

Increased Strategic Planning For Halal Tourism

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ABSTRACT

The potential for halal tourism requires appropriate strategic planning as an effort to realize quality halal tourism. Competition can cause tourists to have many choices when choosing which tourist attractions to visit. Tourists who are not served well will cause tourists to feel dissatisfied, which in the long run has the potential to reduce the number of tourists visiting tourist destinations. Strategic planning for halal tourism destinations is the key to increasing the competitiveness of the halal tourism sector. The purpose of this study is to find out whether existing and potential strategic planning can increase halal tourism. This study is qualitative research with a set of data in the form of primary and secondary data related to the research topic. Data analysis was carried out qualitatively, including data reduction, data presentation, and conclusion drawing. The results show that with the right strategic planning, we can increase existing and potential halal tourism. The system includes the organizational structure, responsibilities, procedures, processes, and resources to carry out strategies for increasing halal tourism.

Keywords: Strategic Planning, Halal Tourism

INTRODUCTION

The internet's rapid development, increasing capacity, ease of access, and lower cost of use have resulted in revolutionary changes in its use in a variety of fields, including communication, entertainment, tourism, and others. However, among the many, the trade sector saw the most significant growth in the use of internet media in society (Sudarmanto et al., 2021).

Tourism potential requires an appropriate strategic planning in an effort to realize sustainable tourism. The management of a tourism area is a key word in

increasing the competitiveness of the tourism sector. With the rapid development of tourism, both at the national and international levels, the tourism industry will be faced with intense competition. Competition can cause tourists to have many choices to choose tourism objects to visit. So that satisfaction is created which refers to the satisfaction of tourists with all services (Carboni & Idrissi Janati, 2016). The way to win this competition is to have a sustainable competitive advantage both strategic, tactical and operational in tourism development.

Tourists who are not served well will cause tourists to feel dissatisfied and in the long run has the potential to reduce the number of tourists visiting tourist destinations. Instead, tourists served well and feel satisfied will create a positive image of tourism services and encourage the creation of loyalty for tourists that in the future, so that in the end will have a very significant contribution to successful development in the tourism sector as well as many number of tourists spending tourists, tourism product demand, image and industry performance tourism (Bieber 2017). Tourism is a complex concept that includes various social, behavioral, economic, political, cultural and environmental considerations. The concept of tourism consists of a series of activities, services, and benefits all of which provide a special experience for tourists (Fahim & Dooty, 2014).

In the conventional international tourism market that is an integral part of globalization, sustainable competition for countries, companies and governments can only be achieved by allocating large amounts of financial and human resources to activities such as making realistic estimates of current tourism trends, patterns that motivate people to traveling, consumers' demands, needs and expectations vary according to their income and technology, conducting market research , innovation, public relations, internet, advertising, promotions, and also carefully observing future trends and developments with down to earth insight. Conventionally the tourism industry has several positive and negative characteristics, in other words, both supportive and disincentive, economic, social, environmental and cultural characteristics.

One of the sub-sectors that is now a concern for the sustainable tourism development sector is Halal Tourism. Halal tourism is an "icon" of tourism development that must be developed and requires attention, because it is expected to

invite and attract tourists, both domestic and foreign tourists. By getting more educated and open minded by tourists, it is predicted that understanding of the principles of halal will be more substantive (Yuswohady, 2014).

Halal tourism is a new trend in the world of tourism today. And holidays kosher is not something undeniably has attracted increasing interest in recent years. Halal tourism is a concept that is being targeted by the tourism segment from various countries. Halal tourism is tourism that enjoys all natural wealth and tourist attractions in each country but is framed in the essence of sharia and is not only targeted at Muslim tourists, but is open to all groups because halal tourism is not religious tourism but enjoys various facilities with the concept of sharia that provide benefits not only for business managers, but the benefits can be felt by tourism actors, the surrounding environment and its sustainability is guaranteed.

For tourists who are Muslim, the concept of halal tourism can generate interest in visits to experience something different from their daily lives who already live in a halal environment. Meanwhile, for foreign tourists, the concept of halal tourism can educate them about how beautiful everything is halal and evoke a spirit to learn more about Islam and facilitate them to feel impressive inner calm during and after visiting a halal tourism object. The halal tourism ecosystem will be even more ideal if it can cover all goods and services related to the activities of Muslim tourists (Saparini et al., 2018). Knowing this trend, then a country can make the capitalist proud, because he feels it will be very profitable. With this in mind, it can be distorted to a recovery which is clearly what an image of what can be further exacerbated.

