



OVERVIEW: Halal Tourism for Wonderful West Sumatera

**Enhain Halal Tourism Center (EHTC)
POLTEKPAR NHI BANDUNG**





OUTLINES

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



SALINAN

**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



DESAIN STRATEGI DAN RENCANA AKSI / DSRA PENGEMBANGAN DESTINASI PARIWISATA HALAL DI PROVINSI SUMATERA BARAT

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.

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



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.



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,

Optimis Produk Halal RI Jadi Nomor Satu, Erick Thohir: Asal Mau Gerak Bersama

SYARIAH Suparjo Ramalan

Sabtu, 07 Mei 2022 05:00 WIB

Menteri Badan Usaha Milik Negara (BUMN) Erick Thohir berharap produk halal Indonesia bisa menjadi produk halal nomor satu di dunia.



IDX Channel > SYARIAH

Sandiaga Uno: Fokus Pariwisata Halal Tambah Layanan Bukan Mensyariahkan

SYARIAH 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

Sabtu, 3 Juni 2023 | 20:50 WIB



Menpariwisata dan Ekonomi Kreatif, (Menparekraf) Sandiaga Uno saat wawancara khusus dengan B TV di eL Hotel, Bandung, Jawa Barat, Sabtu 27 Mei 2023. (Berikassatu.com / Joanito De Saiojoo)

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

Dhimas Ginanjar - Jumat, 2 Juni 2023 | 09:08 WIB



Menparekraf Sandiaga Uno saat menerima penghargaan di Singapura (Istimewa)



Event Perdana Di Dunia, Sumbar Resmi Jadi Tuan Rumah World Islamic Entrepreneur Summit 2023

20 Maret 2023 | 23:40 - 48 views



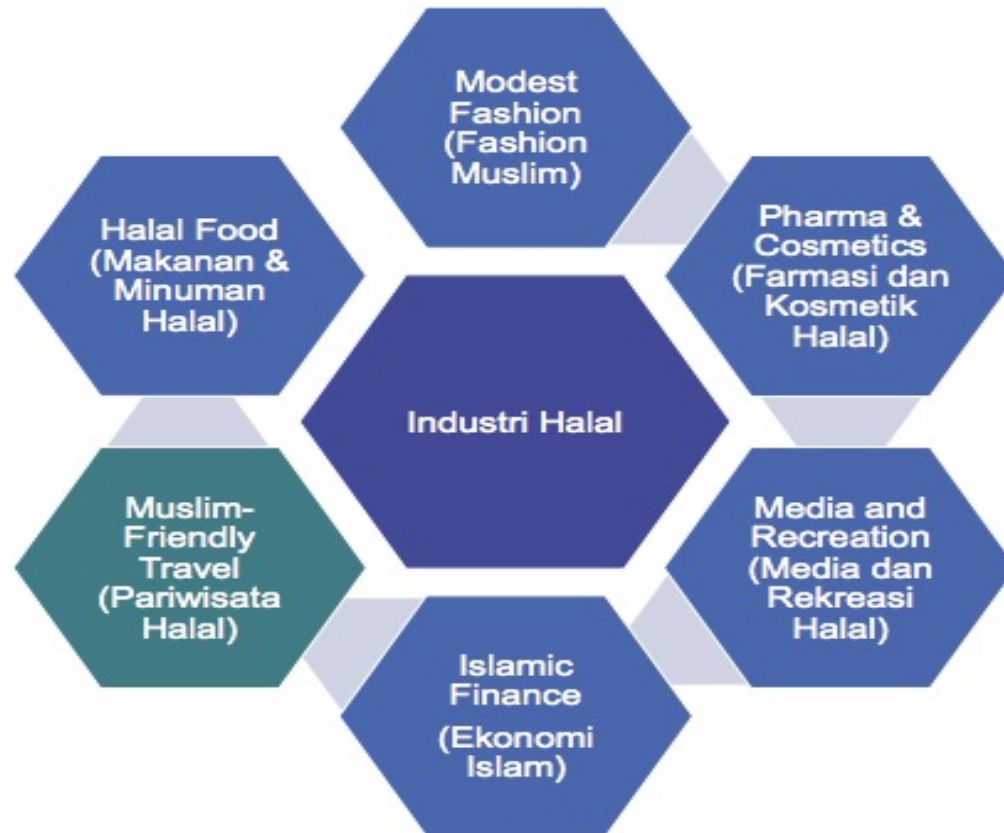
Siapkan Potensi Bisnis Agar WIES di Sumbar Berdampak ke Investasi & Pariwisata

