

Indonesian Sharia Tourism Industry: Opportunities & Challenges Towards Sustainability

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Abstract

The tourism sector is one of the sectors capable of increasing employment and economic growth. Currently, sharia tourism is starting to be in great demand. This is in line with the increase in Muslim tourists from year to year. An increase in Muslim tourists is both an opportunity and a challenge to be able to improve a sustainable sharia tourism sector in Indonesia. The purpose of conducting this research is to find out about the opportunities and challenges of the sharia tourism industry as well as the right strategy for the development of the Indonesian sharia tourism industry. This type of research is qualitative research using descriptive methods with data collection techniques in the form of documentation studies. Based on the research results obtained, the sharia tourism industry in Indonesia has good opportunities and potential as part of a sustainable national tourism industry. The tourism industry also contributes to increasing government revenues. In addition to having tourism potential, Indonesian sharia tourism has several challenges including demand and market aspects, technology and information aspects, regulatory aspects, financing aspects and research and development aspects.

Keywords : sharia tourism, opportunities, challenges

1. Introduction

Islam is considered a comprehensive way of life because its teachings encompass directly or indirectly related to every matter of human life as a living being. The Qur'an pays special attention to tourism and in its attitude towards tourism is considered one of the great blessings. According to the holy text of the Qur'an, Muslims must travel to fully appreciate the beauty of Allah's creation and also visit their friends and relatives. They have a responsibility to provide hospitality to visitors which under Islamic law enjoys the rights of citizens. Tourism has traditionally been closely linked with religion which has acted as a strong motive for travel. Academically, the scope of tourism includes tourism terminology along with its theological support and characteristics (*ontology*), including how to manage objects and the carrying capacity of destinations, along with other related aspects (*epistemology*), as well as issues of the role and behavior of each resource community. human beings, both in their capacity as rulers, entrepreneurs, scientists (ulama) and tourism users (*axiology*)ⁱ. Literally tourism comes from Sanskrit which means travel. From this understanding tourism means a trip made from a place you want to visit, which according to English is called a *Tour*ⁱⁱ. In Arabic, travel or tourism is often termed the word *as-siyahah* which is taken from the expression *saaha al-maa'* (flowing

water, melting, melting). This expression is used to refer to water that flows and walks on the surface of the ground, then is used in the human context which means traveling over the surface of the earth in the context of worship, increasing piety or without any purpose. Thus, *as-siyahah* is synonymous with traveling.

Religiously motivated and spiritual tourism has become widespread and popular in recent decades, and it occupies an important segment of international tourism and has grown substantially in recent yearsⁱⁱⁱ. Religious tourism is one form of tourism that is under-studied in tourism research^{iv}. The trend of religious travel is not considered a new phenomenon. For travel, religious tourism has long been an integral motive and is usually considered the oldest form of economic travel. On the other hand, knowledge and awareness of halal products has made the growth of the halal industry increasingly increasing. Increased knowledge and awareness of these halal products, one of which has led to sharia tourism as a new phenomenon. Islamic tourism is one of the phenomena that emerge from the growth of the halal industry^v. This is supported by various literature which explains that Muslim tourists pay attention to the consumption of sharia-compliant products and services when visiting tourist destinations. With the increasing number of Muslims, the demand for halal products is increasing every year. The existing literature on tourism demand describes a number of factors that influence the demand for tourism^{vi}. However, such halal products and services are not only of interest among Muslims, but also among people of other religions and philosophies. However, the prevailing social culture allows them to be positioned comfortably by Muslims^{vii}, the need for excellent service is needed so that tourists feel respected so that a positive image appears^{viii}. The sharia tourism sector from year to year has exhausted its scope. The world's major tourism markets have shown strong interest in Islamic tourism^{ix}.

