

Issues and challenges on implementing concept of halal tourism destination in Indonesia

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ABSTRACT: This study aims to identify issues and challenges in implementation of halal tourism concept in Indonesia by investigating variables related to Islamic attributes, destination attributes, service quality, destination regulation and its impacts towards satisfaction and revisit intention. This research formulated the appropriate model of halal destinations to be developed in Indonesia. Descriptive quantitative method was applied with SEM. The sample of 207 from 6 destinations. Data were collected through surveys with close-ended questions. The result showed that issues and challenges were divided into macro and micro categories. The major issues lied on security, comfort ability, safety, accessibility, assurance, and tangibility. Islamic attributes have no significant impact on satisfaction while destination attributes, service quality, and regulations of the destination have a significant impact on Satisfaction. All exogenous variables partially have no significant effect on revisit intention; however, satisfaction effects revisit intention. Islamic attributes, destination attributes, service quality, and regulations have a significant impact on revisit intention directly and indirectly. The result indicates that the mediation occurs. Community-Based Halal Tourism model is also introduced based on the results of this research.

Keywords-halal tourism, tourism issues, tourism challenges, community-based tourism

I. INTRODUCTION

Tourism is undoubtedly one of the main socio-economic phenomena in this modern era (Sharpley, 2002). Halal tourism is an important part of the development of world tourism. It is a relatively new concept introduced in several countries to provide better services to Muslim tourists (Rahman, Rana, Hoque, & Rahman, 2019). Halal tourism is experiencing a growth in the market segment, with Muslim tourists looking for destinations that suit their needs, in terms of food, clothing or rituals (Belopilskaya, Y., Visutthithada, C., & Wieser, T., (2017). In Indonesia, the limits of the concept of sharia tourism are also unclear (Andriani, et al., 2015). Halal tourism is seen as a new strategy in developing Indonesian tourism that upholds Islamic culture and values (Andriani, et. al, 2015). Jaelani (2017) stated that the characteristics of halal tourism products and services are universal that includes tourism products and services, tourist objects, and tourist destinations in general as long as they do not conflict with Islamic values and ethics. The development of the concept of halal tourism itself stems from the type of pilgrimage and religious tourism (spiritual tourism). However, it is not limited to religious tourism (Andriani, et. al., 2015). In Indonesia, 13 destinations have been developed as sharia tourism destinations, namely West Nusa Tenggara, Nangroe Aceh Darussalam, West Sumatra, Riau, Lampung, Banten, DKI Jakarta, West Java, Central Java, Yogyakarta, East Java, South Sulawesi, and Bali (Indonesia Travel, 2013). The high market growth (demand side) has not been matched by the readiness of existing destinations. In connection with the development and implementation of the concept of halal destinations, it is necessary to conduct an in-depth study of the issues and challenges. The identification of issues and challenges is crucial, so that it can provide a clear picture of the halal tourism destination model that can be developed in each destination that is a development priority. The concept developed and implemented today is still a tourist destination that is friendly to Muslim travelers, yet in its application several things need to be "customized".

Islamic attributes and service quality affect tourist satisfaction (Irda, Yuliviona, & Azliyanti, 2019) and affect tourist intentions to revisit (Anwar, Suharyono and Bafadhal, 2018). Service quality affects satisfaction (Nuraeni, 2014). However, the application of the concept of halal tourism in several destinations developed in Indonesia has not been seen significantly from the level of tourist visits to these destinations. In addition, there have not been many studies that tested the effectiveness of the application of this halal destination concept to tourist satisfaction or return visits. Many tourist destinations tend to encourage revisit intention because they are seen to benefit the country economically (Suid, Ashikin, & Omar, 2017). Tourist satisfaction becomes a very important

factor in tourism. Satisfaction influences the intention of visiting again (Wibowo, Sazali, & Rivai, 2016). Destination attribute is also a determining factor for the creation of tourist satisfaction. Then, satisfaction can be increased by improving the quality of service (Fernaldi & Sukresna, 2016). Existing destination attributes that are currently being developed in the study area also have not shown a significant effect on satisfaction and intention to visit. Destination attributes form a positive image and attractiveness of tourist destinations. The image of tourism and attractiveness has a positive effect on the interest of tourists visiting (Nuraeni, 2014).

Furthermore, the regulations applied in tourist destinations can affect the satisfaction and revisit intention. This can also occur in halal tourist destinations. However, this regulation has not been compiled in full and the application of this regulation is still not very clear in almost all research areas, with the exception West Nusa Tenggara destination. All of these things become its own issues and challenges, especially for the government and tourism actors. For the government, the formulation of policies on developing halal tourism destinations is also influenced by many things such as socio-cultural issues, security issues, and other issues.

II. HEADINGS

Halal tourism is an activity that is supported by various facilities and services provided by the community, business people, government, and regional governments that meet sharia requirements (Ministry of tourism, 2012). It is tourism activities that are allowed according to Islamic teachings (Battor & Ismail, 2016). Meanwhile, Harahsheh, Haddad, & Alshorman, (2019) revealed that halal tourism is related to Muslim tourists who want compatibility between Islamic law and travel. Fahim & Dooty (2014), stated that "They have a responsibility to provide hospitality to visitors who, under Islamic law, enjoy the citizens' rights". Suhaimi, Kahiril, Yakoob (2010) also said "The fundamentals of Halal tourism include the components such as Halal hotels, Halal transportation, Halal food premises, Halal logistics, Islamic finance, Islamic travel packages, and Halal spa".

The concept of halal tourism is the actualization of the Islamic concept in which halal and haram values are the main benchmarks, this means that all aspects of tourism activities are inseparable from halal certification which must be a reference for every tourism actor (Chookaew, 2015). The concept of halal and haram is the basic understanding of the concept of halal tourism (Harahsheh et al., 2019). Many countries in the Islamic world are taking advantage of rising demand for Muslim-friendly travel services (Razzaq, Hall, & Prayag, 2015).

