

Muslim-Friendly Tourism Towards Good Tourism Governance

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Received: 17 June 2022; Revised: 26 September 2022; Accepted: 6 October 2022

Abstract

The oftenly issue that found in Toba Lake is the lack of facilities to support both foreign and domestic tourists. This convenience is related to culinary (food) availability in places of worship and hotels based on national standards. Since the majority visitors who come to Toba Lake are Muslims; thus it is very important to have a friendly-based tourism policy through good governance to create a superior tourist destination. This study aimed to determine the concept of policies to realize Muslim-friendly tourism toward Good Tourism Governance in Toba Lake area. The method in this study is a survey method with qualitative analysis. It showed the increasing of tourism standardization related to the tourists needs, especially for Muslim. It is concluded that tourism development oriented to GTG must have policies as directions and actions to realize the goals to be achieved; including Muslim-friendly tourism.

Keywords: *Tourist Destinations; Muslim friendly; Good Tourism Governance; Tourism Policy; Tourism Standards*

How to Cite: Hajar, S., Faustyna, F., & Kholik, K. (2022). Muslim-Friendly Tourism Towards Good Tourism Governance. *Otoritas : Jurnal Ilmu Pemerintahan*, 12(2), 142-161.

Permalink/DOI: <https://doi.org/10.26618/ojip.v12i2.8052>

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INTRODUCTION

Currently, tourism in Indonesia has become a leading sector; its development is strategically directed to priority destinations to become new alternative tourism destinations besides Bali. Tourism market resources are developed by looking at the great potential in some countries, such as China, Russia, and the Middle East. The current situation in the world tourism market is shown by the phenomenon of rapid growth in the halal tourism segment (Gabdrakhmanov, Biktimirov, Rozhko, & Khafizova, 2016; Sutono, Tahir, Sumaryadi, Hernowo, & Rahtomo, 2021).

Crescent Rating and Master-card data in their 2019 Indonesia Muslim Travel Index reports had noted several other factors that led the increasing number of Muslim tourists, namely the increasing number of upper middle-class Muslims, millennial Muslims, and Muslim-friendly tourist facilities and services such as halal food and places for worship as well as an environment free from non-halal and recreational privacy facilities. This Muslim-friendly destination has become a tourism concept that been implemented in several Asian countries, including Thailand and Vietnam.

The efforts to realize Muslim-friendly destinations like those carried out in Thailand and Vietnam are challenges for Asian countries, especially Indonesia. Accordance with the statement of Minister of Tourism and Creative Economy, as an effort to support halal tourism in Indonesia, the Ministry of Tourism and Creative Economy has compiled a policy related to halal tourism that emphasizes additional services as expected to be provided by tourism and economic actors creative to respond potential of Muslim-friendly tourism in Indonesia. Regarding to the issue, service guidelines have been prepared for destination managers and creative economy centers in areas where

provide additional Muslim-friendly services. Some places in Lombok, Aceh and Padang, have started halal tourism programs in all existing tourist destinations, the government has planned to develop the concept of halal tourism in Muslim minorities areas, especially in priority destinations; Bali and Toba Lake (Churiyah, Pratikto, Filianti, Wibowo, & Voak, 2021).

Tourism in Toba Lake is a very promising area in the future since it is supported by natural and cultural conditions that can be used as a special attraction, but there are also many obstacles in planning tourism development in Toba Lake area, including the development of concepts muslim friendly tourism. The area has the potential to be developed into Muslim-friendly tourism through Good Tourism Governance (GTG) without having to eliminate cultural values and customs that have developed around Toba Lake. In 2020, according to the statement Bali and Toba Lake are destinations that are planned to become Muslim-friendly tourism, where will be provided with facilities that can support the needs of Muslim tourists (Rahtomo, 2018).

The meaning of Muslim-friendly tourism, that was previously called halal tourism, has become a lot of pros and cons among the people around the Toba Lake considered a tourism program that can eliminate local identity and culture in Toba Lake. Thus, this has become a polemic between the North Sumatera Provincial Government and several community groups in Toba Lake area. In fact, the concept of halal tourism intended by the regional leadership of North Sumatera Province is more directed to the provision of halal food and facilities that can provide comfort for Muslims.

The concept of Muslim-friendly tourism policy mandated in the Toba Lake is not to eliminate the culture and customs that have long been attached to Toba Lake Region, but rather to food and

other facilities. In line with the results of study conducted by that in the development of tourism there are 2 (two) contributions; (1) the development of an integrated and comprehensive analysis of the sources of conflict between tourism development and land use and natural resource management; (2) the development and implementation of a framework for conflict sources based on a theoretical framework (Almeida, Costa, & Nunes da Silva, 2017; Thimm, 2017).

Thus, referring to this opinion, changing the concept of halal tourism to be Muslim-friendly can avoid misunderstandings about the meaning of halal tourism and develop tourism in Toba Lake so it can increase tourist visits, especially Muslim tourists targeted at 1 million visitors; where in 2019 the number of Muslim tourists who visit Toba Lake are about 53% of 250,000 tourists.