Tourists who are not served properly will cause tourists to feel dissatisfied and in the long term it has the potential to reduce the number of tourists visiting tourist destinations^x. Conversely, tourists who are well served and satisfied will create a positive image of tourism services and encourage loyalty for these tourists in the future, so that in the end it will have a very significant contribution to the successful development of the tourism sector as well as a large number of tourists spending, demand for tourism products, image, and performance of the tourism industry^{xi}. For tourists, traveling is a means to *refresh*, add new experiences and insights that can support the development of personalities and professions that are occupied daily^{xii}. Tourism itself is a complex concept that includes various social, behavioral, economic, political, cultural and environmental considerations. The tourism concept consists of a series of activities, services and benefits that all provide a special experience for tourists (Fahim and Dooty, 2014). Conventional and religious tourism in principle can support the implementation of sharia tourism, as long as it does not conflict with the principles of Islamic law^{xiii}. In today's globalized world, the tourism industry forms an industrial area that includes national and international tourism movements. The tourism industry is a prospective business so that various countries in the world continue to professionally manage their tourist objects, so that they have maximum economic value^{xiv}. The national and international tourism industry has developed rapidly and is considered a major source of income for many developing countries^{xv}. Tourism is the most important contemporary human activity associated with major changes, and has created fundamental changes in the economy, conditions, culture and traditions^{xvi}. Until a quarter century ago, tourism was considered a privileged activity of a small elite group, but today it is commonplace in the

great community. There is no doubt now that traveling is an individual, social and constitutional right for everyone. Many countries are now designing government-sponsored tourism websites with the hope that tourists can access information about their potential destinations^{xvii}.

The increased use of digital marketing has not only created new marketing channels for the marketing field but many opportunities and opportunities for companies engaged in sharia tourism^{xviii}. Tourism has developed differently between countries with each country having its own national development priorities and policies as well as different market segmentations^{xix}. This marketing strategy can work to optimize efforts to promote Muslim - friendly tourism and attract a larger potential consumer^{xx}. The development of the tourism industry has been accelerated by the latest innovations created in transportation and technology, the ubiquitous e-communication, the disappearance of geographical boundaries between countries, the curiosity of people with different cultures, and the increasing spending of people on consumption as they are affluent and having more free time as a result of long life expectancy, the emanation of the concept of healthy living, the proliferation of paid annual leave entitlements, and reduced weekly working hours, as well as an increase in the number of new entrepreneurs participating in the industry in every field^{xxi}. Value creation especially in the tourism industry is always a collaborative and interactive process that takes place in the context of a unique set of multiple exchange relationships provided through marketing and digitization services^{xxii}. Travel expenditure for the Muslim tourism segment for 2026 is forecast globally at US \$ 300 billion which includes hospitality services. Halal tourism which arises from the growth in the number of Muslim tourists worldwide and the rapid development of the halal industry, is defined as the involvement of any object or action by Muslim tourists in accordance with Islamic teachings^{xxiii}. Therefore, sharia tourism objects are in the form of providing tourist destinations in the form of hotels, restaurants, restaurants and so on using halal materials as measured through procedures that meet the requirements of halal certification. Therefore, the sharia tourism sector is an opportunity for hoteliers and other tourism sectors to increase competitiveness through a special configuration of services designed for Muslim travelers, according to their quality standards^{xxiv}. Hence, new entrepreneurs entering the business market by producing Muslim friendly products especially in sharia tourism are attracting new customers who previously did not enjoy the modern consumer lifestyle. The result has been the development of tourism products positioned to cater for these new markets, the expansion of media and other social institutions to advertise new services and products developed to create a presence of a new need^{xxv}. The presence of a sharia tourist destination must show its unique (unique) character that distinguishes it from conventional tourism which has developed for such a long time. The uniqueness itself can be observed from how the management system and the various attractions that describe the nuances of religiosity^{xxvi}. In the international tourism market which 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 forecasts about current tourism trends, the patterns that motivate people to travel, the demands, needs and expectations of consumers vary according to their income and technology, carry out market research, R&D, innovation, public relations, internet, advertising, promotion, and also closely observe future trends and developments with down-to-earth insight^{xxvii}. The tourism industry has traditionally

had several positive and negative characteristics, in other words both supportive and disincentive, economic, social, environmental and cultural characteristics.