Muslim tourists can be guided by observing Islamic teachings in tourism activities in the success of destination loyalty (Battor, Ismail, & Battor, 2011). Based on the guidelines of the practice of the holy book of the Qur'an, Islamic tourism must be friendly and generous towards tourists (Farahdel, 2011). Islamic attributes are factors that include Muslim needs such as providing Islamic clothing (Zamani-Farahani and Henderson, 2010), halal food and drinks, (Hashim et al., 2007) and availability of worship facilities (Battor, 2010). Islamic attributes affect tourist satisfaction (Yaakop, Ismail, Mahadi, Anuar, & Omar, 2017). Islamic attributes in Muslim countries can attract Muslim tourists. Travel destination attributes include climate, historical heritage, sunshine, scenic beauty, beaches, snow, cultural events, recreational opportunities, benefits of experience, rest and relaxation, self-esteem, prestige, health and fitness, adventure, social interaction, benefits, interests, and accessibility of marketed imagery (Battor et al., 2011). Islamic destination attributes and destination attributes bring about tourist satisfaction and also inspire repeat visits (Suid, Mohd Nor, & Omar, 2017).

Service quality defined as a comprehensive evaluation of consumers for key services to meet their expectations and present satisfaction (Sultan, 2017). High quality services can make tourist satisfaction (Zabkar, Brencic, & Dmitrovic, 2010). Othman & Owen (2001), the dimensions of service quality measurement are CARTER (Compliance, Assurance, Reliability, Tangibles, Emphaty, and Responsiveness). Satisfaction is considered as an emotional response followed by cognitive responses such as service quality and tourist experience (Zabkar et al., 2010). Cole & Scott (2004) in Chen & Funk (2010) defines revisit intention as the desire or plan of consumers to return to the same place.

Hertog (2000) states that in the legal and economic literature there is no fixed definition related to this regulation, and in this case regulation is defined as "the employment of legal instruments for the implementation of social-economic policy objectives", pointing out of that "a characteristic of the legal instrument is that individuals or organizations can be compelled by the government to comply with prescribed behavior under penalty of sanctions". Parker & Braithwaite (2005); Morgan & Yeung 2007; Lodge & Wegrich (2012) is a sustained and focused effort to change the behavior of others in accordance with established standards and goals with the intent of producing broadly identified results, which may involve standard setting mechanisms, information gathering and behavior modification. In the field of sharia tourism, the regulation refers to the Tourism Law No. 10/2009, the regulations of the tourism minister, Regional Regulations (Perda) of Governor or Regent / Mayor Regulations. In addition, there is a fatwa of the National Sharia Council (DSN) of the Indonesian Ulama Council (MUI) Number 108 / DSN-MUI / X / 2016 concerning Guidelines for Sharia Based Tourism Administration.

Harrison (2008) in Kriyantono (2012), can be described two aspects of the types of issues, namely aspects of the impact. There are two types of issues, namely defensive and offensive issues. Defensive issues are issues that tend to pose threats to the organization. Offensive issues are issues that can be used to enhance a company's

reputation. According to the Indonesian Dictionary, challenges are interpreted as things or objects that inspire determination to improve the ability to overcome problems; stimulation (to work harder and so on). From the literature and previous research, model proposed as follow:

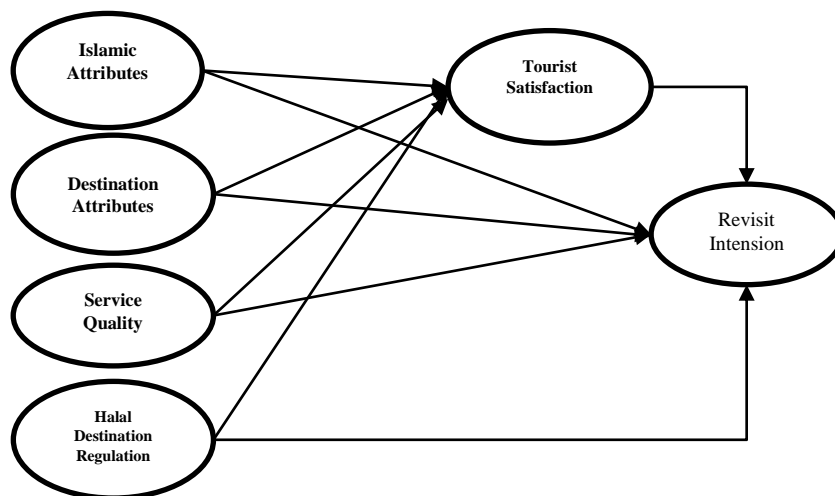


Figure 1.Conceptual Model

III. INDENTATIONSANDEQUATIONS

This study used mix method (qualitative and quantitative). Distributing questionnaires (self-administered questionnaires) and literature studies. From 13 destinations selected as many as 6 destinations, namely West Sumatra, West Java, Yogyakarta, Bali, West Nusa Tenggara, and South Sulawesi with purposive sampling techniques. The population in this study were tourists (Muslim and non-Muslim). The number of samples taken was 320 respondents both domestic and international tourist. The respondent rate was 90 percent (288 questionnaires returned, but only 255 completed questionnaires). The normality test process is carried out, there are a lot of data outliers, so the data release process is carried out again from the analysis process, only 207 samples can really be further analyzed with normal data conditions. The data analysis used is descriptive qualitative and quantitative. The quantitative method used is Structural Equation Modeling (SEM) with AMOS 22 software. The equation model in this study is the influence of Islamic Attributes (AT), Destination Attributes (DA), Service Quality (SQ), and Destination Regulation (RD) on satisfaction (TS), and subsequently satisfaction with Revisit Intention (RI).

$$TS = \gamma_1 IA + \gamma_1 DA + \gamma_1 SQ + \gamma_1 RD + z_1$$

$$RI = \gamma_2 TS + z_2$$

The type of input matrix entered is input data in the form of variance or covariance matrix or correlation matrix. In this study the number of samples analyzed was 207 and the estimated model used was the Maximum Likelihood (ML). Measurement Model Estimation is Confirmatory Factor Analysis (CFA). Evaluation of Goodness of Fit Criteria: Chi-square statistic ratio (χ^2), Probability, Root Mean Square Error Approval (RMSEA), Goodness of Fit Index (GFI), Adjusted Goodness of Fit Index (AGFI), The Minimum Sample Discrepancy Function or Degree of Freedom (CMIN / DF), Tucker Lewis Index (TLI), and Comparative Fit Index (CFI) Reliability Test: Construct Reliability and Variance extracted.

