

REFLECTING ON GMTI AND IMTI IN ASSESSING HALAL TOURISM PERFORMANCE IN INDONESIA TO STRENGTHEN NATIONAL HALAL INDUSTRY

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Abstract: *This research used qualitative and descriptive methods by looking at the Global Muslim Travel Index (GMTI) and Indonesia Muslim Travel Index (IMTI). Tourism is one of the vital incomes that has grown the world leader, including Indonesia, Indonesia does not want to be left behind by various countries in the world to develop tourism, especially halal tourism. The paper opted for an exploratory study using the open-ended approach of grounded theory, one expert group discussion with the stakeholder in halal tourism. The data were complemented by documentary analysis, including brand documents, descriptions of internal processes, and copies of employee magazine articles. The halal sector in recent years has been excellent in developing an economy in a country, such as the development of Islamic banking and Islamic finance. In addition to should an impression on Islamic finance, other sectors have also had a positive effect, one of which is tourism which can be the country's primary revenue and even local income. Indonesia, through the Ministry of Tourism, has decreed various regulations and stimulus funds for the development of halal tourism, such as pouring funds to Islamic hotels, airports, malls and so on. Moreover, has made fatwa as the basis for implementing halal tourism in Indonesia that make by National Sharia Council - Indonesian Ulema Council (DSN-MUI). Because of the chosen research approach, the research results may lack generalisability. Therefore, researchers are encouraged to test the proposed propositions further. This paper covers the implications for the development of the halal sector in Indonesia and this momentum can be used as a strength for Indonesia considering that Indonesia has the world's largest Muslim population. This paper fulfills the identified need to study how the halal sector could turn Indonesia into a new Islamic economic power.*

Keywords: GMTI, IMTI, halal tourism, reflecting

Introduction

As is well known, Indonesia is the largest Muslim country in the world (June, 2018), with 187 million Muslims. Having a large Muslim population is undoubtedly one of the challenges of the Indonesian government in running the wheels of government which benefits not only the majority but also the minority. The benefit of the Ummah is a top priority for every country in the world including Indonesia, a lot of programs have been made by the Government of Indonesia to achieve social justice for all Indonesian people following the precepts contained in Pancasila.

Islam followed by more than 1.6 billion people or 20% of the total the world population reaches 7 billion and the world Muslim consumer market reaches 2.7 trillion USD (Planning, 2019). Indonesia is the 4th largest country in the world in the class of population and the majority of the world's Muslim population. Therefore that Indonesia is a very potential market for numerous producers of goods and services. That can provide possibilities to create a halal lifestyle. Halal lifestyle consists of halal food, pharmaceuticals, cosmetics, halal tourism, Islamic finance, and halal media.

The Government of Indonesia in new years has been so effective in developing the Islamic economic system, where the Government has approved halal sectors such as finance, tourism, supply chains and so on. In general, the Indonesian Islamic financial industry, which is driven by the banking sector, only produced in the late 1980s or early 1990s. Establishment of a commercial bank the first sharia in Indonesia in 1992, became a milestone in the development of sharia economic and financial applications, especially in the national financial system. The event of Islamic finance in Indonesia does not only occur in the banking sector, but also in the overall nationwide economic order which includes capital markets, mutual funds, insurance, cooperatives, BMTs and other microfinance institutions. The active role of the Government as well as the positive response from the community in general, makes the national financial industry grow and develop significantly. However, it has not yet matched the countries that had already developed the Islamic financial sector.

Perceiving the condition of Islamic finance and banking developing so posthaste in Indonesia, the Indonesian Government is excited to make other sectors based on sharia. Hence the halal industry developed in various areas including tourism, hospitals, hotels, cosmetics, clothing and so forth. Indonesia's halal tourism industry has had a positive impact from abroad, such as Malaysia and several Middle Eastern countries which first developed the halal tourism sector. As a result, the number of foreign tourist arrivals to the country has risen dramatically.

The development of world halal tourism is quite good with the quality of sufficient infrastructure and facilitates travel from one place to another at a reasonably low cost. Manifold OIC countries have poured a large enough fund into developing this industry, including Indonesia, which has established ten provinces as superior provinces in halal tourism. The Government made these ten provinces as centres for the development of Indonesia's halal tourism sector strongly supports the Government's program by issuing Governor's Regulations and Regional Regulations. In addition to the Government's role, the National Sharia Council-Indonesian Ulema Council has also issued a fatwa on Halal Tourism to support the Government's program in quickening this sector.

Indonesia continues to improve to increase halal tourism visits in Indonesia. In 2019, the target to be achieved was to reach the first position in the ranking of the world's most friendly halal tourist destinations published by the Global Muslim Travel Index (GMTI). To accomplish this purpose, the government within the Ministry of Tourism in collaboration with Crescent Rating Mastercard has launched a program called the Indonesia Muslim Travel Index (IMTI). The government's struggle to assure the quality of halal tourist destinations in Indonesia, the IMTI program used by taking global assessment standards that generally implemented in the world. Any aspects of the assessment included in this program include restaurants that have halal certification, the availability of clean and satisfactory mosques and prayer rooms, toilets that have halal standards and so on.