Editor : Admin Padek - 21 March 2023 01:30 am

84

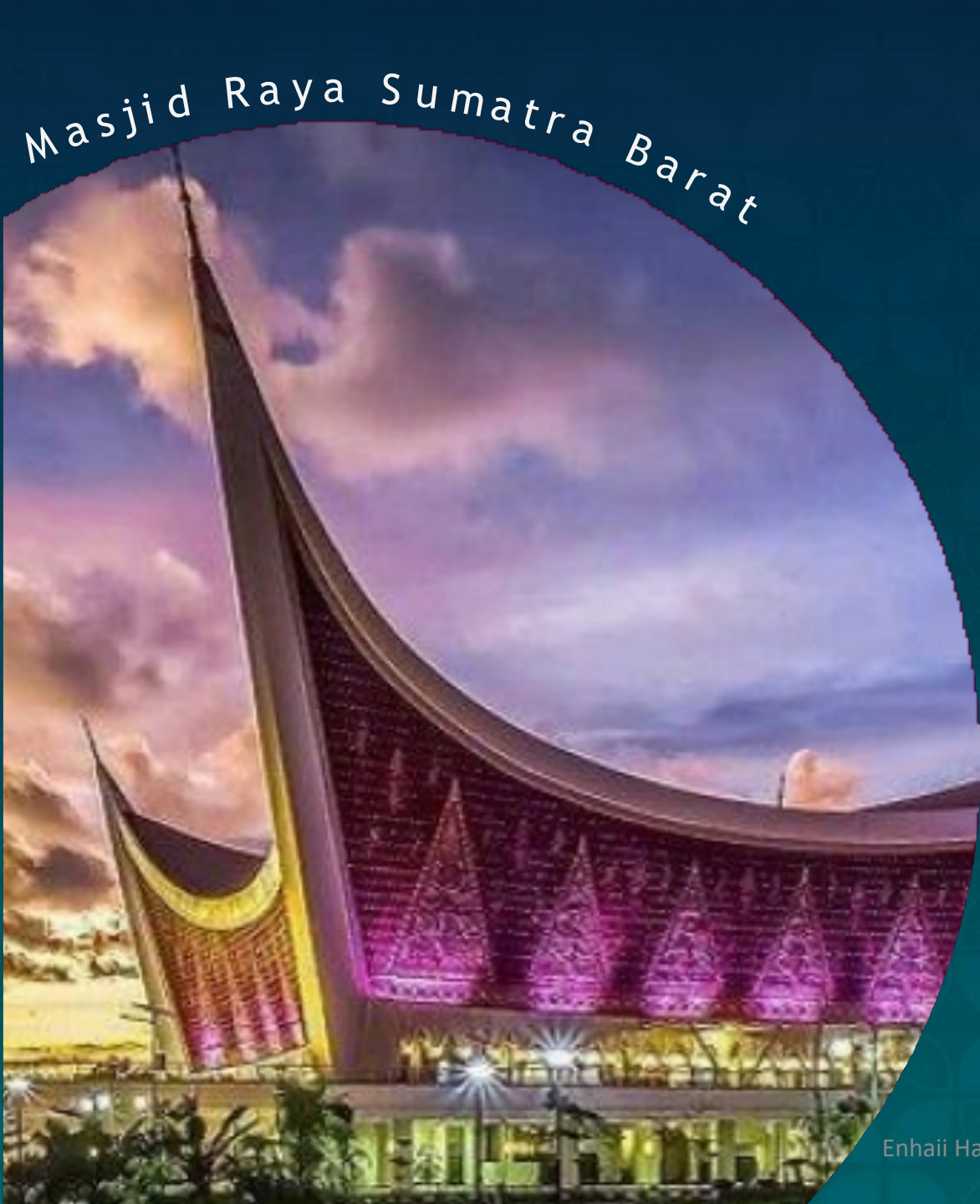


SU-1: Penguatan Rantai Nilai (Industri) Halal



- ✓ Klaster Makanan dan Minuman Halal
- ✓ Klaster Pariwisata Halal
- ✓ Klaster Fesyen Muslim
- ✓ Klaster Media Dan Rekreasi Halal





Masjid Raya Sumatera Barat

HALAL TOURISM

“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?



