



Rethinking Muslim Friendly Tourism for Leveraging Halal Tourism Value Chain

Dr. Anang Sutono, MM.Par., CHE

Associate Professor at Tourism Business Management

Bandung Tourism Polytechnic NHI

Friday, October 7th 2022




MUSLIM-FRIENDLY TOURISM

Muslim-Friendly Tourism is a set of an extended services of amenities, attractions and accessibilities aimed and provided to meet the needs, wants and experiences of muslim tourists.

Pariwisata Ramah Muslim adalah seperangkat layanan tambahan amenities, atraksi dan aksesibilitas yang ditujukan dan diberikan untuk memenuhi kebutuhan, keinginan dan pengalaman wisatawan muslim.


- EHTC (2022)*



“Halal Tourism is a set of an extended Services of Amenities, Attractions and Accessibilities intended to deliver and fulfill Muslim Travellers' Experiences, Needs and Wants.”

(Sutono: March 15th, 2019)





“Muslims are the fastest growing consumer segment in the world. Any company 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?



KONGRES HALAL INTERNASIONAL 2022

“Akselerasi Peningkatan Kontribusi Produk Halal dan Pariwisata Halal dalam Mewujudkan Indonesia sebagai Pusat Produsen Halal Dunia”

Recover Together, Recover Stronger

Bangka Belitung, 14 - 18 Juni 2022

Kongres Halal Internasional 2021 yang diselenggarakan di Bangka Belitung dan dihadiri oleh Wakil Presiden RI menghasilkan 9 resolusi yang di antaranya berfokus pada **percepatan pengembangan industry halal dan pariwisata halal, proses sertifikasi halal, gerakan bersama antara pemerintah dan masyarakat, peningkatan kompetensi SDM, penguatan kolaborasi dan sinergi antar unsur supply, inovasi ekonomi kreatif yang adaptif teknologi digital dalam halal value chain, adanya insentif bagi pelaku industry terutama UMKM, percepatan pengembangan pariwisata halal, serta fatwa MUI sebagai rujukan global.**

LIPUTAN MEDIA

Jokowi sebut pengembangan pariwisata halal jadi pendorong utama industri halal

Oleh: Abdul Basith

Selasa, 16 April 2019 14:50 WIB



KONTAN.CO.ID - JAKARTA. Pengembangan pariwisata halal ternyata berbanding lurus dengan pertumbuhan industri halal dalam negeri. Bila pemerintah serius mengembangkan wisata halal,

President Joko Widodo said, halal tourism is the main driver for the development of the halal industry in Indonesia. According to the president, halal tourism in Indonesia also has world-class achievements. Based on the 2019 Global Moslem Travel Index, Indonesia won first place. In addition, the growth of halal tourism is also expected to increase in 2019. The target for Indonesia's halal tourism in 2019 is 5 million people.

"Our target is to grow 42% compared to the previous year," said Jokowi.

LIPUTAN MEDIA

detikFinance > Berita Ekonomi Bisnis

Sandiaga Targetkan Wisata Halal RI Nomor 1 di Dunia

Shafira Cendra Arini - detikFinance

Minggu, 19 Jun 2022 18:30 WIB

0 komentar

BAGIKAN



Minister of Tourism and Creative Economy (Menparekraf) Sandiaga Salahuddin Uno has announced that he will increase the halal tourism economy in the 75% index by aiming for the number one position in the world. Sandiaga Uno admitted that he would increase the halal tourism economy at an index of 75 percent. This is expected to make Indonesian tourism number one in the world. "We are in the process of improving the halal tourism ecosystem and I plan to increase the index by 2025 to 75 percent, so that we hopefully become number one in the world," said Sandi.

LIPUTAN MEDIA

The screenshot shows a news article on the muidigital website. The article title is "Deputi BI: Bank Indonesia Dukung Pariwisata Ramah Muslim". It is written by "redaksi@mui.or.id" and dated "15 Juni 2022". The reading time is "2 mins read". Below the text is a video thumbnail showing Deputy Governor of Bank Indonesia, Juda Agung, PhD, speaking. The video background features logos of various organizations including Bank Indonesia, G20, and others. Below the video are social media sharing buttons for Facebook, Twitter, and Pinterest, along with a share icon. The text below the video reads: "JAKARTA— Deputi Gubernur Bank Indonesia, Juda Agung, PhD."