One of the facilities that are needed by Muslim tourists is restaurant that is comfortable and safe to eat. However, in Toba Lake, it has not been able to provide a comfort and safe restaurant to eat; especially for Muslim tourists. Not only food, lodging or hotels have not provided or prepared hotel standards that can make it comfortable for tourists to worship, such as prayer rooms or Qibla direction in each hotel room.

However, the inns or homestays in Toba Lake area have not been able to provide a comfortable and safe atmosphere. Then it is very important to have regulation as a guideline or reference for the community and business actors, to pay more attention for developing the tourism potential of Toba Lake in the future (Hajar, Siti; Faustyna; Santoso, 2022; Pasanchay & Schott, 2021).

The existence of sense of comfort and security can also increase tourism activities and for promoting and attracting partners with other parties. In addition, regulations are also needed in making product standards produced by the

community so they are able to compete in both national and international levels (S raphin, Gowreesunkar, Rosel -Chim, Duplan, & Korstanje, 2018; Ying-Chan Liu & I-Jing Li & Shang-Yun Yen & Peter J. Sher, 2018). Thus, one of the efforts to realize a Muslim-friendly tourist destination in Toba Lake Region that is oriented towards GTG is to formulate a tourism policy that does not eliminate the cultural identity and local customs of local community so the tourism in Toba Lake Region can develop to be superior and competitive.

To realize the role of sustainable halal tourism destinations; policies and regulations are needed to regulate the using of destination resources and the involvement of stakeholders in carrying out the role as a friendly place to visit for Muslim tourists (Papastathopoulos et al., 2020; Slamet, Abdullah, & Laila, 2022). Therefore, this study aimed to determine the concept of policies that can realize Muslim-friendly tourist destinations based on good tourism governance in Toba Lake area.

RESEARCH METHODS

This study is a survey research that conducted with a large or small populations; but the data samples was taken from the population, so the relative events, distributions and relationships between sociological and psychological variables are found This study used qualitative data analysis, that consists of number of components, but in the data analysis process involves an effort to interpret data in the form of text or images that specifically related to policy concepts that are oriented towards realizing Muslim-friendly destinations based on Good Tourism Governance (GTG) in Toba Lake region (Guo & Sun, 2016; Yan, Gao, & Zhang, 2017; Zorpas, Voukkali, & Navarro Pedre o, 2018).

The survey was conducted to identify tourist destinations in Toba Lake Re-

gion that can support the success of Muslim-friendly tourism; then the results of this survey are expected to group tourist destinations according to their advantages. The grouping of the advantages of tourist destinations in Toba Lake Region aimed to establish criteria for tourist destinations that can develop Muslim-friendly concepts, including facilities and comfort (food and lodging). The results of this study were also analyzed with a qualitative approach; as an effort to support the development of tourism industry, especially in Toba Lake area. In carrying out the analysis, it is also supported by policy documents including the RTRW of North Sumatera Province, RIPPAN PROVSU 2017 - 2025, RIRD KSPN Toba Lake (Master Plan).

RESULTS AND DISCUSSION

Halal tourism development cannot be separated from the regional context. Tourism Destinations are geographical areas located in one or more administrative areas where the tourist attractions, public facilities, tourism facilities, accessibility, and communities are interrelated and complement the realization of tourism (Mangani & Bassi, 2019; Rahmafritria, Pearce, Oktadiana, & Putro, 2020; Shijin, Jia, & Lanyue, 2020).

In general, when the geographical location of a destination coincides with the boundaries of political jurisdictions such as a country, state, province, municipality, or "city state", conceptually and managerially more effective in accommodating masses or groups (clusters) and becomes an attraction tourism so it can provide a visit experience that attracts tourists to come to destinations for tourist purposes (Hristov & Zehrer, 2015; Valdivieso, 2019; Wanner, Seier, & Pröbstl-Haider, 2020).

A tourism destination has two main roles and a number of supporting roles. The first and most important role, the destination must strive to improve the

social and economic well-being of the people living around the destination area. The second role is that the destination must be able to provide additional business opportunities for the welfare of the population by offering various activities or tourism experiences (Dredge & Jamal, 2015; Singh, Srivastava, & Dixit, 2019).

Tourism policy is an action that has methods in carrying out procedures for achieving goals in a specified period of time, can provide benefits and welfare for the public. Keller (2015) and Danish & Wang (2018) argued that tourism policy is basically the promotion of industry related to the tourism sector and is driven by demand that is part of state policy where the positive externality is on economic development (Arbolino, Boffardi, De Simone, & Ioppolo, 2021; Novita Wulandari dan Carunia Mulya Firdausy, 2020).

Then, explained that policy makers must understand the needs to develop broad strategies and adapt them to fluctuate or mature conditions (David L. Edgell, Sr., Maria DelMastro Allen, Ginger Smith., 2019; Shafiee, Rajabzadeh Ghatari, Hanzaszadeh, & Jahanyan, 2019).

Furthermore, strengthening that on the one side in certain conditions and situations, the community may demand improvement of policies to make it more conducive; on the other side, the government can evaluate its performance to find out programs that are not achieved in accordance with public demands, so they must make new policies (Bono i Gispert & Anton Clavé, 2020; Fu et al., 2017; Mason, 2015).

