

THE EFFECT OF DIGITAL TECHNOLOGY IN THE DEVELOPMENT OF HALAL TOURISM IN SOUTHEAST ASIA

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ABSTRACT

Abstract: Tourism is experiencing very rapid development. The tourism that is now very popular with the world community is halal tourism which is starting to be in great demand for halal tourism by world Muslim tourists. Along with the entry of the era of technological digitalization in this millennial era, many tourism industries use digital media as a means of promotion. The presence of digital media influences the behavior of tourists and the public. This research intends to see how the influence of digitalization of technology on the development of halal tourism in Southeast Asia. Qualitative data analysis methods are used in this study so that it can produce descriptive data in the form of writing. Data is analyzed by content analysis and content description. Content analysis is a way to learn and understand the meaning of sources that have a correlation with assessment. The results of this study show that the existence of digital media information on tourism has a positive impact on the development of halal tourism in Southeast Asia. With the existence of digital technology platforms, it can promote tourist destinations to everyone easily and at low cost. However, the impact of digitalization media also has a negative influence, namely misuse of applications and misinformation that affects the development of halal tourism through digital technology.

Keywords: Digitalization, Technology, Halal Tourism, Southeast Asia

Introduction

Technological developments bring many changes with all the consequences. This is of course very influential on changes in life, because nowadays in all sectors using digitalization technology, this is a human need for acceleration and ease of work or a business. As with digitization in halal tourism. Halal tourism has become a lifestyle for people in the world and has very promising potential. Not only Muslims can enjoy access to halal tourism, people in the non-Muslim world have also made halal a lifestyle.

For the Asian region, the Southeast Asia region experienced the highest growth with an increase of 9 million international tourists in 2017. Vietnam and Thailand are the sub-regions of the largest tourist destinations in the Southeast Asia region. This is supported by increased air connectivity and visa exemptions (Sari & Yalia, 2019).

Along with the development of digitalization, Information and Communication Technology (ICT) plays an important role in the tourism sector,

Halal tourist destinations are tourist spots that are friendly to Muslim travelers, such as providing halal food and drinks, providing ablution facilities, proper places of worship, and so on. Halal tourism is a form of culture-based tourism by prioritizing Islamic sharia values and norms as the main foundation (Surur Fadhil, 2020). Halal tourism continues to experience development and face the challenges of technology and information trends.

Along with the development of digitalization, Information and Communication Technology (ICT) is playing an important role in the tourism, travel and hospitality industry. ICT integration in the tourism industry is very important for the success of tourism companies (Sari & Yalia, 2019). The development of information and communication technology has caused tourism to utilize digital media as a promotional medium (Laba et al., 2018). In the millennium era, information and communication technology media has become the main commodity in interaction. Ease and speed of access are the reasons various groups use it.

According to the Global Muslim Travel Index (GMTI) report, in 2022 Malaysia is the best halal tourist destination country on a global and Southeast Asian scale. GMTI makes this ranking through four main assessment indicators, namely ease of access to tourist attractions, communication facilities, safety and environmental sustainability, and service quality. As a result, Malaysia managed to get a score of 74 points out of 100. Meanwhile, Indonesia got a score of 70 points, placing it in second place on a global and Southeast Asian scale. Then in third place in Southeast Asia there is Singapore with a score of 62 points, followed by Brunei Darussalam with 61 points, and Thailand with 51 points.

The following is a complete list of scores for halal tourist destinations in Southeast Asian countries according to GMTI 2022:

Country	Points
Indonesia	70
Brunei	61
Filipina	43
Cambodia	32
Malaysia	74

Country	Points
Singapore	62
Thailand	51
Vietnam	33
Laos	25

(<https://databoks.katadata.co.id/datapublish/2022/06/16>, 2022)

In meeting the needs of Muslim tourists, each country must pay attention to several things so that Muslim tourists visit them, namely: a friendly environment for Muslim tourists, easy access to tourist destinations, easy communication when in tourist attractions, and good service when carrying out activities. tourism (MasterCard & CrescentRating, 2019). According to Koen Meyers, tourism is a person's travel activity to get comfort, enjoyment, satisfaction, get something, increase health, exercise, to inner peace, and so on (Noviantoro & Zurohman, 2020). So, the comfort and safety of Muslim tourists is the main thing in halal tourism.