There is a new tourism concept, namely sharia tourism or known by another name hospitable halal food, all of which coexist with the concept of halal food. Traveling (tourism) is a means whose law is based on its purpose. This means that if the goal is to oblige, then it is obligatory to do so^{xxviii}. Sharia tourism is one of the modern trends in tourism, which has appeared in many countries including the Middle East, and then many countries care about and follow this type of tourism^{xxix}. Interest in sharia tourism has experienced increasing growth^{xxx}. The increase in interest from sharia tourism is in line with the increase in Muslim tourists from year to year. To explore the potential of the magnitude of Islamic tourism, many countries have begun to provide tourism products, facilities and infrastructure to meet the needs of Muslim tourists. However, there are still many tourism actors and parties involved in the tourism sector who are constrained in their understanding of sharia tourism. Segment of the tourism industry the most profitable is built by marketing the tourism industry as a tool to be able to map tourism marketing so that it is better known as a visited tourist destination^{xxxi}. The way in which religious goals are marketed plays an important role in shaping consumer behavior. Kind of marketing it can engage visitors on a spiritual and emotional level, and can be felt through their sense of community^{xxxii}. The tourism sector plays an important role in the world economy because it is considered as one of the contributors to employment growth and economic growth in any country. Or in other words, lately sharia tourism has been increasingly in demand, so it is predicted to have promising prospects^{xxxiii}. Sharia tourism is agreed to be a strong commercial force^{xxxiv}. Apart from the potential benefits^{xxxv}, Islamic tourism can also alleviate concerns related to the negative effects of tourism on local Muslim communities. This creates competitiveness among the international objectives to develop strategic marketing tools and plan industry performance on the global stage and reach higher levels^{xxxvi}. So that tourism can also be seen as one of the most important sources for *the Gross Domestic Product* (GDP). Tourist satisfaction can be divided into two types: transaction specific satisfaction and overall satisfaction. Transaction-specific satisfaction is related to satisfaction in a specific context or dimension. Then, overall satisfaction refers to satisfaction with the entire service^{xxxvii}.

This research is different from previous studies, because it analyzes the value chain of the Indonesian sharia tourism industry as an analytical tool to find out the opportunities and challenges of the Indonesian halal tourism industry and prepares specific strategies that are appropriate for the development of the Indonesian sharia tourism industry. An increase in Muslim tourists is both an opportunity and a challenge to be able to improve Indonesia's sharia tourism sector.

2. Research methods

This study is a descriptive qualitative research regarding the opportunities and challenges of sharia tourism. The method used in this research is descriptive analysis. Descriptive analysis is organizing data, describing it into units, synthesizing, compiling into patterns, choosing which ones are important and what will be studied and making conclusions that can be explained. The focus of this study is the opportunities and challenges of sharia tourism in

Indonesia. In qualitative research the methods that are usually carried out are interviews, observations and utilization of documents.

3. Results and Discussion

3.1 Global and National Conditions of Sharia Tourism

Tourism is a potential sector in the world. The increasing number of destinations and tourism investment has pushed this sector to become a major factor in foreign exchange earnings, employment, and business and infrastructure development^{xxxviii}. In addition, tourism is also one of the largest and fastest growing sectors compared to other sectors. The tourism sector globally contributes to macro variables such as GDP, economic growth, and reducing unemployment. The development of tourism and travel globally is inseparable from the ease of access to information and transportation during visits by tourists, both foreign and domestic^{xxxix}.

From the point of view of tourism areas, national borders between countries are now poised to disappear, and the number of people involved in international tourism movements is increasing with the latest developments in technology, the internet, digital economy, and social media. On the other hand the general tourism profile has also changed with the visible polarization in consumer preferences. Today, the tourism industry that creates gigantic tourist circulation and high-volume revenues in the international arena is essentially made up of several integral activities that are dynamically structured in conceptual dimensions. The international tourism industry has structural attributes that are affected by the global economic downturn where demand shifts occur due to economic and political uncertainties and instabilities that arise within countries and between countries, and vary with technology, knowledge, destinations, demands, expectations and income level.

Several sharia tourism activities and services have become well-known and popular in the tourism industry due to the demand and satisfaction of tourists^{xl}. The demand for sharia tourism needs is increasing along with the increasing Muslim population worldwide. Sharia tourism is related to tourism activities for recreation and social goals that comply with sharia law^{xli}. Besides that, sharia tourism focuses on many different issues, such as: participation and involvement (by Muslims), tourist attractions and destinations, products (lodging, food, entertainment, drinks, etc.), dimensions (social, economic, cultural, religion, and others), service management (marketing, cultural considerations, religion) and others. Although, in some ways, such a perspective considering the importance of travel in Islam, in relation to the duty of a Muslim has tried to *brand himself as a global halal center*^{xlii}. Therefore, this new type of tourism industry needs to be worked on professionally so that it has strong competitiveness on the global stage which will ultimately strengthen foreign exchange earnings for the respective countries^{xliii}. In the end, it is hoped that the tourism industry will have an increasingly significant economic impact on the wider community^{xliv}.

