

# Application Framework Development for Halal Tourism Guide in Indonesia

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**Abstract:** Indonesia has the potential of abundant natural resources, supported by the advancement of Islamic culture. These provide opportunities for the development of halal tourism in Indonesia utilize technological developments by helping travelers in planning trips from a smartphone. This research aims to develop a framework for the halal tourism industry with the use of an Islamic trip guide application that simplifies and provides exciting direction on tourists' trips. It observes two main aspects, which are the application framework of the Islamic trip guide and the concept of halal tourism in Indonesia. Researchers collected preliminary data from questionnaires and interviews. Afterward, develop an Islamic trip application framework that provides halal tourism points in various regions in Indonesia, at each destination, there is a mission or challenge trip that must be visited by the user. The results from the development of this application are the form of ease of access to halal tourism as well as increased interest from tourists to halal trips in Indonesia.

**Keywords:** *halal tourism, natural resource; Islamic sharia; technology; application framework*

## Introduction

Indonesia is one of the countries in the world with abundant natural resources and diverse cultures. It is an excellent opportunity for Indonesia to develop its potential in the tourism sector as a way to increase economic growth. Apart from the characteristics of its natural resources and culture, Indonesia is also known as a Muslim-majority country, which enables it to participate in establishing a global trend concerning halal tourism. Based on research conducted by Mastercard-Crescent Rating Global Muslim Travel Index (GMTI) in 2018, Muslim travelers' expenditure will reach US\$220 billion by 2020, and it is predicted to

increase from US\$80 billion to US\$300 billion by 2026 (Master Card Indonesia, 2018). Those huge figures indicate that there is a big opportunity for Indonesia to increase economic growth through halal tourism.

The availability of various destinations with Islamic culture supports the development of halal tourism in Indonesia. Regarding the Global Muslim Travel Index that was published by Mastercard Crescent Rating in 2019, Indonesia ranked the first as the best halal tourism destination surpassing 130 destinations around the world (Sakti, 2019). The emergence of a trend in halal tourism is highly correlated with the needs of Muslim tourists to perform

Islamic sharia while enjoying their trip. Going on a trip is considered as worship in Islam as we could gain knowledge and Ibrah from it. It is in line with Allah's commandment in Surah Al-An'am verse 11, which says: "Go about journeying the earth, and behold the end of those who gave the lie (to the Truth)." (Kalim, 2011)

Accordingly, a concrete solution is necessary to give Muslim travelers easiness and convenience. Along with the advancement of industry 4.0, the utilization of technology and application on mobile devices are deemed as the solution for creating a more economical, effective, and efficient halal tourism in Indonesia. Aside from assisting the tourists in determining their destinations, this application can be utilized as a medium to promote tourist destinations in Indonesia. On this ground, the researchers undertake this study to establish an information system-based application as a solution to develop halal tourism in Indonesia. This application offers several features and facilities that are expected to attract local and international tourists to travel in Indonesia. Furthermore, it is expected that this study could contribute to improving economic growth.

## Literature Review

### *The Concept of Halal Tourism*

Tourism can be defined as a short trip from a permanent residence to a particular destination to spend a vacation, pass leisure time, fulfill curiosity, or other reason excluding settling down or gaining revenue from the trip itself (Meyers, 2009). Under the Indonesian dictionary, tourism is an activity or part of an activity that is temporary and performed voluntarily to enjoy an object or a tourist attraction (Nasional, 2005). Generally, the person who travels is referred to as a tourist. Tourism activities can also be performed to seek pleasure, gain satisfaction, fulfilling curiosity, doing exercise, taking a break, refreshing, worshipping, or other purposes.

The term "halal tourism" began to be used since the first World Halal Tourism Summit (WHTS) that was held in Abu Dhabi, the United Arab Emirates in 2015 (Breaking Travel News, 2015). Previously, the term

"Muslim tour" was frequently used. One of the critical points that can be concluded from WHTS is the existence of a niche market from halal tourism, which requires further development. WHTS (2015) also predicted the global money circulation in 2030 would reach around US\$200 billion, which means that there is a twofold increase in halal tourism growth in comparison with overall tourism growth.

The presence of halal tourism triggered the occurrence of travel packages, which complies with Islamic sharia in terms of planning a trip from determining the destination, accommodation, and food selection (Satriana & Faridah, 2018). Internationally, the leading destination for halal tourism in Indonesia, Malaysia, Turkey, Saudi Arabia, United Arab Emirates, and some other countries (Setiawan, 2019). However, even in a country in which the Muslims are the minority, there is halal tourism, which offers halal restaurants and some other things.