The halal tourism sector has now become a trend and a must for Muslim and non-Muslim countries. Halal tourism is a rapidly growing market segment not only in Muslim countries but globally. Indonesia realizes its potential as a major destination for Muslim tourists, supported by substantial efforts to develop halal tourism, reflected in a high ecosystem score, as well as a substantial increase in media discussion about halal tourism (Wijaya et al., 2021).

However, the tourism industry, which is still in its development phase, certainly requires more up-to-date ideas and internalization of a thorough understanding of the integration of Islamic values at all stages of tourism activities. Besides that, there are still problems in practice, namely the lack of universal halal travel standards can cause ongoing confusion among consumers (especially Muslim tourists) and industry. Lack of clear rules and regulations can lead to Mafsadat and Mudharat in Management.

Therefore, the influence of technology and information trends in the world of tourism or halal tourism is enormous in promoting regional destinations to world audiences, so that they can attract foreign tourists to Southeast Asia. Because the behavior of seeking information through the media among Muslim families also influences travel decisions. So, the purpose of this study is to find out and increase the influence of digital technology in the development of halal tourism in Southeast Asia.

Research Method

This research is a qualitative research, with an analytic descriptive approach that uses literature research methods sourced from authoritative journals, books and documents and is still relevant to the study of halal tourism. This research was conducted by collecting, reading, and analyzing reading sources related to the problem of the object of research study (Noviantoro & Zurohman, 2020). The topic of the problem is the influence of digitalization of technology in the development of halal tourism in Southeast Asia. Qualitative data analysis methods are used in this study so that they can produce descriptive data in the form of writing. Data were analyzed by content analysis and content description. Content analysis is a way to study and understand the meaning of sources that have a correlation with assessments. While the description is a way to provide an explanation of the data

Result And Discussion

Halal Tourism Concept

Halal tourism is also called halal tourism, which can be defined as all activities or trips, starting from places, vehicles, facilities, food and so on in accordance with Islamic law (Lustianah & Fauziah, 2022). Halal tourism is tourism carried out in it with Islamic principles, with the aim of providing friendly and comfortable facilities and services to Muslim tourists

Islamic tourism is tourism travel aimed at providing tourism services and facilities for Muslim tourists in accordance with Islamic rules and sharia. Apart from Islamic tourism, the Organization of the Islamic Conference provides several other terms, such as: Halal Tourism, Sharia Tourism, Muslim-Friendly Tourism (Shofi'unnafi, 2020). Halal tourism is a form of actualization of the Islamic concept, namely halal and haram as the most important benchmark. 11 Halal and haram are not only related to food and drink, but also hotels, facilities and services in accordance with Islamic teachings.

The Global Muslim Travel Index (GMTI) is an institution that is concerned with developing halal tourism, emphasizing that halal tourism must reflect hospitality towards tourists and be able to fulfill worship services, such as places of prayer, places of ablution. Apart from the need for worship, other public facilities such as the availability of clean water, no alcoholic beverages and night entertainment that are not in accordance with Islamic law (Global Muslim Travel Index, 2018)

Halal quality is not only related to the quality standard of a product, but is a person's preference. Halal products are scientifically proven to have product standards with healthy and clean quality so that halal products are not only for Muslims but also non-Muslims.

The halal tourism industry is considered to have great opportunities and potential so that many countries have started to provide product services, facilities, services and

supporting tourism infrastructure for halal tourism in order to be able to meet the needs of Muslim tourists. Even so, many parties in other sectors or the same sector (tourism) still have problems understanding the concept of halal tourism

Development of Halal Tourism as a Response to Increasing Muslim Tourists

Today tourism has grown significantly in economic and social importance. The fastest growing economic sector in most industrialized countries in recent years has been in the services sector. One of the largest segments of the service industry, although largely unrecognized as an entity in some Southeast Asian countries, is travel and tourism. Therefore, tourism is directly or indirectly at the forefront of creating a global community.

