

# The Political Economic Perspective of Halal Tourism in Central Java

Iskandar\*, Waridin, Emma Dwi Ratnasari

Faculty of Economics and Business, Diponegoro University, Semarang, Central Java Indonesia  
iskandarchang@iainsalatiga.ac.id

## Abstract

The purpose of writing this research is to explore and analyze the tourism potential of the province of Central Java in terms of nature tourism, cultural tourism, and human engineering tourism. Through the classification that has been determined with six Provincial Tourism Destinations, fifteen Provincial Tourism Strategic Areas, and eighteen Provincial Tourism Development Areas, it is an industry that makes a significant contribution to the structure of the Central Java economy. A political economy review is used to determine the strength of tourism development in Central Java. This research is a qualitative research by conducting a description of secondary data analysis at the Central Java Tourism Office. Several in-depth interviews were also conducted with tourism industry players. The analytical tools used in this study were PEST and SWOT. The results of this study indicate that Central Java is ready to carry out halal tourism. The grouping of tourist destinations is based on tourist attractions that already have an image and are well known on a regional and national, and international scale. Has a position and a potential role as an investment driver, has a strategic function and role in protecting the environment, has a strategic function and role in safeguarding assets, including historical and archaeological assets; have readiness and support from the community, have a trend towards future tourism products. This paper's implication can be used as a theoretical basis for the development of halal tourism in other provinces and can be used as a cross-regional and cross-provincial tourism reference.

**Keywords:** *tourist destinations, tourism marketing, tourism industry, tourism institutions.*

## Introduction

Tourism before Pandemic COVID 19 is one of the major categories of international trade. Its growth and development is marked by an increase in international tourists, an increase in foreign exchange earnings through tourist destinations, an increase through the international transportation sector, at this time it is at the culmination point with a very high gap in which this industry tends to be stagnant even in some supporting industries collapsing at least in the period from January to the end of 2020.

This condition requires more attention from all stakeholders and tourism industry activists. Creative thinking and patience in governance and readiness to sustain tourism<sup>1</sup> in

---

<sup>1</sup> Tareq Rasul, 'The Trends, Opportunities and Challenges of Halal Tourism: A Systematic Literature Review', *Tourism Recreation Research*, 44.4 (2019) <<https://doi.org/10.1080/02508281.2019.1599532>>.

the New Normal era are likely to remain the superior. The improvement and readiness of all countries to survive in a pandemic condition that may end soon and the boredom of the world's population to stay at home provides a new direction for travel.

Bank Indonesia as the holder of the monetary authority in relation to Tourism Development, provides positive support for the development of halal tourism through first the payment system in terms of improving the quality and intensification of cash and non-cash payment system services, and increasing access to the digital economy for tourism MSMEs in the form of market access and financing. Second, UMKM by conducting business matching between potential UMKM and market place, facilitating UMKM to maintain the fulfillment of product/service standardization and facilitate the strengthening of MSME capital and managerial. Third, Investment Promotion by synergizing halal tourism promotion and, among others related to halal tourism investment. (Rakorpusda BI, 2018).

National foreign exchange earnings for the tourism sector rank third with 14.2 billion USD after CPO 21.9 billion USD and 20.4 billion USD coal in 2018 even though Asia regionally is still below Thailand, Malaysia, and the Singapore. This potential can still be improved and optimized (Raporpusda BI, 2018). Tourism means that the tourism industry still makes a sustainable contribution and has a high multi-effect effect.

Indonesia has several comparative advantages that other countries do not have, such as its geographic condition, an archipelago located on the equator, the world trade route, and the economic center between two continents and two oceans. Indonesia also has beautiful landscapes from Sabang to Merauke<sup>2</sup>, with unfolding beaches second only to Canada, mountains, tropical forests. Various cultures that are very well known, historical heritage from the time of the Hindu kingdom to the present, and the diversity of culinary delights and the extraordinary hospitality of the people. This advantage is expected to make Indonesia the center of world halal tourism.

Halal basically provides added value, considering the element of cleanliness that is seen as part of faith, comfort, the availability of places of worship, and the availability of healthy food and does not contain elements that are harmful to humans. This concept applies universally by human values; therefore, halal tourism can be applied anywhere and still maintains togetherness between the faiths and faiths of tourism actors.