Meanwhile referring to the assessment standards carried out by GMTI, there are at least any aspects of assessment that are essential to improve, including Guaranteed Friendly access to Muslim tourism has a 10% assessment of GMTI. 10% communication guarantee, environment by 40% and service Guarantee of 40%.

The application of IMTI refers to the assessment points above so that nationally can see which tourist destinations with the best ranking and the most potential to continue to develop. Furthermore, the application of this program will also help the halal tourism competition in the country, so that it can be more convalescent to follow the applied global standards.

Table 1. Indonesia's Ranking Position in GMTI 2018 and 2019

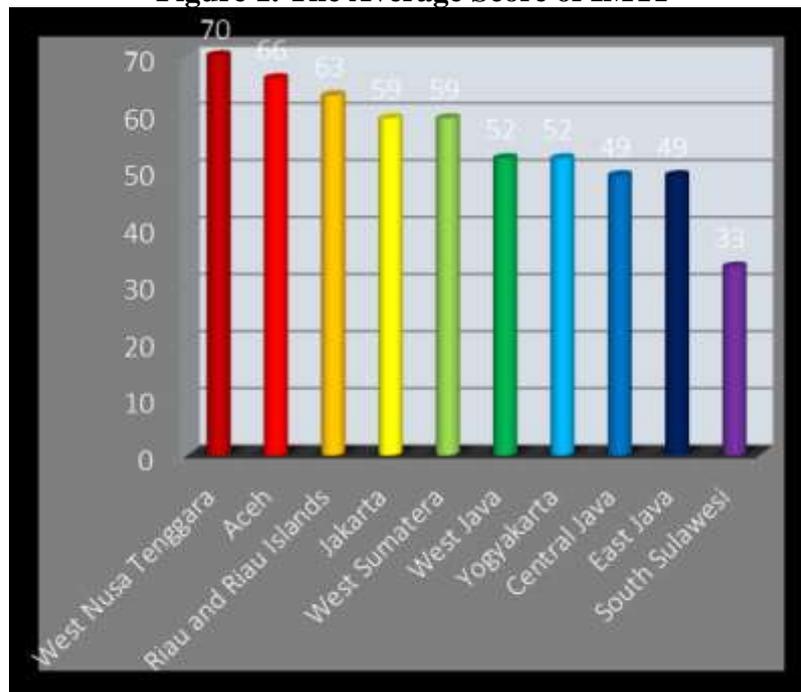
2018 ranking	Contry	2019 ranking	Contry
1	Malaysia	1	Indonesia
2	Indonesia	2	Malaysia
3	United Arab Emirates	3	Turkey
4	Turkey	4	Saudi Arabia
5	Saudi Arabia	5	United Arab Emirates
6	Singapore	6	Qatar
7	Qatar	7	Morocco
8	Bahrain	8	Bahrain
9	Oman	9	Oman
10	Morocco	10	Brunei Darussalam

Sources : <https://www.crescentrating.com/halal-muslim-travel-market-reports.html>

As a result, in 2019, Indonesia was circumscribed as the world's best halal tourism destination. The 2019 Global Muslim Travel Index (GMTI) standard outperformed 130 targets from around the world. After five years of various efforts, Indonesia was finally selected as the world's best halal tourist destination this year. The rating agency Mastercard-Crescent places Indonesia first in the GMTI standard with a score of 78 along with Malaysia, which is both at the top. As the world's best halal tourist destination, Indonesia had shown a gradual increase from rank 6 in 2015, grade 4 in 2016, grade 3 in 2017, grade 2 in 2018, finally, Indonesia ranked 1 GMTI in 2019. Indonesia's endeavours to achieve the best position are taken seriously by creating an Indonesian Muslim Travel Index (IMTI) that refers to GMTI standards.

The Indonesian government has adopted GMTI by making IMTI rank the competitiveness of the halal industry in several provinces supposed to be superior in halal tourism. IMTI 2019 refers to the Global Muslim Travel Index (GMTI) standard, which adopts four criteria including; Access, Communication, Environment, and Services (ACES). Indonesia's tourism industry itself can be said to be quite 'literate' towards halal tourism. For example, Indonesia already has a superior halal tourist destination. Wherever it turns out that involves the number one position as the best halal tourist destination in Indonesia, is Lombok. Ranked number one in the Indonesian Muslim Travel Index (IMTI) in 2019, Lombok defeated Aceh.