The potential for halal tourism objects requires proper strategic planning as an effort to realize sustainable tourism. Management of halal tourism is a key word in increasing the competitiveness of the tourism industry sector. Therefore, to promote and market tourism destinations is important (Mohsin et al., 2016). In this case, tourism management must be able to face complex challenges, so that in the end, it can make a positive contribution to all components. The improvement and development of tourism must be able to understand the needs and motivations of tourists so that they can determine the right management and avoid decreasing the quality of a tourism destination. Then the essence of the tourism philosophy has expanded, that tourism is an awareness of the reality of humans who travel for a purpose (Ben, 2018).

There has been a growing interest in the concept of halal tourism attractiveness and how it can be measured effectively in the halal tourism literature. The impact that may occur in tourism activities will greatly depend on the management and management of tourism played by all stakeholders from government, industry and community elements around the halal tourism object. Halal tourism will also be a catalyst that leverages the halal industry players to be able to produce international products and services. Halal tourism is a very promising market segment. A country with a majority of Muslims must have promising economic tourism potential, both in terms of destinations, cultural attractions and tourism support facilities. Without the support of local wisdom, the object of halal tourism in an area will lose its spirit which actually becomes the strength of its unique character and specific appeal (Djakfar, 2017). Providing a unique experience value and its new nature to tourists is an added value that must not be overlooked by the tourism business community. Experience in traveling can be used as a comparison and at the same time a profitable competition for tourist destinations.

The presence of the halal tourism industry changes the perception of the general public that halal tourism only refers to visiting religious places. Islamic teachings regulate the types of tourism to fit the higher sharia objectives that uphold five needs: protection of religion, life, mind, lineage and property (Battour et al., 2010). Many countries in the Islamic world are taking advantage of the increasing demand for Muslim-friendly tourism services (Lubis 2015). Evidence shows that some tourists feel they have no other choice but to compromise their religious beliefs in order to enjoy tourism. If this situation is common, then it means that there is a large potential for unmet needs in this significant market segment. Therefore, it is not surprising that the tourism sector insist that serve the religious needs of any belief in a growing industry is of importance (Battour et al., 2010).

One approach that can be taken to increase halal tourism is by implementing strategic planning which is considered to be the best method in planning. The basic assumption of strategic management is that in an environment that is always changing rapidly and erratically, it requires the ability to plan accurately and with quality. So far there has been no specific study regarding strategic management towards increasing halal tourism so that the development and development of halal tourism relies more on a

trial and error approach, so the impact is weak management and development as well as various resource limitations.

METHODOLOGY

The main objective of this research is to explain everything related to the planning of strategies to increase halal tourism. More detailed explained on halal tourism from the standpoint of planning for implementation and evaluation are seen as an effort to improve the quality in improving halal tourism. This research is a type of qualitative research. The research method used in this research is descriptive analysis. The source of this research data was obtained through in-depth interviews and halal tourism strategic plan documents. In this case the researchers are exploring data have been obtained related to the strategy planning in promoting halal tourism.

RESULTS AND DISCUSSION

Strategic Planning in Increasing Halal Tourism

Strategic planning in increasing halal tourism is the stages that must be passed by every tourism sector, especially halal tourism in improving tourism programs and policies for the realization of quality halal tourism and the process of utilizing human resources and other sources effectively and efficiently to achieve goals (Suryanto, 2007). The process of improving the quality of halal tourism is a way in the management of the stakeholders of tourism with the kosher standards prescribed.

Strategic planning must be carried out because it aims to create all activities carried out effectively and efficiently so that it is in accordance with the predetermined plan. In this case the word strategic is understood not only as a way to achieve goals but also includes the determination of the various goals themselves. Strategic is also understood as a pattern that includes both planned and strategic strategies which were not initially intended but become a strategic one that is considered and even chosen by halal tourism stakeholders to be implemented (Solihin, 2012). The strategic planning process includes four program activities which are carried out as an effort to increase halal tourism. The four program activities are formulating vision, mission and objectives, identifying internal and external factors, determining superior strategies, planning short, medium and long term.

In the process, the formulation of the vision, mission and objectives of halal tourism is compiled through the following steps, namely formulating a vision of halal tourism in advance by predicting the problems and conditions that occur. The halal tourism vision that has been prepared will be developed in the formulation of the halal tourism mission in accordance with the situation and conditions as well as the expected goals. The next step after the vision and mission of halal tourism is formulated, the next process is to formulate the goals to be achieved as an elaboration or implementation of the mission. The importance of formulating the vision, mission and objectives of halal tourism must be based on the top aspirations to be achieved so as to improve the quality of halal tourism properly.