Halal tourism has several concept definitions that are used in several countries. This planting includes religious tourism, halal tourism, Muslim friendly tourism<sup>3</sup>, sharia tourism, and other mosque tours<sup>4</sup>. This naming is adjusted to each country's interests to increase its dev content and states that halal tourism is universal tourism. Halal tourism is not only for Muslims but for all<sup>5</sup>. The essence of halal tourism is conformity with Islamic teachings by promoting Islamic values.

---

<sup>2</sup> Aan Jaelani, 'Halal Tourism Industry in Indonesia: Potential and Prospects', *International Review of Management and Marketing*, 7.3 (2017), 25–34.

<sup>3</sup> Erhan Boğan and Mehmet Sarıışık, 'Halal Tourism: Conceptual and Practical Challenges', *Journal of Islamic Marketing*, 2019 <<https://doi.org/10.1108/JIMA-06-2017-0066>>.

<sup>4</sup> Mohamed Battour and Mohd Nazari Ismail, 'Halal Tourism: Concepts, Practises, Challenges and Future', *Tourism Management Perspectives*, 19 (2016), 150–54 <<https://doi.org/10.1016/J.TMP.2015.12.008>>.

<sup>5</sup> Zakiah Samori and Noorsalwati Sabtu, 'Developing Halal Standard for Malaysian Hotel Industry: An Exploratory Study', *Procedia - Social and Behavioral Sciences*, 121 (2014), 144–57 <<https://doi.org/10.1016/J.SBSPRO.2014.01.1116>>.

The tourism sector is one of the largest contributors to foreign exchange. Indonesia gets special attention not only from the Ministry of Tourism, but also support from the Bank Indonesia. The Ministry of Tourism, at the first meeting of the IOC International Forum On Islamic Tourism in Jakarta in June 2014, designated 10 Provinces as the main destinations for Halal Tourism, including Aceh, Central Java, East Java, Riau, Riau Islands, Jakarta, Yogyakarta, South Sulawesi, Nusa West Southeast and West Sumatra<sup>6</sup>. In this paper, Central Java will be targeted economically and politically with the qualitative method<sup>7</sup>, using PEST and SWOT analysis to understand the potential, opportunities, challenges, and barriers to implementing halal tourism.

## Tourism in General

Understanding the flow of tourism, in general, can be developed with a classic approach and a contemporary approach. The classical approach in depth from various points of view can be formulated as follows: Paradigmatic Approach. Kuhn developed the paradigmatic approach in the philosophy of science. Kuhn explained that paradigm is the totality of beliefs, values, and tools accepted by the scientific community and ensures a scientific tradition. This approach makes it possible to consider historical approaches and developing tourism trends and better understand the nature, character, and vectors of tourism flows for current and anticipated flows that shape future flows.

Megatrend Approach. This approach directs the whole system social is used as an analytical tool, including economic, social, political, demographic, transnationalization, ecology, genderization, infrastructure, globalization, and other social systems. A socioeconomic megatrend is a holistic approach to the tourism industry. Synergetic Approach. The synergetic approach's key is polylinear analysis, namely the transformation of a closed system into an open system and vice versa. Polylinier analysis also refers to global economic problems and, at the same time, limits regional and localized issues. This analysis also integrates micro and macroeconomic issues. The future development of this approach is sustainable tourism by paying attention to eco-tourism<sup>8</sup>. Contemporary theories include the destination image model, supply demand model.

## Political Economy of Central Java Halal Tourism

In the national political<sup>9</sup> constellation, Central Java has been designated as one of the pilot provinces for halal tourism. The reason for this determination certainly has sufficient evidence that the province of Central Java has a worldwide tourist attraction, such as the

<sup>6</sup> Muhammad Suradin, 'Halal Tourism Promotion in Indonesia: An Analysis on Official Destination Websites', *Journal of Indonesian Tourism and Development Studies*, 6.September (2018), 143-59 <<https://doi.org/10.21776/ub.jitode.2018.006.03.01>>.

<sup>7</sup> Paolo Pietro Biancone and others, 'Halal Tourism: An Opportunity for the Global Tourism Industry', *Tourism Analysis*, 24.3 (2019) <<https://doi.org/10.3727/108354219X15511865533112>>.