Figure 1. The Average Score of IMTI



Sources: <https://www.crescentrating.com/halal-muslim-travel-market-reports.html>

As stated in the report, mentioned from the ten leading halal tourism destinations in Indonesia, Lombok managed to come out as ranked 1 with the highest rating score of 70, Aceh with a score of 66, then followed by Riau and Riau Islands which received a score of 63. In fifth place there was Jakarta with a score of 59, then West Sumatera and West Java Provinces, each with a score of 59 and 52, Yogyakarta with a score of 52, Central Java with a score of 49, East Java with a score of 49 and finally South Sulawesi with a score of 33.

Based on the explanation above, this research looks at how the GMTI and IMTI indicators can affect the performance of halal drivers in Indonesia.

Literature Review

Halal Tourism Concept

The word halal comes from the Arabic language *halla*, *yahillu*, *hillan*, *wahalalan*, which has the meaning justified or allowed by sharia law. Should definition mainly something that is permitted or permitted by God. The word is the source that is not only correlated to food or food products but also enters every aspect of life, such as banking and finance, cosmetics, employment, tourism, and others. (Battour & Ismail, Halal Tourism : Concepts, Practices,

Challenges and Future, 2016). The Islamic Conference Organization (OIC) determines halal tourism, the terminology used by the OIC is Islamic Tourism which is Islam and tourism based on the Qur'an 29:20 which encourages people to travel on earth to take lessons from God's creation and take His grace.

Whereas the Global Muslim Travel Index as an institution that concentrates on developing world halal tourism emphasizes that, halal tourism is tourism that runs following Islamic sources to provide equipment and services that are friendly to Muslim tourists. Any things to reflect in halal tourism, mainly: local governments can give worship services such as prayer facilities; then the guarantees with halal labels, adequate public facilities such as toilets with clean water, services and facilities during the month of Ramadan, as well as the absence of alcoholic drinks and private services that can distinguish between women and men (Awwal & Rini, 2019). (Sahida, Rahman, Awang , & Man, 2011).

Development is a process of evolution that developed to achieve more approving conditions than ever before. Improvement does not appear on its own but requires the agencies that drive it. The growth of tourism development is driven by numerous agencies as follows (Hamdan, Issa, Abu, & Jusoff, 2013):

Government sector

The government is responsible for administering and managing the development of a country. The government strives to determine the direction of national development by formulating and implementing appropriate policies and strategies. Governments that control tourism often referred to as public sector providers. They are not commercial organizations to make a profit but trying to convey the views of taxpayers and pick them up. That's because the government receives tax money and in some developed countries, they are democratically elected as the people's representatives and supported by payments secured as civil servants. Tourism has a significant impact on the economy, social and environmental.

Private sector

Private involvement in profit-driven tourism development, they consist of large companies that were the initial drivers of tourism in most destinations or countries before government involvement. There are various forms of investment in tourism development such as resort development, provision of facilities and infrastructure, travel agencies, transport and so on.

International Organization

International organizations at various stages play a role in tourism development. They work with governments and the private sector to promote tourism. Their functions include promoting destinations, providing advice, training and skills to those in need, especially in developing countries.

Government and Private Involvement

Government and private partnerships are a commonly used approach to tourism development in every country. That is because the government has a cost and personnel barriers to mobilize all economic and social sectors. Therefore, the government encourages private investment to develop tourism in specific destinations. The involvement of the private sector in tourism development can help the government develop targets in remote areas such as infrastructure and tourist facilities.

According to (Bhuiyan, Siwar, Ismail, & Islam, 2013), necessary tourism is a tourism that endeavours to meet the demands of religion and worship. Models are the first travel and umrah and jihad—circumcision tourism, which includes activities that highly applauded in Islamic law or where it is visited. For example, trips to visit families, missionaries, seek knowledge, self-reflection, and travel to historical areas and so on. Tourism should, that is, activities correlated to travel and trade. For example, travelling for business, government affairs, sports and entertainment individually or stewarding the country, vacationing with family, seeing the beauty of nature, finding peace and so on. Makruh tourism, which is a destination-oriented, self-directed, on-going travel, whether physically or financially, does not fulfil its obligations to the rightful person, neglecting the duties or travels entrusted to the burden of self or others.

Further, illegal tourism is a journey for crime such as visiting prostitutes, clubs, gambling and more. It also involves tourism that uses illegal resources such as gambling, corruption, breach of trust and others. Tourism of the "*makruh*" category and especially the "*illegal*" can also categorize as "forbidden tourism". Tourism activities and products that threaten life, dignity, health, economy, crime, creeds fall into this classification. That can also categorize as "not compliant with sharia" tourism (Nations, 2020).

Halal Tourism Development in Indonesia

Indonesia has thousands of islands with 17,100 islands stretching from Sabang to Merauke in 742 languages. With a population of around 260 million, 88 % of the population is Muslim, with 13.7 % of Muslims in Indonesia. Based on this, the potential of halal tourism in the future is quite good. The tourism potential thought to be good, and tourists agree with the concept of halal tourism (Tourism, 2019).