The above statement regarding tourism policy can be an important tourism policy based on Good Tourism Governance (GTG) so it can realize Muslim-friendly tourist destinations in Toba Lake Region, related to the demands and needs of the public for comfort and tranquility in traveling. The quoted that realizing GTG, it really requires the creation of ide-

al conditions from the three stakeholders; (1) the government must have the ability to accommodate the political process or decision making regarding norms and policies that can be implemented in the form of regulations in the government bureaucratic process, (2) the industry or private business has the ability to increase the capital stock, open new activities and offer new business opportunities for the wider community, (3) while civil society must have the independent ability to build positive norms, formulate problems, articulate problems and interests of the wider community and be able to carry out supervision of the two partners (Airey, 2015; Komppula, 2016; Nitivattananon & Srinonil, 2019; Nunkoo, 2017).

Then, stated that effective governance can assist in facilitating development in the tourism sector in an integrated manner through a governance approach to overcome challenges and obstacles in tourism development (Bichler, 2021; Borges, Eusébio, & Carvalho, 2014).

The aim of Muslim-friendly tourist destinations is to encourage and develop the tourism industry and accelerate good governance in the tourism sector. However, in realizing this goal, it must be supported by tourism policies that oriented towards GTG. The phenomenon of halal tourism or Muslim-friendly services in Toba Lake area has not been realized properly since it is related to the absence of a guide to halal tourism destinations as additional services, especially in Toba Lake area, so that the Muslim-friendly concept is implemented in special places that have national standards; such as hotels and restaurants. However, homestays and other inns cannot be implemented yet, especially those whose managers are local communities. Thus, it is especially important to have a GTG-based tourism system, so it can facilitate the development of halal tourism in improving Muslim-friendly services.

GTG is a principle used to achieve

the goals and missions of sustainable and environmentally sound tourism development that is coordinated and synchronized with various interested parties of tourism and local communities (Hajar, Supriyono, Muluk, & Said, 2021; Hübner, Phong, & Châu, 2014; Jamal & Camargo, 2018). The Muslim population is currently around 30% of the total world population because the number of Muslim population is expected continuously increasing year by year (Cuesta-valiño & Bolifa, 2020; Gurel Cetin, 2016; Ying-Chan Liu & I-Jing Li & Shang-Yun Yen & Peter J. Sher, 2018).

The increase is higher than the population of other religions. It is estimated that the Muslim population between 2015 and 2060 will increase by 70 %, while the world population will increase by 32 % or the total world population in 2060 will be 9.6 billion people. It also indicated that Muslim tourists will continue to increase; and by 2020, Muslim tourists are expected to increase by 30 % and increase the value of spending to 200 billion USD (Syariah, 2020; Tuti, 2021).

The development of Indonesian halal tourism is one of the priority programs of the Ministry of Tourism which has been carried out since five years ago. GMTI 2019 data shows that by 2030, the number of Muslim tourists is projected to reach 230 million worldwide. In addition, the growth of the Indonesian halal tourism market in 2018 reached 18%, with the number of foreign Muslim tourists visiting Indonesia's priority halal tourist destinations reaching 2.8 million with foreign exchange reaching more than Rp 40 trillion. Referring to the target of achieving 20 million foreign tourists to be achieved in 2019, the Ministry of Tourism targets 25% or 5 million of 20 million foreign tourists are Muslim tourists. The increasing in Muslim tourists is an opportunity for tourism sector to develop halal tourism. Therefore, some countries are starting to take this opportunity by devel-

Table 1. Directions for the Development of Tourist Attractions in the Spatial Structure of the Toba KSPN and Surrounding Areas
 Source: Processed by the Authors (2022)

Sub-Development Area	Potential Tourist Attractions and Existing Functions	Development Concept
Zona 1		
Tuktuk, Tomok	Accommodation and hospitality complex, water tourism attraction (Lake Toba waters), Tuktuk Village cultural tourism.	Development of tourist attraction based on the potential of rural culture and lake waters (Tourism Village, Selusur Danau).
Simanindo	Ferry port, cultural tourism attraction, Lake beach tourist attraction.	Development of tourist ports and tourist attractions based on rural cultural potential (tourist villages).
Nainggolan	Ferry Port, cultural tourism attraction, Lake beach tourist attraction.	Development of tourist ports and tourist attractions based on the potential of rural culture and lake waters .
Zona 2		
Lake Water Area	The attraction of the lake waters and the landscape of Lake Toba, fish pond.	Development of tourism attraction based on the potential of Lake waters (sports and water recreation, floating restaurants, Toba Cruise, Toba Mice).
Zona 3		
Pusuk Buhit	Hot spring attraction, the attraction of geological sites.	Development of tourist attraction based on geological and mineral resources (geopark, geoscience, volcanic park, research center).
Sipiso-piso	Waterfall tourist attraction, the tourist attraction of panoramic lakes and landscapes.	Development of tourist attractions based on the ecological potential of forests and mountains..
Simalem	Resort, potential panorama of Lake Toba, potential for agro/parm activities.	Development of tourist attraction based on the ecological potential of mountains and plantations (agro-tourism).
Parapat and its surroundings	Accommodation and hospitality center, lake beach tourist attraction, fish pond potential.	Development of special tourist attractions (MICE, Lake Resort) and Lake Toba cruise gates.
Balige	Batak cultural tourism attraction, tourist port potential, natural panorama tourist attraction, hotels and resorts.	Development of tourist attraction based on the ecological potential and ethnic/rural culture of Batak.
Tigaras	Tourist port, fish pond potential.	Development of tourist ports and tourist attractions based on the ecology of rural culture and lake waters.
Zona 4		
Brastagi	Accommodation and hospitality center, agro tourism attraction of fruit and vegetable farming, Sibayak forest/ mountain tourist attraction.	Development of agro potential-based tourist attractions (agro tourism park, eco residential/hotel resort, villa lodge, outbound activities).
Sidikalang	Coffee plantation, coffee agro tourism attraction.	Development of tourist attraction based on the potential of Sidikalang Coffee Plantation (Sidikalang Coffee Plantation)
Baktiraja, Humbang Hasundutan	Accommodation facilities, cultural history tourist attraction, agro tourism attraction.	Development of tourist attractions based on cultural history and natural panoramas as well as agro-tourism.
Silangit	Regional gate/ Silangit Airport, historical and urban tourism attraction.	Development of Silangit as a supporting tourist gateway and tourist attraction based on the potential of religious culture.

