



THE ACCELERATE ISLAMIC BUSINESS GROWTH THROUGH HALAL TOURISM INDUSTRY

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ABSTRACT

About 17,000 islands spreading in Indonesia, it's between Pacific and Indian Ocean, over 200 ethnic groups, and more than 300 spoken languages. Indonesia as a land of endless spectacular wonders because not only positions bridges continents of Australia and Asia but also biodiversity stretching along the equator line and a multitude of amazing landscapes. As natural world-class tourism destinations, it brings advantages and challenges to Islamic business growth. There is a lack of research trying to relate to Islamic business growth, Halal tourism, government revenue and accelerate economic growth itself. The purpose of this paper is exploring the causal relationship between accelerates Islamic business growth and Halal tourism. Islamic business brings together parties related to Halal tourism: academics, innovative activities, social media, government, e-services, accommodations, and transportations. The findings of the paper showed that accelerate the Islamic business growth of Halal tourism would affect significantly the whole economic growth in Indonesia through government revenue.

1. INTRODUCTION

About 17,000 islands spreading in Indonesia, it's between Pacific and Indian Ocean, over 200 ethnic groups, and more than 300 spoken languages. Indonesia as a land of endless spectacular wonders because not only positions bridges continents of Asia and Australia, but also a multitude of amazing landscapes and biodiversity stretching along the equator line. As natural world-class tourism destinations, it brings advantages and challenges to Islamic business growth. A country in Southeast Asia called Indonesia, located between the Indian and Pacific oceans. It is the world's largest island country, with more than seventeen thousand islands, and at 1,904,569 square kilometers, the 14th largest by land area and 7th in the combined sea and land area, of the total population 264 Million populations, around 98.11% are Muslim residents. The highest

regional income of Indonesia is in the agrarian sector at 28.77% and the lowest comes from Electricity and Clean Water at 1.87%. The natural tourism sector has not been included in the domestic income, even though there are a lot of natural tourism which, if taken seriously, the domestic revenue (contained in budget and revenue realization) could increase significantly (Badan Pusat Statistik: 2015). There is a lack of research trying to relate between Islamic business growth, government revenue and accelerate economic growth itself. A reform agenda for the wonderful Indonesia brings a lot of advantages for Halal tourism industry. As an open, independent and beyond the country, the next Indonesia would like to be trendsetter the world from Halal tourism natural destination, because it would be fastest way to economic growth through government revenue from tourist relation, for example, income from visa, revenue from tourist tax, profit from tourist accommodation and gain from transportation, surplus from money exchange, etc.

The researcher has conducted pre-research and the results revealed that of 202 respondents, 79.7 percent were female while the remaining 20.3 percent were male. The initial findings are surprising that the highest hobby related to tourism with a percentage of 75% while the respondent has income below 1 million Rupiah. This is inversely proportional to the income above 2 million, where 25% the respondent has a hobby reading. The respondent who have a culinary hobby and at the same time have the same percentage came from high school graduates by 33.3%. (Maharani, 2018). In the descriptive statistical analysis, researchers also found that 80.7 % respondent stated strongly agree that nature tourism is a desire as well as needs and the highest value of the 10 question about halal tourism 90.3% conveying that facilities is the most important thing in natural tourism destinations. Starting from the initial research, it was concluded that every human being needs refreshing to refresh the body and soul. Refreshing / recreation is useful to restore energy and enthusiasm, so it is expected that recreation can return back to work or daily activity with a fresh mind, and also aims to make the work done more optimally and productively. In addition to releasing fatigue, natural attractions are built and added various facilities to earn income, so it could be a significant role in government revenue (Maharani, 2018).

The concept of "all in" tourism is touted as one of the significant economic boost sectors because it is believed to be able to attract tourists and bring in revenue for government. With a lot of amount of natural tourism, the tourism sector should be a promising potential for the tourism industry to increase revenue. In the halal tourism industry, it is still considered an untapped market where the existing demand has not been able to be fulfilled and has not been able to be utilized optimally so that variations in development with various adjustments and innovations are needed.