Home > Berita

Deputi BI: Bank Indonesia Dukung Pariwisata Ramah Muslim

by redaksi@mui.or.id — 15 Juni 2022

Reading Time: 2 mins read

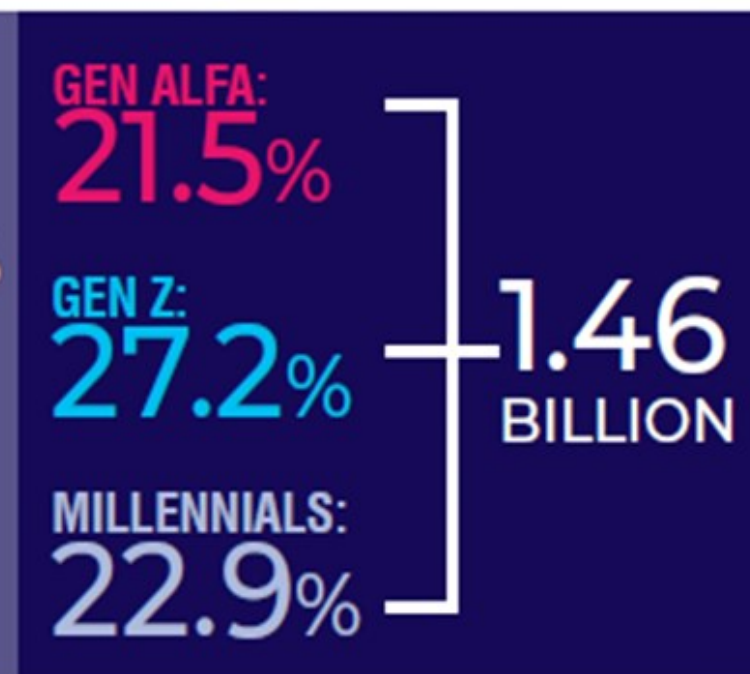
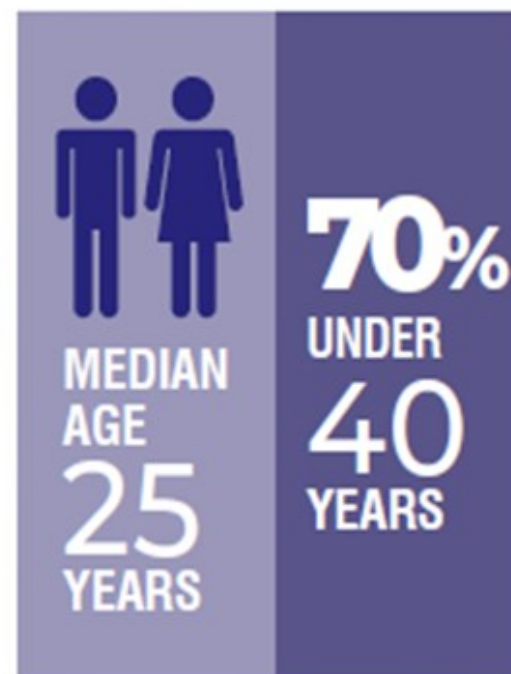
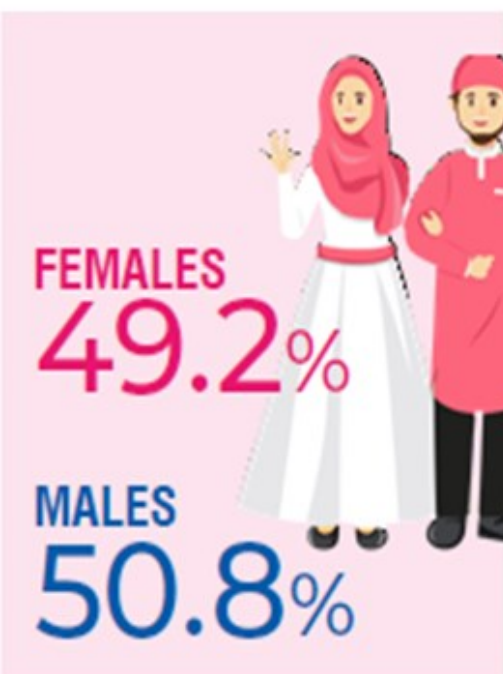
AA

