



Mount Bromo, East Java



Dive Spot in Pulau Weh, Aceh



Istiqlal Mosque, Jakarta



Istana Pagaruyung, West Sumatra



Tamansari Bath, Yogya



Floating Mosque -Makassar



Woven fabric of Tapanuli

# ISLAMIC TOURISM IN INDONESIA: COUNTRY PROFILES AND CASE STUDIES



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# SOCIO-ECONOMIC OF INDONESIA

## GEOGRAPHY AND ADMINISTRATION

- Largest archipelagic country in the world, with 17.504 islands of varying sizes.
- Consists of :
  - 1.910.931,32 km<sup>2</sup> with a 104.000 km shoreline,
  - 284.210,90 km<sup>2</sup> territorial sea area



# SOCIO-ECONOMIC OF INDONESIA

## GEOGRAPHY AND ADMINISTRATION

- Consists of 33 provinces, include :
  - 399 districts
  - 98 municipalities, all together covering 78.609 villages



Kampung Naga is one of well-known village which is inhabited by a community in a very strong tradition of holding the remainder ancestors, located in Tasikmalaya, West Java. The village is also known for its sustainable ways in preserving the nature and the traditional Sundanese culture.

Source: Ministry of Home Affairs, April 2011

# SOCIO-ECONOMIC OF INDONESIA

## POPULATION GROWTH

- Recent population :  
253.602.815 people  
→ Doubled compared to  
1970 census
- Java is the most  
populated Island 57,5% of  
the country total  
population
- The rest of the population  
are distributed among the  
bigger Islands:  
Sumatera, Kalimantan  
(Borneo), Sulawesi, Papua,  
the Islands of the Lesser  
Sunda, and the Moluccas.



Jakarta, the most populated city of Indonesia



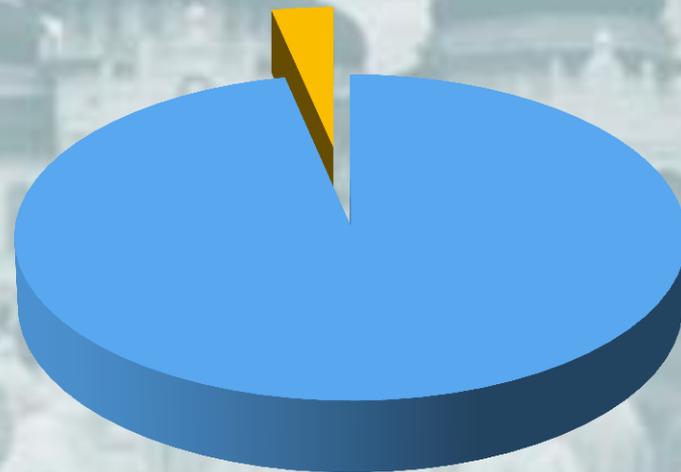
Children in Papua

# SOCIO-ECONOMIC OF INDONESIA

## POPULATION & RELIGION

- **87% of the total population is Muslim**, distributed unevenly throughout the country.
- **There are some part of the country which majority are non muslim**, such as Toba (North Sumatera), Bali, North Sulawesi, southern parts of Mollucas, and Papua