2. HALAL TOURISM INDUSTRY

In terms, Halal tourism comes from the words Halal and tourism. Halal means "detached" (from barbarity), the understanding of Halal tourism is part of the tourism industry aimed at Muslim tourists. Tourist services in halal tourism refer to Islamic rules. The define halal tourism as follows: all objects or actions that are allowed according to Islamic teachings to be used or engaged by Muslims in the tourism industry (Battor, M., & Ismail: 2015; 1). This definition views Islamic law (sharia) as the basis for providing tourism products and services for consumers (in this case Muslim), such as halal hotels, halal resorts, halal restaurants, and halal travel. There are 6 basic needs of Muslim tourists identified in the Crescent Rating study in 130 countries, namely: (Crescent Rating: 2018)

1. Halal food
2. Prayer facilities
3. Bathroom with water for ablution
4. Services during Ramadan
5. Inclusion of non-halal labels (if there are foods that are not halal)
6. Private recreational facilities (not mixed freely)

While the reference to halal tourism standards in the world, according to the Global Muslim Travel Index can be detailed more or less as follows: (Global Muslim Travel Index: 2018)

1. Family-Friendly Destinations
2. Public security for Muslim tourists

3. The number of Muslim tourist arrivals is quite crowded
4. Services and Facilities in Muslim-Friendly Destinations
5. Choice of food and halal guarantee
6. Easy and good access to worship
7. Facilities at the airport that are Muslim-friendly
8. Adequate accommodation options

Halal Awareness and Destination Marketing, with indicators: (Crescent Rating: 2018)

1. Ease of communication
2. Reach and awareness of the needs of Muslim tourists
3. Air transportation connectivity
4. Ease of visa requirements

To fulfill these 11 indicators, Halal tourism destination must commit the stakeholder and community level, in this case, the government. Then the location that could be entered by all family members, parents and child. Then in terms of public security, it "saved" by the police, security guards and staff. Meanwhile, for the Muslim tourists (data from the Ministry of Tourism) beside immigration and airport, the choice of food and halal guarantee is the important one, as well as access to houses of worship and public awareness to maintain cleanliness. , then the facilities at the airport are equipped with proper places of worship, then accommodation options such as transportations and hotels that are suitable for Muslim tourists, for example, the availability of worship equipment and the direction of Qibla in hotel rooms and toilets that use water. The other inseparable part of this halal tourism is the tour guides who also have to adjust to Muslim tourists. For example, by maintaining courtesy communicating, using polite clothes according to Muslim standards and not forgetting to remind the time of worship on time to the tourists (Ahmad Rosyidi Syahid: 2018).

3. THEORY AND HALAL TOURISM INDUSTRY

3.1 Sigmund Freud's in Kees Bertens: 2006, Psychoanalysis Theory which consists of:

1. Das Es Aspect: Biological Aspects
2. Aspects of Das Ich: Psychic Aspects

3. Aspects of Das Uber Ich: Social Aspects

According to the pleasure principle, life tends to avoid displeasure and want get pleasure as much as possible. To the extent that displeasure is related to increasing quantity of psychological tension and pleasure is related to decreasing quantity of psychological tension, this principle can be considered a subjective version of the principle of constant. One aspect that will be related to the framework of the thought process is the psychological aspect, where each individual needs happiness for himself, one of the paths to be taken through recreation (Kees Bertens, 2006: 12).

3.2 According to Abraham Maslow's, needs theory, consist of

1. Physical Needs
2. Safety Needs
3. Love Needs and Ownership
4. Need for Appreciation and Self-Esteem
5. Self-Actualization Needs

Nowdays, the need for self-actualization is higher, it seems like an inverted pyramid, because "selfie" became important to update status in a 'good sightseeing place' as a necessity, and this will be examined in this study, the extent to which the community's perception of selfish as part of self-actualization. (Maslow, Abraham, 1993).

