



Seminar Nasional Ekonomi Islam

Munas XIV & Rakernas IX FoSSEI

Samantha Krida Universitas Brawijaya - 6 September 2016

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Petunjuk Al-quran Soal Wisata

Surat Al Jumu'ah (62) : 10

فَإِذَا قُضِيَتِ الصَّلَاةُ فَانْتَشِرُوا فِي الْأَرْضِ وَابْتَغُوا مِنْ فَضْلِ اللَّهِ
وَاذْكُرُوا اللَّهَ كَثِيرًا لَعَلَّكُمْ تُفْلِحُونَ ﴿١٠﴾

"Apabila telah ditunaikan shalat, maka bertebaranlah kamu di muka bumi; dan carilah karunia Allah, dan ingatlah Allah banyak-banyak, supaya kamu beruntung."

Surat Al Qof (50) : 7-8

وَالْأَرْضَ مَدَدْنَاهَا وَأَلْقَيْنَا فِيهَا رَوَاسِيَ وَأَنْبَتْنَا فِيهَا مِنْ كُلِّ زَوْجٍ بَهِيجٍ ﴿٧﴾

Dan Kami hamparkan bumi itu dan Kami letakkan padanya gunung-gunung yang kokoh dan Kami tumbuhkan padanya segala macam tanaman yang indah dipandang mata, untuk menjadi pelajaran dan peringatan bagi tiap-tiap hamba yang kembali (mengingat Allah).



Petunjuk Al-Quran mengenai Kepariwisataaan



- Surat Al – Jumu'ah : 10
- Surat Al - Qof : 7-8
- Surat An – Naml : 69
- Surat Yasin : 12
- Surat Al – Hajj : 46
- Surat Al – Ankabut : 20



Traveling in Islam:

- Haji
- Umrah
- Silahturahim
- Alam, Budaya & Sejarah (ziarah)
- Kesehatan

Keistimewaan:

- Shalat (jama dan qashar)
- Tayamum
- Puasa (qada)



TURNING ONE BILLION TOURISTS INTO ONE BILLION OPPORTUNITIES

In 2014 International tourist arrivals (overnight visitors) grew by 5% worldwide in 2013, reaching a record 1087 million arrivals, after topping the 1 billion mark in 2013.



WHY TOURISM MATTERS

STRATEGIC RATIONALE : TOURISM IN THE WORLD

**TOURISM, KEY TO DEVELOPMENT, PROSPERITY
AND WELL-BEING.**

**TOURISM IS A LEADING
SECTOR**



Source: UNWTO Tourism Highlights, 2016
UNWTO World Tourism Barometer, 2015
WTTC, 2015

TOURISM CONTRIBUTIONS



GLOBAL ISLAMIC ECONOMY POPULATION (2015)



1.8 MILYAR
25%
penduduk dunia



80%
penduduk dunia
Negara OIC
OIC/OIK: Organisasi Kerja Sama Islam



20%
penduduk dunia
Negara NON-OIC
China, India, Rusia, Perancis, Scandinavia dan Inggris, dll

Global Islamic Economy (2015)