0 SHARES

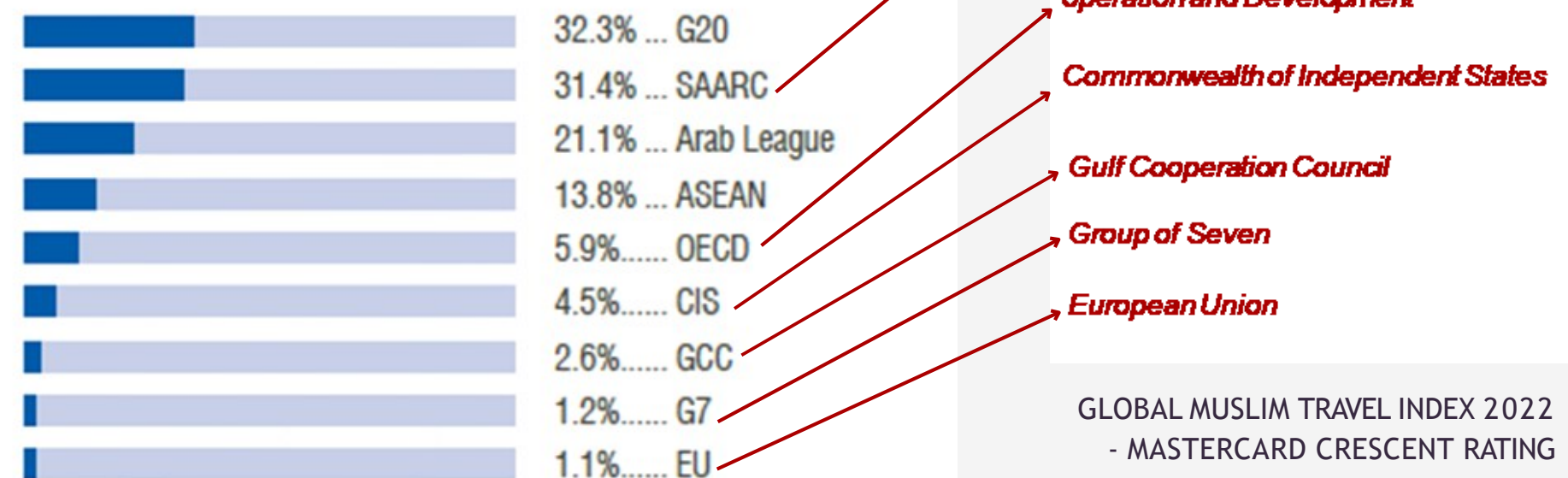
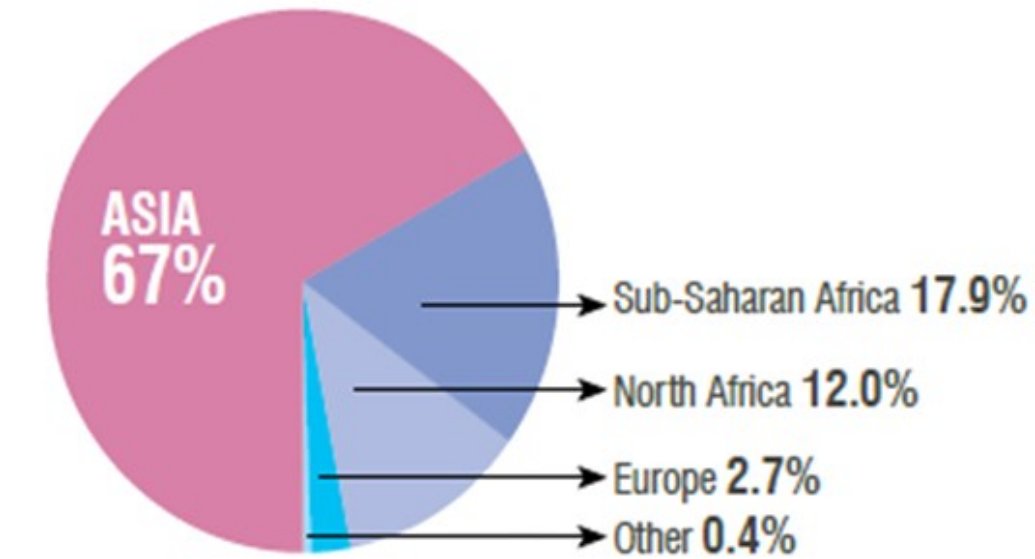
JAKARTA— Deputi Gubernur Bank Indonesia, Juda Agung, PhD.

Deputy Governor of Bank Indonesia, Juda Agung, PhD. said that Bank Indonesia fully supports halal tourism. However, he tends to agree that this tourism is called Muslim-friendly tourism. The reason is, by using the term Muslim Friendly Tourism, it will be more impressive that these tourist attractions can not only be enjoyed by Muslims, but also non-Muslims. The tips for the success of Muslim-friendly tourism are the full support of the government, proclaimed in the National program, as well as the Special Agency for cross-authority coordination.