<sup>8</sup> Zorina Siscan and Stela Cazacu, 'THE CONTEMPORARY METHODOLOGICAL APPROACHES AND THEORIES EXPLAINING INTERNATIONAL TOURISM FLOWS', *Studia Universitatis Moldaviae*, 2.102 (2017), 56-163.

<sup>9</sup> Jordan Adamson, 'Political Institutions, Resources, and War: Theory and Evidence from Ancient Rome', *Explorations in Economic History*, 76 (2020), 101324 <<https://doi.org/10.1016/j.eeh.2020.101324>>.

Borobudur Temple tourist area, the Karimun Jawa island area, the Dieng Mountain Area, and the palace cultural tourism attractions, the heritage of ancient sites, and the friendliness of its people. , along with its culinary wealth.

Politically, Central Java Province is ready to develop its tourism industry through Provincial Regulation number 10 of 2012 concerning the Master Plan for Tourism Development of Central Java Province 2012 - 2027. In general, tourism development in Central Java includes tourism destinations; Tourism marketing; Tourism industry, Tourism institutions. Political power is strengthened with the support of Governor Regulation No. 6 of 2015 on Guidelines deploy n Central Java Provincial Regulation number 10 of the Tourism Development Master Plan of Central Java province in 2012 - 2027.

Referring to the notion of tourism in general and halal tourism<sup>10</sup>, although in these two political<sup>11</sup> outcomes, it is not explicitly called halal tourism, in principle, it is sufficient to support tourism. The fundamental difference between halal tourism and general tourism is the public facilities in the tourism industry in Central Java province, such as the existence of sharia hotels in several cities and districts in Central Java, the availability of religious facilities<sup>12</sup>, the availability of Qibla direction in almost all hotels in Central Java, and the separation of memorable holiday places for non-Muslim tourists<sup>13</sup>.

Central Java's economic potential in the tourism sector concerning local and foreign tourist visits has experienced an average growth of eleven percent based on BPS data from 2011 - 2015; this growth is spread across 29 districts and 6 cities. From the demand side developed based on tourism consumption foreign tourists, domestic tourists, and the side of capital development, promotion and investment are in line with the supply side, which includes goods and services consumed, such as hotels and restaurants, domestic transportation and communications, travel agencies, recreation and entertainment, souvenirs, health, beauty and other services, non-food industrial products, agricultural products as well as on the capital goods side, including buildings and construction as well as the machinery and transportation equipment industries.

Based on Law No. 10 of 2009, tourism business is a business that provides goods and services to meet the needs of tourists and to organize tourism. There are 13 types of tourism businesses mentioned in Article 14, namely: tourist attraction; area; tourist transportation services; tour travel services; food and beverage services<sup>14</sup>; provision of accommodation; organizing entertainment and recreation activities; organizing meetings, intensive trips, conferences and exhibitions; tourism consulting services; tourism information services;

---

<sup>10</sup> Ghazali Musa, Suhana Mohezar Ali, and S. Moghavvemi, 'Understanding Islamic (Halal) Tourism Through Leiperr's Tourism System', *SSRN Electronic Journal*, 2016 <<https://doi.org/10.2139/ssrn.2813023>>.

<sup>11</sup> Raoul Bianchi, 'The Political Economy of Tourism Development: A Critical Review A R T I C L E I N F O', 2017 <<https://doi.org/10.1016/j.annals.2017.08.005>>.

<sup>12</sup> Yoksamon Jeaheng, Amr Al-Ansi, and Heesup Han, 'Halal-Friendly Hotels: Impact of Halal-Friendly Attributes on Guest Purchase Behaviors in the Thailand Hotel Industry', *Journal of Travel and Tourism Marketing*, 36.6 (2019) <<https://doi.org/10.1080/10548408.2019.1631940>>.

<sup>13</sup> Zakiah Samori, Nor Zafir Md Salleh, and Mohammad Mahyuddin Khalid, 'Current Trends on Halal Tourism: Cases on Selected Asian Countries', *Tourism Management Perspectives*, 19 (2016), 131-36 <<https://doi.org/10.1016/J.TMP.2015.12.011>>.