Based on the sense that satisfies the needs of tourists is the purpose of relaxation and serenity on the journey without forgetting the importance of Islam. This value is maintained by the growing middle-class Muslim society who have a high awareness of halal products (Ala, 2018). Furthermore, human resource training, outreach, and capacity development, including carried out. The government is also working with the Indonesian Hotel and Restaurant Association (PHRI) to produce halal hotel and dining venues that can assist halal food lists and in collaboration with the Indonesian Travel and Tourism Association (ASITA). ASITA to make halal travel packages to tourist attractions and religious.

Although halal tourism is not only restricted to religious tourism. The Ministry of Tourism, in its report, transcribed those 13 provinces are ready to enhance halal tourism destinations. The Indonesian Ministry of Tourism has so far developed and promoted service businesses in the fields of hospitality, restaurants, travel agents and resorts in 12 Islamic tourist destinations (Booking.com, 2015).

Halal tourism has the fastest contributor to the tourism business. Prominences in 2020, the contribution of halal tourism is targeted to contribute 35% or \$ 300 million to the global economic sector (Director of Mastercard Indonesia, 2018). Data on sharia tourism in Indonesia starts from 2013, namely 37 registered and new certified sharia hotels as many as 150 hotels headed for sharia operations. Furthermore, restaurants, out of 2,916 restaurants, only 303 are halal-certified. As many as 1,800 prepare themselves as halal restaurants. While the place of relaxation, SPA is now only three units. A total of 29 are in the process of getting certificates. In the national program, the Ministry of Tourism also set a target of 20 million

foreign tourists with 5 million of them Muslim tourists. In line with the importance of the government and related tourism supporters, as well as the potential of various tourist destinations in every region in Indonesia, it is not impracticable that Indonesia can become the world's leading halal tourist destination. (Index, 2016) (Lee, Lee, Chung N, & Koo, 2017). The halal tourism facilities and services according to GMTI (2016) are places of worship, halal-labelled food and drinks, toilets with clean water, services and facilities to support the month of Ramadan, free from drinking alcoholic and Sharia hotels. GMTI standards that must meet in halal tourism include family-friendly destinations, Muslim-friendly services and facilities, and halal awareness and destination marketing. Whereas in the concept of smart tourism itself, the dimensions that must build are information, accessibility, interactivity, and personalization. Accordingly, including priority on environmental goals that reported as the best halal tourism destinations such as Lombok and Aceh—guarantee tourist areas that are free of alcoholic drinks and separate men and women in public tourist spots (Badan, 2010). Development of Muslim-friendly services and facilities with the stipulation of space worship that is not far from the destination, which makes travel packages that do not clash with prayer times, and the provision of Sharia hotels.

Development of halal awareness and marketing destination, with halal certification from the MUI for specific standardization of facilities to build a sense of security, comfort, and hygiene in consuming tourist services or goods. Later, to develop halal destination marketing, there must be effective communication, organized action needed in conveying the message. One way to achieve effective communication is to use the AIDA model (*attention, interest, desire and action*) on the communication strategy that made, namely attention, interest, desire, and action.

Research Methodology

Research made by researchers is a descriptive qualitative research and library study. The problem that the researcher examines here is seeing how the indicators of the assessment made by Mastercard's Crescent Rating are to see how competitive the world's halal tourism is, including Indonesia.

This research also analyzes from website sources and news as well as data from related institutions, which will then make a data conclusion that is waiting to be formulated and translated into the results of this research.

Result and Discussion

GMTI is an analysis that has been issued by international institutions in assessing the performance of halal tourism in the world. All indicators released by GMTI explain that Muslim travel affects the number of foreign tourist arrivals. GMTI works closely with various stakeholders in the halal tourism sector with principles by Islamic law. GMTI has four main criteria in the evaluation of halal tourism, namely access, communication, environment, and services. At present, GMTI has become an international institution that provides knowledge to all halal tourism sectors in the world, and its index is one of the benchmarks in the development of halal world tourism.

Figure 2. Indonesia's Ranking and Score in GMTI 2016-2019



Source: <https://www.crescentrating.com/halal-muslim-travel-market-reports.html>

The Indonesian government maintains to develop to give the most dependable representation in the world of halal tourism: numerous arrangements and government support for the acceleration of the development of the halal sector. Strangely in the tourism sector, which is Indonesia's leading state resources recently. One of the guidelines that have been made by the Government of Indonesia is halal tourism guidelines which include four fields, namely destinations, marketing, industry, and institutions. In preparing the guide, the Ministry of Tourism transfers to the best standards of world tourism.