Population & Religion



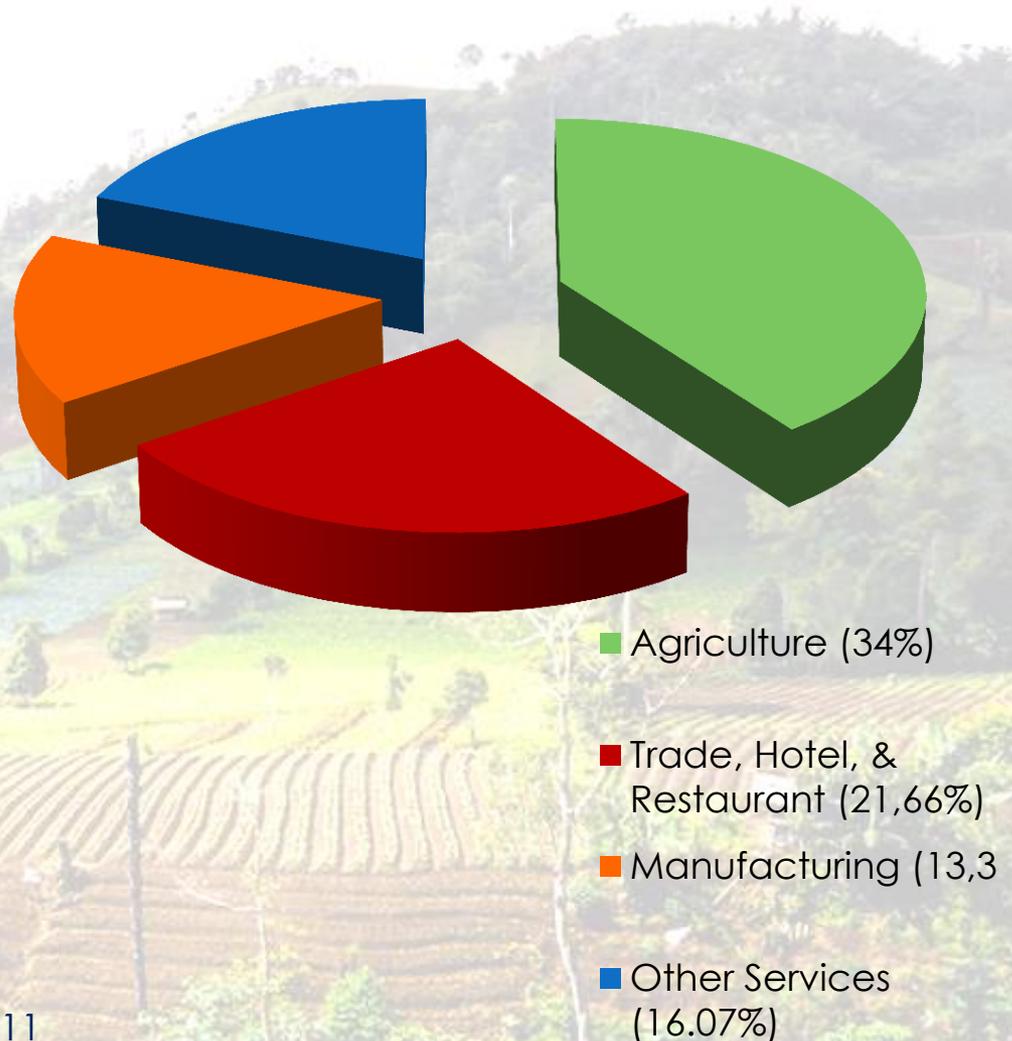
■ Muslim (87%)

■ Non-Muslim (3%)

# SOCIO-ECONOMIC OF INDONESIA

## ECONOMIC STRUCTURE

- **Agriculture** is still the dominant occupation (**34%**)
- **Trade, hotel, and restaurant** (**21.66%**)
- **Manufacturing** (**13.3%**)
- **Other services** (**16.07%**)



# TRAVEL AND TOURISM IN INDONESIA

## DOMESTIC TOURISM in INDONESIA

- Domestic tourism is increasing significantly due to :
  - **the growth of middle classes,**
  - **improved education,**
  - **changing lifestyle,**
  - **Improved accessibility :**
    - Increasing travelling distance :  
**the rise of the low-cost air carriers (LCC)**  
enabling to travel provinces and even remote destinations outside BALI and JAVA



# TRAVEL AND TOURISM IN INDONESIA

## DOMESTIC TOURISM in INDONESIA

- The majority of the travels are still generated to and from Java  
→ The total number of domestic tourist : 250.000 per year
- 87% of the population are Muslim



INDONESIA has at least  
200 MILLION DOMESTIC MUSLIM TOURIST  
TRAVELLING WITHIN THE COUNTRY



Domestic tourist from Java in Kuta Beach, Bali



Muslim are potential domestic tourist

# TRAVEL AND TOURISM IN INDONESIA

## INBOUND TOURISM IN INDONESIA

- Total international tourist arrival in 2014 was 9,435 million people (increase 7.2% compared to 2013)
- The increase of visitors from countries with Muslim population (15.3% contribution to national total ):
  - Malaysia
  - Middle East : Saudi Arabia, Egypt, UAE, and Bahrain
- China is contributing significantly over 10% of the total international arrivals in 2014 (increasing 28.3% compared to 2013)



Malaysian tourist arrived at local airport



China tourist activity at tourism destination

## TRAVEL AND TOURISM IN INDONESIA

# INBOUND TOURISM IN INDONESIA

the number will have the potential to grow further.



