dissatisfaction of the world community with the state of its environment has resulted in the development of global citizens' travel patterns increasing from one region to another for tourist trips. Tourism is an economic opportunity and a source of foreign exchange for the country and is able to contribute to the creation of job opportunities

The Ministry of Tourism and Creative Economy (Kemenparekraf) recorded that foreign exchange from the tourism and creative economy sector reached US\$ 7.46 billion or Rp. 113.69 trillion (exchange rate Rp. 15,240) until July 2024. This amount has reached the target range for foreign exchange earnings this year. This is because the Ministry of Tourism

and Creative Economy has set a target for obtaining foreign exchange value of between US\$ 7.38 billion to US\$ 13.08 billion in 2024. This foreign exchange figure has increased compared to the performance in the first semester of 2023 which only reached US\$ 6.09 billion.

Based on Article 1 point 1 of Law Number 10 of 2009 concerning Tourism, tourism is defined as a travel activity carried out by a person or group of people by visiting certain places for the purpose of recreation, personal development, or studying the uniqueness of the tourist attraction visited within a temporary period. The meaning of this tourism is the activities carried out by the subject of the user. Tourism itself is a system that provides places, services, goods consumed in tourist activities. Based on Article 1 point 3 of Law Number 10 of 2009, tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, the Government and Regional Government.

Tourism is an industry that covers many interests to improve the community's economy. The definition of the tourism industry is also explained in Article 1 number 9 of Law Number 10 of 2009, namely a collection of businesses interrelated tourism in order to produce goods and/or services to fulfill tourists' needs in organizing tourism. The form of the tourism industry that is currently well known is halal tourism. Halal tourism in Indonesia is starting to be seen as an opportunity by tourism actors after it first started to be popular abroad. Tourism is not only a breakthrough, but it is already starting to become one *lifestyle* certain groups of society.

Halal tourism is starting to become a concern for the government in the Lombok region as evidenced by the issuance of West Nusa Tenggara Governor Regulation Number 51 concerning Halal Tourism which was later amended by West Nusa Tenggara Regional Regulation Number 2 of 2016 concerning Halal Tourism. The concept of halal tourism requires unified rules and implementation related to halal tourism in order to create legal order and sustainability of halal tourism, especially on the island of Lombok.

2. PROBLEM FORMULATION

How are Halal Tourism regulated on Lombok Island?

3. RESEARCH METHOD

This research uses normative legal research methods. research that examines and analyzes legal provisions in the form of statutory regulations, legal theory. Analysis can be reached by means of literature study. The research results are described in qualitative descriptive form, namely explaining what the results of the study are in literature.

4. DISCUSSION

Based on Minister of Tourism Regulation Number 13 of 2018 concerning the Strategic Plan of the Ministry of Tourism for 2018-2019, the impact of tourism on the country's foreign exchange earnings and the international economy has quite a large contribution. The contribution of tourism GDP from direct, indirect and secondary impacts is 10% of total GDP (7.61 trillion USD) and is expected to increase by 3.9% to 11.51 trillion USD in 2027. From the job creation sector, tourism has succeeded in creating 1 in 10 jobs directly, indirectly and indirectly. In addition, the tourism sector also plays a role in driving exports, which reached 1.40 trillion USD (7% of total exports) in 2016, and is projected to reach 2.22 trillion USD in 2027 with average annual growth estimated at 4.3% in the 2017-2027 period.

Talking about tourism cannot be separated from Muslim communities in the world. Muslim communities in the world constitute a very large market share in the tourism sector.

Pew Research Center (2015) stated that the world's Muslim population in 2010 was 1,599,700,000 or 23.2% of the world's population, and was the second largest after Christians.

The Mastercard-CrescentRating Global Muslim Travel Index 2019 reported that in 2018 there were an estimated 140 million international Muslim tourists, with a projection of reaching 260 million tourists in 2026, and also predicted that Muslim tourists would spend 180 trillion USD in 2026 for travel bookings via online systems. A related study was conducted by Thomson Reuters and Dinar Standard in "An Inclusive Ethical Economy State of the Global Islamic Economy Report 2018/19" which states that Muslim spending on halal tourism amounted to 177 trillion USD in 2017, and is projected to increase by 274 trillion USD in 2023.