Mobile Phone Penetration, GDP & Projections

GDP OIC/OKI



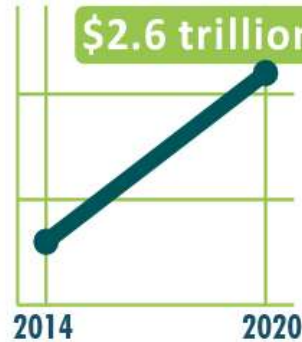
\$7.740 Trillion
15.67%
World Total GDP

INTERNET,
SOCIAL MEDIA &
MOBILE REVOLUTION



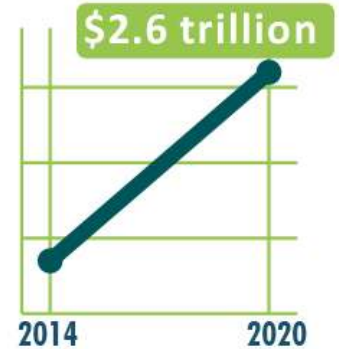
1.2 BILLION
MUSLIM
CELULAR
USERS

EXPENDITURE
PROJECTION



1.8 TRILLION
ON FOOD
LIFESTYLE
SECTOR

EXPENDITURE
PROJECTION



1.35 TRILLION
ON ISLAMIC
BANKING
ASSETS

TOP 10 COUNTRIES



Malaysia

2. United Arab Emirates

3. Bahrain

4. Saudi Arabia

5. Pakistan

6. Oman

7. Kuwait

8. Qatar

9. Jordan

10. Indonesia

GLOBAL ISLAMIC ECONOMY INDICATOR



Food
\$1128
Billion



Finance
\$1814
Billion



Travel
\$142
Billion



Cosmetics
\$54
Billion



Educations



Fashion
\$230
Billion



**Media
Recreation**
\$179
Billion



Pharmaceutical
\$75
Billion



**Medical
Care**



**Art
& Culture**

DEFINISI SYARIAH

Secara Bahasa, Syariah berarti Jalan Yang dilewati

Secara lebih ringkas Syariah berarti aturan yang diturunkan oleh Allah SWT pada hambanya, baik terkait masalah Akidah, Ibadah, muamalah, adab maupun Akhlak. Baik terkait hubungan dengan Allah, maupun hubungan antar Manusia.

DEFINISI WISATA SYARIAH

Upaya perjalanan atau rekreasi untuk mencari kebahagiaan yang tidak bertentangan dan menyalahi prinsip-prinsip ajaran islam, serta sejak awal diniatkan untuk mengagumi kebesaran ciptaan Allah.



KONSEP PARIWISATA SYARIAH

The Concept of sharia tourism is not limited to religious tourism, but it extend to all forms of tourist except those go against Islamic values.

(Shakiry, 2006)