### improvement of Sharia Tourism infrastructure

- **1.2 MILLION VISITORS** among the 8.7 million visitors in 2013 **are MUSLIM**
- With an average expenditure of US\$1.200
- **Total government income** amounted to **US \$1,44 billion.**

## BRIEF HISTORY OF ISLAM IN INDONESIA

# MUSLIM SOCIETY in INDONESIA

- Indonesia is recognize as **the largest Muslim country in the world**
  - 207.2 million people of 237.6 million people (87%)
- Indonesia is **a moderate muslim country:**
  - live harmony together with other religions and believe.
  - Open minded society
  - Willing to accept differences
  - Human rights and the equality of women are inline with the teaching of Islams

Source: BPS, 2011

## BRIEF HISTORY OF ISLAM IN INDONESIA

# THE INTRODUCTION OF ISLAM IN INDONESIA

- **Islam** has arrived to **Indonesia's archipelago** since **the early 9th century A.D.**
- **Islam** had been introduced to **Indonesia peacefully**:  
→ Through **trade activities**, began in **the market places** around the coastal areas and gradually moved toward inland

(Wanandi, 2002; Jafari and Scott, 2014).



## BRIEF HISTORY OF ISLAM IN INDONESIA

# THE INTRODUCTION OF ISLAM IN INDONESIA

- the spread of Islam in **the western Indonesia's region (Sumatera)** in the 12th century : through **the traders and merchants from Middle East and Gujarat**
- **establishment of trading colonies** particularly along the west coast of Sumatera Island  
→ **catalysts for the conversion to Islam**

Wanandi, 2002; Jafari and Scott, 2014).

Sumatra - Padang - Native Market

P.3/5

## BRIEF HISTORY OF ISLAM IN INDONESIA

# THE INTRODUCTION OF ISLAM IN INDONESIA

**Ibn Battuta** said that :  
in 1325-1354

**The trading port of Malacca  
has controlled a crucial shipping lane**  
through the Malacca Strait (between Malaya and Sumatera)

**The wealth and commercially-  
based assertiveness**

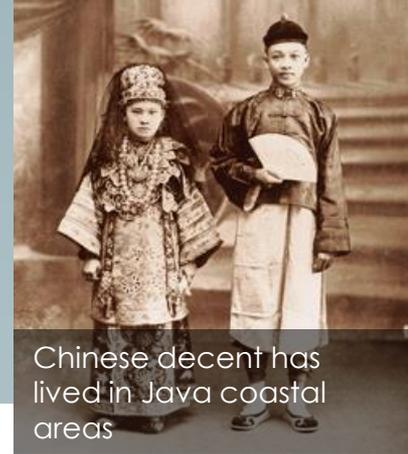


**the spread of Islam in the surrounding areas**

(Jafari and Scott, 2014; Inayatullah, 1995).

# BRIEF HISTORY OF ISLAM IN INDONESIA

## CHINESE MUSLIM INFLUENCES



Chinese decent has lived in Java coastal areas

a **Chinese Muslim, Ma Huan** reporting in his book *Yin-yai Shen-lan* :  
Chinese are also influencing the Muslim community of Indonesia **in the middle of 15th century.**

*“there was **three kinds of races** in the Java Coastal areas, **namely Muslim from the west, Chinese (Many of them are Muslims) and the Javanese”***

Source: Budi, 2005



## BRIEF HISTORY OF ISLAM IN INDONESIA

# CHINESE MUSLIM INFLUENCES: CHENG HO



Arabic name : Mahmud Shams

Tribe : Hui

Born : 1371

Died : 1435

His work be able to change the navigation map navigation map of the world

Explorer with the largest fleet in history

## BRIEF HISTORY OF ISLAM IN INDONESIA

### MAJOR DEVELOPMENT OF ISLAM IN HINDU KINGDOM (the early 15th century)

**Islam occurred at the end of the Hindu Kingdom of Majapahit in East Java, after the King was converted into Islam**

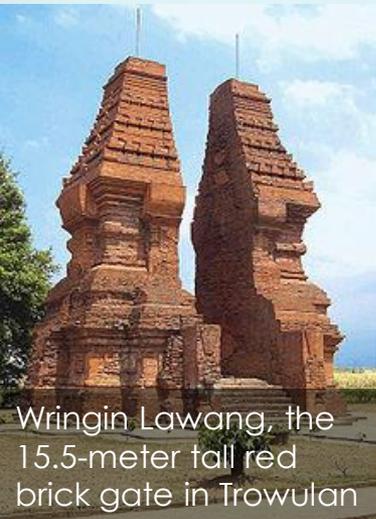
→ Islam's influence grew rapidly from the 15th century onwards

(Wanandi, 2002).

