



THE DYNAMICS OF DEVELOPMENT OF HALAL TOURISM DESTINATION IN LOMBOK WEST NUSA TENGGARA

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ABSTRACT

This research aims to uncover and describe the dynamics of the development of halal tourism destination to the change of social culture, economy, education and the role of community leaders. The type of this research was used ethnographic research with the data collecting techniques using participant observation, interview, documentation and a field note. The data analysis using inductive. The results showed that the process of the development of halal tourism destination in Lombok, West Nusa Tenggara. The socio-cultural changes of the well community that have positive or negative impact. The improvement of the economy of the society in significant in the halal tourism destination. The level of education that still needs to be improved for the development of halal tourism destination. The role of community and religious leaders in the development of halal tourism destination.

Key Words: Dynamics, Development, Halal Tourism Destination.

INTRODACTION

The tourism sector is becoming one of the fastest growing industries in the world in the last twenty years UNWTO international record number of tourists in 2012 reach 1 billion people with export earnings amounting to 1.3 international trillion U \$ \$. This number increased to 1.8 billion by the year 2030. Priwisata destinations become strategic role in national was conducted in a systematic, well-planned, integrated, sustainable, and responsible with providing protection against religious values, a culture that lives in the community, keeping the quality of the environment as well as the national interest.

Sustainable tourism development is indeed a top priority of the Government which brought development with very rapidly. A rich tourism potential in each region the purpose of tourism, should be preserved and developed, as it can bring a positive impact or a negative impact for the preservation of the culture, the economy, the improvement of education and religion. In addition, the development

of halal tourism destinations can contribute to local governments.

The magnitude of the role of the tourism sector has a strategic function in improving the economy as well as in support of development. As one of Lombok's tourism destinations have developed the character of a very unique island and rarely found in other areas. The island got its nickname as the thousand islands of the mosque has a very rich cultural diversity. Lombok has the potential to be developed into halal tourism destinations and supported by the regional Government Regulation No. 2 of the year 2016 explains that halal tourism provides the security and convenience of service to travellers in order to enjoy excursions with safe, halal and can also obtain the convenience for tourists and tourism activities within the Manager.

The rapid development of tourism destinations sanget certainly can cause changes that positively impact or negataif. The occurrence of socio-cultural change, economy, education and religion as the impact from the development of tourism destinations. The development of tourism,



is one of the causes of the factors that affect the occurrence of social change.

The development of tourism that results in social change in communities such as lifestyle changes, disconnection, attitude and behavior demonstrated by the public has gone out of the values of the norm. It also could undermine the existing culture be it starting from the existence of the commodification of culture, acculturation to the social behavior of a society that tends to follow a foreign culture. Need for community participation in developing tourism destinations. The role of the community is very low placed as more objects than as subjects as a result, customs, values and norms become increasingly fade.

The development of tourism destinations have yet to boost the economy of the community due to the Government policy still utilized and is determined by the owners of capital. The development of tourist destinations requires human resources who have the expertise, skills to improve services. Preparation of human resources have not been adequately where most of that was directly involved in tourism activities in Lombok Which both became hawkers, local guide, five feet as well as the many interacting directly with travelers have an average education level of education is still low even many who do not continue their secondary school top.

A low level of education hampered business growth and development. While the information and ideas more easily captured and absorbed by the community group level education is already advanced. The role of the indigenous character and religious figures have not been fullest in the development of tourism destinations in Which central Lombok. How the impact of halal tourism destinations to the changes of social culture, economy, education and religion in Which Pujut Lombok Regency Tengah.

METHOD

This research used the qualitative approach with ethnography data sources include three kinds, namely: imforman key, the informant and the informant. Observational data collection techniques participate, interviews, documentation, and a note field. The validity of the data and data analysis using inductive.