PANDANGAN ABDUL-SHAHIB AL-SHAKRY MENGENAI WISATA SYARIAH

1

**Penyebaran nilai-nilai
agama Islam**

2

**Menguatkan kepercayaan
dan keimanan terhadap
ciptaan Allah SWT**

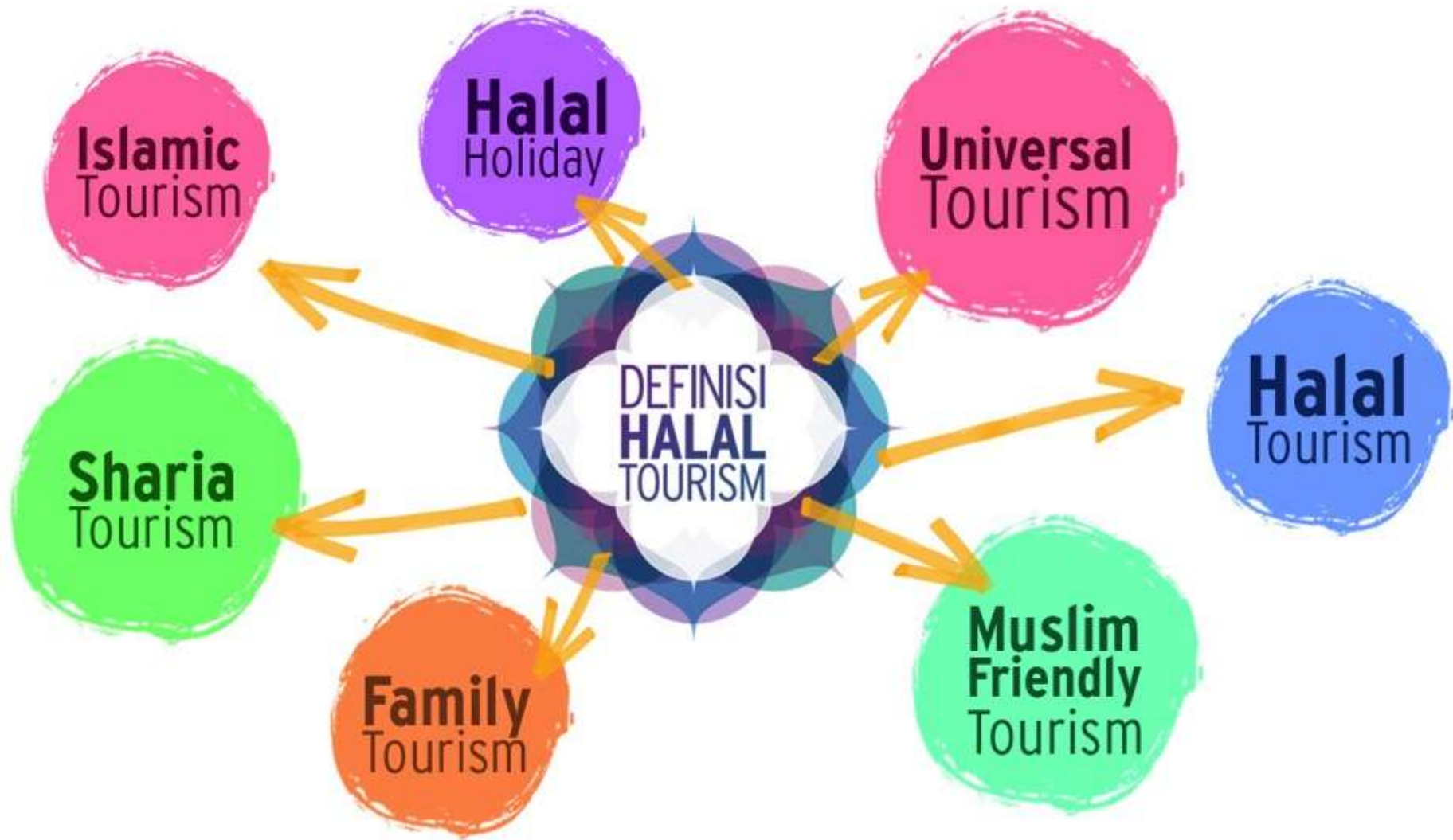
3

**Wisata Syariah dapat
memberikan kesejahteraan
bagi masyarakat muslim**

Sebelum Wisata Halal



- Wisata **Religius** 
- Wisata **Ziarah**
- Wisata **Spiritual**
- Wisata **Sejarah**



LANGKAH LANGKAH AWAL



TINDAK LANJUT

**KEMEN
PAREKRAF**

1. Pedoman
2. Guide Book
3. Studi Banding Negara Asean

**FGD
Syariah**

1. Halal Tourism
2. Halal LifeStyle

**GLOBAL
MUSLIM
TRAVEL
INDEX**

2015: Posisi ke-6
2016: Posisi ke-4

**World Halal
Travel Award 2015**



LOMBOK

- 1 1st World's Best Halal Honeymoon Destination
- 2 1st World's Best Halal Tourism Destination



SOFYAN HOTEL

- 1 1st World's Best Family Friendly Hotel

**SUSILO
BAMBANG
YUDHOYONO**
Presiden RI ke-6

**JUSUF
KALLA**
Wakil Presiden RI

**KH. MA'RUF
AMIN**
Ketua MUI

**DIN
SYAMSUDIN**
Ketua
Muhammadiyah

**MENDUKUNG
WISATA
SYARIAH**

**MASDAR
MAS'UDI**
Khatib PBNU

**ANWAR
ABBAS**
Tokoh
Muhammadiyah

**SHALAHUDDIN
WAHID**
Tokoh NU

Statistik Pariwisata Halal Indonesia

2015

- **Wisatawan Mancanegara** se- Dunia
- **Wisatawan Muslim** se-Dunia
- **Wisman Muslim** ke Indonesia
- **Indeks Daya Saing** kepariwisataan (GMTI)
- **Wisnus Muslim**

Wisatawan Inbound 2015
10,4 Juta

- **1,186** Milyar
- **117** Juta
- **2.2** juta
- **Ranking 4**
- **225 juta** perjalanan



2020

- **1,4** Milyar
- **168** Juta
- **5** juta
- **Ranking 1**
- **260** juta perjalanan

Wisatawan Outbound 2015
6.3 Juta

Kementerian Pariwisata

dalam mengembangkan Wisata Halal

1 **Membentuk Tim Percepatan Pengembangan Pariwisata Halal Indonesia**

2 **Tim Pemenangan World Halal Travel Award dan Penjurian Kompetisi Pariwisata Halal 2016**