IV. FIGURESANDTABLES

1. Analysis of Variant Test (ANOVA)

The coefficient R value is 0.839 and the coefficient of determination (R^2) is 0.704, indicates the strong relationship between the independent and the dependent variable. Significant value of 0,000 <0.005 with a calculated F value of 95,514 > F table value (2.14), then H_0 is rejected at the level of 5% (H_1 accepted). In conclusion, the six groups tested had significant differences. The residual value is 320,812. Next partial regression coefficient testing. IA variable coefficient values of 0.461), DA (0.169), SQ (0.098), RD (-0.044) and TS (0.019). Three variables namely IA, DA and SQ have a significance value of $P < 0.05$ meaning that partially these variables have a very significant influence, while the other two variables namely RD and TS are not significant with a value of $P > 0.05$. Three variables namely IA, DA, and SQ have a calculated T value > T table (2.14), while the rest have a calculated T value < T Table. Based on this, the residual value is known that the data analyzed is quite good with a standard deviation value which shows the position of the data near the individual data points to the mean or average sample value.

2. Outlier

To identify the occurrence of multivariate outliers is to use the d^2 statistics (Mahalanobis Distance) and compare with the value of d^2 with an error rate of 0.001, degree of freedom (df) as many variables analyzed. For the number of questions as many as 35 in this study, calculated using Microsoft Excel 2013 with the formula = CHINV (0.001,35) obtained a value of 66.619.

If $d^2 > \chi^2$, 0,001, df = 35 or $d^2 > 66,619$ then there is a multivariate outlier.

If $d^2 < \chi^2$, 0,001, df = 35 or $d^2 < 66,619$ then there is no multivariate outlier.

The initial amount of observation data is 207 observation data. Following are the test results with SPSS 22.0 software. Mahalanobis Distance (d^2) maximum = 26.65303, with a value of χ^2 , 0.001, df = 35 is 66.619 then the data observed are 207 data there are no multivariate outliers.

3. Multicollinearity

The results of the correlation between the independent variables VAR0007-VAR00011 are respectively $r = 0.516, 0.589, 0.648, 0.730, 0.794$. Because the r value is less than 0.8, multicollinearity symptoms are not detected. In the coefficient table can be seen the standard error value < 1 , namely VAR0007-VAR0011 namely 0.035, 0.025, 0.042, 0.044, and 0.045, all of which are less than one (< 1). And the beta coefficient value is also less than one where they are 0.031, -0.121, 0.165, 0.273, and 0.570. Then it can be said that the standard error value is low and multicollinearity is not detected.

4. Converting Flow Charts into Structural Equations and Measurement Models

Also often referred to as Confirmatory Factor Analysis (CFA). Namely by calculating the diagram of the research model by giving two-way arrows between each construct. This step is to see whether the covariance matrix of the sample under study has a significant difference or not with the estimated population matrix. It is expected that there is no significant difference so that the significance value at Chi-Square is above 0.05. The model suitability index value at the measurement model stage can be reflected from the values in the GoF measure, namely the chi-square value of the estimated model, probability, CMINDF, GFI, AGFI, RMSEA, RMR, TLI, CFI, and NFI.

Table 1. Results of the GoF Test of the Early Research model

Goodness of Fit Measure	Index Value	Cust Off-Value	Description
Chi-square of estimate model	1011.896		
Probability level	0.000	> 0.05	Not fit the model
Cmindf	2.942	≤ 2	Not fit the model
Goodness of Indeks (GFI)	0.723	≥ 0.9	Fit the model
Adjusted Goodness of Index (AGFI)	0.673	≥ 0.9	Fit the model
RMSEA	0.097	≤ 0.1	Fit the model
RMR	0.059	≤ 0.05	Fit the model
Tucker-Lewis Index (TLI)	0.780	≥ 0.9	Fit the model
Comparative Fit Index (CFI)	0.800	≥ 0.9	Fit the model
Normo Fit Index (NFI)	0.728	≥ 0.9	Fit the model

After the measurement model is fulfilled, then the analysis phase can be continued with construct validity test and discriminant validity test.

Table 2. Endogenous Goodness of Fit Variable Values

Goodness of Fit Measure	Index Value	Cut Off-Value	Description
Chi-square of estimate model	103.590		
Probability level	0.000	> 0.05	Not fit the model
Cmindf	7.968	≤ 2	Not fit the model
Goodness of Indeks (GFI)	0.865	≥ 0.9	Fit the model
Adjusted Goodness of Index (AGFI)	0.710	≥ 0.9	Fit the model
RMSEA	0.184	≤ 0.1	Not fit the model
RMR	0.067	≤ 0.05	Not fit the model
Tucker-Lewis Index (TLI)	0.780	≥ 0.9	Fit the model
Comparative Fit Index (CFI)	0.864	≥ 0.9	Fit the model
Normo Fit Index (NFI)	0.849	≥ 0.9	Fit the model

Construct Reliability and Variable Extracted

The value of construct reliability is 0.773, destination attributes 0.903, service quality 0.867, destination regulation 0.839, tourist satisfaction 0.808, revisit intention 0.710. The construct reliability value of the six variables is greater than the cut-off value of 0.7, the indicators have good internal consistency. Then for the variance extracted value, the Islamic attributes variable is 0.361, destination attributes 0.481, service quality 0.524, destination regulation 0.513, tourist satisfaction 0.514, and revisit intention 0.450. Because the six variables get the extracted variance value > 0.50 , the variance extracted from the indicators is greater for the formation of latent variables.