RISULTS

Tourism Development

1. The development of Object and tourist attraction which is the Development Efforts Which Mandalika. Mandalika is done by opening a tourism object used to make the visitor has a choice other than the coast of Lombok, which is the beach which is the Lombok, Tanjung Aan Beach, Sade and Mawun Beach. Has natural beauty, the prehistoric heritage, arts and culture. It also can do tracking, cave tubing, rafting and body food and souvenir sales in the village which is the.
2. The development of facilities and infrastructure construction for tourism includes tourism by means of a staple there are several types of household crafts 8 kind of subsector, food industry 1, 7 types of retail, lodging and accommodation There are 8 types of penyedian, where the consumption of 23 units. Next construction equipment means tourism in the presence of muslim places of worship 10 mosques, in addition there is also a place selling souvenirs such as a unique souvenir tour Which characterise the Mandalika. Infrastructure that is built and developed economy and social infrastructure is in the form transfortasi, utlitas, banking,

communications, security, comfort, health, which overall has been available with good and decent.

3. The development of facilities and infrastructure

Construction for tourism include the staple means of tourism with the availability of household crafts type 8 type, food industry subsector 1 type, pendangangan type 7 retail, lodging and accommodation penyedian There are 8 types of penyedian, where the consumption of 23 units. Constructing the next IE means of tourism supplies with 15 mosques and surau, place the sale of souvenirs such as a unique souvenir tour Which characterise the Mandalika. Infrastructure that is built and developed economy and social infrastructure is in the form transfortasi, utlitas, banking, communications, security, comfort, health, which overall has been available with good and decent.

4. Tourism marketing and promotion

Marketing and promotion has been done by the stake holder which is the village's tourism by making books, leaflets, travel magazine website. The Government which is the tourist village for tourism promotion and marketing efforts are working with tour travel package tours.

5. The existing institutions either formal or non formal school consists of 3 Secondary Vocational School of tourism, 1 school Madrasyah Secondary School in Madinah and 4 first, 8 primary schools and 4 Play group and the Polytechnic College of tourism.

6. The role of community leaders and religious figures to develop tourism with the socializing between the community still maintained very well, often implemented joint activities such as the Employment Act of rituals,

customs, rituals and forms of organization as follows: Sasak, Earth Rowon Gora, Putra Angkasa, Amphibious. Structur Customs Agency will control and maintain the security and create comfort for travelers.

The impact of Tourism Development on the economic and socio-cultural aspects of Society which is the Village.

1. The opening of new jobs the existence of tourism development opens a lot of opportunities to work, that is because the tourism industry is very complex raises the opportunity to make an effort to meet the needs of tourism be large.
2. The decline in the unemployment rate Open new jobs will automatically reduce the unemployment, tourism opens up many employment opportunities at the village Which makes the unemployment rate decreased significantly.
3. Increase income and purchasing power. The tourism industry makes it easy for people to earn money so that people's income money so people's income make purchasing power rises so that the community's ability to meet the higher needs, even the orientation of the community no longer needs to meet the needs of primary or secondary, but also tertiary.
4. Help bear the brunt of the construction of local infrastructure and facilities The Government is encouraging tourism to provide a good acsability for tourists so acsability like the way it's been constructed well. Tourism should be supported a good infrastructure to make development and infrastructure increased attention such as availability of clean water, lighting, availability of places of worship, postal security, health and many more now that became a major concern.