## BRIEF HISTORY OF ISLAM IN INDONESIA

### MAJOR DEVELOPMENT OF ISLAM IN HINDU KINGDOM (the early 15th century)

The society already had high culture and civilizations  
of Hinduism and Buddhism



Wringin Lawang, the  
15.5-meter tall red  
brick gate in Trowulan



Borobudur, largest Buddhist temple in  
Indonesia, a UNESCO World Heritage Site



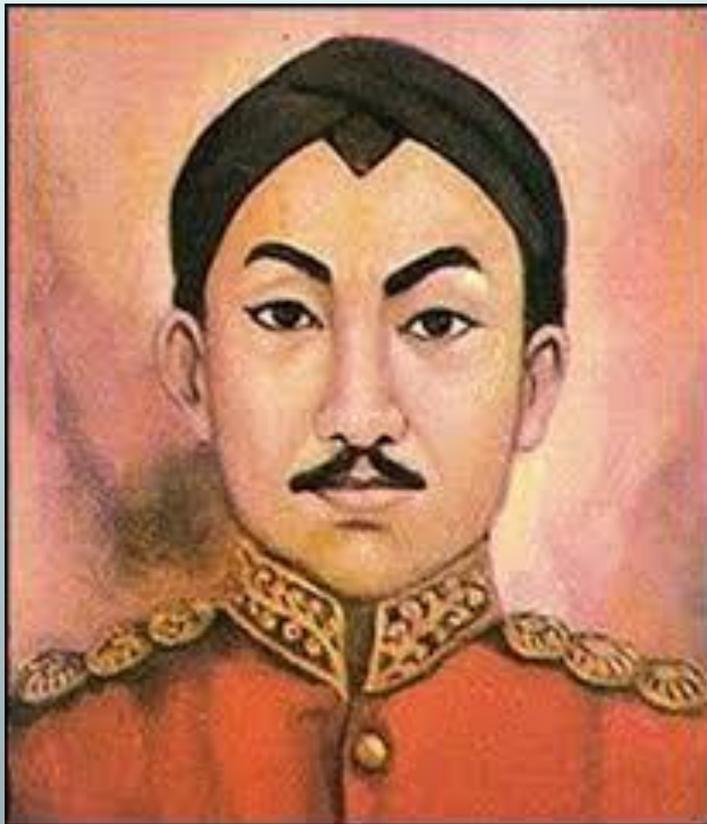
The Majapahit-style minaret of Kudus Mosque

Islam in Indonesia has transformed into **a moderate religion, including many cultural elements from other existing cultures**  
(Wanandi, 2002; Azra, 2004; Madjid, 2008)

## BRIEF HISTORY OF ISLAM IN INDONESIA

### MAJOR DEVELOPMENT OF ISLAM IN HINDU KINGDOM (the early 15th century)

### CHINESE MUSLIM INFLUENCES: RADEN PATAH



Another name	: Jin Bun
Degree	: Senopati Jimbun
Born	: 1455, Palembang
Died	: 1518, Demak

- The first king of Demak
- **'Patah'** comes from the word **al-Fatah**, means "The Opener", as he was opening the first Islamic kingdom in Java
- In 1479 he inaugurated **the Great Mosque of Demak** as the central government