oping halal tourism, both countries with Muslim and non-Muslim majority such as Japan, South Korea, Australia and Thailand (Battour & Ismail, 2015; Krishna Anugrah, Asminar Mokodongan, 2017; Ryan, 2016). It is hoped that tourist attractions, hotels, restaurants, airlines, travel agents and all those involved in tourism can also be involved in halal tourism. Travel agents have halal tourism opportunities in various fields

In line with some opinions above, study conducted that the increasing in Muslim tourists from year to year is an opportunity and challenge for tourism sector to develop halal tourism by (Satriana and Faridah 2018; (Han, Al-Ansi, Olya, & Kim, 2019; Luz, 2020). Many countries (both Muslim and non-Muslim majority) are trying to develop halal tourism. However, judging from the existing concepts and principles of halal tourism, these countries are generally created a Muslim-friendly atmosphere. Until now, study related to halal tourism is still limited, especially in Indonesia. One study that might be done is related to the perception of non-Muslim tourists on halal tourism.

The tourism potential of Toba Lake area is very supportive to be developed into a superior and competitive tourist destination and provides positive value for the progress of the area around Toba Lake area, namely Samosir Regency, Simalungun Regency, Toba Samosir Regency, North Tapanuli Regency, Humbang Haangleang Regency, Dairi Regency, Karo Regency and West Pakpak Regency. The condition of tourist destinations in Toba Lake area greatly affects the level of tourist visits, both local and foreigners; related to the tourism dimension, including attraction, amenities, transportation (accessibility) and additional facilities (ancillary). The tourism dimension is the main requirement in developing a tourist destination in advancing tourism in the future then it requires good and correct

tourism governance.

The development of potential tourist destinations in Toba Lake area also requires promotion and providing outside information about the attractions offered. It is necessary to have effective cooperations with service agents such as travel or to make some steps in promoting tourist attractions. The efforts to promote a tourist destination must be able to cooperate with various parties, including journalists, investors, travel agents and so on (Cucari, Wankowicz, & Esposito De Falco, 2019). The needs for every district government to continue building a communication with several parties in promoting tourist destinations, both known and unknown to the general public (Cucari et al., 2019; Cuesta-valiño & Bolifa, 2020; Jaung, Carrasco, & Bae, 2019). This effort is also an act to develop the concept of Muslim-friendly tourism in the Toba Lake Region. In line with study stated that very significant growth of world halal tourist visits is a phenomenon that must be addressed properly. In the context of Indonesian tourism, this is an opportunity that should not be wasted (Bichler, 2021; Soulard, Knollenberg, Boley, Perdue, & McGehee, 2018).

The various strategic formulations need to be pursued. One of the efforts that can be done in capturing these opportunities is to create an ecosystem of halal tourism destinations as a forum for developing Muslim-friendly tourism destinations. It is supported by study in the development of halal tourism, strategic steps are taken, to describe the beauty of Indonesian tourism, especially halal tourism that has good potential (Al, Awwal, Wahyu, & Rini, 2019; Moshin, Brochado, & Rodrigues, 2020; Nasution, 2021).

It deserves to be visited by Muslim tourists as a country that has the largest population in the world. Another strategy used is to choose three regions with their respective characteristics to develop halal tourism. For instance, Lombok with the

tagline "Friendly Lombok" as an illustration that Lombok is friendly for tourists; Aceh with the tagline "The Light of Aceh" to show that Aceh has Islamic nuances that can give light of *rahmatan lil alamin* or good for all, while Sumatera Barat with the tagline "Taste of Padang" that offers an interesting experience with its own taste. Each of these regions has regulations regarding the implementation of halal tourism.

Table 1 shows that tourist destinations in Toba Lake Region can be grouped based on the concept of development and synchronized with the concept of Muslim-friendly tourism; but must be carefully and well planned. Halal tourism planning in Toba Lake area is a direction and action that supports the development of the tourism industry. The directions and actions that exist in Muslim-friendly tourism are related to the development of GTG destinations.