3.3 Human Basic Needs of Calista Roy

1. Biological
2. Psychological
3. Social
4. Cultural
5. Spiritual

In the theory of basic human needs that psychologically anybody didn't want to feel hard, tired, and other uncomfortable feelings, it is suspected that visiting natural attractions is a temporary solution to these unpleasant feelings (Calista Roy, 2018).

2.1 Framework



From the framework of thinking above, the following research hypothesis are:

1. Ha: Halal tourism affects to Islamic business growth
2. Ho: Halal tourism does not affect to Islamic business growth

In this study, the authors used mixed method research: Quantitative and qualitative methods. In quantitative, there are two kinds of variables in this research, exogenous variables and endogenous variables. Exogenous variables is influencing variables. While endogenous variables is affected variables. (Sambas Ali Muhidin and Maman Abdurahman: 2009; 221).

The variables used in this study are:

1. Endogenous Variables

Endogenous variables in this study are Islamic business growth and government revenue as intermediary variables.

2. Exogenous Variables

In this research, the exogenous variable is Halal Tourism

2.2 Population

The population is the whole object or subject that is in an area and fulfills certain conditions relating to the research problem, or the whole unit or individual within the scope of the study. The population used in this study was visitors and community around tourism which unlimited.

2.3 Sample

The sample is part of the population that has certain characteristics or circumstances to be examined or the sample can be defined as part of a selected population by using certain procedures that expected to represent the population. The sampling technique in this study is the non-probability sampling technique, which means that the sampling

technique provides unequal opportunities for all populations to be selected as sample members. Due to the limited time, funds, and energy available, researchers are forced to limit the number of research subjects taken. (Suharsimi Arikunto: 2016; 94). So in this study 177 respondents were taken as quantitative data and 6 respondent as qualitative data through interview.

C. Data Collection Instruments

The research instrument is a tool used to measure the variables to be studied. In this study, the instrument used was a questionnaire (questionnaire) which was a series of questions compiled systematically, then sent to be filled in by respondents (Burhan Bungin: 2009; 123) In this case community around the tourism place and visitors. In this study, the measurement technique used Likert Scale (method of summated ratings). This scale consists of several questions which all indicate the attitude towards a particular object that will be measured, for each question some alternatives will be provided that are tiered or stratified (Irwan Soehartono: 2004; 77). The rating value of each answer or response is summed up so that it gets a total score. In this study respondents' answers were given a score based on the Likert Scale as follows:

1. Strongly Agree = 5
2. Agree = 4
3. Neutral = 3
4. Disagree = 2
5. Strongly Disagree = 1

The methods used to test the validity and reliability of the instruments that will be used in the study as follows:

1. Test of Validity

Validity comes from the word validity which the accuracy of a measuring instrument in carrying out its size function. Besides validity is a measure that indicates that the measured variable is the variable that the researcher wants to examine. The validity of the study states the degree of accuracy of the measuring instrument of the study of the actual content measured (Danang Sunyoto: 2011; 108). Validity test is a tool to measure

whether or not a questionnaire is valid or not. Questionnaires can be said to be valid if the questions the questionnaire can reveal something that will be measured by the questionnaire. To simplify calculations researchers use the SPSS 21 program to test the validity of the instrument by looking at the value of corrected item-total correlation compared to the value of critic r in the table must be greater.

2. Test of Reliability

Reliable testing is related to the problem of trust in the instrument. An instrument can have a high level of confidence (consistent) if the results of testing the instrument show permanent results. As for testing the reliability of the instrument the formula used *Cronbach Alpha* coefficient

In this study the data collection instruments used were:

1. Questionnaire

Questioner is a technique of gathering information by asking written questions (Dudung Abdurrahman: 2003; 45). This technique is used to collect data on halal tourism. In this study using a Likert scale which means a scale that can be used to measure attitudes, opinions, and perceptions of someone about an object or a particular phenomenon (Syofian Siregar: 2014; 50).