<sup>14</sup> Joan C. Henderson, 'Halal Food, Certification and Halal Tourism: Insights from Malaysia and Singapore', *Tourism Management Perspectives*, 19 (2016), 160-64 <<https://doi.org/10.1016/j.tmp.2015.12.006>>.

tour guide services; water tourism; and SPA businesses<sup>15</sup>.

The success of the development of the Islamic financial industry, where halal tourism is related to it from a political economy perspective<sup>16</sup>, has received full support from the government by launching a national program for the development of Islamic finance, the formation of a particular agency for cross-authority coordination, a focus on comparative advantage, and government structural reforms and changes in the paradigm of society coordinates this lead by Indonesian monetary authority, Bank Indonesia.

## Halal Tourism Development Strategy

Bank Indonesia as the controller of the monetary authority which is given the authority to regulate all financial activities, promote Islamic Economic and Financial Development through the Bank Indonesia program and also through the National Islamic Finance Committee program of the Republic of Indonesia (KNKS) by developing: first, Islamic Financial Development: with an action agenda Increase the capacity of Islamic business in the boarding school environment through various linkages, including virtual markets; Developing the Sharia economy through the halal value chain ecosystem, in the food, fashion, and tourism sectors, supported by the halal lifestyle campaign.

Second, Islamic Financial Market Deepening: Issuance of Bank Indonesia Sukuk (SUKBI) as a tradable Islamic monetary instrument will strengthen liquidity management in Islamic banks and support the development of long-term Islamic financial instruments; Support the use of productive zakat and waqf for economical financing. Third, Education and halal lifestyle campaign: withheld a Sharia Economic Festival (FESyar) in three Indonesian regions and the International Islamic Expo and Festival (ISEF).

In developing halal tourism, Bank Indonesia provides support for Lesson Learned including: Increasing the practical accessibility of attractions and amenities<sup>17</sup> it is well available, promotion through digital is useful, crossborder tourism is essential to be optimized, and the need to anticipate disasters in tourism areas this is done to achieve the target set by 20 million foreign tourists. The challenges faced are the full capacity of the main entry slot for international flights; the development of tourist destinations is constrained by land, the management of expectations after natural disasters have not been optimal.

In terms of opportunities, BI explained that what can be expected to increase halal tourism is the NYIA operational plan, the construction of the 3 Soetta runway, the construction of the Ngurah Rai ERT, plans for adding cruise tourism, increasing digital tourism, organizing MICE in ready-to-sell destinations, increasing & expanding the hot deals program, several hotel investments are ready to operate in 2019, related to the province of Central Java, the operation of the new Ahmad Yani airport, Solo, and Yogyakarta Airport also provide separate entry points for the entry of foreign tourists.

<sup>15</sup> Hatem El-Gohary, 'Halal Tourism, Is It Really Halal?', *Tourism Management Perspectives*, 19 (2016), 124–30 <<https://doi.org/10.1016/j.tmp.2015.12.013>.

<sup>16</sup> Raoul Beunen, Kristof van Assche, and Martijn Duineveld, 'The Search for Evolutionary Approaches to Governance', in *Evolutionary Governance Theory: Theory and Applications* (Springer International Publishing, 2015), pp. 3–17 <[https://doi.org/10.1007/978-3-319-12274-8\\_1](https://doi.org/10.1007/978-3-319-12274-8_1).

<sup>17</sup> Dimitrios Styliadis, Amir Shani, and Yaniv Belhassen, 'Testing an Integrated Destination Image Model across Residents and Tourists', *Tourism Management*, 58 (2017) <<https://doi.org/10.1016/j.tourman.2016.10.014>.

The critical strategy formulations implemented by BI are: Acceleration of the 3 Soetta operational runway as of Jul 2019, ERT Ngurah Rai Nov 2019, & the use of NYIA for great international flights, Increasing length of stay through digital promotions, especially utilizing international MICE, expansion and the addition of hot deals programs (Kepri, Jakarta, Bali, Banyuwangi), integration of inter-regional packages. Mitigation and disaster management procedures and communications, ensuring the continuation of development in priority destinations (especially land issues), accelerating investment in regional spatial planning & establishing tourism KBLIs.