Environmental analysis (identification of internal and external factors) is a process used to monitor the environmental sector and determine opportunities and threats to an organization. The environment plays an important role for organizations, at least in two ways, namely the environment can provide resources and the environment offers limits or constraints. Internal environmental analysis of halal tourism is needed to find out the strengths and weaknesses or aspects that help or actually hinder the achievement of the goals of halal tourism. Strengths are the advantages of resources that halal tourism has, which allows them to be optimized, while the weaknesses are the limitations or deficiencies that halal tourism has, both in terms of quality and quantity, which can hinder the achievement of halal tourism goals. External environmental analysis is carried out to identify various opportunities and threats that may occur outside of halal tourism. Opportunities are important conditions outside of halal tourism which, if used, can provide benefits. This is in line with the strategic management objectives used to exploit and create new and different opportunities (David, 2010). Meanwhile, the threat is an unfavorable situation for halal tourism activities. Opportunities and threats can be identified by taking advantage of various trends from political, economic, social and technological aspects. The political aspect includes political linkages which are the direction of policy from the government, both at the central and regional levels. Economic aspects include economic linkages in the development of halal tourism.

Improving economic conditions certainly have an influence on certainty in tourism management, especially halal tourism. The social environment includes the

socio-demographic linkages of the community. The large number of newcomers to travel can be an opportunity, on the other hand, migrants with different backgrounds and cultures can become a threat, when they misuse their arrival by showing their behavior that does not support the smooth running of tourism development. The technological aspect relates to the availability of transportation facilities and infrastructure that can facilitate inter-location relations and facilitate the movement of people (goods) from one place to another. The last aspect of the external environment is the halal tourism stakeholder group which includes customers, competitors and collaborators, one of which includes hoteliers, restaurants and public transportation. Stakeholder groups that are parties that are closely related to the implementation of tourism activities kosher so any attitudes and opinions of a group of stakeholders will affect the success in managing tourism kosher.

In improving the quality of halal tourism, it is necessary to conduct a plan's strategic by creating a superior strategy is the way to make a program of tourism that halal quality. The impact of establishing a superior strategy in halal tourism is that it can increase cooperation with various related parties and can establish policies that support the development of the halal tourism business.

Planning is an action that will be taken (decision), and what will be implemented and determining the best procedure to achieve it. Short-term planning is the planning of the results to be achieved within three months, draw up an attractive tourist profile investors by in the accompanied feasibility of each object scrambled tourist is part of the short-term planning . Meanwhile, medium-term planning is planning on the results you want to achieve within six months, the process of identifying halal tourism market segments, and conducting a halal tourism marketing survey are part of medium-term planning. Long-term planning is planning on the results to be achieved within one year, planning human resources to support halal tourism that is accurate and in accordance with the needs and recruitment of halal tourism supporters according to their abilities, is part of the implementation and evaluation of long-term strategic control (Hunger & David, 2003).

Implementation of Strategic Planning in Increasing Halal Tourism

The implementation of strategic planning in increasing halal tourism is an implementation of the planning stage. Therefore, the implementation of strategic

planning must be in accordance with predetermined plans in order to produce the formulation and implementation of plans that have been designed to achieve goals (Robinson & B., 2011). The implementation of strategic planning is the key to success in order to achieve quality halal tourism. The implementation of strategic planning in increasing halal tourism is as follows: determining halal tourism policies, motivating human resources, allocating human resources and developing a halal tourism culture.

Policies are rules or values that must be done in increasing halal tourism. Policy setting that have been determined to find out if the target is exceeded, only just reached or even might not be reached. All of these are needed as materials and a basis for making decisions in the future (P. Siagian, 2012). In terms of increasing halal tourism, the determined policies are in the form of rules/policies that have been determined through the relevant stakeholders. Halal tourism stakeholders have a very important role in helping to increase halal tourism. A halal tourism development policy that is adaptive and accommodating to the demands and needs of halal tourism development is absolutely necessary. Guidelines for organizing tourism based on sharia principles, which regulate hotels, spa, saunas, tourist objects and travel agencies are matters related to halal tourism policy.

The success of the process of increasing halal tourism is very much determined by the competence of halal tourism human resources in managing halal tourism objects. Therefore, in halal tourism, if it is not supported by reliable human resources, it will not be optimal. How to motivate tourism players kosher particularly through the development of knowledge of human resources of the procedures means services related to the variation of tourism activities kosher, for example service at the hotel, in contrast to services in recreational areas or the way or the other way is through the development of knowledge of human resources on equipment and equipment needed in the field of service to tourists.