2. Documentation

Documentation is intended to obtain data directly from research sites, including relevant books, regulations, activity reports, photographs, documentary films, relevant data on research (Sugiyono: 2013; 137). This documentation is used as a supplement to obtain data as information material in the form of financial reports from the community through interview.

E. Data Analysis Techniques

1. Correlation Test

Simple correlation

Correlation analysis or bivariate correlation used to determine the relationship between two variables. In calculating the correlation will be obtained correlation coefficient

which shows the closeness of the relationship between two variables. (Duwi Prayitno: 2012; 59).

The Pearson Product Moment Correlation is symbolized (r) with the condition that (r) is not more than the price ($-1 \leq r \leq 1$). If the value of $r = -1$ means that the correlation is perfectly negative, and if $r = 1$, it means that the correlation is very strong (Iqbal Hasan: 1999; 230-231).

2. Coefficient Determination (R^2)

Determination coefficient measures how far the model's ability to explain the variation of the dependent variable. The coefficient of determination aims to find out how much the ability of the independent variable explains the dependent variable with the percentage form.

3. Hypothesis Test

The hypothesis comes from the word hypo which means below, and these which mean truth. Hypothesis is a temporary statement or just a suspicion of a research problem whose truth is still weak so it must be tested empirically (Iqbal Hasan: 2006; 31). In this study, the hypothesis test used was a significance test jointly (F statistical test) and individual parameter significant test (t statistical test) (Sunyoto: 2012; 125).

a. Statistical test t

T-test to test the significance of the influence of individual independent variables on the dependent variable by considering other variables are constant. To draw conclusions expressed by looking at the significant value and comparing with the level of error (significance) used, i.e. if the probability value $<$ alpha value (α), then the independent variable significantly influence the dependent variable.

The basis for decision making is:

Significant value $>$ 0.05 then H_0 is accepted and H_a is rejected.

Significant value $<$ 0.05 then H_0 is rejected and H_a is accepted.

b. Statistical Test F

The F test is used to see the effect of the overall independent variables on the dependent variable. To see the effect by comparing the sig value with a value of 0.05 confidence level. If the sig value is smaller than the value of the degree of trust (sig <0.05), it means that there is significant relation between all independent variables on the dependent variable. Submitting the hypothesis is:

Ho: $\beta_1 = \beta_2 = \dots \beta_n = 0$, meaning that the independent variable simultaneously has no significant effect on the dependent variable.

Ha has at least β_1 which is $\neq 0$, meaning that the independent variable has a significant effect on the dependent variable.

The basis for concluding:

Significant value > 0.05 then Ho is accepted and Ha is rejected.

Significant value <0.05 then Ho is rejected and Ha is accepted.

D. Data Mining Techniques,

In this study the data mining instruments used were:

1. Primary Data collect from the form of questionnaire of written questions, which are used as data regarding public perceptions/ tourists Halal Tourism Industry. Likert scale can be useful for measuring a person's perceptions, attitudes and opinions about an object and/or particular phenomenon.
2. Secondary Data, Documentation is intended to obtain data directly from the research site, including, interview, regulations, photographs or relevant data to the research. This documentation is used as a supplement to obtain data as analysis material.

4. RESULT

1. Vision of the Ministry of Tourism

Based on the Regulation of the Minister of National Development Planning / Head of the National Development Planning Agency No. 5 of 2014 concerning

Guidelines for the Formulation and Analysis of the Strategic Plans of Ministries / Institutions (Renstra K / L) 2015-2019, the vision is a general formulation of desired conditions at the end of the planning period. The intended planning period is 2018-2019. The Ministry of Tourism 2018-2019's vision is "Indonesia Becomes World Class Tourism Destination Country". Based on the above vision, there is the keyword vision of a world-class tourism destination country. The definition of a world-class tourism destination country that is Indonesia is one of the main choices of tourists and tourists to travel with destinations that are supported by attractive attractions, easy accessibility, and quality amenities.