Development of Halal tourism nationally carried out within the framework of Bi with the A3 P2 pattern is to carry out a series of improvements, improvements and promotions with the following action plans: related to Acces: improved connectivity access: accelerated construction of toll roads and roads around tourist destinations, increased connectivity air (acceleration of airport development, increasing the status of the airport to an international airport, increasing the number of flights) for example in Banyuwangi: flight runways need to be extended, non-toll roads to tourist attraction locations need improvement.

Attraction: to increase the diversity of tourist attractions, so that the length of stay of tourists will increase, for example, Borobudur attractions need to be integrated with other tourist attractions, such as those around Joglosemar. Amenities: improving the quality of amenities, such as tourism management in order to prevent overcapacity in Borobudur, Labuan Bajo, and Bali so that the comfort of tourists can be maintained. On the promotion side, the first is promotion carried out by combining central and regional tourism promotions and Bank Indonesia related to Investment in Tourist Destinations and the implementation of International MICE in ready tourist destinations, for example, Voyage to Indonesia (VTI). Innovative tourism promotion strategies for destinations that are ready to be marketed, among others, through implementation film competition, cultural festival, community craft exhibition. Promotion needs to be focused on major potential countries such as China, South Korea, Japan, the US, Europe, ASEAN, and Australia, which are carried out thematically based on the country and foreign tourists. This is also related to increased cooperation with endorsers and implementers of a tourist, the Visit Indonesia Tourism Officer (VITO).

Concerning tourism industry players, it is necessary to formulate tourism development policies and formulate incentives for tourism industry leaders following the nomenclature of the types of tourism businesses. Increasing public awareness of tourism business actors through strengthening institutions and networks for tourism activities as well as access to finance and establishing financing schemes for tourism business actors.

## **Central Java Halal Tourism Development Strategy**

Politically, the reference for Central Java Province Tourism Development is Perda number 10 of 2012 concerning the Master Plan for Tourism Development of Central Java Province for 2012-2027. This reference is then called the RIPPAPROV, which contains documents for the development of tourism in Central Java for 15 years from 2012 to 2027. Based on this reference, Central Java Province determines that its tourism development includes: tourism destination development, tourism marketing development, tourism industry development,



and tourism institutions. Considering that tourism meant here are all activities related to tourism and are multidimensional and multidisciplinary that arise as a manifestation of the needs of each person and country as well as interactions between tourists and local communities, fellow tourists, government, local governments, and city/district governments and entrepreneurs, then halal tourism is included in it.

Operationalization in this RIPPARPROV is then described in Governor Regulation number 6 of 2015 concerning Guidelines for Implementation of Regional Regulation Number 10 of 2012. Thus, politically, tourism development in Central Java has been programmed with a strong legal foundation, and its implementation can be evaluated at any time.

### *Regional Development of Tourism Destinations*

The strategy for developing tourism destinations is spelled out in zoning, which is a geographical area with the coverage of cities/regencies, has tourist attractions that can be developed and recognized on a regional, national, and international scale, and a tourism product network is formed in the form of packaging patterns, and visiting patterns travel. Besides that, it also supports accessibility networks and infrastructure that supports tourists and tourism activities and integrated with related sectors. This zoning is the result of regional tourism development, which manifested in the form of Provincial Tourism Destinations (DPP), Strategic Tourism Provisions Area (KSPP), and Provincial Tourism Development Areas (KPPP)<sup>18</sup>. (see Table 1)

**Table 1. Provincial Tourism Destinations**

<b>Provincial Tourism Destinations (DPP)</b>	<b>Strategic Tourism Provisions Area (KSPP)</b>	<b>Provincial Tourism Development Areas (KPPP)</b>
Nusakambangan-Baturaden and its surroundings	Baturaden and surrounding Cilacap and its surroundings	Karst Kebumen and its surroundings Serayu and its surroundings Purbalingga and its surroundings
Semarang - Karimunjawa and its surrounding	Karimunjawa and its surroundings Semarang city and its surroundings Gedongsongo Rawa Pening and its surroundings Kudus Demak and its surroundings	Kendal and its surroundings Jepara and its surroundings Pati and surroundings Purwodadi and its surroundings
Solo-Sangiran and its surroundings	Sangiran and its surroundings Solo city and its surroundings	Cetho-Sukuh and its surroundings Wonogiri and its surroundings Tawangmangu and its surroundings