5. Increase the level of education. The per capita income increased resulting in a community's ability to meet the needs of education for higher education are met.
6. The protection and preservation of the culture and customs. Based on the information in the above opinion is obtained after the conclusion of tourism arts and customs in the village Which preserved increasingly, often held so that people from generation to generation and still preserving the art and culture and customs that they have, it is also because the community realize that the arts and ceremonies can serve as a tourist attraction which can attract tourists to visit.
7. Increase the level of education. The per capita income increased resulting in a community's ability to meet the needs of education for higher education are met.
8. The construction of the masjid Nurul Bilad Mandalika Which as one of the places of worship of the muslim travelers.
9. Improve skills based on the information in the above opinion in the get conclusions on Village Which have held training skills, first aid training, including training managed, English language training, there training-training that is done make the skills of the community in the fields growing.
10. The use of the language of the influx of tourists from outside the region are demanding increased use of language in the village which is the.
11. The increasing awareness of freedom, after the incoming tourism to the village, which is the emergence of many community organizations. The organization is clearly visible after the tourism that is the creation of the Group aware of the tour.
12. The increasing use of technology. The demands of modernication made the villagers Which should use the web, the blog as a medium to do marketing.
13. The commercialization of the art culture. After the tourism industry which is the Village and entered in the community feel the positive impact of the tourism that is the ease in finding money then do various community efforts to be able to attract tourists to come and satisfy the travelers, some of the arts festival in performing for tourists sometimes don't match the originals and traditional ceremony is conducted not just in time, so there are values of the religion of art and culture.
14. The addition of the population influx of tourists from outside the region and abroad increased the number of inhabitants who settled in the village which is the.
15. A reduced sense of brotherhood due of busyness that makes high society seldom socialize with the surrounding environment so that communication between the community and the mutual sense of taste diminishes.
16. After the village community Which has further increased the revenue of the community understands how important a money, and the public became aware that work done, sacrifice they have to make money so that the community started bersifa matrealistik
17. The incidence of Gang After the entry of the tourism industry and the emergence of many of the pokdarwis village community Which tend to be clumped and impressed form a gang.

DISCUSSION

Destination is a place visited by a significant time during the trip a person compared to another place that has endured during the journey (such as the transit area). Ricardson and Fluker (2004:48),



defined as tourism destinations; A significant place visited on a trip, with some form of actual or perceived boundary. The basic geographic units for the production of tourism statistics.

As a tourism destination nor a tourism area which will be developed towards sustainable tourism development should see the potential and tourist attraction. Potential and appeal in tourism can be defined as capital or assets owned by a tourist destination (destination tourism) and exploited for the sake of economic interests that are ideally embodied in it attention towards the cultural aspects. The development of tourism destinations are certainly *diterdapat* some of the negative or positive impact on the community and area attractions.

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Talking about the impact of tourism Dickman, (1994:12) argued as follows: "it must be remembered, however, there are two sides to the coin, what is the good tourism development in one way may be harmful in another. Any development of tourism in General would give rise to a variety of impacts, either positive or negative. Fluker and Richardson (in pitana, 2009:195) the impact of tourism on the lives of the social culture in tourism destination among others are: (1) impact on population structure, (2) the

transformation of the structure of livelihoods, (3) the transformation of values, there are some forms include: a. effects of impersonation, b the cultural marginalization, modifications, (4) impact on everyday life, namely: chat too claustrophobic people, kemacetan, the use of redundant infrastructure, loss of usability or functionality of the land, lost mamfaat and other efforts, the population of architectural design, crimes against tourists, crime by tourism.

Research on the development of tourism destinations have been through study and development by some researchers previously with a different focus. Studies that examine the social changes in culture, economy, education and religion one of the impact of the development of tourism destinations. The research focused on the impact of Tourism on social culture to changes; Ashih Mathur (1998); Outline of research carried out has relevan with the research that will be done. The research examines the impact of social change and tourism in the community. The difference is in the focus of research. Bark M. Aly Ahmed. (2015); This research was conducted Aly Ahmed focuses on the impacts of tourism against economic, social and cultural. These studies have in common in the megkaji the impact of tourism on the social, cultural and economic, but have differences in the methods used. Comparisons of this research is a case study in America and Egypt indicate important tourism to boost the economy.

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The impact of socioeconomic changes Tour: Manoj k. Sharma, Mr. Kuldeep Singh (2015) this research focuses on changes in the environment sesial-economy and the impact on business in the future. Ekanayake & Aubrey (2012) research seeks to discover the development and economic growth of developing countries generally there are similarities in exposing the development of tourism destinations as seen from changes of economic society. Faisal Mohammad Shahriar (2012) the research is to look at the process of the development of the tourism industry can occur the pluses and minuses of the economy as a whole. Mohammad Reza Hashemi Alsadat Shokooh & Shahab (2015) purposes of research analyzes the impact of the tourism industry on the increase of employment and income in the port of Daylam. The impact of tourism to education research that examines the impact on the economy and education. Anisa, & Riswandi. (2015). Amparo Cervera-Taulet & María-Eugenia Ruiz-Molina (2010).