Seeing opportunities for the market share of Muslim communities in the world in the tourism sector, Islamic minority countries are also developing halal tourism systems. Development of halal tourism in countries such as Japan with the concept of omotenashi services, the Muslim Travel Guide package in Australia which provides Muslim-friendly travel packages, and the provision of prayer facilities for Muslim tourists in England through Serendipity Travel.

Halal tourism is defined differently internationally. Tourism is defined as sharia travel, Islamic tourism, halal friendly tourism destinations, halal travel, Muslim friendly travel destinations, halal lifestyle, halal hospitality. The definition of halal tourism in Indonesia does not yet have a unified name. Halal tourism is starting to be implemented in several regions of Indonesia such as Lombok, Padang, Aceh.

Based on its assessment, the Global Muslim Travel Index (GMTI) in March 2019 ranked Indonesia as the world's best halal tourist destination, ahead of 130 destinations from all over the world. As one of the regions giving the highest score, Lombok Island, CrescentRating-Mastercard has also announced that the top 5 priority halal tourist destinations in Indonesia for 2019 were successively achieved by Lombok (West Nusa Tenggara) with a score of 70, Aceh with a score of 66, Riau and the Riau Islands with a score of 63, DKI Jakarta with a score of 59, and West Sumatra with a score of 59. Then in 2023 Indonesia will again be ranked the best in world halal tourism with a score of 71.

Halal tourism, especially on the island of Lombok, has begun to show its existence since the Lombok area received 2 awards from the World Halal Tourism Award (WHTA) in Abu Dhabi in the World Best Halal Destination and World Best Halal Honeymoon categories. As a result of the achievements obtained by the Lombok region, the Ministry of Tourism formed a special team to accelerate the development of Halal Tourism and established 10 leading provinces in developing halal tourism.

It is very unfortunate that the provisions regarding halal tourism have not been passed in the form of regulations that are higher or equivalent to law. The 2019 world's best halal tourism award is not a reference for the executive and legislative governments to immediately form laws on halal tourism. The new government will plan to make new regulations or amend Law Number 10 of 2009 concerning Tourism, of which there will be no results until early 2025.

Based on Article 1 number 7 of West Nusa Tenggara Regional Regulation Number 2 of 2016 concerning Halal Tourism, it is stated that a halal tourism manager is every person and/or body that provides accommodation, food and drinks, travel agencies, SPA at halal destinations. Article 1 number 16 of West Nusa Tenggara Regional Regulation Number 2 of 2016 states that halal tourism is the activity of tourist visits to tourism destinations and industries that provide product, service and tourism management facilities that comply with sharia. The sharia indicators set out in this regulation refer to the ownership of a halal

certificate issued by the Indonesian Ulema Council. Based on Article 1 number 18 of West Nusa Tenggara Regional Regulation Number 2 of 2016, it is stated that a Certificate is a written fatwa given by DSN-MUI to hotel businesses that have met the conformity assessment criteria for Sharia Hotel Businesses.

The limited provisions regarding the definition of sharia in West Nusa Tenggara Regional Regulation Number 2 of 2016 lead to the lack of strict regulation of halal tourism in the legislation above it. In the realm of new regulations, there are instructions on the definition of a hotel with a sharia concept based on the Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number 2 of 2014 concerning Guidelines for the Implementation of a Sharia Hotel Business which is a consideration of the West Nusa Tenggara Regional Regulation Number 2 of 2016.