<sup>18</sup> See regional regulation Number 10 of 2012 concerning the Central Java Province Tourism Development Master Plan 2012-2027

Provincial Tourism Destinations (DPP)	Strategic Tourism Provisions Area (KSPP)	Provincial Tourism Development Areas (KPPP)
Borobudur - Dieng and its surrounding	Borobudur-Mendut-Pawon-Magelang city and its surroundings Prambanan Klaten City and Surrounding. Merapi-Merbabu and its surroundings Dieng and its surroundings	Purworejo and its surroundings Kledung Pass and its surroundings
Tegal - Pekalongan and its surroundings	Tegal and its surroundings Pekalongan city and its surroundings	Linggoasri - Pentungkriyono and surrounding Batang and its surroundings Pemalang and its surroundings Kakigua - Malahayu and the surroundings
Rembang - Bora and its surroundings	Rembang and its surroundings	Bora and its surroundings Cepu and its surroundings

Source of Perda 10/2012<sup>19</sup> (Processed Data)

### *Development of Tourist Attractions and Tourism Accessibility*

Development of tourist attractions as stated in Article 7 of Perda 10/2012, it includes natural tourist attractions, cultural tourism attractions, and human-engineered tourist attractions. This development is carried out based on the principle of upholding religious and cultural values and a balance between efforts to develop attraction management to create quality, competitive tourist attractions, and to develop conservation efforts to preserve and sustain its resources<sup>20</sup>.

The tourist attraction has an inseparable relationship with accessibility. To support tourism development and tourists' movement to destinations and the movement of tourists within the DPP, road, river, lake, crossing, sea, air, and rail transportation facilities and infrastructure are needed. The direction of this policy concerns the issue of safety, convenience, and availability, especially in dealing with foreign tourists. One of the essential things to support foreign tourists is the availability of an international airport as a starting point for early arrival.

June 2017 saw the operation of the Ahmad Yani Semarang New Airport in the Study of Political Economy<sup>21</sup>. Together with Kulon Progo Airport Yogyakarta and Banjarmasin Airport, Ahmad Yani Airport are the three airports that are expected to become the entry points for foreign tourists. Ahmad Yani Airport, which has 7 million passengers per year, has now become an icon of Central Java tourism, which provides comfort for passengers compared to previous airports. The available Halal facilities, such as places of worship, halal culinary, adequate waiting rooms, are the main attraction.

<sup>19</sup> Perda no 10/2012 psl.10

<sup>20</sup> Perda no 10/2012 psl.13

<sup>21</sup> Bianchi.



Referring to the general criteria for halal tourism, religious tourism, spiritual tourism that have been determined by the Ministry of Tourism and DSN-MUI, the main criteria are: oriented towards the public benefit; oriented to refreshment, enlightenment, and serenity; avoid polytheism and khurafat; avoid immorality such as gambling, adultery, pornography, liquor, drugs, and porno-action; maintain human behavior, ethics and noble values such as avoiding hedonistic and immoral behavior<sup>22</sup>; keep trust, safety and comfort. From this point of view, it can be concluded that the essence of the application of Islamic values<sup>23</sup> is to guide all elements that have the potential to damage the soul, honor of humans, and the environment must be avoided or removed. Criteria is an important part of developing the tourism industry in Central Java; this is following Article 13/2 of Regulation No. 10/2012. In terms of upholding religious and cultural values, it is the aim of its development.

The development of accessibility requires adequate integrated facilities and infrastructure, taking into account related elements such as the availability of stopover facilities along the corridor of tourist movements within the DPP according to market needs and developments. The government and tourism industry players synergistically facilitate the development of public infrastructure and public facilities in supporting growth, improving the DPP's quality and competitiveness. It takes a loose and simple regulation to construct facilities, infrastructure, zoning regulations, and incentives, including the enforcement of laws and regulations.