Khayruzzaman, (2016) this research focuses on the impact of religion affects the behavior of the consumer in deciding on buying products. But base it on religion have a significant influence on Muslim consumers buy the products being in the services/goods. Ghazali Musa, Ali Mohezar, Bt Suhana Sedigheh Moghavvemi (2015). The research focuses on the policy system of halal tourism considering the issues and tantagan in developing tourism destinations. Islamic influence decision making for Muslims, determine the demand for traveling to the

inside and outside the country. Mahmoud Hussein & Qaddahatz Ranea (2016) this research examines countries that develop halal tourism focuses on Jordan and Egypt. Set up a travel agency and airline agents of halal tourism in Jordan, Egypt to evaluate current situation halal tourism and identifying prospects and challenges of halal tourism in both countries. Studies the descriptive analysis of the approach adopted in this phenomenon, most halal tourism in the Middle East with applications in Jordan and Egypt, both of which were Halal tourism is promising. But it remains fundamentally on the importance of the role of religion in the development of tourism destinations. There are similarities with the research done, a lot of changes in society and the economy.

Geetanjali, (2014) halal tourism is a new product in a market concept of the development of the tourism industry offers halal tourism given the number of Muslims and has been expanding rapidly throughout the world, thus there is a need to develop customize halal tourism ranging from products and services to meet the needs of tourism. Kurniawan (2015) research focuses on the analysis of the market of halal tourism in the tourism and hospitality industry in Indonesia. The following is a description of the new phenomenon of "halal Tourism" and "Hospitality" Islam is described through examples selected from the Muslim countries in the world, and Sharia compliance. Development of standard "Islamically oriented" also discussed raises new concepts such as "Sharia," referring to the Islamic considerations become free of alcohol, gambling and the availability of halal food. This research discusses future trends and challenges relating to halal tourism. Mina, (2012) the role of Islam in the tourism industry. In this study the relation between Islam and tourism, aspects of



interconnection between Islam and Muslim manners of tourism, as the host and the guest, and ultimately international cooperation in the tourism industry. Studies show the Islamic religion has been deeply influential in destination conditions, in bound or out-bound travelers and has been influential in determining the content and implementation of policies, rah tourism.

Ghazali Musa, Ali Mohezar, Bt Suhana & Sedigheh Moghavvemi, (2016) understanding of the core allows service providers and policy makers to consider the issues and challenges that are embedded in the industry to make way for the development and proper planning to get the most from this lucrative market, especially with regard to Islamic countries around the world. The study hinted at once confirms the importance of overcoming socio-cultural change, economy, education and religion as one of the impact in the development of tourism destinations.

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CONCLUSION

The development of tourism in the village Which is not yet known which used to a lot of people after the influx of tourism industry is now a tourist village. Tourism development conducted an impact on social and economic aspects of the culture of the community, the impact in the form

of positive impact and negative effects. There are 16 impact that results from the development of tourism on the economic and socio-cultural aspects are: (1) the opening of new jobs, (2) reduced the level of penganguran, (3) a very high increase income but only seasonal, (4) membntu bear the brunt of local facilities and infrastructure development, (5) increase, (6) the construction of the mosque which support the development of halal tourism, (6) the construction of the mosque who support pasilitas halal tourism, (7) very high income but only seasonal, (8) for the increase of population. The impact of tourism development on socio-cultural aspects are: (1) the protection and preservation of the culture and customs, (2) increase education, (3) increased skills, (4) use of language, (5) improve awareness of freedom of Association, (6) enhance technology, (7) commercial art and culture, (8) a decreased sense of mutual, materalistik (9), (10) the existence of a group of gangs.

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