# BRIEF HISTORY OF ISLAM IN INDONESIA

## MAJOR DEVELOPMENT OF ISLAM IN HINDU KINGDOM (the early 15th century)

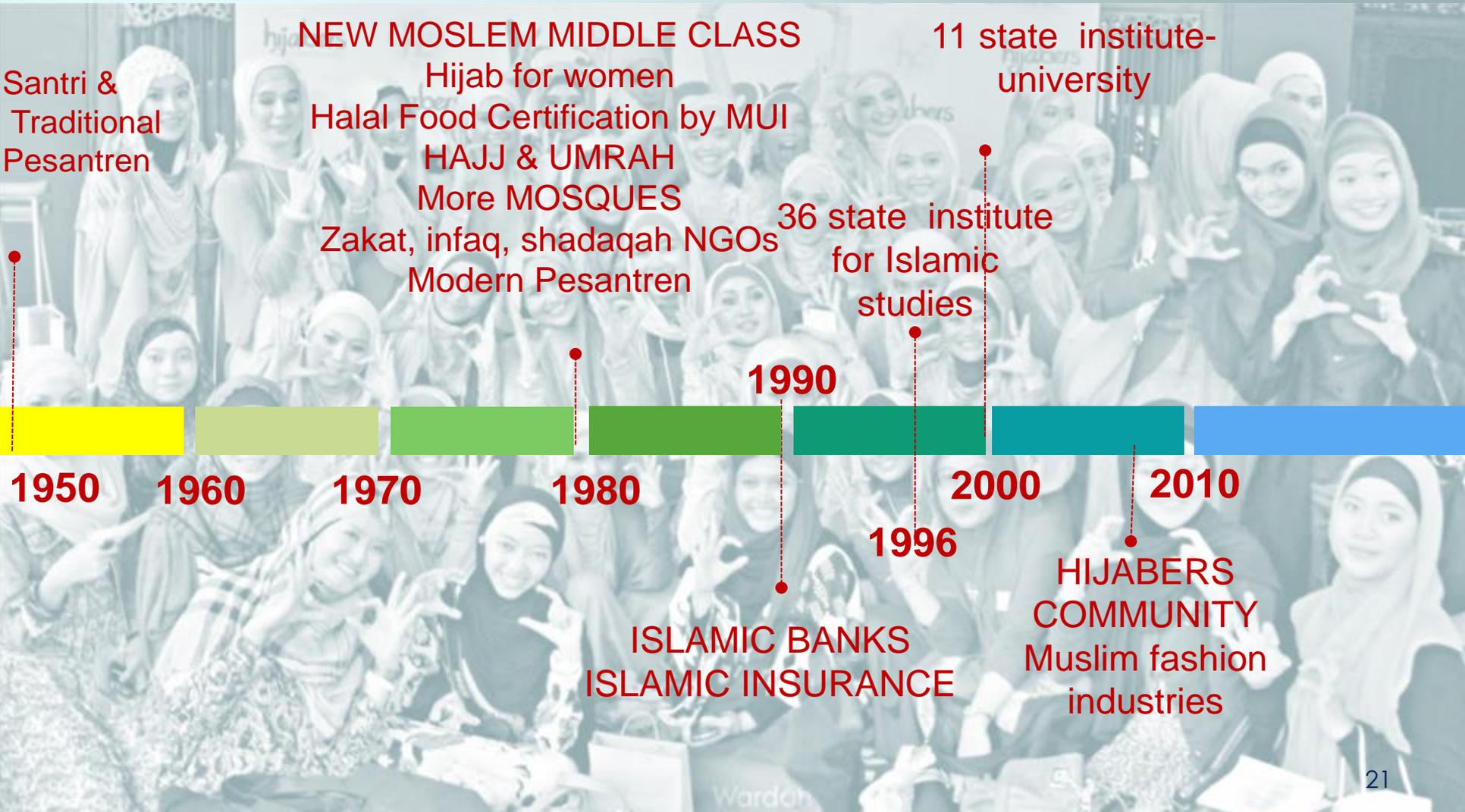
### THE WALI SANGA : 9 SAINTS

- The wali songo known as **"founders" of Islam on Java**, to continue the teachings from the Chinese Muslim Admiral Cheng Ho (1405-1407 CE).
- Some of **the wali songo had some Chinese ancestry** maternally:  
Sunan Ampel (Bong Swi Ho),  
Sunan Bonang (Bong Ang), and  
Sunan Kalijaga (Gan Si Cang)



# BRIEF HISTORY OF ISLAM IN INDONESIA

## ISLAM IN MODERN INDONESIA : NEW INSTITUTION, NEW MUSLIM GROUP, AND NEW ISLAMIC LIFESTYLE



# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## NATURAL AND CULTURAL RESOURCES

- The largest archipelagic country of Indonesia is enriched with natural and cultural resources potential for tourism purposes  
→ largest assets of tourism industries of the time

**The biggest archipelago of the world,  
No. 3<sup>rd</sup> longest coast line in the world, with Beautiful beaches and  
Best diving spot**



Raja Ampat in Papua, said to be one of the best diving spot with the most diverse marine biodiversity

# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## NATURAL AND CULTURAL RESOURCES

- crossed by mountain ranges circum-pacific, from west to east:  
mountains of Sumatera, Java, Bali, Nusa Tenggara, Sulawesi, Maluku, & Papua

## The beautiful scenery of mountains



Ranu Kumbolo Lake in Bromo-Tengger-Semeru National Park, East Java

# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## NATURAL AND CULTURAL RESOURCES

The most rich in **natural resources, rain forest, natural ecosystem and landscapes**



Toba Lake in North Sumatra, the largest volcanic lake in South East Asia, which is also rich in natural richness and beautiful landscapes

# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## NATURAL AND CULTURAL RESOURCES