2. Mission of the Ministry of Tourism

Based on PPN Decree Number 5 of 2014 concerning Guidelines for the Compilation of Strategic Plans for Ministries / Institutions (Rienstra K / L) 2015-2019, the mission is a general formulation of the efforts carried out in realizing the vision. The accuracy in the formulation of the mission will determine the achievement of the vision. Based on the vision set by the Ministry of Tourism, the Ministry of Tourism's mission was formulated, namely:

1. Develop world-class tourism destinations
2. Doing marketing with tourist oriented
3. Developing the environment and capacity of the highly competitive tourism industry
4. Increasing the capacity and capability of national tourism institutions
5. Increasing the professionalism of the ministry of tourism's bureaucracy through bureaucratic reform ministry of tourism, republic of Indonesia

5. DISCUSSION

Research data were collected by distributing questionnaires directly to respondents. Questionnaires were distributed by meeting respondents directly or indirectly filled out by respondents who were visitors at the tourist site. Collecting data directly by meeting respondents, this is expected to be more effective and be able to explain directly each question in the questionnaire. From the data processing questionnaire obtained data as follows:

1. The distribution of questionnaires in this study was 177
2. The returned questionnaires were 149 (100%).
3. The questionnaire that can be used is 149 (85%).
4. The questionnaires that could not be used were 28 (15%).

2. Characteristics of Respondent Profiles

The objects in this study were visitors to the tourist attractions and the samples drawn were 149 respondents. The respondents in this study had the characteristics of the study consisting of:

1. male respondents 20 and
2. female respondents 129
3. Most of the gender that become respondents of halal tourism are women.

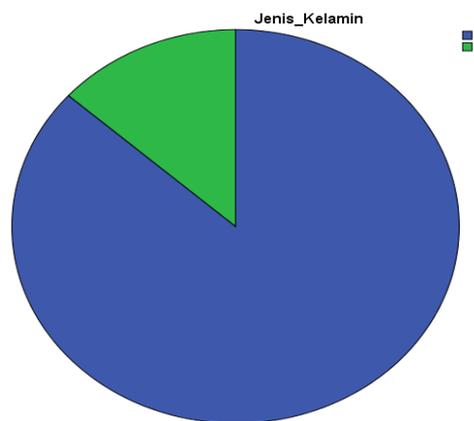


Figure of respondent's gender

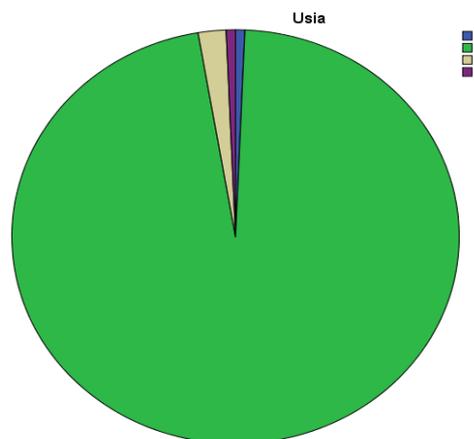


Figure of respondent's age

Based on the figure above shown that respondents in Halal tourism amounted to 149 people, Its grouped by four categories age <20 years, between 20-25 years, more than > 25 years old. There are 1 respondent aged <20 years old. Age of respondents between 20-25 years as many as 144 people. The age of respondents between > 25 years is 3 people and the age of other respondents is 1 person. Most of the Halal tourism respondent are above 20-25 years old. It is concluded that the majority of respondents are those who are “millennial” of age.

c. Respondents Based on Latest Education

The data regarding the latest education of Halal Tourism respondents are as follows:

1. The under graduate education as many as 21 people.
2. The high school of the respondent's was 128 people.
3. The most recent education of respondents is High School, which is 128 people.