The development of global tourism, which is increasingly significant, indirectly has a positive impact on developing countries, and Indonesia is no exception. In international tourism reports, Indonesia is ranked 9th out of the top 10

strongest tourism in the world. This position is the best compared to other ASEAN countries such as Thailand which is ranked 12th, Malaysia and the Philippines are ranked 13th, Singapore is ranked 16th and Vietnam is ranked 21st.

The development of sharia tourism is also a must if Indonesia wants to attract foreign tourists from the Middle East region which incidentally is a Muslim country. They are the countries with the largest tourism travel expenses. Middle Eastern tourists are the largest consumers of sharia tourism in the world. Indonesia must make a strategy to attract them. The potential for natural wealth and the diversity of arts and culture that Indonesia has, stretching from Sabang to Merauke, should be able to produce diversification in the marketing of superior tourism products which are very rich if developed properly. The concept of sharia tourism does not only target Muslim tourists, but also non-Muslims. This is because sharia tourism is only a sub-category that is friendly to Muslims and belongs to the values of *religious tourism* and travel, all processes of which are in line with Islamic values.

3.2 Indonesian Sharia Tourism Industry Value Chain

In facing the level of global competition, the sharia tourism industry is required to be able and ready to have high competitiveness. High competitiveness is absolutely necessary for every industry in order to remain superior. The competitiveness of the sharia tourism industry in achieving optimal international trade performance is influenced by an effective value chain. An effective value chain is the key to competitive advantage that can generate added value for an industry. The value chain can be described as the totality of activities required to carry a product from the place of design, through the various production phases (involving physical transformation and input from various service providers), delivery to the final consumer, and recycling after use. Furthermore, value chain analysis also serves to identify the stages of the value chain where the industry can increase added value for customers and streamline costs incurred. Industries are able to become more competitive through cost efficiency or increased added value obtained through their value chain activities. The value chain concept provides a suitable framework for explaining how an organizational unit can manage substantial judgment in allocating its resources, creating differentiation effectively. The value chain model can be used as a tool to identify ways to generate added value for an industry, in which the value chain model consists of core values and supporting values. An increase in Muslim tourists is an opportunity for the tourism sector to develop sharia tourism. So that several countries have begun to take this opportunity by developing sharia tourism, both countries with Muslim and non-Muslim majorities such as Japan, South Korea, Australia and Thailand. It is hoped that tourist attractions, hotels, restaurants, airlines, travel agents and all those involved in tourism can be involved in sharia tourism. Tourism travel agencies have sharia tourism opportunities in various fields.

The sharia tourism industry cannot be separated from the main industry and supporting industries, in this case it is then included as a series of *entry points*. Several of these *entry points* form the sharia tourism value chain which consists of tourism destinations, means of transportation, hotels and accommodation, restaurants and cafes, as well as *tours and travel*. As shown in table 1. Indonesian Sharia Tourism Industry Value Chain:

Table 1.
Indonesian Sharia Tourism Industry Value Chain

Value Chains	Main Industry	Supporting Industry
Tourism Destinations	<ol style="list-style-type: none"> 1. Media & Recreation Industry 2. Food & Beverage Industry 3. Modest Fashion Industry 4. Hospitality Industry 5. MSME Industry 6. Renewable Energy Industry 7. Islamic Finance Industry 	<ol style="list-style-type: none"> 1. Technology Industry 2. Training & Development Industry 3. Construction Industry
Airlines and Transportation Hub	<ol style="list-style-type: none"> 1. Media & Recreation Industry 2. Food & Beverage Industry 3. Modest Fashion Industry 4. MSME Industry 5. Islamic Finance Industry 	<ol style="list-style-type: none"> 1. Technology Industry 2. Training & Development Industry 3. Construction Industry
Hotels & Accommodation	<ol style="list-style-type: none"> 1. Media & Recreation Industry 2. Food & Beverage Industry 3. Modest Fashion Industry 4. MSME Industry 5. Islamic Finance Industry 	<ol style="list-style-type: none"> 1. Technology Industry 2. Training & Development Industry 3. Construction Industry
Restaurants & Cafes	<ol style="list-style-type: none"> 1. Food & Beverage Industry 2. MSME Industry 	<ol style="list-style-type: none"> 1. Technology Industry 2. Training & Development Industry 3. Construction Industry
Travel and Tours	<ol style="list-style-type: none"> 1. Food & Beverage Industry 2. Hospitality Industry 3. airlines 4. MSME Industry 	<ol style="list-style-type: none"> 1. Technology Industry 2. Training & Development Industry