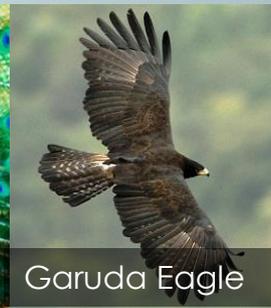
The most diverse tropical Asia flora & fauna (including marine diversity)  
Rare and endemic species since Indonesia is also enriched with the Wallacea Ecoregion



Cendrawasih, Bird of Paradise



Peacock Bird



Garuda Eagle



Sumatran Tiger



Komodo, giant lizard



Orang Utan



one-horned rhinoceros



Sumatran Elephant



Sumatran Tapir



Tanimbar Corella Bird

# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## NATURAL AND CULTURAL RESOURCES

### World Heritage **cultural landscapes**



Subak, The cultural landscape of Bali

Subak is a traditional ecologically sustainable irrigation system that binds Balinese agrarian society together within the village's Bale Banjar community center and Balinese temples.

# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## NATURAL AND CULTURAL RESOURCES

## TRADITIONAL CUSTOM AND LANGUAGES

Rich in cultural heritage,  
with **300 ethnic** and **742  
local languages**

**8 World Heritage Cultural  
Sites**

**Ranked 39 of 139  
countries on Cultural  
Heritage** categori by WEF

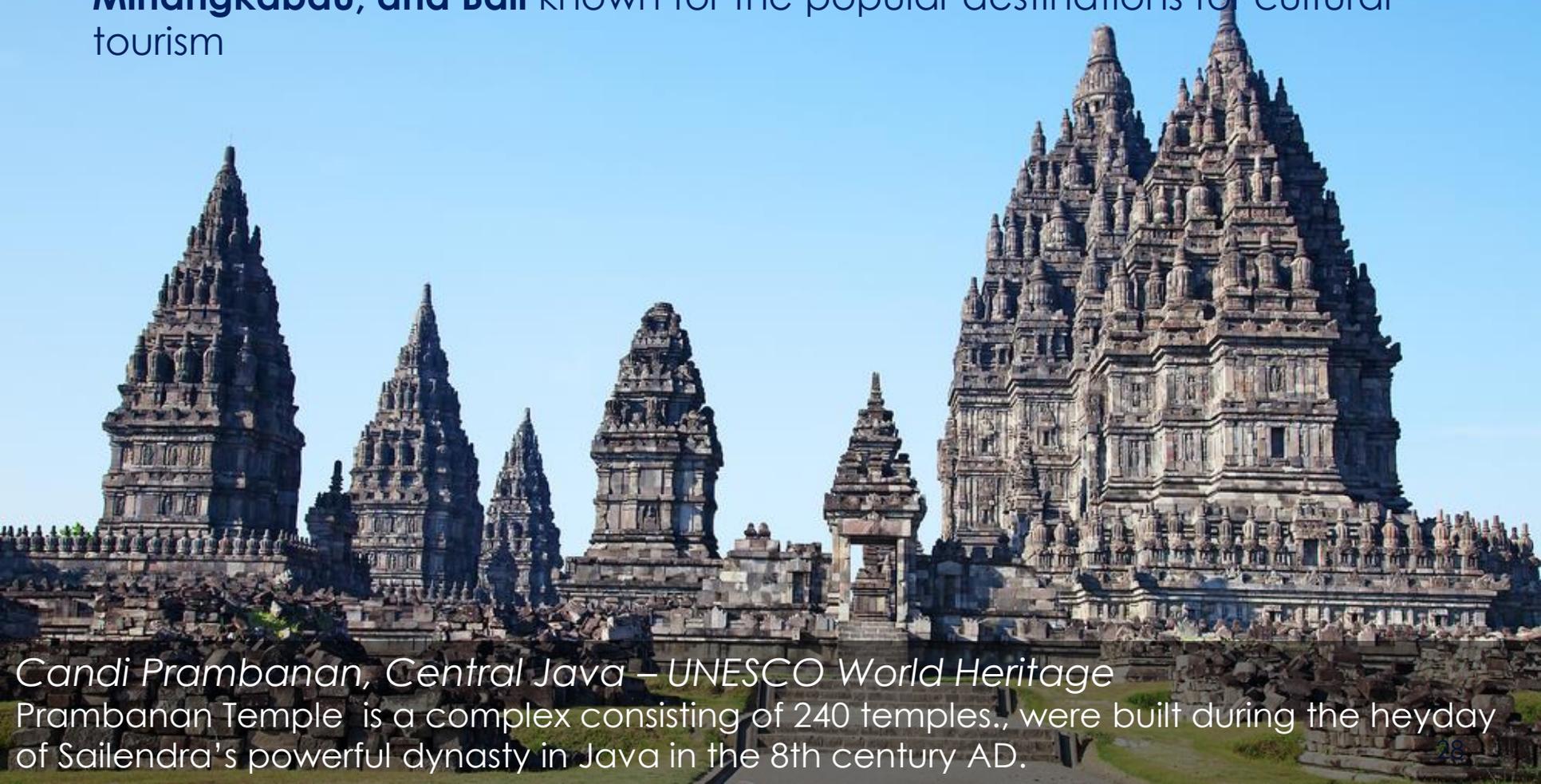


*Mbaru Niang* in Wae Rebo Village, Manggarai – Flores, East Nusa Tenggara  
Wae Rebo is a traditional sustainable village that lives in harmony in an isolated mountainous scenery. The village offers visitors a unique opportunity to see authentic Manggarai housing and to experience the everyday life of the local community

# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## NATURAL AND CULTURAL RESOURCES

The ancient **Prambanan** and **Borobudur temples, Toraja, Yogyakarta, Minangkabau, and Bali** known for the popular destinations for cultural tourism



*Candi Prambanan, Central Java – UNESCO World Heritage*  