Concerning tourism service standards, the Ministry of Tourism described the consequence of halal tourism certification for tourism products and characters. Certification can use as a halal guarantee for tourism products produced by entrepreneurs. For the primary step, four business fields will certify, namely culinary, hotel, travel agency, and spa. Business players should not hesitate to support their business systems because there is a guarantee of halal products and compliance with standards.

The results in 2019 from the graph that has been explained by Indonesia succeeded in ranking first as the world halal tourism destination GMTI (Global Muslim Travel Index) along beside Malaysia. That is moderately good improvement admitting that in 2016 Indonesia is ranked 4th. The development of halal tourism in Indonesia is one of the Ministry of Tourism's superiority plans that have carried out since five years ago. GMTI 2019 results show that to 2030, the number of Muslim tourists predicted to perceive 230 million worldwide. Additionally, the growth of Indonesia's halal tourism market in 2018 will relinquish 18%, with the number of foreign Muslim tourists visiting international preference destinations reaching 2.8 million with foreign exchange abandoning more than Rp 40 trillion. Relating to the completion target of 20 million foreign tourist arrivals (tourists) that need achieve in 2019, the Ministry of Tourism is targeting 25% or equivalent to 5 million of the 20 million foreign tourists are Muslim tourists.

To commemorate this new achievement, Indonesia, through the Ministry of Tourism, has also routinely carried technical guidance as well as workshops in 10 leading halal tourism destinations. To support the acceleration of the development of global standards of halal tourism destinations, the Ministry of Tourism held the Indonesia Muslim Travel Index (IMTI)

in 2018 and 2019. The IMTI assessment was carried out directly by CrescentRating-Mastercard in collaboration with Indonesia by using four leading indicators determined by GMTI, namely: accessibility, communication, environment and service. The results of the assessment of these four primary characters determination automatically identify the top 5 priority destinations for Indonesian halal tourism.

The role of Indonesia in the development of halal tourism at the level of international seems very extraordinary. Indonesia's ranking progress in halal tourism continues to increase every year, the rating agency Mastercard-Crescent released ratings based on the standards of the Global Muslim Travel Index (GMTI) to assess the world's best halal travel destinations. In 2015, Indonesia ranked 6th, 2016 ranked 4th, 2017 ranked 3rd, 2018th ranked 2. Finally, in 2019, Indonesia will occupy the top position (rated 1) in GMTI and Malaysia outperformed 130 destinations from all over the world, Indonesia and Malaysia ranked first with a score of 78. That was due to the significant role of the community and government in developing halal tourism. The halal tourism sector is one of the fastest-growing areas in the world. Although it has quite a good potential, this sector is still said to have not developed comprehensively in totality. In 2026, the industry expected to increase 35% to the US \$ 300 billion for the global economy. Halal tourism this year is expected to grow to 230 million tourists with more than 10 per cent of total tourists globally.

In 2011 CrescentRating had assessed the countries of the world in developing the tourism sector, and in 2015 the Mastercard-CrescentRating Global Muslim Travel Index (GMTI) was formed which became the benchmark for world halal tourism. GMTI includes more than 130 world tourist destinations by conducting an assessment and comprehensive awareness of the world community about halal tourism. The ranking issued by GMTI is one of the most comprehensive assessments in evaluating the world's halal attractions by prioritizing criteria that have become standard rather than Mastercard-Crescent Rating.

The Halal Tourism Acceleration and Development Team has identified ten provinces for Halal Tourism development. To further strengthen the development of halal tourism in Indonesia, three Halal-focused industrial clusters will establish one in Batam and two in Java. These clusters aim to attract international Islamic investors who are interested in tapping into Indonesia's huge market potential of Halal finance, products, and services.

In 2018, the Ministry of Tourism Indonesia embarked on a research project with CrescentRating to develop an index that will track and measure the growth of the ten designated provinces for Halal Tourism in Indonesia. That is part of the ministry's efforts to strengthen and accelerate these destinations to be globally renowned halal destinations. Additionally, this index allows Indonesia to devise strategies to maximise its potential in Halal Tourism. This index is known as the Indonesia Muslim Travel Index (IMTI).

The first edition of IMTI (IMTI2018) launched in June 2018 in Jakarta, and the report then released in December 2018. Following the release of IMTI2018, the provinces give three months to improve their performances. During this period, IMTI coaching clinics conducted by Halal Tourism Acceleration and Development Team. CrescentRating also attended a Technical Guidance workshop, and the provinces tasked to collect data for the second edition of IMTI.