The following path diagram after the various stages to meet the SEM assumption test:

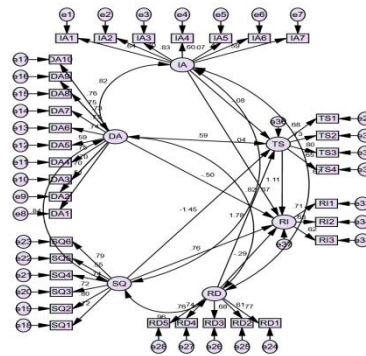


Figure 2. Initial Model Path Diagram Output

DF = 545
 Chi-square = 1435,533
 CMIN / DF = 2,634
 Probability = 0,000
 RMSEA = 0.089
 GFI = 0.698
 TLI = 0.775

Following are the results of GOF test output on the Preliminary Research Model as follows:

Table 3. Output of GOF Testing on Initial Models

<i>Goodness of fit (GOF) Index</i>	<i>Cut-off Value</i>	<i>Values on the Model</i>	<i>Description</i>
Chi-square	The smaller the better	1529.177	Not fit
CMIN/DF	<2.0	2.634	Poor fit
P (probability)	>0.05	0.000	Poor fit
RMSEA	<0.008	0.089	Good fit
GFI	>0.90	0.698	Good fit
TLI	>0.90	0.775	Good fit

The Chi-Square Statistical Test results and the Significant Probability are 1435,533 and the significant value is 0,000 <0.05 which means that Ho is rejected and it is concluded that the model is not feasible to use. To assess the fit model, it is expected that the Chi-Square value is not significant (p-value > 0.05) because these results indicate that there is no difference between the model and the data (Joreskog & Sorbom, 1993). RMSEA (root mean square error of approximation) ≤ 0.05, indicating close fit, if the value of 0.05 <RMSEA ≤ 0.08 model is still acceptable as a fit model (good fit) (Browne & Cudeck, 1993). Based on the AMOS output above, the RMSEA value obtained is 0.089, this value is smaller than 0.1 which means the model is feasible to use. The GFI value of the path analysis result is 0.698 which means the model formed is included in the eligible criteria because it has a high GFI value even though it is still less than 0.9. The Adjust Goodness of Fit Index (AGFI) value is 0.651 which means the model formed is included in the eligible criteria because it has a relatively high GFI value even though it is still less than 0.8. The CMIN / DF value of the model is 1435,533 with a significant value of 0,000. Sig value the test results are smaller than 0.05 which means that the model formed cannot represent the data. The Comparative Fit Index (CFI) value is 0.794, this value is large enough because it is close to 1 so that it can be said that the model is appropriate. The expected NFI (Normed Fit Index) value is ≥ 0.95 (Schumacker and Lomax, 2010). The test results show an NFI value of 0.708 meaning that the model can still be said to be fit. The Tucker Lewis Index (TLI) value is 0.775, although this value is smaller than 0.95, the model is still acceptable. Based on the path diagram formed, two path equations can be formed as follows:

- (1) $TS = 0.08IA + 0.69DA - 1.45SQ + 1.78RD + Z1$
- (2) $RI = 1.11TS + Z2$

Model Modification

Elimination of Indicators by loading factor <0.5

Islamic attribute variable indicators are IA5 and IA6 because they have a loading factor value <0.5, namely 0.069 and 0.474, respectively. So that these two factors are removed in order to get more fit model. Following are the results of the model tests on AMOS after the removal of indicators number 5 and 6 on the Islamic Attributes variable. The following are presented the results of GOF test output in the Preliminary Model of this Research as follows:

Table 4. Output of GOF Testing on the Initial Model

<i>Goodness of fit (GOF) Index</i>	<i>Cut-off Value</i>	<i>Values on the Model</i>	<i>Description</i>
Chi-square	The smaller the better	1290.168	Not fit
CMIN/DF	<2.0	2.688	Poor fit
P (probability)	>0.05	0.000	Poor fit
RMSEA	<0.008	0.091	Good fit
GFI	>0.90	0.711	Good fit
TLI	>0.90	0.788	Good fit

After modification by removing the two indicators on the IA variable, the model still does not look fit, so the modification must be done by looking at the suggestion indices on the AMOS test results.

Modification Indices Suggestion

After modification based on the recommendations from the AMOS output in the modified indices obtained as follows:

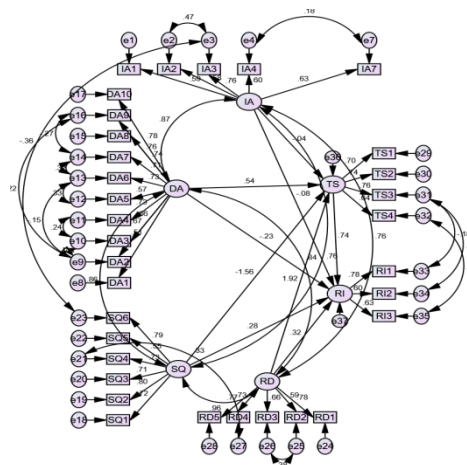


Figure 3. Output of Model Path Diagram after Modification with AMOS

The following are presented the results of GOF test output in the Preliminary Model of this Research as follows:

Table 5. Output of GOF Testing on Models After Modification

<i>Goodness of fit (GOF) Index</i>	<i>Cut-off Value</i>	<i>Values on the Model</i>	<i>Description</i>
Chi-square	The smaller the better	912.020	Not fit
CMIN/DF	<2.0	1.961	Good fit
P (probability)	>0.05	0.000	Poor fit
RMSEA	<0.008	0.068	Good fit
GFI	>0.90	0.785	Good fit
TLI	>0.90	0.879	Good fit

The results found that the chi-square value decreased to 912,020 with a probability value of 0,000, from this result it was indeed not fit. However, other test results such as CMINDF, GFI, TLI, RMSEA values have shown that the model is fit.

Research Hypothesis Testing

1. Effect of Islamic attributes on satisfaction

Islamic attributes of destination consist of four (4) dimensions, namely facilities, halal-ness, alcohol and gambling free, and Islamic morality (Bazazo, Elyas, Awawdeh, Faroun and Qawasmeh, 2017). From the test results known that the C.R value of -0.136, this value is smaller than the critical value of 1.648. Thus the hypothesis is rejected. It can be concluded that the Islamic Attribute does not significantly influence the satisfaction with a coefficient value of -0.045. The results of this study indicate the small effect of this variable on satisfaction. This is different from previous findings such as Irda, Yuliviona and Azliyanti (2019) who examined the Effect of Islamic Attributes and Quality Service on Islamic Tourist Satisfaction of Foreign Tourists Visiting in Padang, which concluded that Islamic attributes had positive and significant effects on foreign tourist satisfaction. The influence of

Islamic attributes is felt to be very small on tourist satisfaction in particular this is due to the low level of various promotional and educational efforts to all stakeholders including tourists. The business sector, associations, halal activists and the public are also not well educated and socialized so understanding related to this concept, moreover its implementation is still diverse and even the researchers' observations are still there are people and tourism business actors who are still very doubtful if this concept is applied will make the tourism sector better and its sustainability assurance.