In Islam, tourism is allowed as long as the Islamic sharia is not violated. Halal tourism itself is defined as tourism that could help the people in getting closer to Allah. There are several verses in Al-Qur'an which discuss tourism; for instance, Al-Hajj verse 46 stated: "So have they not traveled through the earth and have hearts by which to reason and ears by which to hear? For indeed, it is not eyes that are blinded, but blinded are the hearts which are within the breasts."

It can be comprehended that the people could witness the high power of Allah. Travelling comes with many benefits, as explained by Imam Syafi'i "Leave your country in search of loftiness and travel for in travel there are five benefits, namely relieving anxiety, earning livelihood, knowledge, etiquettes, and noble companionship....". Going on halal tourism could give the tourists new knowledge and bring up a sense of gratitude.

### *The Potential of Halal Tourism*

World Travel Market (2007) clearly explained the considerable prospect of tourism following the teachings of a particular religion, specifically Islam, from an economic point of view. Azam et al. (2019) added that the prospect in halal tourism is not always directly

related to halal products such as food or beverage, but further than that, involving anything with halal nuances, for instance, the rule of interaction between male and female tourists. Azam et al. (2019) also pointed out that until 2015, the halal tourism industry has the most significant growth compared to other types of tourism. Based on the Global Muslim Travel Index (GMTI), the number of world's Muslim tourists is estimated to increase by 27% per year from 2000 until 2020, with a total of 158 million tourists continually. It was also predicted that there would be a total of IDR 3,080 trillion transactions generated by halal tourism. This amount exceeds the growth of global tourists, which increases by about 6.4% per year (WTTC, 2018).

### *Halal Tourism in Indonesia*

Indonesia is known as a country with a diverse culture and rich with natural resources. This statement was proven by the data from the Central Statistical Bureau (BPS, 2015), which reported that there are 633 indigenous ethnic groups in Indonesia. Another characteristic of Indonesia is that the majority of its population are Muslims. According to the report from the Central Statistical Bureau, the total of Muslims in Indonesia are 207,176,162 people. This fact itself becomes an attraction for Muslim tourists across the world to travel to Indonesia. Muslim tourists from abroad will be comfortable when they are traveling in Indonesia, where the majority of the population are Muslim (Widagdyo, 2015). It is because the place of worship can be easily found in almost all areas in Indonesia. Most of the hotels in Indonesia also provide a sign to point the qibla on each of its rooms. Most food and beverage in Indonesia have a halal certification, which is marked by an official halal logo on its packaging.

The convenience of accessing the place of worship and halal food is the reason why Muslim tourists could enjoy their trip without violating Islamic sharia. This potential is then utilized by the government to develop halal tourism. Numerous initiatives have been carried out by the government to improve halal tourism in Indonesia. As an example, the regulation made by the Ministry of Tourism and Creative Economy Number 2 the Year 2014 regarding the guidelines for establishing sharia hotels encourages the expansion of sharia hotels in

Indonesia. In 2013, there were a total of 37 sharia hotels with halal certification, while 150 hotels are making an attempt to enforce sharia nuances on their operations, which indicates the growth of sharia hotels in Indonesia.

Moreover, halal tourism should also be supported by the presence of halal restaurants. Fortunately, there are at least 2,916 halal restaurants in which 303 of them already have halal certifications while the other 1,800 restaurants are preparing themselves for the certification (Kementerian Pariwisata dan Ekonomi Kreatif, 2015). Another initiative by the government is through an arrangement between the Ministry of Tourism, Indonesian Ulema Council (MUI), National Sharia Board (DSN), and Business Certification Agency (LSU) as a means to develop tourism which focuses on the culture and religious values. Besides, the government is also collaborating with the Indonesian Hotel and Restaurant Association (PHRI) in order to provide more halal hotels and restaurants.

### *Tourism Guide Application*

Generally, an application program can be defined as a computer device that functions integrally in conformity with the user's capabilities and necessities. According to the experts, the application is a program on a computer device consists of structured instructions or statements to operate the computer system to process input into an output (Jogiyanto, 1999). A halal tourism guide is developed with the utilization of technology to provide information concerning a halal trip. One of the examples of a tourism guide application that currently exists is "Korea Halal." As reported by Kang Yoon-Seung from Yonhap News Agency, Korean Food Foundation, (2015), this application offers multiple features which helps Muslim tourists on their trip in Korea by providing information about halal restaurants, halal food, nearest halal destinations (hotel, restaurant, supermarket, or mosque), the direction of qibla, barcode scanner to identify halal products, and a feature called "community" that is beneficial for Muslim tourists to communicate with the staff from "Korea Halal".