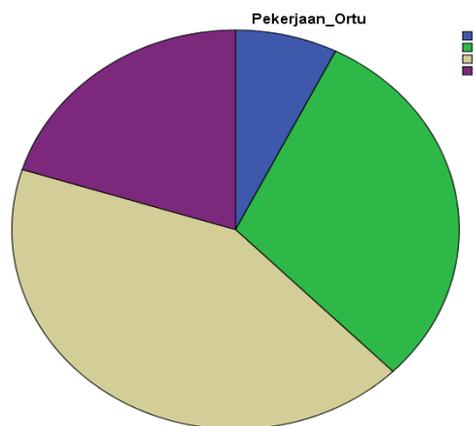


Figure of parent works

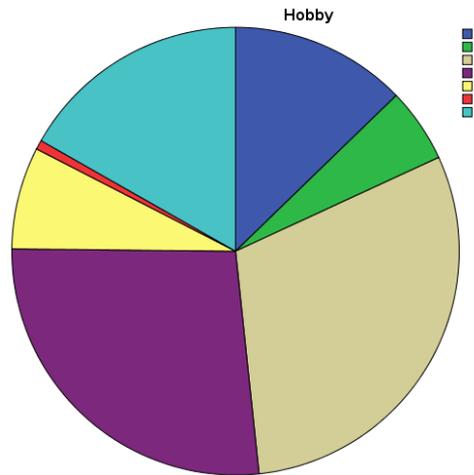
d. Respondents Based on Their Parent's Work

The data regarding the their parent's work of halal tourism respondents as follows:

1. 11 civil servants/teachers,
2. 45 entrepreneurs,
3. 63 farmers, and
4. 30 others.

So that the majority of respondents work in Halal tourism are 42.3% farmers.

e. Respondents Based on Hobbies



The data regarding the hobbies of Halal tourism respondents as follows: Based on the figure above it is shown that those taken as Halal tourism respondents

1. 19 people reading hobby,
2. 8 people hanging out,
3. 45 people culinary,
4. 40 people traveling,
5. 11 people watching,
6. 1 person selfie, and
7. 25 others.

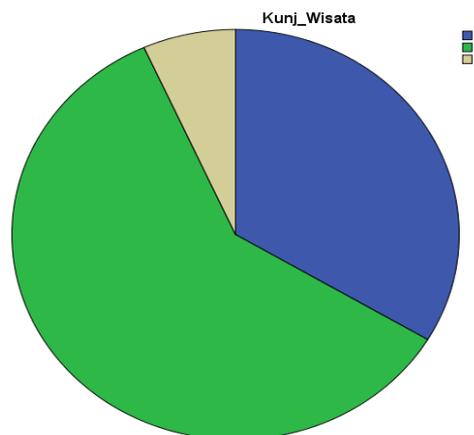


Figure of times of visit to Halal Tourism

Based on the above figure as Halal tourism with the number of visits to attractions has never been 0 people, 1-5 times 50 people, more than 5 times as many as 89 people, and others as many as 10 people. The majority of respondents visited tourist as much as 1-5 times with a percentage of 59.7%.

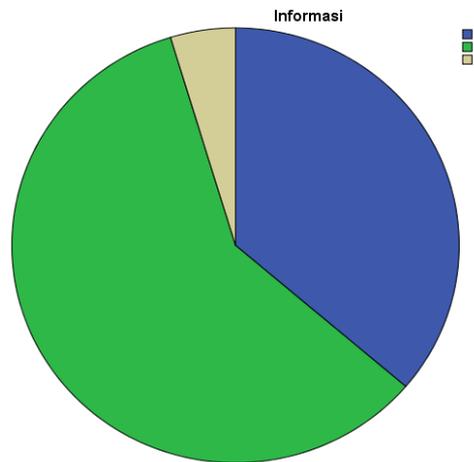


Figure of information

Based on the figure above, it is shown that Halal tourism respondents with the acquisition of information related to visits Halal tourism through the recommendation of friends/relatives as many as 54 people, social media as many as 88 people, brochures/catalogs of 0 people, and others as many as 7 people. The majority of information acquisition related to visits to attractions through social media as many as 88 people with a percentage of 59.1% from social media.