Figure 3. Milestones in the Development of Indonesian Halal Tourism (IMTI)

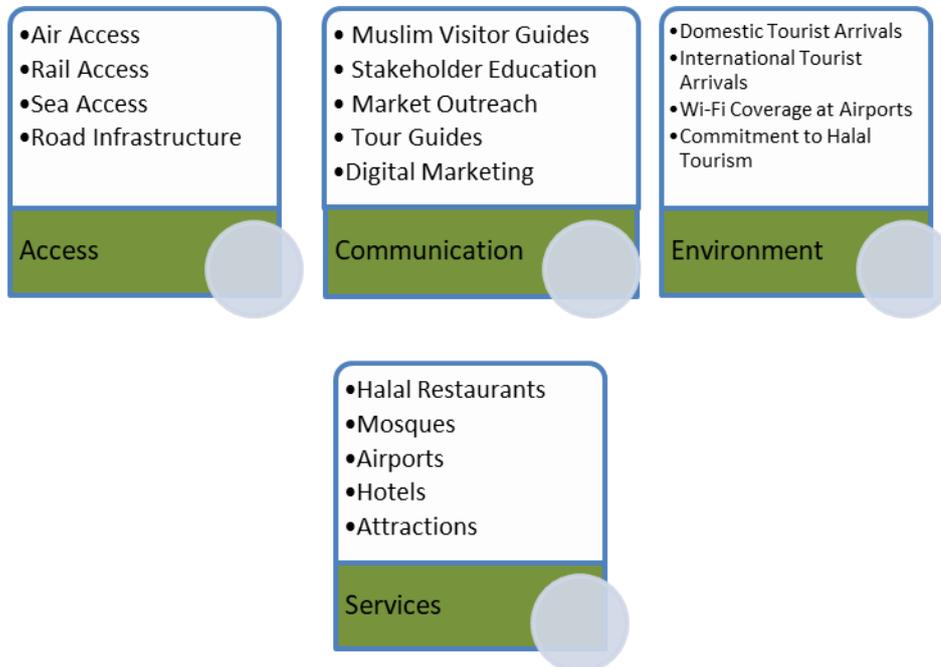


Source: Author's own

In 2018, the Ministry of Tourism Indonesia began on an analysis scheme among Crescentrating to exhibit an index that orders trace and regulate the growth of the ten selected provinces for Halal Tourism in Indonesia. That is a component of the ministry's aims to strengthen and stimulate these destinations to be globally distinguished halal destinations. Additionally, this index provides Indonesia to devise policies to maximise its potential in Halal Tourism. This index appreciated as the Indonesia Muslim Travel Index (IMTI).

The first edition of IMTI (IMTI2018) started in June 2018 in Jakarta, and the report then released in December 2018. Following the release of IMTI2018, the provinces gave three months to develop their performances. Throughout this period, IMTI coaching clinics escorted by Halal Tourism Acceleration and Development Team. Crescentrating also served a Technical Guidance workshop, and the provinces tasked to accumulate data for the second publication of IMTI.

Figure 4. ACES Model in IMTI



Source: <https://www.crescentrating.com/halal-muslim-travel-market-reports.html>

The ACES model shows four sections, Access, Communication, Environment and Services. Those four areas design the crucial elements that destinations demand to concentrate on to develop and grow a more robust Muslim-friendly travel destination. The capacity to complete all of the four immediate areas are critical for Muslim-friendly travel and will have a varied impression on destinations and their Muslim travellers.

Access component analyses the following sub-criteria: air access, rail access, sea access and road infrastructure. This segment includes the ease of accessibility of a destination via particular styles of transportation. Muslim travellers will not consider goals that are not easy to access. Communication component considers the following subcriteria Muslim visitor guides, stakeholder education, market outreach, language capabilities and digital marketing. This component measures the level of awareness and the degree of market outreach of Muslim traveller's needs. It also accounts for the ease of communication between the travellers and the destinations. A destination with poor communication will remain relatively unfamiliar for Muslim travellers.

Environment component considers the following subcriteria: Domestic tourist arrivals, international tourist arrivals, Wi-Fi Coverage at Airports and Commitment to Halal Tourism. This component measures the destination's Muslim Travel Climate and the environment's overall safety and comfort. Services component considers the following sub-criteria: halal restaurants, mosques, airports, hotels and attractions. This component measures the faith-based needs services provided by the destination. These services are essential to facilitate Muslim travellers to travel unobstructedly while nevertheless fulfilling and remaining faithful to their religious requirements yet when they visit.

The overall ranking of the regions dissected outlines benchmarks within countries that can use to increase the level of service and facilities of all province. For the IMTI 2018 report, ten areas in Indonesia benchmarked:

Figure 5. Ten Provinces in Indonesia Benchmarked on IMTI



Source : Author's own

Table 2. Ranking of the Provinces on IMTI 2018 and 2019

Destinations	IMTI 2018 Score	IMTI 2018 Rank	IMTI 2019 Score	IMTI 2019 Rank	Change
West Nusa Tenggara	58	1	70	1	+12
Aceh	57	2	66	2	+9
Riau & Riau Islands	50	3	63	3	+13
Jakarta	56	4	59	4	+3
West Sumatera	55	5	59	5	+4
West Java	51	6	52	6	+1
Yogyakarta	51	7	52	7	+1
Central Java	47	8	49	8	+2
Esst Java	48	9	49	9	+1
South Sulawesi	30	10	33	10	+3