#### *Development of the Provincial Tourism Marketing and Development Image of Tourism*

Digitalization is an era that cannot be left behind in marketing Central Java tourism. Ease of gaining access to the global market, ease of information, and response speed need to be increased to increase the tourist market, tourism image, tourism marketing partnerships, and tourism promotion. Tourism industry institutions need to work together to create a beautiful image of the Central Java DPP. The segmentation of the theme is adjusted according to the holiday season and also the business season. Linkage with the tourism industry development plan in strengthening the tourism industry<sup>24</sup>, enhancing competitiveness, developing partnerships, creating business credibility, and developing environmental responsibility need to be implemented across provinces.

The application of proper standardization for tourist destinations and the infrastructure that covers them needs to be certified according to international standards and in implementing digital transactions that provide security for its users and support business assurance through regulation and facilitation. Green economy development along the tourism business chain, as well as the development of tourism business management with concern for the environment.

Tourism Marketing and Image Development are very dependent on the institutions that cover it, and institutions synergized with the entire tourism industry. Institutional structuring has been done to support that tourism organizational institutions are a pillar of

<sup>22</sup> Johan Fourie, Jaume Rosselló, and Maria Santana-Gallego, 'Religion, Religious Diversity and Tourism', *Kyklos*, 68.1 (2015) <<https://doi.org/10.1111/kykl.12065>>.

<sup>23</sup> Vargas-Sánchez and Moral-Moral.

<sup>24</sup> Marcus L. Stephenson, 'Deciphering "Islamic Hospitality": Developments, Challenges and Opportunities', *Tourism Management*, 40 (2014), 155–64 <<https://doi.org/10.1016/J.TOURMAN.2013.05.002>>.

development both in the form of tourism work units and across sectors and regions. The indicator in this problem is an increase that becomes a benchmark for tourism marketing and image growth. The performance of the Regional Tourism Promotion Board needs to synergize with all players in the Central Java tourism industry and jointly be responsible for increasing foreign exchange earnings through the tourism sector.

## Conclusion

Intensification of regional tourism development through tourism destinations, tourism marketing, tourism industry, and tourism institutions, along with other elements, both tangible and intangible, need to be evaluated on a scale. International tourist destinations such as Borobudur need to increase comfort and adequate foreign and local Muslim tourists' facilities. Access to worship can be carried out correctly and efficiently as an indication that Indonesia is a tolerant country and respects diversity.

The regional maps that have been formed and programmed in tour packages need to be improved with adequate facilities, especially in areas that still do not have hotels according to international standards. Digital marketing, which concerns the entire tourism program including tourist destinations, tourism marketing, the tourism industry, tourism institutions, and other elements that cover it must be updated at any time, and provide security and comfort information during a DPP tour. There is an explicit guarantee from the government.

The culinary arrangement pattern in each DPP needs to be thoroughly miniature in the provincial capital, mostly related to tourist destinations and easy access and affordability at the main entrance to international and national flights, at all seaports, at all Railway stations, and all stations, and other land transportation. A variety of tourist attractions in the form of cultural performances, sports, special meetings, and cross-cultural and cross-provincial attractions need to be held.

The integration of programs between provinces that are the pilot projects of the central government in the development of halal tourism needs to be integrated to complement each other regarding information, facilities, financing, quality of human resources, and standardized and internationally certified resources halal tourism facilities.

## Bibliography

- Adamson, Jordan, 'Political Institutions, Resources, and War: Theory and Evidence from Ancient Rome', *Explorations in Economic History*, 76 (2020), 101324 <<https://doi.org/10.1016/j.eeh.2020.101324>>
- Battour, Mohamed, and Mohd Nazari Ismail, 'Halal Tourism: Concepts, Practises, Challenges and Future', *Tourism Management Perspectives*, 19 (2016), 150–54 <<https://doi.org/10.1016/J.TMP.2015.12.008>>
- Beunen, Raoul, Kristof van Assche, and Martijn Duineveld, 'The Search for Evolutionary Approaches to Governance', in *Evolutionary Governance Theory: Theory and Applications* (Springer International Publishing, 2015), pp. 3–17 <[https://doi.org/10.1007/978-3-319-12274-8\\_I](https://doi.org/10.1007/978-3-319-12274-8_I)>