Table 1 shows that the sharia tourism industry has interrelated relationships with many industries, both main and supporting. This is the justification for how big the multiplier effect of the development of the sharia tourism sector is on the economy. Especially in sharia tourism, the related industries are of course the halal, real and financial sectors. This simultaneous relationship can make a significant contribution to the development of the Islamic economy in Indonesia.

Islamic tourism industry has been recognized as an increasingly important niche of the tourism industry. It is a type of tourism that involves visiting tourists to learn about past, present and future economic activities. There has been a growing interest in the concept of Islamic tourism destination attractiveness and how such destination attractiveness can be effectively measured in the Islamic tourism literature^{xlv}. The size of the Islamic tourism market has been clearly seen in the world's Muslim population including in Indonesia, the expenditure of Muslim tourists and the influx of Muslim visitors in other countries has been considered. It depends on the rapid development of Islamic tourism in recent years, Islamic tourism and related accommodation services are provided in the company^{xlvi}. Given the growing number of Muslims globally and the prevailing tourism trends, it seems the time is right to rule out the specific requirements and challenges and opportunities that the Muslim market can provide for parts of the sharia hotel industry. Aspects of shariah compliance pertaining to hotels, evidence of increased commercial interest and consequences for shariah hoteliers^{xlvii}. Whereas in the food and beverage industry, for restaurants or eateries with all kinds that are sold to tourists as consumers, their halal status must also be clear so that their faith is not harmed because they have enjoyed products that are unlawful to consume. The prohibition of the product is related to both the raw material and the manufacturing process. For non-Muslim tourists, they can be sure that the food and drinks consumed during a visit to a tourist destination do not contain harmful substances for the body, so they are suitable for consumption. What's more, nowadays culinary tourism is growing and developing which has spurred the development of the creative economy in various regions^{xlviii}. This base tourism is currently in great demand by the wider community and across social circles because it is considered relatively new as a form of creative product that has never existed before^{xlix}. In relation to other value chains, Indonesia needs to synergize with many parties to develop sharia tourism, for example the National Sharia Economic and Finance Committee (KNEKS) which collaborates with the National Sharia Council (DSN), the Indonesian Ulema Council (MUI) and Business Certification Institutions (LSU). The concrete form of this collaboration is by developing tourism and prioritizing culture and religious values which will then be set forth and are permanent in the Regulation of the Minister of Tourism and Creative Economy. In addition, it is also necessary to carry out human resource training, socialization, and *capacity building* in relation to supporting industries, namely the training and development industry. The government is also working with the Indonesian Hotel and Restaurant Association (PHRI) to provide halal lodging and places to eat that can serve halal food menus, and is working together with the Association of the Indonesian Tours and Travel (ASITA) to make sharia tour packages to tourist attractions. religion. The availability of a travel agency is an opportunity as well as a challenge for entrepreneurs in the travel sector to strengthen their business or as a new business area for new entrepreneurs¹. Islamic tourism is a growing global trend significantly in many countries of the world, especially among Muslims living in urban areas.

They have a high level of education, they want travel a lot and visit other places with family, and continue to search for goods and services according to their needs as Muslims^{li}.

For *travel and tours*, namely tourism destination service providers, they can focus on their promotional materials and how they can help tourists to evaluate halal service offerings based on the experience of Islamic visits. In addition, for *travel and tour* companies tourism destinations, can act not only as intermediaries, but they must also influence the demand for these tourism destinations^{lii}. Moreover, for a long time the tourism industry did not sufficiently consider the needs of Muslims as tourists when developing tourism products^{liii}.