Basically the concept of the halal lifestyle is simple, because something that is halal is definitely good, clean and healthy of course. If we consume halal, then we will get a good and avoid bad. Therefore, countries that are not majority Muslim also participate. So, it is not surprising that non-Muslim countries also participate in this halal lifestyle (Iflah, 2020). Currently there are many sectors that support implementing a halal lifestyle. The existence of a Muslim population in each country has an influence on the decision to develop the halal tourism sector, in addition to providing comfort for local residents it can also have an impact on the comfort of Muslim tourists in the midst of Muslim minorities such as Thailand where the majority religion is Buddhism (Purnama et al., 2021).

In a few decades, tourism has become a thriving industry and a lucrative opportunity for tourist destination countries. This is inseparable from the national interests of countries to get economic benefits from tourism activities and make it a nation branding in the eyes of the international community (Muis & Aisyah, 2022). Southeast Asia is a regional area with countries that have the potential to develop various industries and economic-oriented activities, such as trade and investment as business opportunities in the global sphere (Gani. P.K, 2019).

According to the Pew Research Center regarding the population of religions in the world and the projected Muslim population from 2010 of 1,599,700,000 people or the equivalent of 23.2 percent will increase in 2050 to 2,761,480,000 people or the equivalent of 29.7 percent which shows that the growth of the Muslim population from 2010-2050 1,161,780,000 people, when compared to the population of other religions such as Christianity, the population growth from 2010-2050 reached 749,740,000 people. The Muslim population makes it the highest growing population when compared to populations of other religions such as Christianity (Purnama et al., 2021).

The growth of the Muslim population makes this an opportunity for demand in the halal tourism sector. Further in relation to the destination of Halal Tourism, as mentioned earlier that the tourist is like a friendly guest to a family. Because of that

they need to be respected for their arrival and all their interests are protected in order to feel satisfied both physically and mentally in visiting (Muhammad Nizar, 2020). In the philosophy of Javanese culture, the respect of a host towards every guest who comes is summed up in the teachings, namely *gupuh*, sit down and treat.

Gupuh is intended for the host to immediately welcome his guest in a respectful and friendly manner, after which the guest is asked to sit down, and if possible can be entertained with only food and drink as needed. That is just an illustration that tries to describe how halal tourist destinations should welcome and serve tourists who come so that they feel satisfied. Or, they feel that there is a special impression and attraction which in the end there is a desire to become loyal customers (Antin Rakhmawati, Muhammad Nizar & Kholid Murtadlo, 2019).

Halal Tourism Development Strategy

Tourism has a significant impact on many different elements including economic, social, and cultural development, empowerment of natural resources, carrying capacity for human habitation, and defense and security (Sukirman & Zulkarnaen, 2022). The growth of sharia tourism in Muslim countries is one of several tourism opportunities that have not been optimally exploited. Sharia tourism is becoming increasingly popular, making it a lucrative economic opportunity. Muslims and non-Muslims alike consume Halal products while traveling under the auspices of sharia tourism. They are increasingly aware of the concept of Islamic halal and its advantages in the fields of food and tourism, as well as financial services.

In its development, the presence of several regional countries has the potential to develop halal tourism. Among these countries are Malaysia, Indonesia and Thailand with their respective advantages in the halal tourism industry. In addition, Malaysia and Indonesia are large Muslim countries which are very superior and promising in the performance of the country's halal tourism industry (Muis & Aisyah, 2022). This is a factor in the competitiveness of the progress of the halal tourism industry.

The Research Center for the DPR Expertise Agency with the Ministry of Tourism on March 6 2019 stated that Indonesia has several opportunities and challenges in developing halal tourism. These opportunities are: 1) the attractiveness of the diverse and already developed tourism and lifestyle industry; 2) Muslim-friendly amenities (hotels, restaurants, etc.) have started to develop; and 3) collaboration with multinational organizations to develop halal tourism infrastructure (Sayekti, 2019).