Prambanan Temple is a complex consisting of 240 temples., were built during the heyday of Sailendra's powerful dynasty in Java in the 8th century AD.

# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## NATURAL AND CULTURAL RESOURCES

### DELICIOUS TRADITIONAL CUISINES (mostly are halal food),

known also for its unique cooking methods, fresh ingredients, herbs and spices

Some of them are named **World's 50 most delicious foods by CNN**



Plecing Kangkung, Lombok food

Chicken Satay, Maduranese food

Laksa, Palembangese spicy coconut fish soup

Ketupat, the special food served in Eid Fitri Day

# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## NATURAL AND CULTURAL RESOURCES

### TRADITIONAL DRESSES

All of the 300 ethnic → unique traditional dresses usually used in religious festivals, wedding ceremonies, and special ceremonies



# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## NATURAL AND CULTURAL RESOURCES

### TRADITIONAL ART AND CRAFT

All of the 300 ethnic

→ unique traditional textile motives (batik) and woven textile

Potential for **International Festival & Exhibition of Creative Industry**



*Cultural Heritage*



# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## NATURAL AND CULTURAL RESOURCES

### TRADITIONAL ART AND CRAFT

unique traditional wooden carving and calligraphy



Banten -Islamic wooden carving



Papua wooden carving

# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

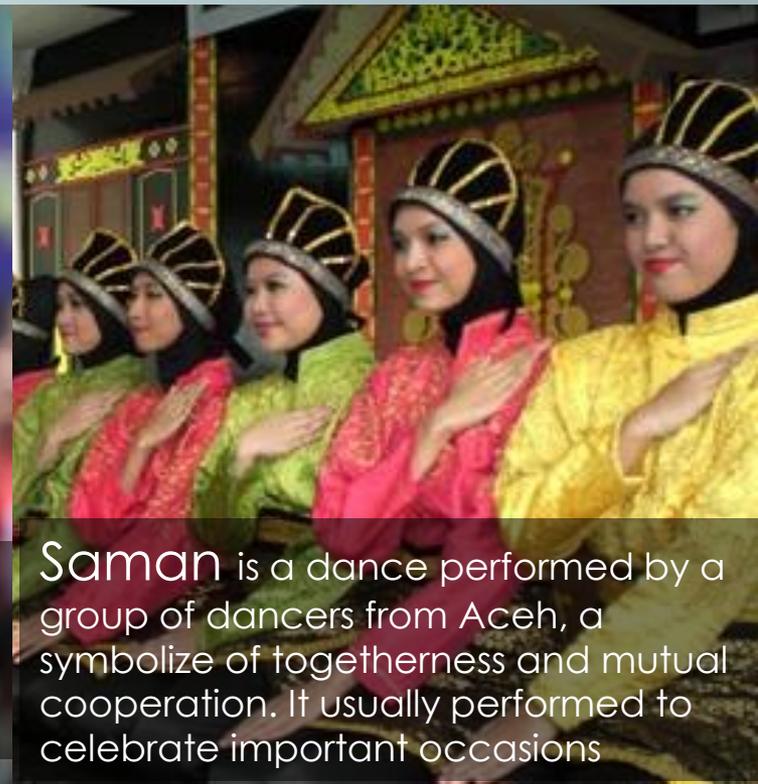
## NATURAL AND CULTURAL RESOURCES

### TRADITIONAL DANCES

All of the 300 ethnic → unique traditional dances usually exhibited in religious festivals, wedding ceremonies, special ceremonies, and as a tourist attraction