In order to offer product diversification in Islamic tourism, identification of a complete and sustainable tourism development value chain needs to be established. For attractive tourism development investments, planning roles need to be developed and coordinated in a convergence manner and important investments are used for tourism infrastructure purposes^{liv}. As a consequence, developing sharia tourism products that are in line with the value chain will require consideration of several tangible and intangible elements. Tourism has traditionally been closely linked with religion which has acted as a strong motive for traveling from pilgrimage times to contemporary trips to holy places. Religious buildings, rituals, festivals, and ceremonial events are important tourist attractions for those with an interest in. But Islam is not inherently against tourism. The size and scale of the Muslim travel market can easily be documented by an impressive number of value chain statistics.

In particular, it is important to understand how tourism motivational factors interact with Muslim tourist satisfaction and destination loyalty to key and supporting industries. Muslim-oriented tourism is something that cannot be denied has attracted increasing interest over the last few years. Another thing, Islamic tourism destination marketers must understand whether tourism motivation and tourist satisfaction are really the key elements that cause tourists to keep coming to visit certain destinations. In addition, it is also important to check whether such a relationship applies to all segments or only to certain segments. One of the obstacles in developing sharia tourism is related to marketing, because marketing sharia tourism is not an easy thing. This is due to the difference between the demands of non-Muslim tourists and Muslim tourists. The tourism potential and its profitability even during the economic downturn has motivated many tourism organizations to market their products to different tourism segments^{lv}.

Non-Muslim tourists may decide not to travel to tourist attractions without certain attributes. So one of the obstacles to sharia tourism is how to serve non-Muslim tourists and meet their needs without colliding with the concept of sharia tourism. For example, some hotels state that they are sharia hotels in their promotions and this may not appeal to non-Muslim tourists. Therefore, sharia tourism can be an obstacle in the tourism industry sector. But it can also be a business opportunity to use creativity and flexibility in serving the various needs of Muslim and non-Muslim tourists, tourists can be likened to consumers who must be protected by producers^{lvi}. Likewise, what is the right of consumers is actually an obligation for producers. And so on in the capacity of the relationship between producers and consumers.

Individuals as consumers are products of social construction of reality which are formed from institutional processes, legitimacy and socialization^{lvii}.

Intense competition between countries in marketing Islamic tourism destinations, as well as a saturated market, requires a good understanding of the factors that influence tourist satisfaction and tourist loyalty. From the context of the global tourism industry, strategic plans are developed by ASEAN members for the time period 2016 to 2025. It is believed that the tourism industry among ASEAN members plays a vital role for the economic growth and progress of their countries. To this end, all member countries have consolidated their services in terms of quality of service to tourists, marketing, human resource development, investment in large projects, participation of local communities, sustainable development and attracting more tourists in the local market (Budi 2013).

In the future, marketing strategy and innovation factors need to have a target in increasing tourism and a tourism statistics framework^{lviii}. Marketing strategies and innovations are strategies that make Islamic tourism businesses successful and enable businesses to reach target groups of clients quickly and continuously, enabling tourists to choose the products and services they want. A new business entity is thus being created, the tourism market has several unique features that create challenges for both product and service suppliers and marketers of Islamic tourism destinations. Thus sharia tourism actors need to realize the importance of providing facilities to support the implementation of worship for Muslim tourists. Provision of the right value chain will balance the needs and expectations of tourists with those of tourism.

3.3 Opportunities and Challenges of the Indonesian Sharia Tourism Industry

Indonesia is home to 238.5 million people, making it the world's fourth most populous country as well as the world's largest Muslim country. In addition, Indonesia's economy is recognized as the 10th largest economy in the world in terms of purchasing power parity and share of G20 members. In addition, tourism is considered an important industry, an industry that plays an important role and is a vital contributor to Indonesia's national GDP and employment. Population growth and economic development in many Muslim countries suggest that the tourism sector can act as a catalyst for economic growth and development^{lix}. Therefore the foundation for the development of the tourism industry, which is based on tertiary rather than economics, must be established on a solid foundation^{lx}. This is also supported by geographical conditions which are very strategic. Indonesia has a tropical climate which makes it rich in flora and fauna. This high biodiversity makes Indonesia have great potential opportunities as a tourist destination, this is an effort to develop sharia tourism. The importance of these attribute values is oriented towards the willingness of Muslim consumers to buy tourism products which are usually considered functionally oriented and influential^{lxi}. Indonesia is trying to increase the existence of aspects that can support sharia tourism.