Table 1 of nature tourism

F1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.3	1.3	1.3
	2	25	16.8	16.8	18.1
	3	25	16.8	16.8	34.9
	4	66	44.3	44.3	79.2
	5	31	20.8	20.8	100.0
	Total	149	100.0	100.0	

From the table above it can be explained that 2 respondents stated strongly disagree, 25 respondents said they disagreed, 25 respondents said neutral, 66 respondents said agreed and 31 respondents said strongly agreed. This means that the respondent likes to nature tourism when sad.

B. Research Instrument Results

1. Test Validity

Validity comes from the word validity which means the extent to which the accuracy and accuracy of a measuring instrument in carrying out its size function. Besides validity is a measure that indicates that the measured variable is the variable that the researcher wants to examine. The validity of the study states the degree of accuracy of the measuring instrument of the study of the actual content being measured.

To test the validity of the instrument by looking at the Pearson correlation value compared with the value of critic r (r count) in the table must be greater.

Tabel 2 Halal Tourism Validity Test Results

Item Number question		Correlation Coefficient (r count) rtable	Information
F1	0,333**	0,195	Valid
F2	0,452**	0,195	Valid
F3	0,464**	0,195	Valid
F4	0,146**	0,195	Invalid
F5	0,300**	0,195	Valid
F6	0,047**	0,195	Invalid
F7	0,329**	0,195	Valid
F8	0,470**	0,195	Valid
F9	0,390**	0,195	Valid
F10	0,494**	0,195	Valid

Source: Primary data processed. 2019

Based on the table above shows that the halal tourism variable has invalid criteria for the variables F4 and F6 question items with a correlation coefficient value smaller than

table, and valid criteria for the question item variables F1, F2, F3, F5, F7, F8, F9, and F10 with a correlation coefficient greater than table.

2. Reliability Test

Reliability testing is used to determine the extent to which the measurement results remain consistent if done twice or more of the same symptoms using the same measuring instrument. One data can be said to be reliable if it gives a Cronbach's Alpha value of more than 0.06. The table below shows the results of the reliability test for the four variables used in this study.

Table 3 Reliability Test Results

Variable	Cronbach's Alpha	label	Keterangan
Halal Tourism	0,165	0,6	Reliable

Source: Primary data processed. 2019

Based on the table above, the value of Cronbach's Alpha Halal tourism variable is 0.165. Thus it can be concluded that the statements in this questionnaire are reliable because they have a Cronbach's Alpha greater than 0.06. This shows that each item is able to get data consistency means that if the question is raised again, it will get an answer that is relatively the same as the previous answer.

Table 4 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	1.000 ^a	1.000	1.000	.000	1.000	31074837428856408.000	10	138	.000

a. Predictors: (Constant), F10, F9, F5, F7, F1, F2, F6, F4, F8, F3

This output explains that R is a multiple correlation that is the correlation between two or more independent variables on the dependent variable. R values range from 0 to 1, if close to 1 then the relationship gets tighter but if it approaches 0 then the relationship gets weaker. The number R is obtained 1,000, meaning that the correlation is 1,000. This means there is a close relationship.

5. CONCLUSIONS

Tourists visit a tourism destination because "... seeks various psychic and physical experiences and satisfaction" (seeking psychological and physical experiences and satisfaction) is the motivation that is someone background to travel. explains that the motivations that drive a person to travel are as follows:

1. Spiritual and Religious
2. Pleasure (fun), with the aim of "running away" for a while from daily routine;
3. Relaxation, rest and recreation (resting to relieve stress), to maintain a healthy body and mind, by visiting a different environment where gave the impression of peace and health;
4. Health (medical tourism) namely visiting places that can help maintain health or cure disease;
5. Participation in sports (recreational sports);
6. Curiosity and culture which is currently increasing in quality because of the development of information technology and improving the quality of education. Motivation that becomes the background of a person to visit in this case is the desire to see tourism destinations that have very high historical and cultural values or that hold very important cultural activities
7. Ethnic and family (ethnic similarity and family visits). Specifically, about ethnic equality, people can be motivated to visit a place because it is considered as the place of residence/birth of their ancestors.
8. Status and prestige to show others that a person has high social status and prestige because of being able to travel to a particular tourism destination; and,
9. Professional or business (carrying out activities related to the profession/occupation), for example, activities attending a trial or conference.