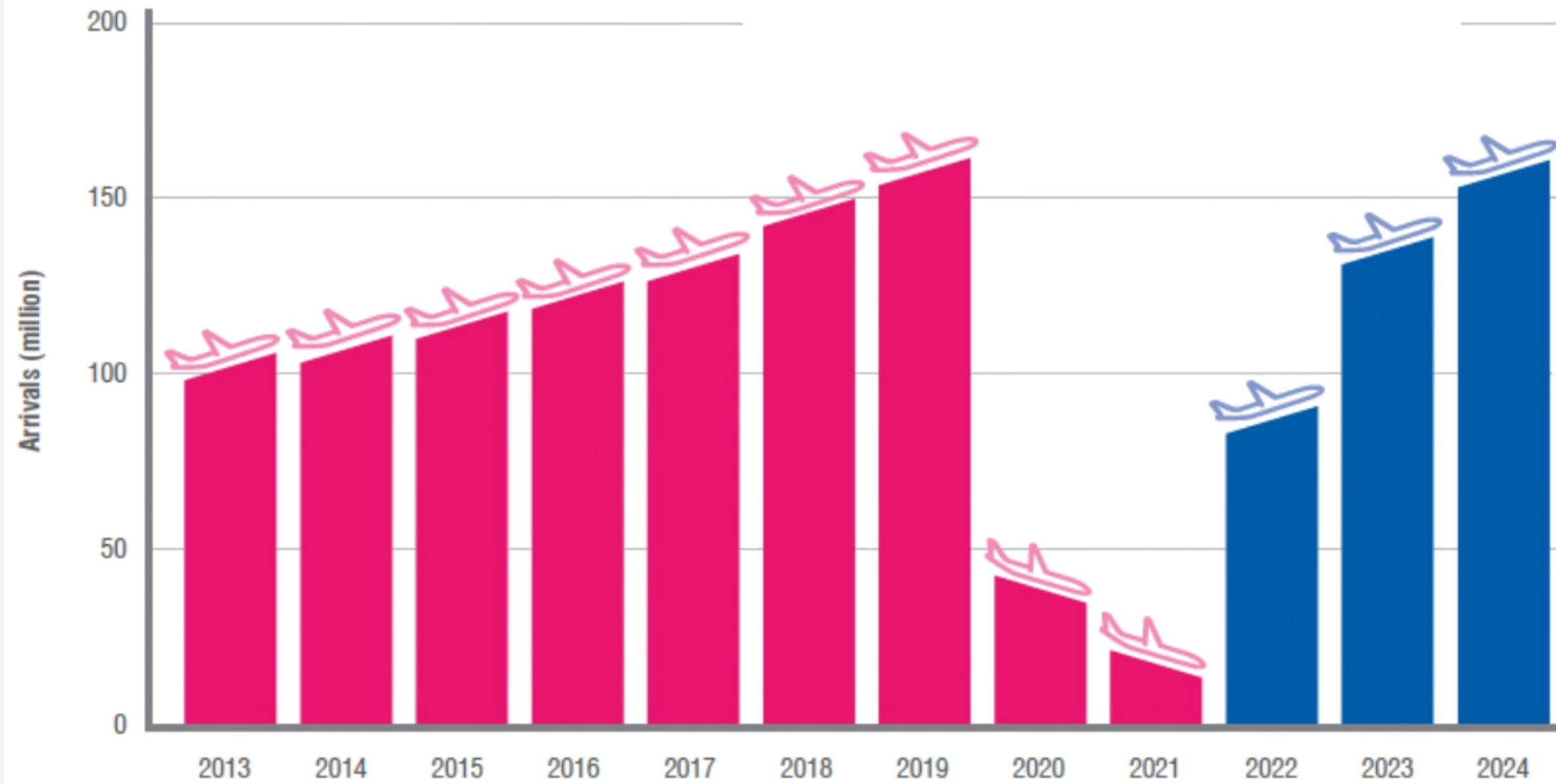
MUSLIM DEMOGRAPHICS IN NUMBERS



PERCENTAGE OF MUSLIM POPULATION



MUSLIM TRAVEL MARKET GROWTH PROJECTIONS



230 million arrivals

USD 225 Billion

2028

USD 3,350 T
(Rp 14,892)

THREE KEY DEMOGRAPHICS THAT WILL DRIVE HALAL TRAVEL 2.0

MUSLIM MILLENNIAL TRAVELERS



Muslim Millennial Travelers (MMTs) are a subset of Millennial 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 (MWIT), 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 MWIT's 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.