This Muslim-friendly tourism is closely related to business problems and not a matter of belief so it can provide benefits and increase regional income. This Muslim-friendly tourism is aimed in Toba Lake area that intended to provide comfort for Muslim tourists as has been done by Thailand and Vietnam with the concept of halal tourism. The argued that related to the problem of halal tourism; there are triggers for the development of halal tourist destinations in the global era, (1) a tendency for the tourist community to have started to get bored with secular tourist destinations so they hope there will be new attractions, (2) the increasing number of Muslim population at the global level, and (3) the awareness of public to practice the religion as their belief (Krishna Anugrah, Asminar Mokodongan, 2017).

This statement is also in accordance with the results of study conducted that the increasing interest in halal tourism can also be caused by the increasing growth of Muslim population around the

world, then also due to the need for the tourism industry; then there is a need for development related to the opportunities and challenges in marketing halal tourism (Mujtaba, 2016).

This is, in accordance with the Presidential Regulation of the Republic of Indonesia Number 81 of 2014 concerning Spatial Planning for Toba Lake Region and its surroundings, that to make Toba Lake is a strategic area for national tourism, there must be a strategy for developing and rehabilitating high-end tourism areas. Mass tourism with international, national and regional appeal that is adaptive to disasters as referred to in Article 7 letter "d" includes: 1) Developing and revitalizing designated tourism areas based on natural tourist attractions, cultural tourist attractions, and man-made tourist attractions. 2) Re-arranging the designated tourism area in the Lake Border area, at the height of the hills and in the slope area greater than 40%. 3) Developing and improving the quantity and quality of tourism infrastructure (accommodation, banking, travel agency services and tourism education) for high-end tourism designated areas and mass tourism based on culture and lake panoramas and adaptive to disasters. 4) Developing access to transportation networks (roads, crossings, sea and air) that are reliable, environmentally friendly and adaptive to disasters to/from national activity centers, and/or to/from international, regional, national and inter-tourism exits. 5) Developing and improving the quantity and quality of public infrastructure that supports tourism designation areas (a reliable drinking water supply system, wastewater treatment, solid waste, drainage and green open space). 6) Consolidating and improving the quantity and quality of telecommunications network system (terrestrial network and satellite network) and electrical energy network (hydropower, wind, geothermal and micro hydro).

This statement is also supported by study (Ahmed & Akbaba, 2018), that people travel to a place looking for something new or different, whether that is different from what they have encountered or what has been done elsewhere or in their daily lives. As an effort to create Muslim-friendly tourism, a specific policy is needed to guide the implementation of Muslim-friendly tourism. The potential for Muslim-friendly tourism that is planned to be developed so it can be implemented; preparations are needed to support Muslim-friendly tourist destinations including policies and supporting facilities. This program is also expected to improve the welfare of the community both culturally and intellectually. One of the most important things that must be considered in formulating a policy that is oriented towards realizing Muslim-friendly tourist destinations in Toba Lake area includes the facilities available at the destination. The benchmark for Muslim-friendly destinations that can be marketed in the tourism industry in Toba Lake is related to the number of hotels that provide worship facilities, standardized culinary delights for Muslim tourists as well as several places that can provide comfort and safety for Muslim and non-Muslim tourists.

Study result for developing a tourism industry that supports a halal tourism climate, there are several things that must be prepared, including: 1) Qibla direction in hotel rooms, 2) Information of the nearest mosque, 3) Places of worship for Muslim tourists and employees, 4) Information on halal/non-halal products, 5) Separate ablution places for men and women, 6) Supporting facilities for praying and 7) Separate rest room for men and women to make it easier to purify. The results of this study explain that implementing tourism policies that support the Muslim-friendly concept must involve all stakeholders, so the tourism governance system can be run properly and ultimately to produce halal tourist destina-

tions or focus more on the Muslim-friendly concept (Boğan, 2020; A. K. Jaelani, Handayani, & Karjoko, 2020).

Study result by A. Jaelani (2017) and Rusli, Firmansyah, & Mbulu (2018) said that the Muslim-friendly concept has a positive and significant effect on tourist attitudes, destination images and travel intentions that provides opportunities for destination development related to tourism marketing in particular by A. Jaelani, (2017) and Rusli et al., (2018). However, the concept stated above, also needs an in-depth study in formulating a regulation in particular to support GTG through Muslim-friendly destinations, especially in Toba Lake area.

Muslim-friendly destinations are a program that must be developed in all tourism areas in Indonesia, including Toba Lake. Study result said that the tourism sector began to innovate with the emergence of halal tourism trends by Ainin, Feizollah, Anuar, & Abdullah (2020) and Aji, Muslichah, & Seftyono (2021). This trend appears along with the times and the demands of people who want tourism that remains in religious law, such as the ease of obtaining halal food and drink, and also for worship. It seems to be a magnet for tourism actors. In recent years, Indonesia has been aggressively promoting the trend of halal tourism to attract foreign tourists, the majority of whom are Muslim. Indonesia's potential is very large if it is serious about managing halal tourism. Lombok, Aceh, Sumatera Barat and several other provinces are designated by the government as halal tourism destinations in Indonesia. Indonesia's performance that continues to manage halal tourism has finally paid off. In April 2019, Indonesia was finally ranked first as the best halal tourism destination in the world along with Malaysia. Surely it is the result of hard work from the community, government and tourism actors in Indonesia. It is hoped that the development of halal tourism can

strengthen the economy of the Indonesian people and state.