By understanding the nine motivations, Indonesian government who want to develop themselves into a world class Halal tourism destination could be easier when starting to identify the potential of tourist attractions in the region to be offered to prospective tourists. This also implies that the infrastructure and superstructure provided is by the motivation that is the background of a person to travel. In general, there are so many

positive reasons why a tourism destination needs to be developed, especially for developing countries like Indonesia.

1. First, the nine motivations of a person to travel as described in the previous section is an opportunity for an area that has the potential to become a tourism destination to become a "medium" for meeting these needs.
2. Second, the media as referred to in the first point, there are various benefits and opportunities that can be achieved, including the opening of employment opportunities; improving the welfare of the community around tourism destinations; enhance the value / image of a geographical area, including those that are poor in economic resources, and encourage the revitalization of a geographical area that has lost its appeal, for example an old city or a former mining area.
3. Third, for developing countries, the tourism industry as a media economic development that does not require too much investment in the long run before it can provide benefits. Tourist attraction is the core for the development of tourism. When compared with for example the development of the automotive industry, it takes a very large capital and a long time before profits can be obtained.
4. Fourth, in carrying out the development needed supporting funds. If it depends on technology from other countries, then foreign exchange for development will be sucked out of the country due to the necessity to import capital goods and consumables (foreign exchange leakage). The tourism sector can reduce import dependence because most capital goods and consumables can be provided by tourism destinations, such as handicrafts, food and beverages, and tourist attractions.
5. Fifth, just to strengthen the positive value of tourism, statistical data shows a very large role in the world economy. The United Nations' World Tourism Organization (UNWTO) reports that in 2010 the number of international visits reached 940 million times and generated a profit of US \$ 919 billion.⁵ It is estimated that by 2020, the number of international visits will reach 1.56 billion times, with an increase in the number of long-haul trips from 18% to 24% .⁶

Thus, there is a greater opportunity for Indonesia to attract more of these market segments which generally come from high-income countries.

6. Sixth, directly related to poverty alleviation efforts, the tourism sector has a very important role. The tourism industry can reduce poverty levels.

Sustainable tourism development, which guarantees that optimal benefits will be obtained sustainably, could only be realized with a comprehensive and integrated approach (policy). The destination cannot be developed continuously without limits. Limiting the number of tourists visiting a tourism destination or tourist attraction at a certain time (carrying capacity) is very important to realize in sustainable tourism development. If this is ignored, the sustainability of tourism destinations or tourist attractions will be threatened. Thus, a beautiful dream of 1.56 billion foreign tourist arrivals in 2020 may not be a beautiful thing in reality. Associated with the use of the tourism sector in supporting poverty alleviation efforts, it needs to be understood that this should not be interpreted as intentionally placing actors in the tourism industry - especially labor and small and medium entrepreneurs so that the tourism business become a business based on "mercy". Their professionalism must be improved in ongoing basis, it would improve the quality of services and then drive increased revenue. Tourism development must also adhere to the principle "happy here, happy there". That is, the principle must be able to cause tourists to return home by bringing beautiful memories about tourism destinations or tourist attractions, and making residents also feel happy because they have given sweet memories to tourists and teach something valuable to tourists (besides gaining economic benefits). Islam as *ad-Din* (way of life) outlined value systems established by al-Quran and al-hadith in every aspect of life. Related to tourism, the Islamic religion seeks to deliver the goodness to all mankind according to its rules and principles.

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