The Ministry of Tourism and Creative Economy of the Republic of Indonesia in its report notes that there are 13 provinces that are ready to become sharia tourism destinations, namely Aceh, Banten, West Sumatra, Riau, Lampung, DKI Jakarta, West Java, Yogyakarta, East Java, South Sulawesi, Central Java, West Nusa Tenggara (NTB), and Bali.

The provinces of Aceh and West Nusa Tenggara are provinces that have developed sharia tourism for foreign Muslim tourists quite well.

Aceh, which is known as the Veranda of Mecca, has an Islamic culture that is quite thick and strong compared to other regions. This can be seen from the application of a sharia-based system which has become part of the daily lifestyle of the people. Therefore, the development and marketing of Islamic tourism services must be guided by Islamic teachings and principles, which cover all aspects of tourism activities. The Ministry of Tourism and Creative Economy is targeting it as a sharia tourism destination that is used to attract world Muslim tourists. The benchmark for whether or not the implementation of sharia tourism in Aceh can at least be seen from the achievements in terms of tourism. Aceh won three categories in the 2016 national halal tourism competition, namely " *Aceh as the best Muslim tourist-friendly cultural destination* ", " *Sultan Iskandar Muda Airport as the best Muslim tourist-friendly airport* ", and " *Baiturahman Great Mosque as the best tourist attraction* ".

Apart from Aceh, the NTB provincial government is also active in increasing sharia tourism by collaborating with the MUI and LPPOM as well as the Culture and Tourism Office and MSMEs to carry out halal certification for hotel restaurants, non-hotel restaurants, restaurants and MSMEs. There are 644 halal certificates that have been issued. In addition to halal food, the availability of worship facilities is also very easy to find in NTB. As an area with a Muslim population reaching 90%, there are 4,500 mosques spread across 598 villages and sub-districts. NTB is also dubbed as the island of a thousand mosques. Indonesia is trying to promote its sharia tourism to the international world. This was done by participating in *World Halal Tourism* which was held in Abu Dhabi, Indonesia won 12 awards from a total of 16 categories.

Increased competition in tourism is evident as new destinations enter the market and as established destinations re-emerge by introducing new managerial and/or technological applications. Technology is playing an increasingly beneficial role in tourism both in terms of supply and demand for sharia tourism^{lxii}. Given the unpredictable macro and micro environment impacting the fast-growing Asia Pacific region, it is worthwhile exploring the perceived market position and preferences of travelers from emerging sourcing markets^{lxiii}. One of the reasons for identifying the positioning objectives and consumer preferences of Indonesian Islamic tourism is to understand a set of possible competitive advantages or disadvantages as a basis for positioning where Islamic tourism is located.

In the ecosystem of the Indonesian sharia tourism industry, there are both opportunities and challenges that must be optimized. Several aspects of the sharia tourism industry ecosystem consist of demand and market, technology and information, regulation, financing, and research and development. Opportunities and challenges in these aspects can be explained in table. 2 Opportunities and Challenges of the Indonesian Sharia Tourism Industry:

Table. 2

Opportunities and Challenges of the Indonesian Sharia Tourism Industry

Aspect	Opportunity	Challenge
Demand and Market	<ol style="list-style-type: none"> 1. Growth in the number of Muslims in Indonesia and the world 2. Growing Muslim middle class income 3. The development of sharia tourism activists 4. Increasing public awareness in implementing a halal lifestyle 	<ol style="list-style-type: none"> 1. The development of sharia tourism in Muslim and non-Muslim countries in the world 2. International class Islamic tourism branding is still weak 3. The quality of sharia tourism infrastructure in competing countries is relatively better
Technology and Information	<ol style="list-style-type: none"> 1. The development of digitalization in the tourism industry in general 2. Developing and increasingly innovative information media 	<ol style="list-style-type: none"> 1. Utilization of information technology in the sharia tourism industry is still low
Regulation	<ol style="list-style-type: none"> 1. Government support for sharia tourism development 2. There are regional regulations related to sharia tourism in several provinces 3. Coordination of several institutions/ ministries in the development of sharia tourism 4. There are already government strategies and policies related to the development of the sharia tourism and tourism industry 	<ol style="list-style-type: none"> 1. There is no supreme legal body that regulates the implementation of sharia tourism in Indonesia 2. There is no specific regulation that obliges Islamic financial institutions to provide financing to the halal industry
Financing	<ol style="list-style-type: none"> 1. The more developed and varied sharia financing 2. Opportunities for collaboration to obtain financing from banks and issuance of sukuk 3. Development and implementation of sharia insurance schemes for commercial tourism travel 	<ol style="list-style-type: none"> 1. Islamic financial institutions do not yet have a specific financing target for the halal industry, including sharia tourism