2. The influence of destination attributes on satisfaction

The test results showed a C.R value of 1.573. This value is approximately equal to the critical value of 1,648, so this hypothesis is accepted and it can be concluded that the destination attribute variable significantly influences satisfaction. These findings are consistent with research findings by Mistry (2018) who examined the effect of destination attributes on tourist satisfaction visiting Gujarat, where destination attributes significantly influence tourist satisfaction. In addition, it is also in line with research conducted by Vareiro, Ribeiro and Remoaldo (2017) with the research theme "Destination attributes and tourist satisfaction in a cultural destination", showing a significant influence of the overall dimensions of destination attributes on tourist satisfaction especially the dimensions of product quality and destination service. Other study conducted by Ghose and Johann (2018) who conducted research in Poland that found that some tourist attributes and experience attributes influence tourist satisfaction. Tour package features such as organization, level of program attractiveness, and tour guides have a positive effect on satisfaction. Furthermore, the dimensions of other destination attributes such as tourist attractions, culture and monuments, and safety also have a positive effect on tourist satisfaction.

3. Effect of service quality on satisfaction

From the AMOS test table it is known that the C.R value of -1.597, this value is approximately equal to the critical value of 1.648. Thus the hypothesis is accepted and it can be concluded that service quality significantly influences satisfaction. These results are in line with the results of Irda, Yuliviona and Azliyanti's (2019) research which examined the Effects of Islamic Attributes and Quality Service on Islamic Tourist Satisfaction of Foreign Tourists Visiting in Padang City, which concluded that Islamic attributes had positive and significant effects on foreign tourist satisfaction. This has the meaning that if the quality of service at halal tourist destinations continues to be improved and maintained at a high level in a consistent and sustainable manner, then it is very possible that visitor satisfaction will also continue to increase and be maintained in a long time. Likewise the results of this study are in line with the findings of Battor (2011), and Anwar, Suharyono and Bafadhhal (2018). There are five dimensions of service quality that must be continuously developed by the government, halal tourism businesses and the public, namely Tangible, Reliability, Responsiveness, Assurance and Emphaty, with various derivative activities or the provision of facilities and supporting tourism services.

4. Effect of Destination Regulation on satisfaction

C.R value of 2,028, where this value is greater than the critical value of 1.648, so the hypothesis is accepted and it can be concluded that the Destination Regulation variable significantly influences satisfaction. This variable provides the most influence on tourist satisfaction. This is because regulation is the main base of the pattern of developing and managing tourist destinations. The regulation really determines the direction of the destination to be achieved in the development of halal destination. There are no studies that directly measure the effect of halal destination regulations on tourist satisfaction. This research is a preliminary study conducted in Indonesia. This may also be due to the weakness of the rules regarding the development of halal tourism destinations both from the center or the regional government. Some regions that have developed the concept of halal destinations already have rules in local regulations (regional regulations) such as in West Nusa Tenggara (NTB) (Perda Number 2 of 2016 concerning halal tourism) and West Sumatra (completed but not yet enacted). Meanwhile, Aceh is also preparing a Qanun (perda) regarding halal tourism and 10 other halal tourism destinations are continuing to prepare rules for the development and management of halal tourism in their respective regions.

5. Effect of Islamic attributes on revisit intention

C value > R is -0.498. This value is smaller than the t table value of 1,648. Then the hypothesis is rejected and it can be concluded that the Islamic Attributes variable does not significantly influence the Revisit Intention. Research from Yuliviona, Alias, Sector and Azliyanti (2019), will only examine the relationship between Islamic attributes and revisit intention. Not many studies have directly tested the effect of Islamic attributes on revisit intention. It is possible that the dimensions of Islamic attributes in its implementation are still many tourists and even other stakeholders objected because they think that demand is quite high such as alcoholic drinks and gambling. So that respondents assume that if this is implemented they will feel disturbed and reconsider visiting the destination again. In fact, if we return to the definition of a halal tourist destination, a tourist destination that is friendly to Muslim tourists, so that if this is applied in a destination, other interests that are different from Muslim beliefs will never be disturbed and this is proven that even though in some halal tourist destinations there are rules forbidding alcoholic drinks, gambling, prostitution, but this secretly persists.

6. Effect of destination attributes on revisit intension

The result shows that the value of C.R. amounting to -0,739. This value is smaller than the t-table value of

1.648. The hypothesis is rejected and it concluded that the Destination Attributes does not significantly influence the Revisit Intention. Research conducted by Likoum, V.G.N.N. (2015), found that the dimensions of destination attributes, especially the destination image both cognitive and affective have a positive effect on revisit intention. This means that these findings are different from the findings in this study. Other research conducted by Mahdar and Gani (2018) who examined the impact of destination attributes on behavioral intentions in Kuala Selangor Malaysia, it is known that the perception of destination attributes has a positive influence on experience and increases the intention to behave for revisit intention. In this study, the dimensions of destination attributes have a strong influence on satisfaction and through this satisfaction affect the intention of tourists visiting the destination. So the direct effect is relatively small, but through the satisfaction variable the influence of the destination attribute is significant.

7. Effect of service quality on revision intention

From the AMOS test table it is known that the C.R value of 0.284 is smaller than the critical value of 1,648, the hypothesis is rejected and it can be concluded that the Service Quality variable does not significantly influence the Revisit Intention variable. Likewise, the results of this variable test, directly have a relatively very small effect, however, service quality variables affect satisfaction and through this satisfaction have a strong positive effect on the intention of a return visit. Research conducted by Anwar, Suharyono and Bafadhal (2018) shows that service quality has a positive effect on revisit intention variables. The satisfaction variable is also an intervening variable from the service quality variable with revisit intention. Furthermore, research conducted by Soleimani, A.G., and Einolahzadeh, H. (2018) at Guilan Travel Agencies shows that "good quality of travel agencies leads to an intention to revisit a destination via destination satisfaction and image". Oktariani and Syafrudin (2019) conducted a study of the effect of service quality and word of mouth on revisit intention mediated by destination image in Aceh. The result is known that the service quality variable is not significant on revisit intention. However, there is a significant direct effect on service quality on revisit intention mediated by destination image. This study is in line with the results obtained in the current study of researchers, where service quality has a positive influence by mediating the satisfaction variable.