The results of this study reveal that there are factors that support the acceleration of the concept in Toba Lake area, namely: 1) The growth of Muslim tourist visits both locally and internationally that continues to increase in Toba Lake area, 2) Increasing the reputation of being Muslim friendly through the attitude and image of Muslim tourists through various tourism events and forums in international level, 3) The importance of information technology as a medium and communication that is adaptive to Muslim-friendly concept and as a means of information and promotion, 4) The formation of policy concepts in accordance with Muslim-friendly standards.

There are main questions that arise in formulating policies that support Muslim-friendly tourist destinations in Toba Lake Region; how Muslim-friendly services can be offered by tourist destinations so they can be considered as Muslim-friendly tourist destinations. This question arises since Toba Lake tourism area is predominantly non-Muslim area, so there was a misunderstanding when the previous concept, namely halal tourism, was launched in tourism development throughout Toba Lake area. Finally, a solution was found that aimed to minimize the misperceptions of public and other parties about changing halal tourism become Muslim-friendly.

In accordance with the results of study conducted by that it is very important to have a framework in forming a Muslim-friendly concept in a tourist destination and have a sustainable goal, as follows: 1) to explain what is meant by smart and sustainable goals about Muslim-friendly; 2) the existence of cultural, religious and segmentation variables that must be studied; 3) analysis of the characteristics of the Muslim market segment, these things become a requirement for developing a Muslim-friendly concept in a

destination to create sustainable policies in the tourism sector (Naniopoulos, Tsalis, & Nalmpantis, 2016; Suhartanto, Dean, Wibisono, Lu, & Amin, 2022).

Then, in formulating a Muslim-friendly policy, it must first be adjusted to the service needs of Muslim tourists, including 1) halal food and beverage services, the availability of facilities for worship as the main category; 2) cleanliness and comfortable and safe tourist activities for Muslims as an additional category (Ferdiansyah, 2020; Putri, 2021; Nugroho, 2021). Thus, the two research results can be used as a reference in preparing a standardization of tourism that can support the concept of GTG-oriented policies to realize Muslim-friendly tourist destinations in Toba Lake Region.

The biggest challenge in realizing Muslim-friendly tourist destinations in Toba Lake area is that there has not been a planning for tourism development that is oriented towards Muslim-friendly tourism, while \pm 50% of tourists visiting Toba Lake are Muslim from local and foreign countries (Malaysia, Brunei). Muslim-friendly tourism is important in marketing the tourism industry through the advantages of promoted tourist destinations so that they can take advantage of global Muslim growth. Thus, it is important to have a positive destination image to identify the target market, especially Muslim tourists. In line with study conducted by Rahman, Rana, Hoque, & Rahman (2019) and Prayag (2020), that the potential for halal tourism is so great; as a country where the majority population is Muslim, Indonesia should be able to maximize that potential.

Therefore, Indonesia has started to promote itself as a Muslim-friendly tourism destination. Halal tourism in Indonesia is not too bright, there are so many local and foreign tourists do not know about the brand. Therefore, the government needs to work harder to promote the brand. However, actually the issue of

promoting halal tourism can also be done by the general public, especially the younger generation as technology literate.

Study result that halal tourism (halal tourism) is a study that has begun to develop in recent years. The using of terminology related to halal tourism is also diverse and still being debated by El-Gohary, (2016) and Jia & Chaozhi (2020).

Likewise with the main principles and or conditions for halal tourism that have not been agreed upon. However, the availability of halal food, products that do not contain pork, non-intoxicating drinks (containing alcohol), the availability of prayer room facilities including ablution places, the availability of Al Qur'an and worship equipment (mat prayer) in the room, Qibla instructions and staff clothing in polite are some conditions to create a Muslim-friendly atmosphere. The increasing Muslim tourist is an opportunity and challenge for tourism sector to develop halal tourism. Many countries (both Muslim and non-Muslim majority) are trying to develop halal tourism. However, judging from the existing concepts and princi-

ples of halal tourism, these countries generally only try to create a Muslim-friendly atmosphere. The development of halal tourism need to be done, one of them is by conducting various studies. Until now, studies related to halal tourism are still limited, especially in Indonesia.

The efforts to support the realization of Muslim-friendly destinations that can be managed well, it is necessary to have a policy concept that supports the implementation of this program. However, it is not only related to policies but also to the quality of resources and facilities that must comply with Muslim-friendly standards as a supporting factor for the realization of GTG-based Muslim-friendly destinations. Tourism in Toba Lake Region does not yet have a specific policy that regulates Muslim-friendly destinations that become a tourism industry program to support in developing Toba Lake area to become one of the prioritized destinations to implement the concept. The importance of a GTG-based Muslim-friendly destination policy is also to become a smart and sustainable tourist destination