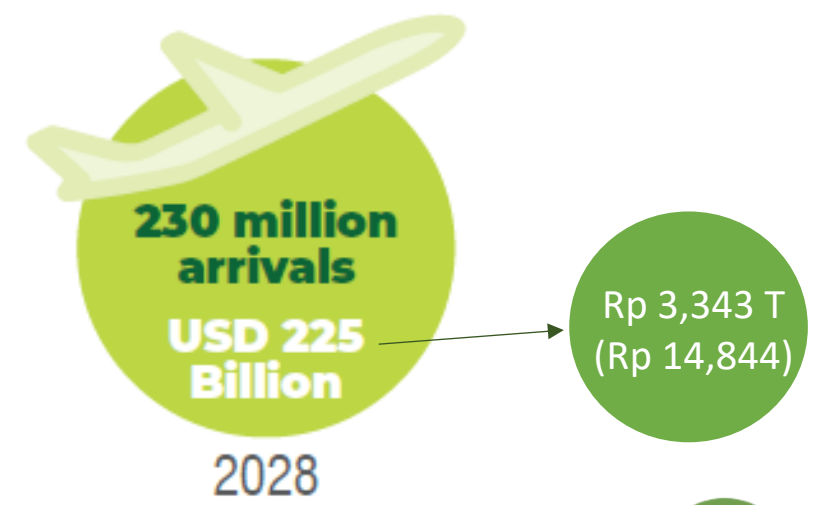
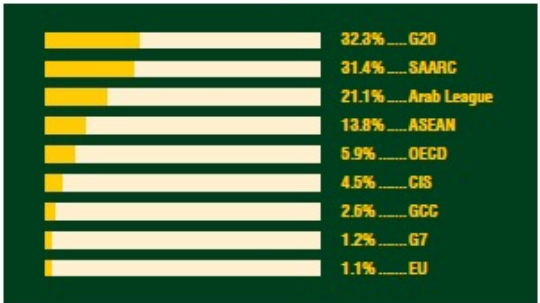
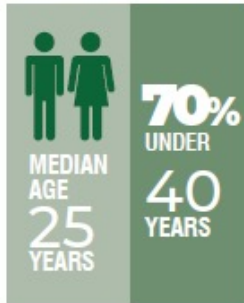
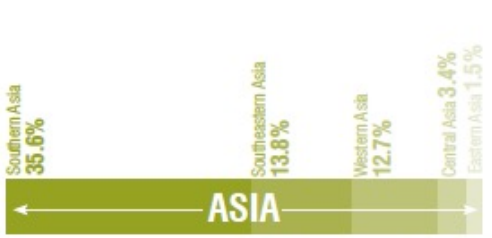
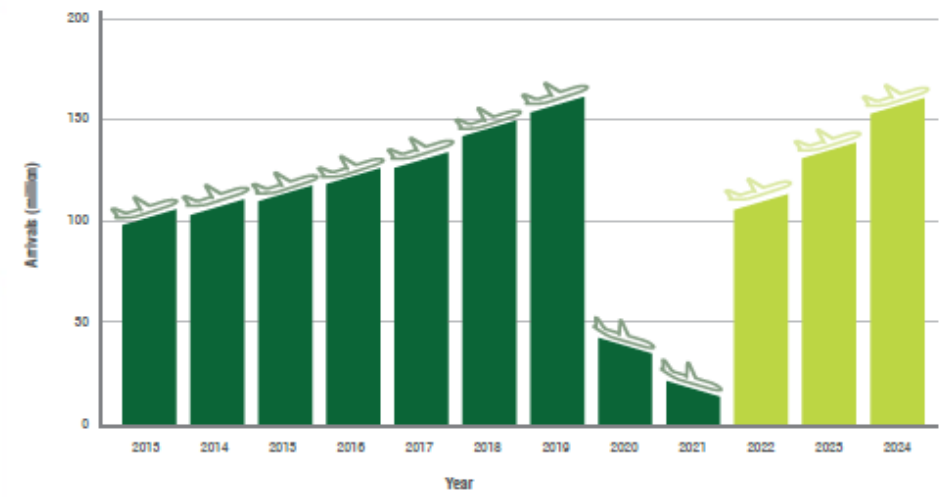
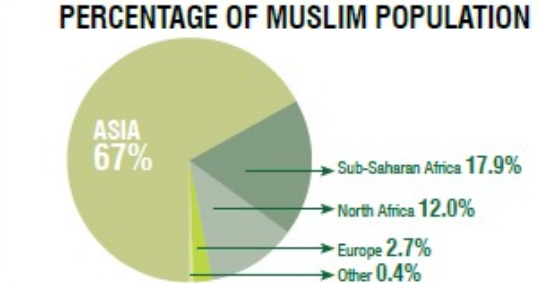
Masjid Al Irsyad

HALAL TOURISM

Halal 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.