8. Effect of Destination Regulation on revisit intension

AMOS test results indicate that the C.R value of 0.290 is smaller than the critical value of 1,648, the hypothesis is rejected and it can be concluded that the Destination Regulation variable does not significantly influence the Revisit Intention variable. This result is also in line with the service quality variable, directly having a positive effect if mediated by the satisfaction variable.

9. Effect of satisfaction on satisfaction revisit intention

AMOS test results show that the C.R value of 1.797 is greater than the critical value of 1,648, the hypothesis is accepted and it can be concluded that the satisfaction variable influences the Revisit Intention variable. Visitor satisfaction depends on the performance that consumers feel about a product relative (facilities, services, rules, etc.) to their expectations. In this case specifically at the halal tourist destination under study. Satisfaction is an evaluation of consumers based on perceptions of the fulfillment of consumer services (Oliver, 1984). Anwar, Suharyono, & Bafadhal's research (2018) concluded that there was a significant positive effect between Customer Satisfaction on Revisit Intention. Other research conducted by Abdullah, W.S.I.N. & Lui, E. (2018) who examined the satisfaction and revisit intention of international tourists in Malaysia found that satisfaction had a significant effect on revisit intention. The results of this study indicate that tourists were satisfied after they visited the halal tourist destination that was the focus of this research. This halal tourist destination is considered better than similar places that have been visited by tourists. Furthermore, the sacrifice made by tourists to visit this test is in accordance with what they get at the destination and in accordance with previous expectations or expectations.

10. The influence of Islamic attributes, destination attributes, service quality and destination regulation on revisit intention through satisfaction

Other outputs are shown in the following table. The direct and indirect effects are known from IA, DA, SQ, and RD variables for TS and RI variables. The direct effects are -0.037, 0.536, -1.562 and 1,916, respectively. While the indirect effect of these variables on RI variables through TS is known, each of them is -0.028, 0.397, -1.157, and 1.419. Because the indirect effect is greater than the direct effect, it can be said that there is a mediating role in this model, or in other words that the satisfaction variable is the mediator of the relationship between IA, DA, SQ and RD and RI. Thus it can be concluded that the Islamic attributes (IA), destination attributes (DA), service quality (SQ), and destination regulation (RD) variables indirectly have a significant effect on revisit intention (RI) variables through satisfaction variable (TS). The total effect values of IA, DA, SQ, and RD variables for TS are -0.037, 0.536, -1.562 and 1,916, respectively. Meanwhile, the total value of the effect on the RI variables respectively -0.104, 0.167, -0.881, and 1.736. Thus it is clear that destination regulations and destination attributes have a positive and strong influence on satisfaction and intention to revisit.

From the results of the analysis of primary and secondary data as well as the facts of the observations of researchers in the field, various major issues and challenges faced by all parties in the application of the concept and

development of halal tourism destinations in Indonesia. These issues can be categorized into 2 (two) categories, namely macro issues and micro issues. Macro issues include global and regional issues that can affect widely such as global economic issues (macroeconomic and global and regional competition), global security issues (global terrorism, the spread of dangerous diseases) and global political issues. Furthermore, micro issues include the local and national scope where the destination is developed which includes the policy of developing halal tourism in the center and the regions, regulations, infrastructure and supporting facilities, accessibility and management of the destination. Another micro issue is security, comfort and safety in halal tourist destinations. Indonesia in general still does not have an adequate security and safety system, especially in halal tourist destinations that are being developed. This is very important to guarantee the safety and personal safety of tourists during their visit and enjoy their tour activities.

Related to the issue of national security is also still a polemic in the development of halal destinations. Because the issue of tourism is very sensitive to security. For example, political conditions in the country that are considered relatively "less stable" by tourists, especially tourists need special attention. A conducive atmosphere will cause good motivation for tourists to carry out tourism activities and even they will make repeat visits and recommend to others. The role of the Regional Government (Pemda) is crucial to the success, such as implementing policies and regulations that encourage the development of halal tourism and allocating a budget to help business actors (Sofyan, 2018). Lack of understanding related to halal (El-Gohury, 2016; Han et al. 2018). The next challenge is marketing. One of the challenges of halal tourism is how to serve non-Muslim tourists and meet their needs without colliding with the concept of halal tourism (Satriana and Faridah, 2018).

Another challenge according to Sofyan (2018) is that halal tourism is considered not a large market share, so efforts to improve halal tourism are not optimal, and because they are considered halal, it is lazy to learn more about halal tourism. In addition, regulations governing halal tourism in Indonesia are also very limited, even though in some regions there are already completed and completed such as in NTB and West Sumatra. The legal basis for halal tourism activities is based on Law No. 10 of 2009 concerning Tourism. Whereas previously there was Regulation of the Minister of Tourism and Creative Economy Number 2 of 2014 concerning Guidelines for Sharia Hotel Business Administration, but the Regulation was revoked by Regulation of the Minister of Tourism Number 11 of 2016. In 2016, the Indonesian Sharia Council of the Indonesian Ulema Council DSN-MUI issued Fatwa Number 108 / DSN-MUI / X / 2016 concerning Sharia Based Tourism Guidelines.

From the results of this study, it is known that specific challenges arising from tourists include different views and perceptions about the application of Islamic law in tourism, such as the dimensions of Islamic attributes, cultural differences in relation to food and drinks (eg alcoholic drinks and non-halal food for non-Muslims), in addition it also relates to the demand for prostitution, how to implement the separation of men and women in tourism activities or activities (for example swimming or enjoying the beach). Another challenge is that accessibility is still relatively difficult as flights to halal travel destinations are relatively expensive. Similarly, flights are still limited and irregular from the main markets of Muslim tourists such as the Middle East, China, Kazakhstan, Uzbekistan, and Central Asia. Domestic flights are also still limited, and local transportation is also considered relatively expensive.