Source: <https://www.crescentrating.com/halal-muslim-travel-market-reports.html>

Table 3. Details of IMTI 2019 Scores Breakdown

Destinations	Access	Communication	Environment	Services	IMTI 2019 Score	
West Tenggara	Nusa	63	76	80	50	70
Aceh		63	58	70	63	66
Riau & Riau Islands	Riau	67	60	57	68	63
Jakarta		96	43	65	53	59
West Sumatera		57	55	73	52	59
West Java		79	46	42	56	52
Yogyakarta		89	58	42	48	52
Central Java		79	28	33	60	49
Esst Java		75	41	54	42	49
South Sulawesi		65	36	36	22	33
Average		73	55	55	51	55
Highest		96	76	80	68	70
Lowest		57	28	33	22	33

Source: <https://www.crescentrating.com/halal-muslim-travel-market-reports.html>

From the figure and table above, it can explain that the government had assigned the ten provinces as the ten best provinces for the expansion of halal tourism. The development of halal tourism is wholly sustained by the central government and regional governments to accomplish the aim of expediting halal tourism in Indonesia at the world level. The pouring of vital funds and several regulations from the Government and the Sharia Supervisory Board-Indonesian Ulema Council should make a remarkable invention to take in tourists both foreign and domestic and can open businesses in each region.

Each party need to support the spread of halal tourism, the government and the people necessity to work together to elaborate on the potential of halal tourism that has bright possibilities in the future. Comprehensive technology has more expanded. Technology cannot clear as a critical factor in the development of halal tourism in Indonesia. Technology has a meaningful part in the improvement of halal tourism in Indonesia. Access to social media, purchasing systems and online businesses command help secure it more accessible for tourists to access different information required on the island of Lombok (NTB), which is one of Indonesia's halal tourist destinations, advancing extraordinary achievements.

The ACES standard looks at four areas: Access, Communication, Environment and Services. Access component considers the following sub-criteria: air access, rail access, sea access and road infrastructure. Jakarta marks the highest for this component with a score of 96. Its main airport Soekarno-Hatta Airport assists various international flight routes as well as domestic routes. Moreover, it has a pleasant and efficient railway transportation operation. Unlike some of its equivalents explored such as Aceh and Riau & Riau Islands which does not have a railway transportation operation and limited flights to other destinations -- frequently lacking a transit in Jakarta, proffering travel time longer.

Communication component analyses the following sub-criteria: Muslim visitor guides, stakeholder education, market outreach, language capabilities of tour guides and digital marketing. There is yet room for growth for all the provinces in this viewpoint. Lombok

scores the highest for this component with a score of 76. Lombok has issued any visitor guides comprising some segments with information for Muslim travellers. It has been not very helpful in communicating with tourism stakeholders within infrequent Halal Tourism establishments and marketing outreach activities. It has the highest number of tour guides, and various are flowing in English, and some are also fluent in Arabic.

Environment component considers the following subcriteria, national tourist arrivals, foreign tourist arrivals, Wi-Fi Coverage at Airports and Commitment to Halal Tourism. Lombok tops this component with a score of 80 out of 100, Lombok has the highest commitment to Halal Tourism by advertising and selling itself as a halal and halal honeymoon destination. There is good Wi-Fi network coverage in Lombok's airport, and the connection is immeasurable. There are more 2.5 tourists for every local in Lombok Riau & Riau Islands. Services component considers the following sub-criteria, halal restaurants, mosques, airports, hotels and attractions, Riau & Riau Islands scores the highest in this component with a score of 68. It has the highest number of shariah-compliant hotels and several hotels with halal-certified cuisines.

Aceh distinguished as the country of the extent of Islam in Indonesia. It is more the remaining province in Indonesia, executing shariah law and invested a specific independent state. Its airport, Sultan Iskandar Muda International Airport won at the World Halal Tourism Awards 2016. Immediately the airport is mostly accepting national flights, and the separate international flights are to Saudi Arabia for wayfarings, Penang and Kuala Lumpur Malaysia.

Riau province has two international airports which are Sultan Syarif Kasim airport (located in Pekanbaru) and Raja Haji Fisabilillah airport (located in Tanjung Pinang). The Sultan Syarif Kasim airport mostly serves domestic flights, and the regular international flights are to Singapore and Kuala Lumpur, Malaysia. It also has periodically international flights to Saudi cities Jeddah and Medina and Colombo, Sri Lanka. Raja Haji Fisabilillah airport in Tanjung Pinang serves several national routes and one international route to Guiyang, China. That indicates that foreign tourists would have to transit in a different city before moving able to reach Tanjung Pinang.