*- EHTC (2019)**

Muslim Demographic & Travel Market



Global Muslim Travel Index 2023 - Mastercard Crescent Rating

Muslim Millennial Travelers

60% of
Muslims
are below
30

36% of Muslim
Travelers in 2016
were
Millennials

33% of
them being
Gen Z

More than
80% are
**Muslim
Millennials**



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.

2. Strategic Plans and Priority Programs

STRATEGIC PLAN OF HALAL TOURISM

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)

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)

- Pillars
- Target
- Indicator
- Strategy



Destination (3A)

S1 - Amenity: to develop muslim friendly facility 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

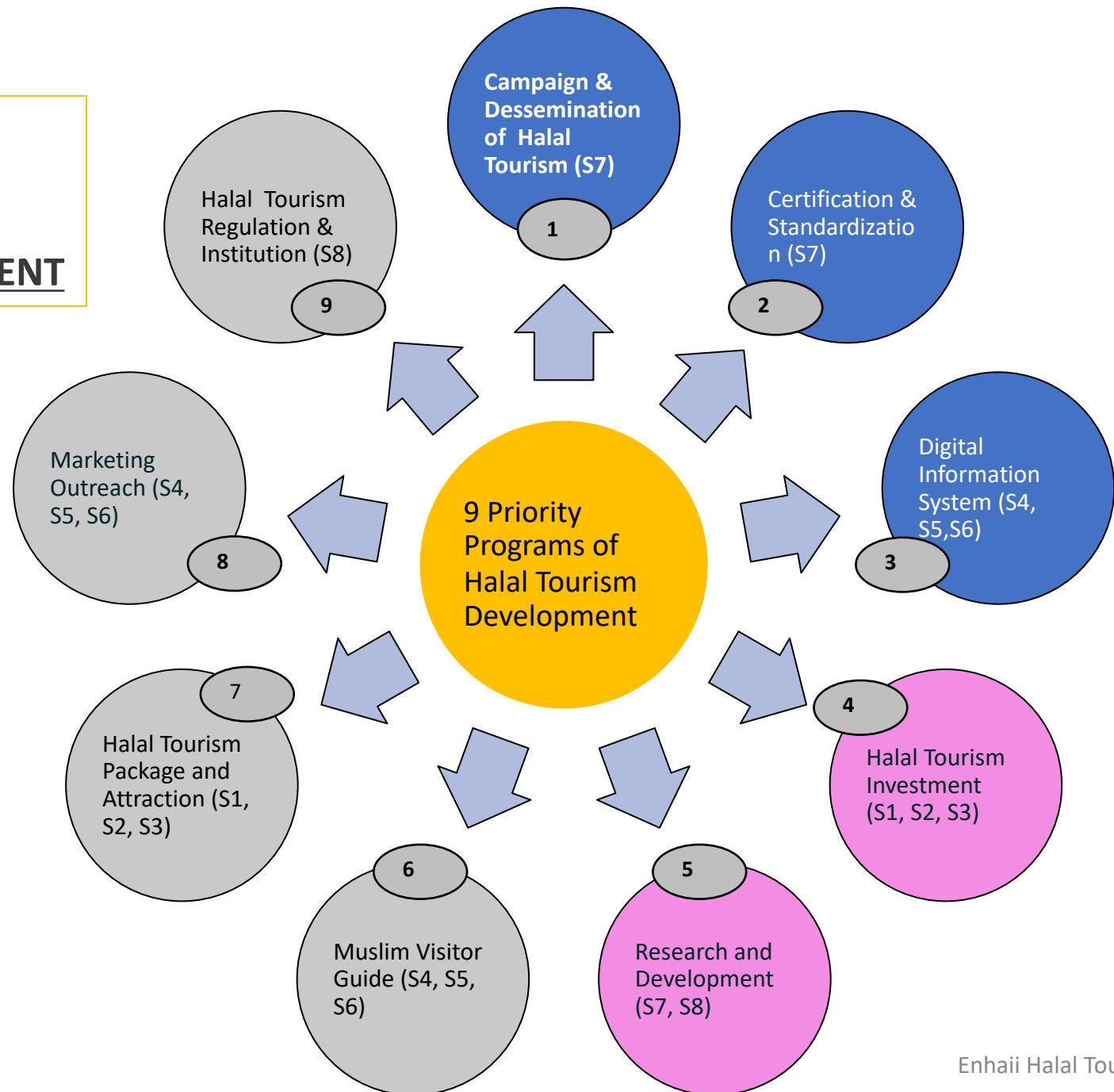
S7 – Human Resource Development: To increase human resource quality and quantity of halal tourism through 3C (Curriculum, Certification, Center of Excellence).