### Business Model

Business Model is a basic illustration of how an organization creates, delivers, and captures existing values (Indonesia Productivity and Quality Institute, 2018). There are nine concepts on the business model that is named "9 Building Blocks". First, it called the customer segment. It is someone who becomes a target of the business. Second value proposition, it refers to benefit that the customers will obtain by using the products offered. The third is a channel, a media used to offer the product to the customer. In a business with a mobile-based application, an offer can be delivered through a more familiar online media, and more customers can be reached. Fourth revenue stream, illustrating the source of revenue streams according to a business activity that is performed. Fifth, customer relationships, an effort made to maintain customers' loyalty with the product offered. Sixth essential activity, illustrating the main business activity that is performed to create a product so that the product can be delivered to the customer according to the value that was offered. A seventh essential resource, illustrating enterprise resources that can be used to deliver a product to the customer. Eighth vital partnership, an effort made to maintain the right arrangement with suppliers or other partners to establish a beneficial relationship. Ninth, cost structure, a fundamental concept regarding expenditure streams management as a result of business activities.

### Research Methods

The objective of this research is to establish an information system-based application as a solution to improve halal tourism in Indonesia with a prototyping method. The prototyping method is the process of developing an application by creating a model that illustrates the application's working system. Before the creation of a framework or the model of halal tourism application, the researchers conducted a preliminary investigation through a survey by distributing online questionnaires in order to identify the people's interest and necessity towards a tourism guide application.

In this study, the researchers focused on presenting a tourism guide application for halal tourism in Indonesia, specifying the

factors that could attract the people's interest in the tourism guide application, and identifying the challenges of developing and distributing the halal tourism application. The stages of this research are classified into four main phases consisting:

#### 1) Planning a concept

The researchers prepare everything, such as identify and formulate the problems, create the questionnaire, determine the target of the survey, decide the schedule, and organize all the things that are necessary for developing a design of the halal tourism guide application.

#### 2) Distributing questionnaires

In this phase, the researchers collect the data from the online questionnaires that were distributed to 135 respondents as the sample. The respondents are university students in West Java who came from different districts and have a diverse background.

#### 3) Processing Data

The result of the questionnaires was collected, and the researchers processed the data according to the needs of developing a design for a halal tourism application. The researchers processed the data by:

- a) Organize the data into a particular category.
- b) Arrange a pattern.
- c) Select the data that will be studied.
- d) Describe the result of the analysis and draw conclusions.
- e) Record the result of the survey.

#### 4) Developing a prototype of the application framework

In this last phase, the researchers design a model of the halal tourism guide application according to the result of the survey.

### Result and Discussion

In supporting the potential of halal tourism in Indonesia that have been developed by the government while simultaneously embracing industry 4.0, the researchers regarding people's interest in halal tourism guide applications in Indonesia. The research initiated by distributing online questionnaires to a total of 136

respondents. Afterward, the researchers develop a prototype of a halal tourism guide application. The scopes of this research are people's knowledge on halal tourism, people's interest on halal tourism, people's request on halal tourism destinations, people's interest on halal tourism guide application, people's needs on the features of halal tourism guide

application, how halal tourism guide application could ease people's necessities, and people's knowledge about the potential of halal tourism in Indonesia.

The following is the result of the online survey from the preliminary investigation

**Table 1.** People's Interest in Tourism

Criteria	Answer	Percentage
Enjoy tourism	116	8.2 %
Does not enjoy tourism	20	14.8 %

The result shows that the majority of the respondents enjoy tourism or traveling. This

result suggests that tourism is one of the most important sectors to be developed.

**Table 2.** Types of Popular Tourism

Criteria	Answer	Percentage
Religious tourism	41	30.4 %
Cultural tourism	53	39.3 %
Historical tourism	46	34.1 %
Natural tourism	115	85.2 %
Amusement park	45	33.3 %
Culinary tourism	2	2.2 %
Shopping center	3	2.1 %

The result shows that a total of 85.2% of respondents enjoys natural tourism. It is in synch with the beauty of nature in Indonesia

that is worthy of being promoted through halal tourism guide application.

**Table 3.** Knowledge on Halal Tourism

Criteria	Answer	Percentage
Aware	40	29.6 %
Not aware	96	70.4 %

A total of 29.6% of respondents are aware of the term "halal tourism." This result shows that the people are familiar with halal tourism, and it is possible to develop halal tourism through

the use of halal tourism guide applications, although the majority of the respondents are still not aware of halal tourism yet (70.4%).