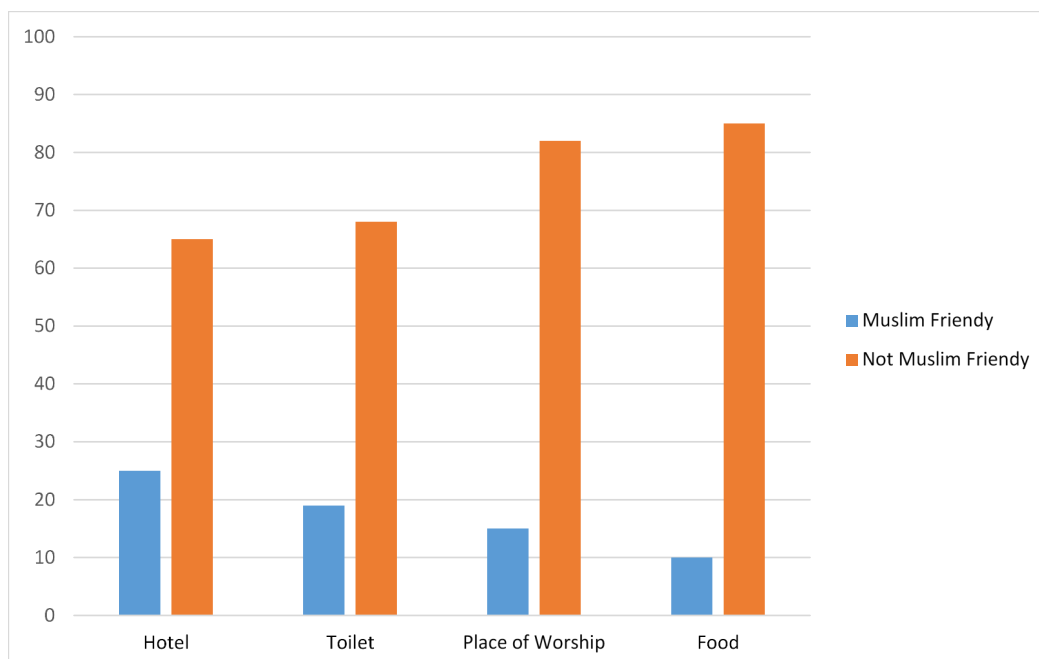


Figure 1. Tourist Response to Tourism Facilities
Source: Processed by the Authors (2022)

and to improve tourism services and the quality of life of local communities around tourist destinations. Promoting tourism is related to the needs of tourist destinations that are sourced from the demands and experiences of tourists as consumers. In accordance with the results of the survey conducted in this study, as follows figure 1.

The figure 1 shows that it is very important to have a Muslim-friendly destination that can provide and facilitate tourists in traveling. The shortcomings are caused by un-realization of policies that specifically oriented to the implementation of the concept around Toba Lake area; due to the lack of understanding in community about the meaning of Muslim-friendly tourism. The realizing Muslim-friendly tourism, it must meet the standards of concept including halal tourism facilities and services (Haya & Tambunan, 2022; Muharam, 2019).

Then, the results of study that the development of halal tourism in Indonesia can implement family-friendly destinations, Muslim-friendly services and facilities, halal awareness and destination marketing programs that can be stimulated by the using of the smart tourism concept in building elements, accessibility interactivity, personalization for Muslim tourists (Bhuiyan & Darda, 2018; Mannaa, 2020).

Furthermore, the importance of understanding the interests and needs of Muslim visitors so they can be prioritized in implementing Muslim-friendly services that integrated with all existing services and facilities in a tourist destination (Peristiwo, 2020). Thus, the results of these studies are closely related to the GTG principles; especially in relation with Muslim-friendly tourism services, so they can dynamically improve the professionalism and quality of tourism services based on the environment and local content.

The Indonesian government's poli-

cies in the development of national halal tourism industry are carried out, as follow: 1) Making arrangements and legal political directions for the development of halal tourism in Indonesia; 2) Implementation of Indonesia's halal tourism management policy towards the axis of sharia-based tourism in the world. However, until now it is still not adequate and evenly applied. The implementation of Indonesia's halal tourism management policies towards the axis of sharia-based tourism in the world has begun and there are significant results. Its is as found in the province of Nusa Tenggara Barat, especially in Lombok island. The pillars of developing halal tourism that have been implemented are currently being expanded in various regions in Indonesia. There are several inhibiting factors that affect the realization of Indonesia to become the axis of world halal tourism, among others from the aspect of structure, substance and legal culture.

These opinions are also in accordance with the results of the sharia economic development report of the Ministry of Tourism, Creative Economy there are 4 (four) assessment components that must be carried out by the regions for the implementation of Muslim-friendly tourism, including: 1) Access, covering the ease of air access that includes the choice of domestic and international flight routes as well as the choice of available airlines, the availability of rail access and train services offered and the routes available both within the city and between cities/provinces, then the availability of sea or port/water access, then the existing infrastructure in the destination such as road quality, availability of street lighting, and other supporting facilities. These components are assessed as the ease of accessibility in the destination through several choices of transportation modes in order to meet the needs of tourists to arrive at the destination, 2) Communication, this communication component considers