Because security issues are the main issue, the challenge for the government, business people, and society in general is how to create a safe atmosphere both at the destination and nationally, guaranteeing tourist safety and how to build a positive image through promotions involving various media both above the line and below the line to build the same positive perception about Indonesia. The advantage of Malaysia in managing halal tourism is that they have succeeded in building a positive image of safety and comfort in Malaysia, so that tourists believe that they are guaranteed their safety when visiting these destinations. This also applies not only to foreign tourists but also includes domestic tourists. Judging from the quality of service in the developed halal tourist destination, the analysis shows that in general service quality has been considered good in almost all dimensions both reliability, responsiveness, empathy, tangibility, and assurance. It's just that the aspects of assurance and tangibility are considered relatively still lacking, this is because some of the developed destinations are not yet available with adequate infrastructure such as several attractions in Lombok, West Sumatra, West Java and South Sulawesi. For Bali and Jogjakarta relatively better, because indeed in this destination has been far developed before the concept of halal tourism is implemented. Assurance of the quality of service received by tourists is still considered lacking, one of which is a guarantee of price consistency. This is indeed a challenge for all stakeholders to find solutions to ensure price consistency and update the information. In connection with the regulation of halal tourism at the destination, this is considered to be no problem for the respondents in this study. With regulations it actually makes tourism activities more comfortable and safe and harmonious relations between tourists and tourists and the local community. One thing that must be considered is the problem of information about halal tourism and the rules that must be available. This is also part of the education and promotion of all stakeholders' including tourists.

The results of this study also indicate that tourist satisfaction is quite high, the congruence between expectations and the reality received there is no meaningful gap. This means that consumers understand that the existing halal tourism destinations are still under construction and development. Specifically for Bali and Jogjakarta, as explained

earlier that in this destination respondents gave a very good response to services, infrastructure and other supporting tourism. Regarding the revisit intention, the results of this study indicate that there are still less than 50% of consumers (tourists) who want to recommend others (friends, relatives, family or relatives). This is a challenge for the marketing and promotion of Indonesian halal tourism. The right marketing strategy needs to be formulated. In order for the promotion of the word of mouth from tourists to be an effective way, the services as well as various supporting infrastructure, human resources and the community must be improved. So that a positive image will be awakened and naturally, word of mouth consumers will convey the positive things to others.

Development of a Model for Applying the Concept of Halal Tourism in Destinations

From the results of the analysis and discussion above, it can be offered a formulation of the concept of halal tourism which may be suitable for development in halal tourism destinations that are being developed in Indonesia. However, this model is generic meaning that the basic components are the same but in its application it can be adapted to the characteristics or conditions in each destination or gradually. The concept of halal is universal and the legal basis remains one and applies the same, regulation and application in the field is not as easy as imagined, rejection, acceptance, pros and cons remain both among tourists and tourism businesses and even regulators in the area itself. By looking at the results of in-depth research from two sides, namely demand and supply above, to ensure the sustainability of tourism development in accordance with the objectives of tourism development declared by UNWTO, namely 3P (3P: People (human / community), Planet (nature), Prosperity (welfare / economy)). The concept of halal tourism is actually more than that and far more ethical. As far as is known, Indonesia's tourism competitiveness in the aspect of environmental sustainability in the Travel and Tourism Competitiveness Index (TTCI) of the World Economic Forum (WEF) is still very low, we are ranked 131 out of 134 countries (Kemenpar, 2019). Tourism is the smallest sector to cause damage because the principle of tourism development is sustainable. A protected environment is an asset for tourism to bring tourists.

Sustainable Tourism Development is the main focus of the development of halal tourism, namely the development of halal tourism by considering the 3P earlier. The people aspect means to pay attention to what the tourists want and also the interests of the community, then the planet is how we care for and protect nature and the environment in the destination, and prosperity is the welfare or economic values of tourist sites and activities. Basically, this has been included in the national mid-term development plan (RPJMN). The Indonesian Ministry of Tourism has also issued Minister of Tourism Regulation No. 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations and this also becomes a reference for the development of halal tourism destinations.

Therefore, the suitable concept implementation model is the Community-Based Halal Tourism (CBHT) model. This is a modification of the popular Community Based Tourism (CBT) concept. The power base of the development of halal tourism is the community not the government. It is the people who initiate, develop and develop, and the government provides a regulatory umbrella. Giampiccoli & Saayman (2018) stated that "Community-based tourism (CBT) is about social justice, empowerment, equity of benefits, redistributive measures, ownership of tourism sector and holistic community development. The high level of community involvement and participation in developing halal tourism destinations will certainly be a strength in itself. Communities who are aware of the importance of tourism for their economic life will provide the maximum contribution in developing tourism in their regions through good services, provision of adequate facilities and infrastructure. Then, the community itself will preserve and preserve their environment as a major tourism resource, increase creativity and innovation to attract more visitors, and increase their own competence as a major component of tourism's driving force.

In Indonesia, each region has different characteristics, different cultural, geographical and demographic differences, so the implementation of the concept of halal tourist destinations must also go through stages that adjust to the conditions in the region and the initiation arises from the awareness of the community. Bali is one example of the success of community-based tourism development. Local wisdom will be maintained by the application of this concept. Nevertheless, encouragement and triggers from both central and regional governments are still needed through policies and regulations.

The following is presented a picture of the model of the application of the concept of halal tourism in community-based halal tourism (CBHT):

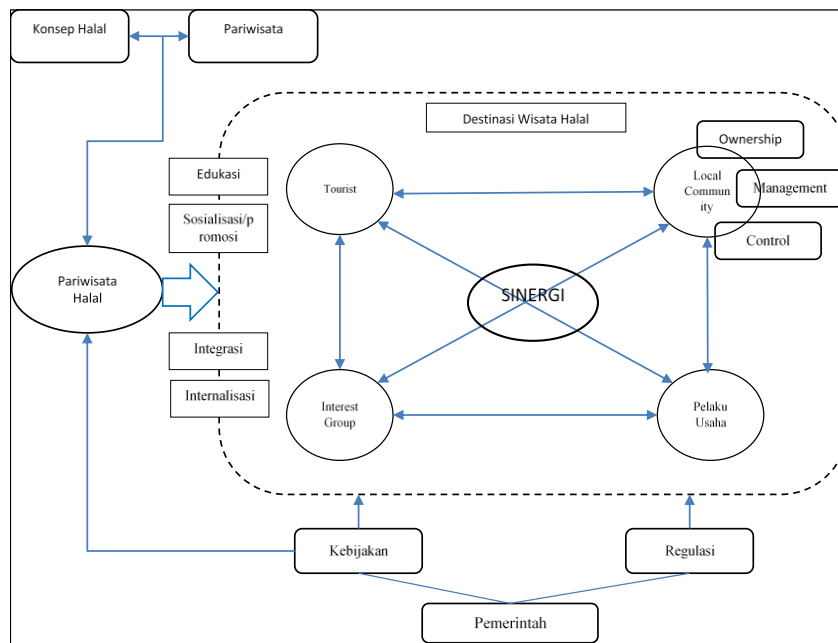


Figure 4. Proposed Model of Application of the Concept of Halal Tourism Development with CBHT