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).

TOP 9

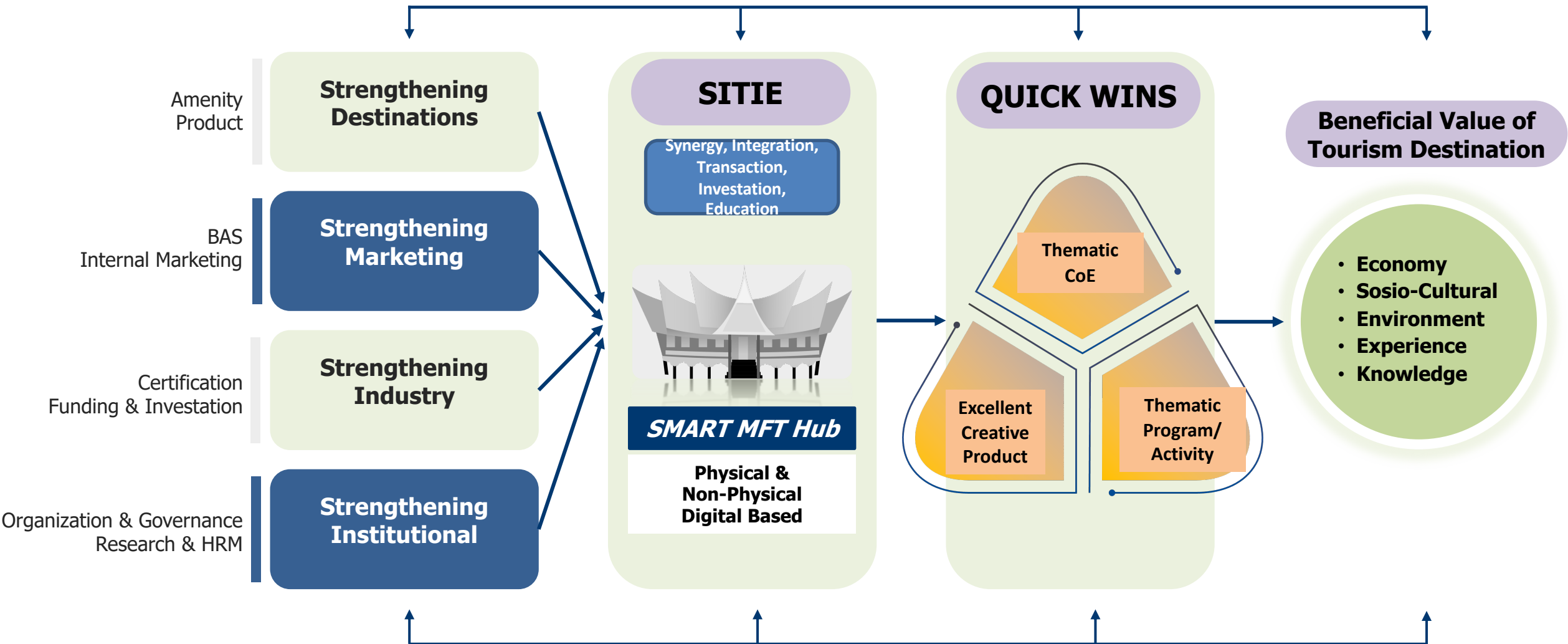
PRIORITY PROGRAMS OF HALAL TOURISM DEVELOPMENT



Halal 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.