3 **Assessment dan Sertifikasi para pelaku Industri Pariwisata Halal**

Guide Book



The screenshot shows the Halal Trip website interface. At the top, the URL is <https://www.halaltrip.com/wonderful-indonesia/>. The Halal Trip logo is on the left, and navigation links for 'Deals', 'Rio Olympics', 'Blogs', 'Guides', 'Halal Food Spotter', 'Travel Tools', 'Register', and 'Login' are on the right. Below the logo, there are menu items: 'Halaltrip Pass', 'Tour Packages', 'Hotels', 'Homes / Apartments', and 'Where Do You Want To Go'. The main content area features a large banner with a scenic background of a mountain range. On the left, two book covers are displayed: one in Arabic titled 'إندونيسيا الرائعة' and one in English titled 'Wonderful Indonesia'. The English cover includes the text 'Many more, Thailand visitors, for journey'. To the right of the covers, the text 'The Muslim Visitor Guide to Indonesia' is prominently displayed. Below this, a blue button says 'Download the full guide' with a download icon. A smaller blue box below the button states 'Available in English & Arabic'.

Bekerja sama dengan Halal Trip (Singapore) dan Crescentrating dalam pembuatan **Wonderful Indonesia Guide book for Muslim** Visitor dan web.

GMTI 2016



C R E S C E N T
C R E S C E N T R A T I N G

MasterCard-CrescentRating Global Muslim Travel Index 2016

2015

Posisi ke 6
Point: 67.5

2016

Posisi ke 4
Point: 70.6

Halal Hospitality

The Al Meroz Hotel is Bangkok's Leading Halal Hotel. The Hotel's accommodation, dining and leisure facilities have been specially created to ensure the comfort and wellbeing of our Muslim and non-Muslim guests. All meals served in our restaurants are Halal-certified and the Hotel is a non-alcoholic.





Pattaya Halal Hotel

Thailand

A-ONE | Star Hotel | PATTAYA

- Designed Lobby
- 1 Minute to Beach
- Space Efficiency
- Gym with 4 Swimming Pools Access
- Fitness Gym & Sauna



Best Space... Best Location... Best Budget

200-001 Pattaya Beach Rd. 2nd Fl. Banglamung, Pattaya City, Chonburi 20100 Thailand
 E-mail: a-one@staronehotel.com Online Booking: www.staronehotel.com

A-ONE | The Royal Cruise Hotel | PATTAYA

Located on the famous North Pattaya Beach, The Royal Cruise Hotel has a unique cruise design with it's bow facing the sea.

Reservation Center 2/F. L: +662 218 1030 (6:00-6:00) Fax: +662 218 1031 +662 218 1041
 400 North Pattaya Beach Road, Pattaya City, Chonburi 20100 Thailand
 E-mail: a-one@royalcruihotel.com www.royalcruihotel.com

Pattaya Halal Restaurant

Thailand





KRABI HALAL DESTINATION

Thailand



**RESORTS**

Beach Resorts & Spa

CITY HOTELS

City Breaks & Tours

THERMAL

Health Resorts & Spa

VILLAS

Luxury & Private

RESORTS



Check-in

28 Jun



Check-out

05 Jul



2 adults

**Find your holiday**Best Price Guarantee

Holidays in accordance with Islamic beliefs. What is it?

**Beaches and pools for women and family****Halal food and non-alcoholic drinks****Family friendly entertainment****Precise Total Family Pricing****Room Suitability Guarantee****Instant Booking Confirmation**

featured on

WIKIPEDIA

the guardian

BBC

emel

SISTERS



WEEKLY ZAMAN

Japan Travel Guide For Muslim Visitors



Over 60 mosques and Islamic houses of worship can be found throughout Japan.

Japan is home to a large number of Mosques, including Japanese Mosques, as a result of increasing Muslim immigration and the growing number of Japanese Muslims. The largest and most well-known is the Great Mosque of Tokyo, which is a beautiful example of Islamic architecture.

Tokyo Camii

Located in the heart of Tokyo, this mosque is a beautiful example of Islamic architecture. It was built in 1986 and is one of the largest mosques in Japan. The mosque is a beautiful example of Islamic architecture and is a popular destination for Muslims and non-Muslims alike.

Kobe Muslim Mosque

Located in the heart of Kobe, this mosque is a beautiful example of Islamic architecture. It was built in 1986 and is one of the largest mosques in Japan. The mosque is a beautiful example of Islamic architecture and is a popular destination for Muslims and non-Muslims alike.