Basically, the determining point in the halal tourism system is the availability of prayer facilities and support for the Muslim community in carrying out their worship at tourist attractions. According to the Mastercard CrescentRating Global Muslim Travel Index 2019, there are 9 (nine) basic needs of Muslim tourists when traveling, namely:

1. Halal food is the most important service when Muslims travel, So there is a need for halal food and beverage certification that can be identified by all Muslim tourists, this is the key to reducing doubts in consuming local food and beverages.
2. Worship facilities are another important thing because to fulfill the mandatory 5 daily prayers, Muslims need a prayer room with a Qibla direction and ablution facilities.
3. A bathroom with water taps facilities, this facility is really needed by Muslims because water is a means for washing and cleaning.
4. There are no Islamophobic sentiments, like other general tourists, Muslim tourists also need guarantees of security and safety at their destination.
5. Social causes, a key principle of a Muslim's faith is social justice, including being aware of and empathizing with oneself, others and the environment. Ramadan services, although Muslim tourists tend not to travel during the month of Ramadan, many Muslims want to spend Ramadan outside the home, especially if the month coincides with school holidays.
6. Inn managers can provide halal food for breaking the fast or eating sahur.
7. Travel experiences related to Muslim life, unique experiences related to Muslim culture and identity such as Islamic cultural sites or interacting with local Muslim communities.
8. Private recreational facilities, recreational facilities that provide privacy for men and women are one of the choices of certain Muslim tourists.
9. There are no non-halal services, so prefer to avoid facilities that do not serve alcoholic beverages, discos or are close to gambling resorts.

Tourism cannot be separated from economic elements. The economic driving activity in the tourism sector is running the tourism industry. Regarding halal tourism on the island of Lombok to move the wheels of the community's economy, the West Nusa Tenggara regional government regulates Articles 12 and 13 of the West Nusa Tenggara Regional Regulation Number 2 of 2016 which states that the halal tourism industry is tourism businesses that sell tourism services and products that are based on sharia principles as determined by the National Sharia Council of the Indonesian Ulema Council (DSN-MUI). The Halal Tourism Industry as intended consists of:

1. Accommodation
2. Travel agency
3. Restaurant
4. SPA

Compliance with sharia principles for each industry in managing halal tourism is determined by DSN-MUI.

Lombok Island after the issuance of halal tourism regulations, West Nusa Tenggara Regional Regulation Number 2 of 2016, followed by the West Lombok Regency issuing regulations regarding halal tourism. The Regency issued West Lombok Regency Regional Regulation Number 1 of 2017 concerning the Implementation of Halal Tourism. In the provisions of Article 1 point 6 of West Lombok Regency Regional Regulation Number 1 of 2017, it is emphasized that a halal tourism manager is every person and/or body that provides accommodation, food and drinks, travel agencies, spas at halal destinations. West Lombok Regency emphasizes that halal tourism managers are in halal destinations. The parameters for halal destinations are again adjusted to the characteristics and conditions in the provisions regarding halal tourism.

The island of Lombok, whose area is divided into the city of Mataram, West Lombok Regency, Central Lombok Regency, East Lombok Regency and North Lombok Regency, has an area as follows:



BADAN PUSAT STATISTIK

PROVINSI NUSA TENGGARA

BARAT

Beranda

Rencana Terbit

Produk

Layanan

Informasi Publik







Kecil

Statistik dan Indikator Multi-Domain

Buku Tahunan dan Ringkasan Sejenis

Kondisi Tempat Tinggal, Kemiskinan, dan Permasalahan Sosial Lintas Sektor

Kabupaten/Kota	Luas Daerah Nusa Tenggara Barat							
	Luas (km ²)				Persentase (%)			
	2017	2016	2015	2014	2017	2016	2015	2014
Kabupaten Lombok Barat	1.053,87	1.053,87	1.053,87	1.053,87	5,23	5,23	5,23	5,23
Kabupaten Lombok Tengah	1.208,39	1.208,4	1.208,4	1.208,4	5,99	6	6	6
Kabupaten Lombok Timur	1.605,55	1.605,55	1.605,55	1.605,55	7,96	7,97	7,97	7,97