The Netherlands Development Organization (SNV) in Nurhidayati and Fandeli (2012), there are 4 CBT principles, namely (1) sustainable economy, (2) ecological sustainability, (3) united institutions, (4) fairness in the distribution of costs and benefits to all the community. According to the Global Sustainable Tourism Council / GSTC (2016) and Bricker, K.S. ; Schultz, J. (2011). There are 4 dimensions of Sustainable Tourism, namely: (1) Sustainable destination management; (2) Maximizing economic benefits to the host community and minimizing negative impacts; (3) Maximize benefits to communities, visitors and culture; minimize negative impacts; and (4) Maximize benefits to the environment and minimize negative impacts. In the context of halal tourism, the fifth principle is the concept of halal itself which is in accordance with the principles and values of Islamic law. This value is universally valid and can be accepted by anyone of every human who comes to a halal destination. Halal may be understood as a lifestyle (life style) by some people, but more than that. Halal is a representation of faith in Allah SWT. For a Muslim, halal and haram are the standard in all activities.

The concept of halal tourist destinations must be disseminated intensively to all tourism stakeholders. The public must be educated about the basic principles and implementation of the concept. This initiative can be started by the government or the community itself, such as from a community or interest group or halal tourism activists. This educational and socialization process will gradually build the integration of concepts and application in the field and will internalize all halal tourism stakeholders. The role of the government as a regulator has the role of taking policy and preparing regulations as a legal umbrella for the application of this concept. In applying the CBHT concept, the local community is the main actor and executor at the destination. Local community is the owner of ownership, management and control in accordance with the principles of sustainable tourism. Synergy between sectors in practice is the key to successful management of halal tourist destinations, especially in Indonesia.

V. CONCLUSION

Issues and challenges in the development and application of the concept of halal tourist destinations in Indonesia are categorized into two namely macro and micro. Macro issues consist of global and regional issues that can affect widely such as global economic issues (macroeconomic and global and regional competition), global security issues (global terrorism, the spread of dangerous diseases) and global political issues. Micro issues include local and national scope including policies on developing halal tourism in the center and regions, regulations, supporting infrastructure and facilities, accessibility and destination management, security, comfort and safety issues in halal tourism destinations.

The main challenges faced include the low understanding of the community related to halal tourism, global competition, the availability of competent human resources, and acceptance of local communities. The next challenge is the low awareness of halal certification for the development of halal tourism, halal tourism is considered not a large market share so that efforts to improve halal tourism are not optimal, regulations are still lacking, different views and perceptions about the application of Islamic law in tourism, relative accessibility still difficult as flights to halal travel destinations are relatively expensive. Similarly, flights are still limited and irregular from the main markets of Muslim tourists such as the Middle East, China, Kazakhstan, Uzbekistan, and

Central Asia. Domestic flights are also still limited, and local transportation is also considered relatively expensive. aspects of assurance and tangibility that are considered relatively still lacking, this is because some of the developed destinations are not yet available with adequate infrastructure such as several attractions in Lombok, West Sumatra, West Java and South Sulawesi. The intention of a tourist return visit (revisit intention), is still less than 50% of consumers (tourists) who want to recommend to others (friends, relatives, family or relatives).

Islamic Attribute variable does not significantly influence satisfaction variables. Destination attribute variable has a significant effect on satisfaction. Service quality has a significant effect on satisfaction. Destination Regulation Variable significantly influences satisfaction. The Islamic Attributes variable does not significantly influence the Revisit Intention variable. The Destination Attributes variable does not significantly influence the Revisit Intention variable. Service Quality variable does not significantly influence the Revisit Intention variable. Destination Regulation Variable does not significantly influence the Revisit Intention variable. Variable Satisfaction (satisfaction) affect the variable Revisit Intention. Islamic attributes (IA), destination attributes (DA), service quality (SQ), and destination regulation (RD) variables have a significant indirect effect on revisit intention (RI) variables through satisfaction variable (TS). There is a mediating role in this model, or in other words that the satisfaction variable is a mediator of the relationship between IA, DA, SQ and RD and RI. The right halal tourism destination model developed in Indonesia is the Community-Based Halal Tourism (CBHT) model.

Promotion and education related to halal tourism and halal tourism destinations must be increased through ongoing education programs for all stakeholders, especially tourists and the community (host community). Destination attribute management must be maintained and even improved because it has a large influence on tourist satisfaction, specifically how to maintain a good destination image, maintain environmental and cultural sustainability and gradually build adequate tourism facilities. Maintaining and increasing tourist satisfaction by improving service quality, especially in the aspects of tangibility and assurance. Because of the magnitude of the effect of regulations on satisfaction and revisit intention, the central and regional governments must immediately compile these regulations, especially in several destinations where there are currently no development rules such as West Sumatra, West Java, Jogjakarta, Bali and South Sulawesi (which be the sample in this study).

The Community-Based Halal Tourism (CBHT) model is implemented in stages and in accordance with the characteristics of the destination. By applying this concept appropriately, economic sustainability, ecology, institutional unity, fairness of the distribution of costs and benefits to the community are in accordance with the principles of CBT established by the World Tourism Organization (WTO) and the United Nations Environmental Program (UNEP) and the Global Sustainable Tourism Council (GSTC).

For further research, it is necessary to conduct an in-depth study related to the education strategy and promotion of the concept of halal tourism, integration of Islamic values in the context of implementation in every aspect of tourism management in the destination and the process of internalizing sharia values in each tourism actor.

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