Major Mosques in Japan

Nagoya Masjid 1-1-1, Sakae, Naka-ku, Nagoya, Aichi 052-233-1111	Sanda Masjid 1-1-1, Sakae, Naka-ku, Nagoya, Aichi 052-233-1111	Nagoya Mosque 1-1-1, Sakae, Naka-ku, Nagoya, Aichi 052-233-1111	Owaka Haruki Mosque 1-1-1, Sakae, Naka-ku, Nagoya, Aichi 052-233-1111	Fukuoka Masjid 1-1-1, Sakae, Naka-ku, Nagoya, Aichi 052-233-1111
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Muslim cuisine from all over the world Can be enjoyed in Japan

Found in one of the largest concentrations of halal restaurants in the world, Japan is a great destination for Muslim visitors looking to enjoy halal food. From traditional Middle Eastern dishes to modern halal fusion cuisine, there is something for everyone.

The map shows the locations of major halal restaurants in Japan. The locations are marked with blue dots and labeled: TOKYO, OSAKA, and FUKUOKA. The map also shows the names of the restaurants: HALAL RESTAURANT, HALAL RESTAURANT, and HALAL RESTAURANT.

Halal Restaurants

- HALAL RESTAURANT
- HALAL RESTAURANT
- HALAL RESTAURANT



KOREA MUSLIM VISITORS

2013	2014	2015	2016	2017	2018
415,223	504,911	613,972	746,590	907,853	1,103,950

Given 21.6% of annual average rate of increase, the number of Muslim visitors will pass 1 million in 2018.

1 million



Pyeongchang
Winter Olympic
Games

Source :





Perkembangan
Halal Lifestyle

halal lifeStyle
& Business



PERKEMBANGAN HALAL LIFESTYLE

HALAL

Bermakna sesuatu yang boleh untuk dilakukan, digunakan atau dikonsumsi menurut hukum Islam.

THAYYIB

Bermakna baik, yang mencakup keselamatan, kesehatan, lingkungan, keadilan, serta keseimbangan alam.

Halal & Thayyib | Surat Al Baqarah (2) : 168

يَتَأْتِيهَا النَّاسُ كُلُّوْا مِمَّا فِي الْأَرْضِ حَلٰلًا طَيِّبًا وَلَا تَتَّبِعُوْا
أَخْطَاوَاتِ الشَّيْطٰنِ ۚ إِنَّهُ دَلَكُمُ عَدُوٌّ مُّبِينٌ ﴿١٦٨﴾

Hai sekalian manusia, makanlah yang halal lagi baik dari apa yang terdapat di bumi, dan janganlah kamu mengikuti langkah-langkah syaitan; karena sesungguhnya syaitan itu adalah musuh yang nyata bagimu.
(Al-Baqarah [2]:168)



1
SESUAI
KETENTUAN
AGAMA

2
KEBAIKAN
KESELAMATAN



Halal Lifestyle

Global Trend

3
KEADILAN

4
KESEHATAN

5
STYLE



Prof. Jonathan A.J, Wilson
(England)

HALAL
is
BRAND



Alexander Chernev
Professor of Marketing
Kellogg School of Management

LIFESTYLE
Branding



Prof. Winai Dahlan
(England)

HALAL:
Healthy Food
Safety Food
Lawfull

HALAL LIFESTYLE

Sector di Indonesia



Travel



Media &
Recreational



Pharmaceutical



Cosmetics



Education



Halal &
Food



Finance



Fashion



Medical Care &
Wellness



Art &
Culture

HALAL FOOD

World demand - Supply

Permintaan/Demand



Supply/Penyedia

Main Players	Products
Australia	Daging Sapi
New Zealand	Daging Kambing
Brazil	Unggas
Malaysia, South Korea	Produk olahan makanan, Bahan makanan
Thailand	Produk olahan makanan

Issues: Food Insecurity

- Global supply chain/ Pasokan secara Global
- Trade (especially intra-OIC (Organization Islam Cooperation) is less than 15%)/ Perdagangan antar negara OIC (Organisasi Kerjasama Islam) kurang dari 15%