In creating an effective halal tourism enhancement process as well as identifying alternatives and choosing a strategy to be implemented (Tripomo, 2005), it is necessary to allocate human resources according to their respective areas of competence. Halal tourism human resources referred to here are sustainable human resources. The methods or efforts made in allocating human resources for halal tourism to suit their respective

abilities and competencies, namely by placing the human resources for halal tourism in accordance with their competences through their educational background and expertise. These things can be done through skills training, repeat, team and creativity.

Halal tourism culture is a pattern of dominant values supported by halal tourism stakeholders that guide the policies of the halal tourism actors in all elements and components of halal tourism. The expression of halal tourism culture is a mosaic and part of local wisdom which tends to be maintained and becomes part of the local people's view of life. A halal tourism destination must have values that can have an ethical tourism expression that needs to be preserved.

Evaluation of Strategic Planning in Improving Halal Tourism

Evaluation is a reflection step to review existing results. Evaluation of strategic planning in improving halal tourism includes all activities such as planning, implementation processes, supervision to the results of activities. The evaluation process involves all halal tourism stakeholders, to utilize core competencies and gain competitive advantage (Haris & Budiyo, 2009). If there are deficiencies in the evaluation, a note of improvements will be provided which must be carried out at a later stage. Evaluation can be done in the management of strategic boost halal tourism can be: to monitor the results of the planning and implementation of management strategy, measured individual performance and halal tourism, take corrective measures.

The process of monitoring and evaluation of the planning and implementation of strategic management the increase in tourism kosher is an obligation that must be carried out in order to achieve the quality that want, a tourism should be capable of forming a mechanism to determine if the implementation goes according to plan or not (Hamdani et al., 2008). How to monitor all the results of planning and implementing strategic planning in increasing halal tourism can be done by actively exploring information related to the monitored party and supervising every activity that has been carried out. The process of monitoring and evaluation in the tourism lawful aims to develop ideas, input and ideas of all components to further enhance the sense of responsibility which in turn will boost the halal tourism.

Measuring the performance of individuals and tourism kosher is an activity that must be done at the time of the evaluation of strategic planning in improving the halal

tourism. This activity aims to find out how far the success of the activities that have been carried out is based on strategic planning, so that if any problems occur, they can be immediately resolved. Meanwhile, measuring the performance of halal tourism includes halal tourism facilities and infrastructure, halal tourism processes, activity programs, and others. Summative assessment is carried out at the end of the assessment period. This assessment compares the final performance of individuals with predetermined performance standards as part of measuring individual performance and halal tourism .

When carrying out strategic planning activities, there must be problems or obstacles that arise. Hence the need to take corrective measures to resolve the problems or obstacles, so that if required to do remedial action appropriate (Zulkieflimansyah & Purnomo, 2007). Conducting self-evaluation consistently as evidenced by providing socialization by policy makers and taking action and real action to implement solutions to existing problems and having agreed to formulate an activity program is part of the evaluation process in solving problems that are present in the process of improving halal tourism.

CONCLUSION

Strategic planning in increasing halal tourism includes several activities carried out, namely developing vision, mission and objectives, identifying internal and external factors, determining superior strategies and carrying out short, medium and long term planning . Strategic planning in increasing halal tourism needs to be carried out comprehensively by all halal tourism stakeholders. The implementation of strategic planning in increasing halal tourism includes activities carried out, namely determining halal tourism policies, motivating human resources, allocating human resources and developing a halal tourism culture. In terms of determining policies in increasing halal tourism, it is necessary to have a well-coordinated synergy in developing aspects of halal tourism, increasing the performance of human resources in halal tourism, increasing the competence of human resources in halal tourism that are in accordance with their competences through their educational background and expertise and It is necessary to prioritize ethical cultural values. Meanwhile, strategic planning evaluation in increasing halal tourism includes several activities carried out, namely monitoring all

results of activities from planning and implementing strategic planning, measuring individual performance and halal tourism, and taking corrective steps. The evaluation process is very important in order to increase halal tourism. The evaluation process is part of the improvement of the basic quality system as a reference. The system includes the organizational structure, responsibilities, procedures, processes and resources to carry out strategies for increasing halal tourism. From these things, it can be concluded that the determination of appropriate strategic planning can increase *existing* and potential halal tourism.

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