**Table 4.** Interest on Halal Tourism

Criteria	Answer	Percentage
Not interested	2	1.5 %
Moderately interested	28	20 %
Interested	49	36.3 %
Very interested	57	42.2 %



The result of table 4 shows that the majority of the respondents are very interested and interested in halal tourism, with a percentage of 42.2% and 36.3% consecutively. Knowledge of The Potential of Halal Tourism in Indonesia

Questioned respondent's knowledge on Indonesia's position as the second country with the best halal tourism in the world. The result of the survey is the following:

**Table 5.** Knowledge of Halal Tourism Potential in Indonesia

Criteria	Answer	Percentage
Not aware	65	47.7 %
Uncertain	25	18.4 %
Aware	47	34.6 %

Table 5 shows that the majority of the respondents are not aware of the potential of halal tourism in Indonesia, with the percentage of 47.7%. The lack of knowledge on this matter indicates that the promotion of halal tourism potential in Indonesia is still inadequate.

Questioned people's interest in the destination for halal tourism following the potential halal tourism destination developed by the government of Indonesia. The result of the survey is the following:

**Table 6.** Popular Halal Tourism Destination

Criteria	Answer	Percentage
Nanggroe Aceh Darussalam	55	40.7 %
Sumatera Barat	30	22.2 %
Bangka Belitung	35	25.9 %
Jawa Barat	38	28.1 %
DKI Jakarta	11	8.1 %
Bali and Lombok	62	45.9 %
Sulawesi Selatan	14	10.4 %
Sumatera Selatan	6	4.4 %
East Kalimantan	14	10.4 %

The result above shows that the five most popular halal tourism destinations are Bali and Lombok, Nanggroe Aceh Darussalam, Jawa Barat, Bangka Belitung, and Sumatera Barat. It means that those destinations have a vast potential for developing halal tourism. Furthermore, the economy and existence of

tourism in Indonesia will also improve. Table 7 shows that a total of 91.9% of respondents are interested in halal tourism guide application. The result of the survey indicates a huge potential in developing halal tourism guide application.

**Table 7.** People's Interest on Halal Tourism Guide Application in Indonesia

Criteria	Answer	Percentage
Yes	125	91.9 %
No	11	7.1 %

The following are the features for the halal tourism guide application that the people expect to find: Mosque, Prayer time, Qibla, Ticket information, Budget filter, Sharia hotel,

Transportation, Description About the halal tourism, Travel Plan.

A total of 99.3% of respondents feels that the existence of a halal tourism guide application will be very beneficial for them. It is expected

that the existence of this application will contribute to increasing the number of tourisms in Indonesia.

**Table 8.** Respondent's Level of Convenience with the Existence of Halal Tourism Guide

Criteria	Answer	Percentage
Yes	135	99.3%
No	1	0.7 %

#### *Halal Tourism Guide Application in Indonesia*

According to the result of the survey, it can be seen that people have a considerable interest in halal tourism guide applications in Indonesia. Therefore, the researchers concluded that a prototype of the application framework is needed. The application will have a series of beneficial features aimed to assists the users when they are traveling in Indonesia, specifically for halal tourism. It is expected that the application will be able to help the modern people who want to be practical on their trip. The features on the application are as follow:

- 1) Selecting a location that will become the destination of halal tourism based on its province and district.
- 2) After selecting the location, the user will be given an option for a tourism destination. As an addition, vital objects such as the airport and station will be presented to help the user in traveling.
- 3) Sharia hotels, the application will suggest the nearest accommodation with Islamic nuance, and the mechanism for renting a room will be conducted in conformity with Islamic sharia. Hence, the actions that violate Islamic sharia like consuming alcohol or haram food, adultery, and gambling can be avoided. As a result, Muslim tourists will feel safe and comfortable when they are staying in the accommodation.
- 4) Halal restaurant, the application will provide information about the nearest halal restaurants, and it will also give the user directions on how to reach the restaurant.
- 5) The nearest mosque, this feature allows the user to find the nearest mosque from his present location.

- 6) Prayer times, the application will give a reminder about prayer times according to the time of the location.
- 7) Qibla, this feature offers qibla direction to help the user in determining the qibla accurately.

Tourism packages, after determining the location of the trip, the user will be offered three types of tour packages that they can enjoy. The tourism package is planned for one day with the destination, which allows the user to mobilize in a short time. The package is designed comprehensively so that the user will be able to enjoy their dream trip. The details of each package are explained in the following:

#### a) Young-G

A halal tourism package that is suitable for the youth. This package will guide the user to visit instagramable (photogenic) destinations, places with a beautiful view, romantic places.