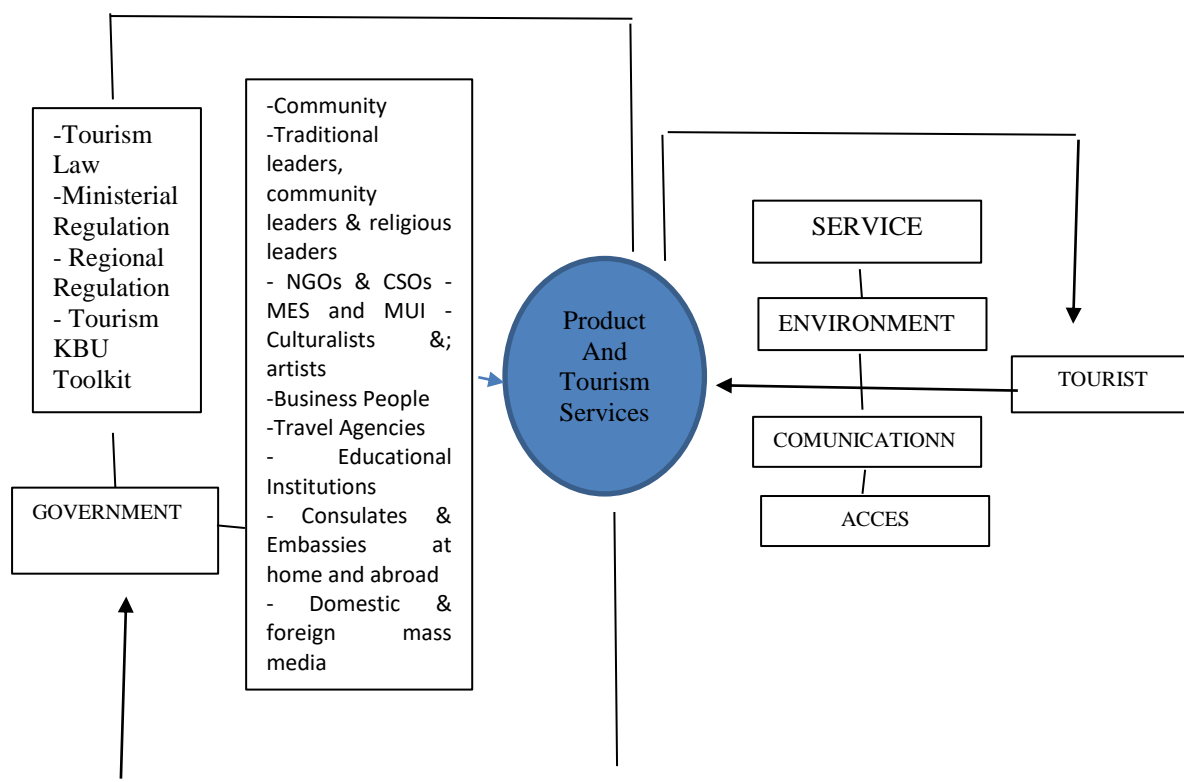
While some of the challenges they have are: 1) the level of awareness, commitment and competence to work on the prospects for the industrial market and halal lifestyle; 2) the condition of tourism infrastructure and lifestyle (standardization, certification, capacity building, etc.); 3) the level of Indonesia's branding and promotion activities as a Halal Tourism Destination.

Southeast Asia is considered to have a large halal market opportunity because of its Muslim population which reaches 230 million. Meanwhile, China's market opportunity is expected to increase by 10% per year due to the growth of its Muslim community. Even the share of the non-Muslim market in Europe and the Middle East which imports halal meat every year is also a potential market share (Setyaningsih, 2022).

Halal food represents around 20% of the entire global food industry. The demand for halal food is increasing along with the increasing population and consumer income. The halal food industry will become a major market force due to 4 factors, namely: 1) Islam as the fastest growing religion in the world thereby increasing the demand for halal food, 2) the increasing trend of consumption of halal food products among non-Muslims for ethical and safety reasons, 3) increasing the power of halal consumers as market forces, and 4) increasing the awareness of Muslims to consume halal food. The pharmaceutical industry is the second market share, because the consumption of medicines among the Muslim community has increased. The global market for pharmaceuticals grew by 4% in 2009, with a value of over USD 820 Billion. This industry is expected to increase due to socio-economic trends and the increasing number of halal certifications worldwide thereby driving the growth of the halal pharmaceuticals market by the end of 2025 (Setyaningsih, 2022).

The strategy for increasing halal tourism in a country is synergy between the central government, regional governments, related communities, traditional/community leaders, non-governmental organizations (NGOs) and mass organizations, business people, travel agencies, consulate offices, embassy offices (in and foreign affairs), other state institutions such as the police, immigration office (depkumham), ministry of environment, creative economy, ministry of religion, ministry of industry and trade, ministry of home affairs and other ministries and agencies. This can be seen in the following image:

Tourism Development Toolkit



Picture of Indonesian Tourism Strategy Synergy Model Source: 2019 Research Data Processing

Based on the picture above, it can be seen that to improve the development of halal tourism there must be synergy between several elements within a country. This is very important and dominant in the digitization program for halal tourism destinations.

