

CHAPTER I

INTRODUCTION

1.1. Background Final Report

In the 21st century, traveling is included as basic needs for most people. Based on one of the most popular theories of needs by Maslow, there are two important needs directly related to tourism; aesthetic needs and the need to know and understand. People travel to learn about something new also to be exposed to things of beauty (Jenson, 2018, para. 6, as cited in Hsu & Huang, 2008). References explained that “tourism is a leisure, educational or business travel activity. Tourism is also about tourists’ personality, attitudes, values, and lifestyle” (Simkova & Holzner, 2014, p. 660).

In recent times, tourism is indeed one of the main economic growth instruments for a country. This is shown by the many types of new tours that have emerged. One of the most rapidly increasing industries is sharia tourism, or mostly known as halal tourism. According to Hakim, Ridwan, Hasanuddin, & Al-Hakim (2017), “sharia tourism is a travel request based on lifestyle Muslim tourists during the holidays” (p. 283). For several years, halal traveling and Islamic fashion are growing significantly and become popular. Before that time, Muslim tourists were still difficult to find prayer facilities (mosque or *musalla*) while traveling. Sometimes if they went to a place where the population is not predominantly Muslim, they had difficulty finding halal food.

Fortunately, many tourist destinations are friendly to Muslim travelers at this time. Usually, many hotels and resorts provide some special offers to Muslim tourists such as halal holiday packages. Wijayanti, Widyaningsih, Hakim, and Fiyani (2018) explained that halal holidays include resorts and hotels that offer halal food and drinks, separated swimming pools and spas for men and women, rental of women's swimsuits, open-air beaches that separate men and women, women-only beaches, family-oriented facilities, and worship facilities (p.33).

Japan is one of the non-predominantly Muslim countries that have been successfully developing halal tourism industry. A 2013 review by JTA (Japan Tourism Agency) explains that The Japan Tourism Agency (JTA) and the Japan National Tourism Organization (JNTO) have prepared strategy to increase Muslim tourists, and local government and private sector companies have attempted to create a hospitable environment for tourists in this segment. As a result, places ideal for Muslim visitors have been prepared, halal (Islamic) food and beverage service has been organized, and prayer facilities have been made available in public areas such as hotels, restaurants, shopping centers and airports (as cited in Yasuda, 2017, p. 65-66).

Besides Japan, Thailand also has been successfully developing halal tourism as its alternative attractions. Worrachaddejchai D. (2019) explained The Global Muslim Travel Index (GMTI) in 2019 reveals that Thailand ranked second among the top 10 favorite places for Muslim travel between countries outside the Organization of Islamic Cooperation (OIC) with a number of points of 57,

compared to Singapore with 65. Thailand is also ranked 18th out of 130 vacation spots for Muslims worldwide.

As the time goes by, Muslim tourists continue to increase in number. In 2015, it was estimated that there were 117 million Muslim international travelers. This was projected to grow to 168 million by 2020, where the travel expenditure by Muslim travelers is expected to exceed USD 200 billion (Hambali, 2016, p. 325, as cited in Master Card, 2016). This is a sign that halal tourism can become a new trend in the tourism industry because their target market is growing rapidly. The industry must be well prepared to respond to the needs of Muslim tourists with the explosive growth of the Muslim populations. Based on this background, the author writes this final report titled "The Current Trend in the Indonesian Tourism Industry: Halal Tourism."

1.2. Objectives of Final Report

The objectives of this final report are to inform the readers about halal tourism as the current trend in Indonesian tourism industry and to explain the development of halal tourism in Indonesia.

1.3. Significances Final Report

This final report has two significances. First, it is expected that this final report can enhance the public's knowledge about halal tourism. Second, this final report can be a source of reference for readers in general, and especially for D3 English Program's students that are working on their final reports in the future.