Research and development	<ol style="list-style-type: none"> 1. There is a special tourism school that also teaches sharia tourism 2. Starting to develop research on sharia tourism 	<ol style="list-style-type: none"> 1. Lack of research on market segmentation and preferences for sharia tourism in Indonesia 2. There is no national-level sharia tourism curriculum yet
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Indonesia has become a prominent location for Islamic tourism as it offers warm weather throughout the year, low prices for travel and Halal food is provided in most places as well as thousands of accessible mosques throughout the country^{lxiv}. However, vulnerability may be greater in unfamiliar destinations where norms and values differ from those of tourists themselves^{lxv}. Indonesia has been supported by various components that can deliver Indonesian tourism to penetrate the global market, especially sharia tourism.

These various components coupled with the sharia tourism ecosystem can be an important component in encouraging opportunities for the development of sharia tourism in Indonesia. A good, integrative and efficient sharia tourism ecosystem is very important to develop. The sharia tourism ecosystem in question is a system that connects the sharia tourism value chain as a whole. The ecosystem must also be able to connect all the main industrial components and supporting industries from the sharia tourism industry value chain from upstream to downstream.

4. Conclusion

Sharia tourism in Indonesia has good opportunities and potential as part of the national tourism industry. The tourism industry also contributes to increasing government revenue. The essence of halal tourism is to emphasize sharia principles in the management and service of tourism that is polite and friendly to all tourists and the surrounding environment. Therefore, to make Indonesia a world sharia tourism center, the development strategy is aimed at fulfilling the tourism competitiveness index as the main indicator, including increasing tourism destinations, means of transportation, hotels and accommodation, restaurants and cafes, as well as tours and travel. Sharia tourism has shown new business potential in the world tourism sector represented by domestic and non-domestic tourists. The tourism industry has a positive impact on the economy of Indonesia mainly on foreign exchange earnings and employment opportunities. Islamic tourism is a growing segment and therefore represents an important potential and opportunity for the tourism sector.

The challenges in developing sharia tourism in Indonesia, especially in terms of demand and market aspects, are related to the development of sharia tourism in Muslim and non-Muslim countries in the world, the branding of *international* class sharia tourism is still weak, and the quality of sharia tourism infrastructure in developing countries.

relatively better competitors. In terms of technology and information, the challenge is that the use of information technology in the sharia tourism industry is still low. On the regulatory aspect, the challenge is that there is no supreme legal body that regulates the implementation of sharia tourism in Indonesia, there is no specific regulation that requires Islamic financial institutions to provide financing to the halal industry. In terms of financing, the challenge is that Islamic financial institutions do not have specific financing targets for the halal industry, including Islamic tourism. As well as in the research and development aspect, the challenge is the lack of research on market segmentation and preferences for sharia tourism in Indonesia, and the absence of a standard curriculum related to sharia tourism at the national level.

Various efforts have been made by Indonesia to become a developed country in the Asian region. Contribution to the economic sector through the sharia tourism sector has become one of the main contributors to the country's economy. Physical and infrastructure development is prioritized by the Indonesian government in building tourism projects with tourist attractions to advance its economic prospects. The increase in Muslim tourists from year to year is a potential for the Indonesian sharia tourism sector to be able to further advance its sharia tourism. Many other countries (both Muslim and non-Muslim majority) are trying to develop sharia tourism. However, judging from the existing sharia tourism concepts and principles, these countries are generally only trying to create a Muslim-friendly atmosphere, which is the advantage factor that Indonesia has.

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