HALAL SUPPLY CHAIN

From Farm to Fork



Farm



Distributor



House/Restaurant



Factory



Retailer



GLOBAL CALENDAR OF HALAL EVENT 2016



30 Maret-2 April
KLCC, Kuala Lumpur



3 April Expo at Melbourne
10 April Expo at Sydney
9 April Conference at Melbourne



Halal Tourism Conference

3-5 Mei
Konya, Turkey



22-25 June
Taiwan



18-20 Agustus
Seoul,
Korea Selatan



11-12 October
Dubai, UAE



10-11 November
Madrid, Spain



Akhir Desember
(Tanggal belum rilis)
Bangkok, Thailand



22-24 April
Manila, Philippines



2-5 Juni
Moscow, Russia

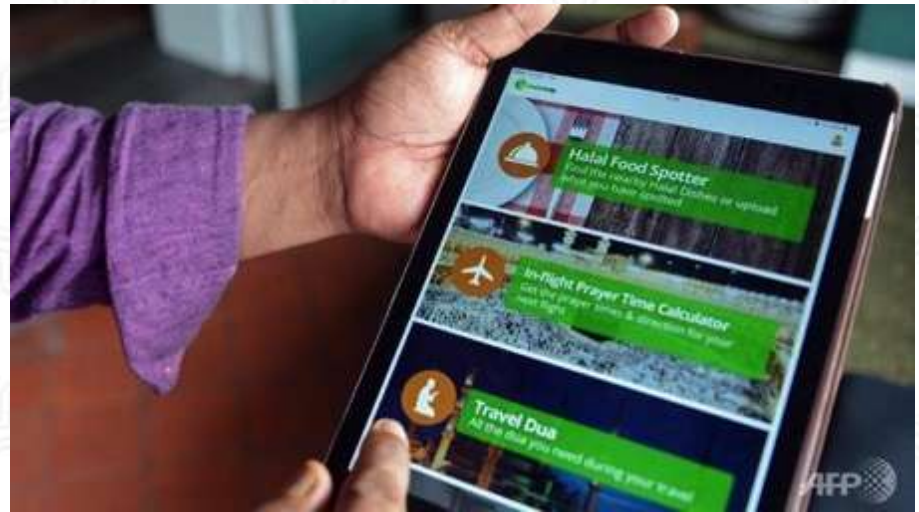


**Indonesia Halal Lifestyle
Expo & Conference**
6-8 October
Jakarta, Indonesia

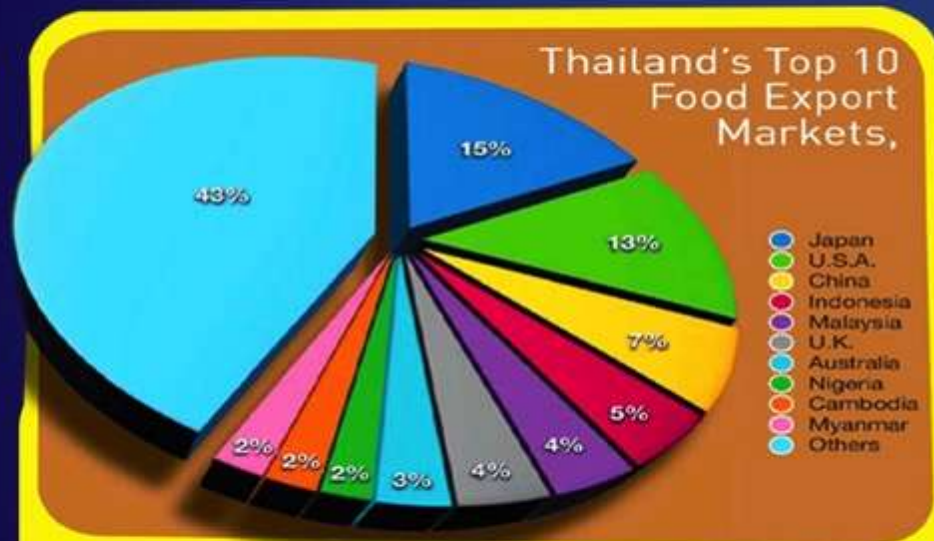


6-8 November
Santiago, Chile

THAILAND MUSLIM-FRIENDLY APP



Makanan Halal di Thailand



Dengan **5%** populasi Muslim,
Thailand mampu **mengekspor 25%**
dari total ekspor produk makanan halal.