#### b) Strong-G

This package is designed for those who like challenge and adrenaline rush. The Strong-G package will guide the user to visit challenging places such as rafting, hiking, exploring the forest, and other extreme tourism.

#### c) Calm-G

This third package is suitable for those who like peaceful places that are far from the modernization and commotion. The Calm-G package will guide the user to enjoy the tranquility of historical places, religious places, cultural places, and natural places with the sound of water drops so that the tourists will be able to enjoy the comfort that they desire.

*The prototype of the Halal Tourism Guide Application Framework*

The halal tourism guide application is designed so that it can be accessed through a mobile

device in order to achieve practicality. The following is the illustration of the application:



Figure 1. Display for Log-in and Selecting Location

As soon as the user operates the application, the user will be requested to log-in with an account that has been created. If the user does not have an account, then the user will be requested to create a new account. Afterward, the user will be offered several options regarding the location of halal tourism. The user will be able

to select the area for the trip by selecting the desirable province and district/city to specify the destination.



Figure 2. Display of Application's Features

After that, the user will be guided to the main menu. The main menu consists of the features that can be utilized by the user during the halal trip. The features involve tourism package, sharia hotel, halal restaurant, nearest mosque, prayer time, and the direction of qibla. It is

expected that these features will be able to assists the user on their trip. After that, the user should select one out of three packages that are available following the area that the user wanted to visit.



Figure 3. Map Display and Description of the Location



Following the selection of the tourism package, the application will present a map with several destinations according to the type of the package. This application will also suggest a planned route for the trip as if a tour guide is leading a trip. Furthermore, the application will display a short description of the destination every time the user selects an icon of the destination itself. This feature was established in order to provide insight and knowledge for the tourists about the places that they will visit.

#### *Business Model of Halal Tourism Guide Application*

Based on the business model concept mentioned before, there are several aspects which need to be considered:

- 1) The customer segment, the application is aimed to improve economic growth and promote tourism destinations in Indonesia, targeting domestic and international tourists, especially Muslim tourists.
- 2) Value proposition, the benefit of this product is the ease and comfort for domestic and international Muslim tourists in traveling.
- 3) Channels, the product is in the form of an application so that the most suitable media for this product is via online media. Thus, information distribution will be done faster.
- 4) Revenue streams, this application could emerge in a marketplace that provides content for a mobile device, then they will pay for this application according to how many times the application was downloaded.
- 5) Customer relationships, customer loyalty can be maintained by generating innovations for the application.
- 6) Key activities, offering a service in the form of a halal tourism guide.
- 7) Key resource, data related to location of tourism, hotel, restaurant, mosque, prayer time, direction of qibla, digital map, related investor, and application developer.
- 8) Critical partnership, providing exposure to the strategy and prospect of this promising product.
- 9) Cost structure, the cost of developing and promoting the application.

#### **Conclusion**

Indonesia has considerable potential in the field of halal tourism. The breathtaking beauty of nature, cultural diversity, and the advancement of Islamic culture became an excellent opportunity to promote economic growth. As a result, the government of Indonesia has been making an effort to optimize the potential of halal tourism in Indonesia. In order to support the potential of halal tourism and the programs developed by the government of Indonesia, the researchers tried to take advantage of industry 4.0 and came up with an idea about a halal tourism guide application in Indonesia. This application allows local and international tourists to go on halal tourism in different areas in Indonesia.

This application acts as a travel guide that could lead the tourists to enjoy various types of recreations differently with exciting challenges that will make the trip more pleasing. In conformity to the name of the application, the tourists will be able to travel without violating Islamic sharia. This halal tourism guide application has some features like reminding prayer time, finding the nearest mosque or halal restaurants, prayer for traveling, and other features with Islamic nuances.

Although this application has an Islamic nuance, this application can also be utilized by people with other religions. In a way, this application is beneficial for those who wanted to get to know Islamic culture without having to use a conventional tour guide with a more expensive cost and limited time. This application provides halal tourism packages for different areas in Indonesia. Also, this application offered three packages of a trip that is "Young-G" for the youth who likes beautiful and instagramable places, "Strong-G" for those who like adventure and tries to improve their physical capacity and "Calm-G" for those who likes peaceful environment far from the crowd. The existence of this halal tourism guide application is expected to encourage a rapid improvement in the halal tourism sector so that Indonesia will be known as the best country for halal tourism in the world. In the end, it is expected that it will increase economic growth. For future development, we encouraged further researchers to develop the model that we structured. It will be useful if a prototype could

be adjunct with some features to make order, book, or pay some services. We also suggest the tourism industry and policymaker collaboration in this research, primarily to provide complete and update data in order to about the tourist attraction in their area.

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