SYSTEM THINKING ECOSYSTEM MODEL MUSLIM-FRIENDLY TOURISM HALAL VALUE CHAIN

Approach/Input

Muslim-Friendly Tourism Village

Fundamental Attributes

(Halal food, clean prayer facilities & toilet)

Experience Attributes

(Activity package & program/ event, Islamic community life, and a well-maintained environment)

Organizational Management

Synergy
Integration
Transaction
Investation
Education

Halal Tourism Ecosystem SMART Model

Digital Technology
Regulation
Institutional
Marketing
Industry
Destination Product

Process

Muslim-Friendly Tourism Business

Tourism village business entity in responding to Muslim tourists

Muslim-Friendly Tourism Product & Services

Tourism village business products and services according to the needs, desires, and experiences of Muslim tourists

Muslim-Friendly Tourism Supply Chain

Integrated tourism village business system from upstream to downstream based on Muslim-friendly tourism

Muslim-Friendly Tourism Value Chain

The integrated tourism village business value system is characterized by Islamic attributes, social, cultural, environmental, and knowledge values

Push Factors

Tourists Origin

(booking services, tour operators, travel agency, Muslim friendly tourism app, etc.)

Pull Factors

Tourism Village

(homestays, tourist attractions, activity packages, programs/events, tourist services, MSME creative products, etc.)

E-Collaborator & Integrator

Look

Book

Pay

Activities

Memorable Experiences

Word of Mouth & Recommend

MuFTI

(Muslim Friendly Travel Indicators)

Regulation | Product | Marketing
| Industry | Institutional

Impact/Output

Tourism Village Value Benefits

Economy
Socio-Cultural
Environment
Experience
Knowledge

Halal Value Chain Ecosystem Business Model Muslim-Friendly Tourism Village

Program Financing, Networking & Strengthening: Hexa-helix

Amenity Product

Strengthening Destinations

BAS Internal Marketing

Strengthening Marketing

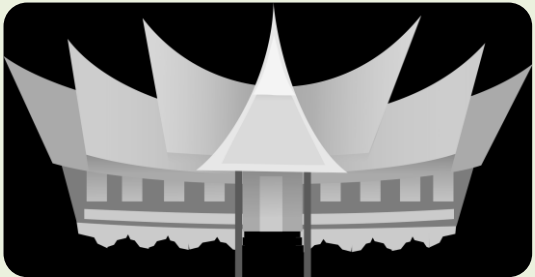
Certification Funding & Investation

Strengthening Industry

Organization & Governance Research & HRM

Strengthening Institutional

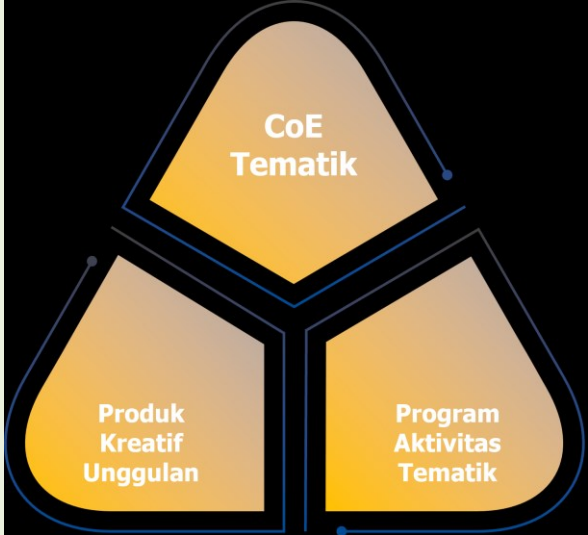
SITIE



SMART MFT Hub

Physical & Non-Physical Digital Based

Quick Wins



Tourism Village Value Benefit

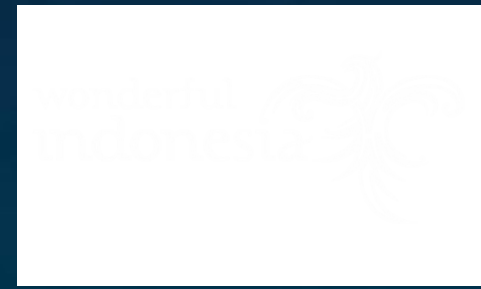
- **Economy**
- **Sosio-Cultural**
- **Environment**
- **Experience**
- **Knowledge**

Monev : MuFTI, CuSS, CoSS trial

Muslim-Friendly Tourism Village is a Tourism Village that Provides Products and Services and Visitor Experiences According to Islamic Attributes.

STRATEGIC RECOMMENDATIONS

- 1) Ensure the existence of regulations related to implementation guidelines and assessment instruments for Muslim-friendly tourism.
- 2) Strengthening the competitiveness index of destinations, and industries, as well as innovation and creation of halal products.
- 3) Strengthening the quality and number of Muslim tourist visits.
- 4) Ensure the performance of PRM institutions based on synergy, integration, transactions, investment/financing, and education.



THANK YOU