**HALAL THAILAND
READY TO SERVE
THE ASIAN COMMUNITY
IN 2015**

**SEBANYAK
120 RIBU PRODUK
TELAH DISERTIFIKASI
HALAL**

Halal Lifestyle di Korea



Cosmetics Export to OIC

In Million US

Year	2011	2012	2013	2014
Cosmetic Export To OIC	72.7	81.9	89.2	94

Top 5 Cosmetics Importers

In Million US

	Country	Amount
1	Malaysia	41.4
2	Indonesia	11.7
3	Iran	9.2
4	U A E	8.9
5	Saudi Arabia	4.4

Korea Food Guide Book For Muslim

Pemerintah Korea sudah melaunching sebanyak 150 Restauran Halal di Seoul pada 2015.





150 restoran halal di korea

Pemerintah Korea sudah melaunching sebanyak 150 Restaurant Halal di Seoul pada 2015.



Halal Food Court in Singapore





**Moscow**
HALAL EXPO

Moscow Halal Expo
2016



12 Scope Sector Halal Lifestyle in 7th Moscow Halal Expo On June 2-5, 2016

**1. FOOD &
AGRO**

2. CATERING

**3. STYLE &
TEXTILE**

**4. ARTS,
JEWELRY &
SOUVENIRS**

**5. COSMETICS
& PERFUMES**

6. OTHER PRODUCTS
(Event, Islamic
Organization, charitable
foundations Etc)

**7. HEALTH &
SPORTS**

8. TOURISM

**9. SERVICES &
TECHNOLOGIES**

**10. EDUCATION
& PUBLISHING**

**11. FINANCE &
INVESTMENT**

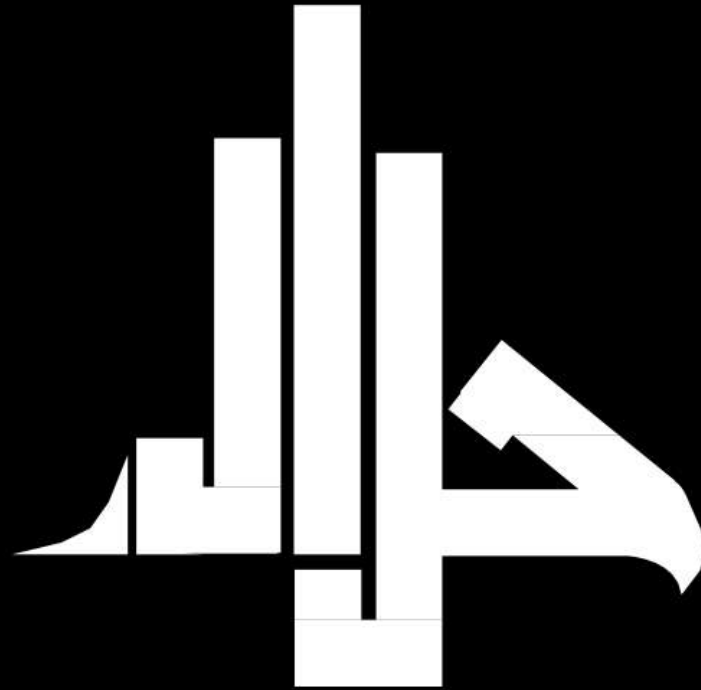
12. MEDIA

5^o Edition
HALAL
EXPO
Latino Americana
Conference & Exhibition

INTERCONTINENTAL
SANTIAGO

6,7&8
Nov
2016





Halal LifeStyle

Global Trends & Business Opportunities

Launching Halal Magazine & Website



halal lifeStyle

INSPIRASI GAYA
HIDUP HALAL

KANTOR PUSAT

The Indonesia Halal Lifestyle

Jl. Tanah Abang 1 No. 12 J.J.J

Jakarta 10430, Indonesia

Phone: +62 21 21202177

Fax: +62 21 21202177

www.halallifestyle.id



HOTLINE BERLANGGANAN DAN IKLAN:
(021) 2120 2177, 0813 8057 9090, 0812 1068 7806.

Tantangan Halal Tourism & Halal Lifestyle



السَّلَامُ عَلَيْكُمْ وَرَحْمَةُ اللَّهِ وَبَرَكَاتُهُ

TERIMA KASIH