- Bianchi, Raoul, 'The Political Economy of Tourism Development: A Critical Review A R T I C L E I N F O', 2017 <<https://doi.org/10.1016/j.annals.2017.08.005>
- Biancone, Paolo Pietro, Silvana Secinaro, Maha Radwan, and Mohamad Kamal, 'Halal Tourism: An Opportunity for the Global Tourism Industry', *Tourism Analysis*, 24.3 (2019) <<https://doi.org/10.3727/108354219X15511865533112>
- Bollan, Erhan, and Mehmet Sarıllık, 'Halal Tourism: Conceptual and Practical Challenges', *Journal of Islamic Marketing*, 2019 <<https://doi.org/10.1108/JIMA-06-2017-0066>
- El-Gohary, Hatem, 'Halal Tourism, Is It Really Halal?', *Tourism Management Perspectives*, 19 (2016), 124–30 <<https://doi.org/10.1016/j.tmp.2015.12.013>
- Fourie, Johan, Jaume Rosselló, and Maria Santana-Gallego, 'Religion, Religious Diversity and Tourism', *Kyklos*, 68.1 (2015) <<https://doi.org/10.1111/kykl.12066>
- Henderson, Joan C., 'Halal Food, Certification and Halal Tourism: Insights from Malaysia and Singapore', *Tourism Management Perspectives*, 19 (2016), 160–64 <<https://doi.org/10.1016/j.tmp.2015.12.006>
- Jaelani, Aan, 'Halal Tourism Industry in Indonesia: Potential and Prospects', *International Review of Management and Marketing*, 7.3 (2017), 25–34
- Jeaheng, Yoksamon, Amr Al-Ansi, and Heesup Han, 'Halal-Friendly Hotels: Impact of Halal-Friendly Attributes on Guest Purchase Behaviors in the Thailand Hotel Industry', *Journal of Travel and Tourism Marketing*, 36.6 (2019) <<https://doi.org/10.1080/10548408.2019.1631940>
- Musa, Ghazali, Suhana Mohezar Ali, and S. Moghavvemi, 'Understanding Islamic (Halal) Tourism Through Leiperr's Tourism System', *SSRN Electronic Journal*, 2016 <<https://doi.org/10.2139/ssrn.2813023>
- Rasul, Tareq, 'The Trends, Opportunities and Challenges of Halal Tourism: A Systematic Literature Review', *Tourism Recreation Research*, 44.4 (2019) <<https://doi.org/10.1080/02508281.2019.1599532>
- Samori, Zakiah, Nor Zafir Md Salleh, and Mohammad Mahyuddin Khalid, 'Current Trends on Halal Tourism: Cases on Selected Asian Countries', *Tourism Management Perspectives*, 19 (2016), 131–36 <<https://doi.org/10.1016/J.TMP.2015.12.011>
- Samori, Zakiah, and Noorsalwati Sabtu, 'Developing Halal Standard for Malaysian Hotel Industry: An Exploratory Study', *Procedia - Social and Behavioral Sciences*, 121 (2014), 144–57 <<https://doi.org/10.1016/J.SBSPRO.2014.01.1116>
- Siscan, Zorina, and Stela Cazacu, 'THE CONTEMPORARY METHODOLOGICAL APPROACHES AND THEORIES EXPLAINING INTERNATIONAL TOURISM FLOWS', *Studia Universitatis Moldaviae*, 2.102 (2017), 56–163
- Stephenson, Marcus L., 'Deciphering "Islamic Hospitality": Developments, Challenges and Opportunities', *Tourism Management*, 40 (2014), 155–64 <<https://doi.org/10.1016/J.TOURMAN.2013.05.002>
- Stylidis, Dimitrios, Amir Shani, and Yaniv Belhassen, 'Testing an Integrated Destination Image Model across Residents and Tourists', *Tourism Management*, 58 (2017) <<https://doi.org/10.1016/j.tourman.2016.10.014>

- Suradin, Muhammad, 'Halal Tourism Promotion in Indonesia: An Analysis on Official Destination Websites', *Journal of Indonesian Tourism and Development Studies*, 6.September (2018), 143-59 <<https://doi.org/10.21776/ub.jitode.2018.006.03.01>>
- Vargas-Sánchez, Alfonso, and Maria Moral-Moral, 'Halal Tourism: Literature Review and Experts' View', *Journal of Islamic Marketing*, 2019 <<https://doi.org/10.1108/JIMA-04-2017-0039>>