Digital Platform in the Development of Halal Tourism in Southeast Asia

Digital platforms play a key component for providing products and services. The use of digital platforms is increasingly being used by various parties, especially in the tourism sector. Widespread adoption of social networking sites among tourists, it was specifically found that the millennial generation, namely individuals who make ends meet such as shopping using e-commerce, spend up to 88.87 minutes every day on social networking sites in a positive way (Kusumaningtyas et al., 2022).

Digital platforms are also used by tour operators, namely Muslim women. The number of female Muslim travelers reaches 45% (Mastercard-CrescentRating, 2022). This number is dominated by young people who are active, educated and have high product purchasing power. MWIT revealed that 71% of Muslim women travel with family, 29% travel with the community, and the remaining 28% choose to travel solo.

Digital platforms are needed to provide information to potential customers. Its use is increasingly widespread among millennials (Tafesse. W, 2022). Therefore the use of digital platforms in the field of halal tourism is a must. Halal tourism business actors should take advantage of digital platforms to increase enthusiasm for halal tourism. Service providers should provide a digital platform which is their means to find out, learn about and decide on a trip. The digital platform will provide interactive learning to Muslim pilgrims and Muslim women.

To make it easier to find halal tourist attractions in Indonesia, we need a platform in the form of a digital application that can contain all destinations starting from places, lodging, food, and facilities owned by tourist attractions that are labeled halal tourism. The application platform is also equipped with a travel map to provide detailed information on the distance traveled by tourists. with the presence of the halal tourism application platform (Hakim, 2021). The presence of information technology raises many business opportunities to introduce halal tourism. In fact, the internet has played a major role in these significant changes, especially in the business transformation process towards digitalization.

The existence of halal tourism that comes with procedures and sharia principles by prioritizing what is in accordance with the meaning contained in the Qur'an and Hadith, is expected to have a positive impact on the growth and development of tourism (Ramadhani, 2021). The use of technology for the promotion and dissemination of information on halal tourism in Southeast Asia still needs to be improved (Sari & Yalia, 2019).

Therefore digitalization of technology is easy and efficient, strengthening digital infrastructure in the form of services and qualified human resources, increasing synergy between stakeholders that strengthens policies that can accelerate digitalization, and branding halal tourism, in the framework of developing the competitiveness of world tourism as foreign exchange and increase the income and welfare of society.

Conclusion

The tourism sector (halal tourism) is an alternative product for the country in generating foreign exchange and as a driving force for the community's economy. It can be seen from several research results that the potential of this sector is very potential and open in Southeast Asia which has extraordinary wealth, beautiful and diverse. Both tourism in the fields of art, culture/culture, religion, natural potential, ethnicity, food, and so on. However, in developing the halal tourism sector, several strategies must be prepared to enhance the development of the world of halal tourism which is very promising.

One of the efforts to increase halal tourist destinations is the digitalization of technology which is very influential in increasing the world of halal tourism. Using the right technology can improve the local and national economy through the halal tourism industrial area in Southeast Asia. The existence of a digital technology platform can promote tourist destinations to everyone easily and at low cost. Increasingly sophisticated digital technology causes changes in the use of digital information to become more intense. Technology makes it easy to access information in many ways, and can enjoy all the facilities of digital technology freely.

However, besides the positive impacts, there are also negative impacts with digitalization, including causing pollution such as increased waste and damage to natural resources. However, when viewed from a social and cultural perspective, there will be a shift in cultural values and even an increase in social deviations that will occur in society. It is very possible for digital media access to accidentally get lost due to tourism promotion. Tourism promotion sites with dark nuances and related to sexual deviance are scattered in digital media.

Among the various choices and possible impacts, as described above, the life of modern society cannot be separated from the presence of digital media as a medium for tourism promotion. Whether we realize it or not, digital media has created a form of dependency for its users. As an illustration, almost all of its users depend on digital media when they have to make decisions when traveling. For example, looking for tourist accommodation and transportation to support tourism activities at destinations.

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