several sub-criteria, including the Muslim visitor guide through the completeness of the available information, the suitability of the choice of language used in the destination market, as well as the form of the Muslim visitor guide and the ease of obtaining it, educating stakeholders through exposure, discussion and training on how to market outreach through special events, language skills adding tour guides in the language of majority destination tourists, and digital marketing by using of international languages that are widely used by Muslim tourists such as Arabic and English, 3) Environment, focuses on an environment that provides comfort including internet access to support tourist to search some informations and do online reservations for both attractions and accommodation and transportation; even to the process of sharing travel experiences through various platforms both applications and websites. Then, the commitment of the destination in the implementation/organization of Muslim-friendly tourism through policies issued by the regions that will show how important and how the regional priorities do for the development of Muslim-friendly tourism. 4) Services, including the availability of halal facilities, such as restaurants, mosques, airports, hotels and attractions; this service is important for Muslim tourists to be able to travel freely and still be able to fulfill their religious needs while traveling. The certification aspect is also a global issue related to Muslim-friendly tourism; it is also a guarantee and source of trust for Muslim tourists (Syariah, 2020).

The assessment components above are guidelines for developing Muslim-friendly tourism in Indonesia, through tourist destinations that are assessed based on these components. Thus, to develop and design a Muslim-friendly tourism policy in Toba Lake Region by properly organizing and managing tourist destinations, it can be carried out by referring

to the components of the assessment of Muslim-friendly tourism development that have been compiled. Furthermore, it can increase public understanding about the meaning of Muslim-friendly tourism; namely by organizing and managing tourist destinations in accordance with tourism governance standards, then it is not justifying Toba Lake tourism by following Islamic sharia.

The Toba Lake tourism area in realizing a Muslim-friendly destination must first be carried out in several stages that can minimize conflicts about the Muslim-friendly concept, in accordance with the standards set by the tourism law. The development of tourism in Toba Lake Region through Muslim-friendly destination program cannot be carried out thoroughly since not all tourist destinations can implement the Muslim-friendly concept. Thus, there is a great need for standardization regarding GTG-oriented Muslim-friendly destinations. Standardization becomes a reference in decision making as well as a strategy in strengthening the region; then the tourism policies can be formulated that specifically regulate the management of tourist destinations with Muslim-friendly standards.

The steps that are alleged to be able to minimize conflicts regarding the development of Muslim-friendly concepts in Toba Lake as follows: 1) Consultation and discussion activities with all parties related to Muslim-friendly tourist destinations that results in a well-structured plan of public needs and demands that synchronized with local wisdom. 2) The preparation of planning that oriented towards the direction of Muslim-friendly tourism policies. 3) The establishment of an institution or agency that regulates and implements tourism planning that has been specifically structured for the development of Toba Lake tourism as the Authority Agency, but it can be proposed to have a special unit for Muslim-friendly tourism in Toba Lake. 4) The availability budget as

a source of financial in realizing the planning of Muslim-friendly tourist destinations that have been arranged to support the development of the tourism industry.

The steps are arranged, as an effort to develop tourism in Toba Lake area that aimed to create a Muslim-friendly destination. Thus, these steps can be a reference for drafting a GTG-oriented policy in realizing Muslim-friendly destinations in Toba Lake Region. Therefore, to realize Indonesia as the world's halal tourism area; the development strategy is directed at fulfilling the tourism competitiveness index as its main indicators; including improving infrastructure, promotion, preparing human resources, especially increasing the capacity of tourism business actors.

CONCLUSION

This study concluded that tourism policies in Toba Lake area still require maximum collaboration in realizing Muslim-friendly destinations as supporters to increase economic growth through tourism industry. Tourism policies with Muslim-friendly standards are the future directions and targets in developing tourism potential, especially the advantages and uniqueness of Toba Lake Region.

Then, the marketing of tourism industry is closely related to the number of tourists who visit and stay for a long time in a tourist destination. Then to develop the tourism industry, we must follow the development of technology and information as well as the needs desired by tourists, since by the value of their needs, it can be seen how the tips in developing tourism, including the concept of Muslim-friendly tourist destinations. The area of Toba Lake has the opportunity to implement Muslim-friendly tourism by organizing and managing tourist destinations in accordance with existing standards in GTG. However, not only standards are needed, but regulatory support oriented towards the implementation of GTG-

based Muslim-friendly destinations is very important to accelerate; then it can unite commitments and perceptions about Muslim-friendly tourism in all aspects and stakeholders involved in Toba Lake tourism industry.

Furthermore, GTG is also the main goal that must be considered by local governments in Toba Lake Region, since by the good governance it can classify tourism potential to be developed and can be realized into Muslim-friendly destinations. It is because, not all destinations in Toba Lake area can be directed towards the Muslim-friendly concept. One of them is a tourist destination that favors religious tourism, where the majority of this tour is non-Muslim. Thus, it is necessary to have a tourism policy concept that is oriented towards a Muslim-friendly concept; but its implementation is seen from the condition of destinations and tourist attractions in Toba Lake Region, so that it does not cause pros and cons about understanding the Muslim-friendly concept.

ACKNOWLEDGEMENT

The authors would like to thank the Rector of the Universitas Muhammadiyah Sumatera Utara who has provided facilities in the implementation of this study and especially to LP2M UMSU for their Financial Support. Highest Appreciates to Tourism Officer and Toba Lake Authority Management Agency for making easier in gaining the data needed to complete this research.

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