Figure 1: Data from the Central Bureau of Regional Statistics on Lombok Island

Lombok has a lot of potential for developing halal tourism to attract foreign tourists, especially from Muslim-majority countries. The Indonesian Travel Bureau Association (ASITA) said the destinations that are being prepared to become halal tourist attractions are Sade Village, Hubbul Wathan Mosque, Karang Bayan Mosque, Benang Kelambu Waterfall, Gili Nanggu, Gili Sudak, Gili Kedis, and Sembalun Village. Lombok has several hotels that provide facilities to support the needs of Muslim tourists such as religious equipment (mukena, prayer mats, Al-Quran) and Qibla direction. Novotel Lombok Resort and Villa was awarded as the World Best Halal Beach Resort at the World Halal Tourism Award in Abu Dhabi, United Arab Emirates (UAE) in 2016. West Nusa Tenggara has 75 hotel restaurants, 100 non-hotel restaurants, 200 restaurants and 269 MSMEs that have halal certificates in 2016.

The regulation of halal tourism on the island of Lombok is still very minimally regulated in statutory regulations. Following up on Lombok's achievements in tourism, regional regulations regarding halal tourism should be formed in all regional governments on the island of Lombok. Reflecting on the formation of West Nusa Tenggara Regional Regulation Number 2 of 2016 and West Lombok Regency Regional Regulation Number 1 of 2017 which regulates Halal Tourism, the mechanism for halal tourism has not been clearly regulated. The lack of clarity regarding regulations regarding halal tourism in the Lombok area is influenced by the lack of higher regulatory references in the form of laws, government regulations, even ministerial regulations as legal guidance for halal tourism.

Regarding halal tourism regulations in the Lombok area, all supervision and determination of halal tourism regulations are still delegated to the National Sharia Council of the Indonesian Ulema Council. Based on the National Sharia Council of the Indonesian Ulema Council Number 108/DSN-MUI/X/2016 halal tourism is defined as sharia tourism.

Sharia tourism is tourism that complies with sharia principles. If you look at this rule, halal tourism is not only related to facilities that support the implementation of Muslim tourists' worship, but goes deeper, namely that it must be based on sharia principles in management and also the character of its human resources.

Understanding the management of halal tourism must be well regulated so that all regulations related to halal tourism are clear and sustainable without overlapping regulations, especially on the island of Lombok. The understanding of business actors and tourists regarding the halal tourism paradigm in Lombok must be uniform so that there is no miscommunication which could potentially give tourism in Lombok a bad image. Mistakes can occur if sharia principles are interpreted differently so that people in the tourism area think it is halal but it turns out they do not provide a halal tourism experience, but rather conventional tourism. Meanwhile, in terms of certification, it is also not running optimally, including standardization and audits which also do not exist from upstream to downstream. Another finding is the problem of inadequate human resources, especially tour guides. In fact, the role of a tour guide (guide) is very vital as the spearhead of the successful development of halal tourism in Lombok.

It is hoped that halal tourism in Lombok can be realized in accordance with legal regulations so that halal tourism can be implemented and not just limited to marketing which aims to capitalize or seek profits in the short term. Halal tourism in Lombok must maintain its idealism in order to have a sustainable impact and a good image among Muslim tourists who are looking for halal tourism so that Lombok's image as a halal tourism area is increasingly recognized both locally and internationally.

5. CLOSURE CONCLUSION

The regulation of halal tourism in Lombok is not yet perfect due to the absence of statutory regulations equivalent to laws that specifically regulate halal tourism. Tourism regulations in New Lombok are based on regional government regulations of West Nusa Tenggara province and West Lombok Regency. There are several different definitions between these two rules in regulating halal tourism. Policy regarding the tourism industry in Lombok is still very dependent on DSN-MUI, which does not have a very strong position in making regulations and implementing halal tourism.

6. SUGGESTION

Halal tourism regulations must be immediately regulated in the form of laws and implementing regulations under them so that there is legal certainty for the entire community, both as tourists and those in the halal tourism industry. It is necessary for local governments in East Lombok, Mataram City, North Lombok, Central Lombok to issue halal tourism regulations considering that Lombok has many tourist attractions with great potential and an environment and culture that can support halal tourism.

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