West Sumatera has an exceptional commitment to Halal Tourism. It has trained to enhance its communication and services scores of 50 and 45 to 55 and 52, respectively. Several stakeholder workshops to prepare West Sumatera to be a Halal Destination has directed to consolidate stakeholders in developing Halal Tourism. Any marketing outreach attempts were more made for B2B expos and conferences to support West Sumatera. It is also going to expand the number of tourism corporations, and employees that are certified. A good number of tour guides can speak English, but the number of Arabic-speaking tour guides is still few.

As Indonesia's capital, Jakarta is effortlessly comfortable with its high volume of international and domestic flights every day. It has a proper and efficient railway transportation operation which serves long connective routes to other around cities such as Bekasi and within Jakarta itself with a train available every 15 minutes. Jakarta has a comparatively good commitment to Halal Tourism. It has directed to improve its Communication and Services records from 39 and 47 in IMTI2018 to 43 and 53 respectively. It has led to an improvement in the complete number of restaurants that are guaranteed halal to 510. 203 Tourism workers were also assigned for training to better prepare and encourage the development of Halal Tourism in Jakarta.

West Java has two international airports: Husein Sastranegara International Airport in Bandung and the recently revealed Kertajati International Airport in Majalengka Regency. Husein Sastranegara airport has numerous direct domestic and frequent international flights from/to Singapore and Kuala Lumpur. At the same time, Kertajati International Airport serves mostly domestic flights and the seasonal flight to Medina, Saudi Arabia. West Java has an outstanding railway transportation operation which works long connecting roads to other cities in West Java and different provinces. Inner-city ways within Bandung and its surroundings are more accessible, making getting around by public transport available. West Java has a serious commitment to halal tourism.

Central Java is undoubtedly easy given the number of airports located strategically in its towns. All its airports mainly help domestic flights, but there are also several international flights. Central Java has a pleasant and efficient railway transportation mode serving long-distance connecting routes to cities in Central Java and other provinces. Central Java's commitment to Halal Tourism is fair. Currently, only one halal tourism seminar has attended, and few Muslim visitor guides have published. Central Java designs to set commonly religious tourism units in 6 Central Java provincial tourism destinations in aims to attract Muslim travellers.

Yogyakarta is the only Indonesian great city besides governed by a monarchy. It is distinguished for being an important centre for traditional Javanese fine arts and culture. It is also homeward to the great Borobudur and Prambanan temples. Adisucipto International Airport in Yogyakarta follows several ways to major cities in Indonesia as well as neighbouring Kuala Lumpur, Malaysia and Singapore.

Abdul Rachman Saleh Airport is the primary airport serving Malang, and it only operates domestic flights to three leading destinations in Indonesia: Jakarta, Bali and Bandung. That means that international tourists need transit in other cities before arriving at Malang. Malang has an excellent railway transportation mode serving both mid and long-distance routes to connecting cities in East Java or other provinces. Attempting to turn Malang to a Halal destination has made through many educational halal tourism workshops and marketing outreach. Some visitors guide with some information for Muslim visitors were also issued.

Sultan Hasanuddin International Airport is the principal airport in Makassar, serving principally domestic flights to many parts of Indonesia and international flights to Kuala Lumpur, Malaysia and Singapore a few occasions weekly and throughout the pilgrimage season, Saudi Arabia. Makassar does not have a railway transportation mode presently but is in the process of building railway (Trans Sulawesi railway network) that will connect the whole Sulawesi Island, therefore, developing its approachability score from 63 in IMTI2018 to 65. There are English speaking tour guides. Few restaurants are halal certified in Makassar, and it just has over 200 self-assured restaurants. Immediately there are four shariah-compliant hotels and four hotels with halal-certified cuisines.

Most desirable recognised for its natural beaches and home to over a thousand mosques, Lombok won the “*best halal tourism and honeymoon destination*” in Abu Dhabi in 2016. Currently, Lombok does not have a railway transportation mode, but there are ferryboats from Bali to Lombok and the encompassing islands. There is a payable internet addition available with excellent network coverage.

Conclusion

The tourism sector started to innovate with the development of halal tourism aims. The halal tourism trend appears forward with the times and the demands of people who want tourism that stays in religious law such as ease in obtaining halal food and drink, ease of worship. Halal tourism attraction seems to be a magnet for tourism actors.

The development of halal tourism in Indonesia has shown reasonably good progress. Can be seen from the GMTI index, Indonesia has increased from year to year, and in 2019 Indonesia was ranked first as the best country in halal tourism. Referring to the GMTI index, the Government of Indonesia has also created the IMTI (Indonesia Muslim Travel Index) index in 2018 in collaboration with Mastercard-Crescentrating, in this index the Ministry of Tourism has determined 10 Provinces that are leading in the development of halal tourism in Indonesia. The decision is the Province West Nusa Tenggara has identified as the first champion of the best province in terms of halal tourism.

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