Halal Value Chain Ecosystem Business Model MFT Destination

Program Financing, Networking & Strengthening: Hexa-helix

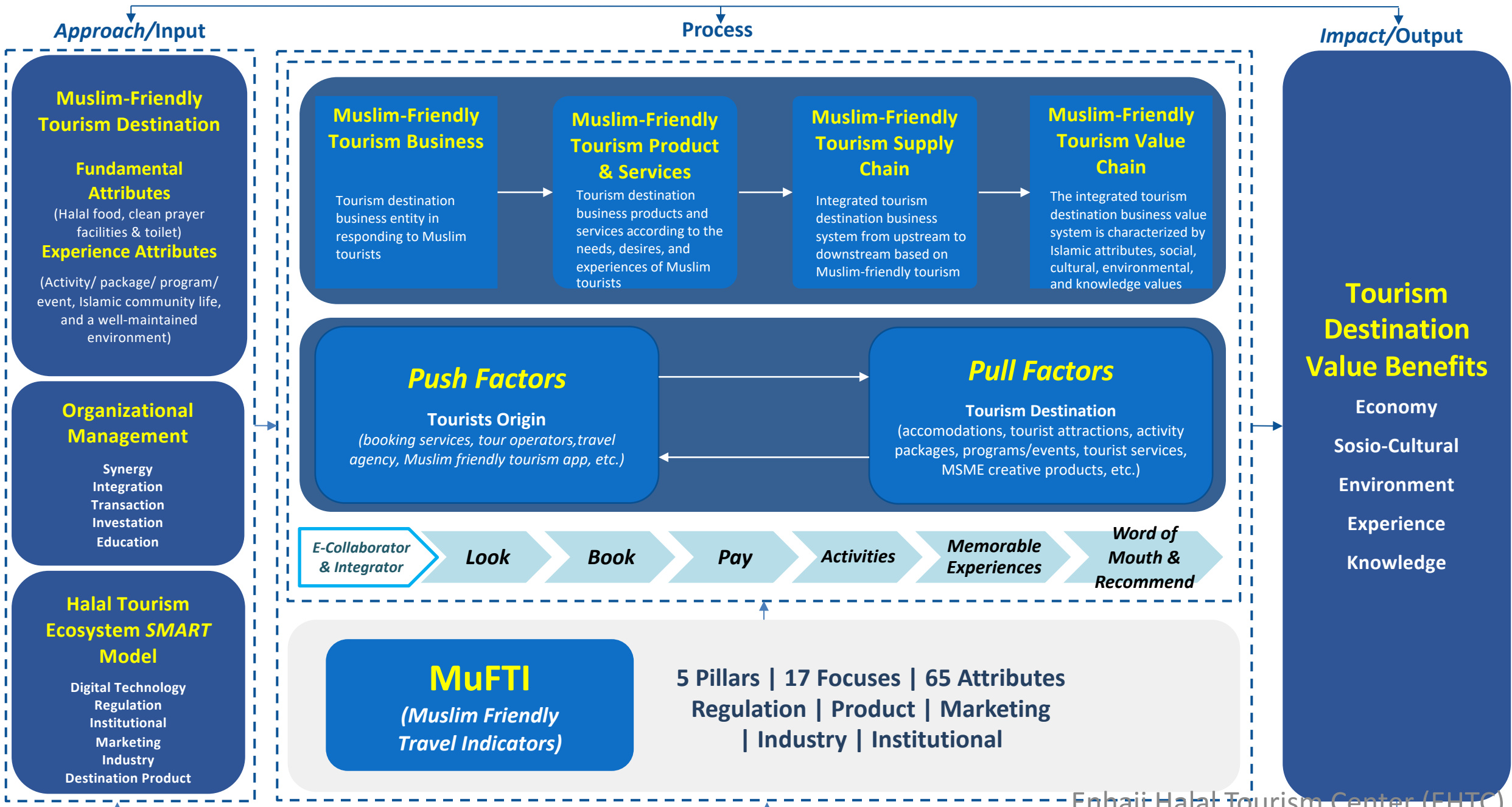


Monev : MuFTI, CuSS, CoSS trial

Enhai Halal Tourism Center (EHTC)

SYSTEM THINKING ECOSYSTEM MODEL MUSLIM-FRIENDLY TOURISM HALAL VALUE CHAIN

(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