**Tari Piring** is a form of plate-dancing from West Sumatra. Dancers hold the bottom of plates in the palm of their hands and swing them wildly using the inertia to keep the plate from falling



**Saman** is a dance performed by a group of dancers from Aceh, a symbolize of togetherness and mutual cooperation. It usually performed to celebrate important occasions

# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

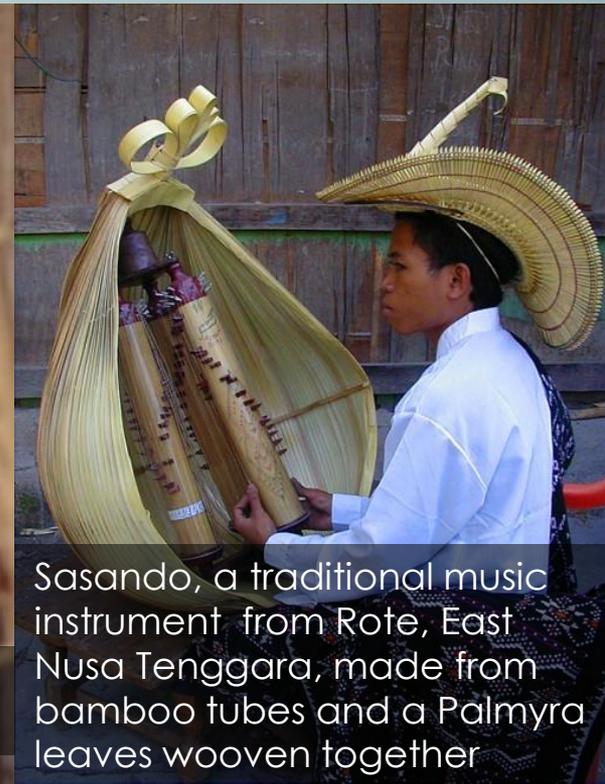
## NATURAL AND CULTURAL RESOURCES

### TRADITIONAL MUSIC

All of the 300 ethnic → unique traditional music instruments usually exhibited in religious festivals, wedding ceremonies, special ceremonies, and as a tourist attraction



Angklung, traditional music instrument made from bamboo. Originally made in Saung Angklung Udjo, Bandung



Sasando, a traditional music instrument from Rote, East Nusa Tenggara, made from bamboo tubes and a Palmyra leaves woven together

# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## ISLAMIC TOURISM RESOURCES

- **Both nature or culture based tourism could be easily utilized for muslim tourist with some re-arrangement or additional Islamic facilities that comply with certain Islamic norms and values**
  - provision of halal food,
  - places for prayers (Musholla or Mosque)
  - sharia based hotel accommodation.
- **Those diverse tourism resources will be very potential to create wide spectrum of uniqueness** (both naturally as well as culturally), which can be a comparative advantage for Indonesia compare to their counterpart in other Muslim countries.

# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## ISLAMIC TOURISM RESOURCES

- The government also constructed **tourism infrastructures**:
  - International hotels
  - International airports
  - Educational infrastructure for tourism



Kuala Namu International Airport, in Deli Serdang, North Sumatera; which is also integrated with Airport Railing System (ARS) - Train

# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## ISLAMIC TOURISM RESOURCES

religious infrastructure or events and social/public facilities

- 
- Mosques with different style located in city center, as the center of some moslem people activities
  - Islamic Art and craft
  - Calligraphy and literature

Alun-Alun and The Great Mosque of Bandung, West Java:  
successfully revitalized as a public space and used for public activities

# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## ISLAMIC TOURISM RESOURCES : ISLAMIC TRAILS IN INDONESIA

**600-700 thousands of mosques and mushollas spread all over Indonesia** with diverse and distinctive architectural styles based on their local ethnics , culture and genius loci

Muslim in Indonesia usually visits tourist destination during Eidl Fitr & Hajj departure, including **islamic destinations**, such as **unique mosques**:

- the uniqueness of the building,
- the modernity of the building,
- the history of the mosque,
- religious activities and other attractions.

# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## ISLAMIC TOURISM RESOURCES : ISLAMIC TRAILS IN INDONESIA

### Saka Tunggal (Single Pole) Mosque, Banyuwangi, East Java (1288 AC)

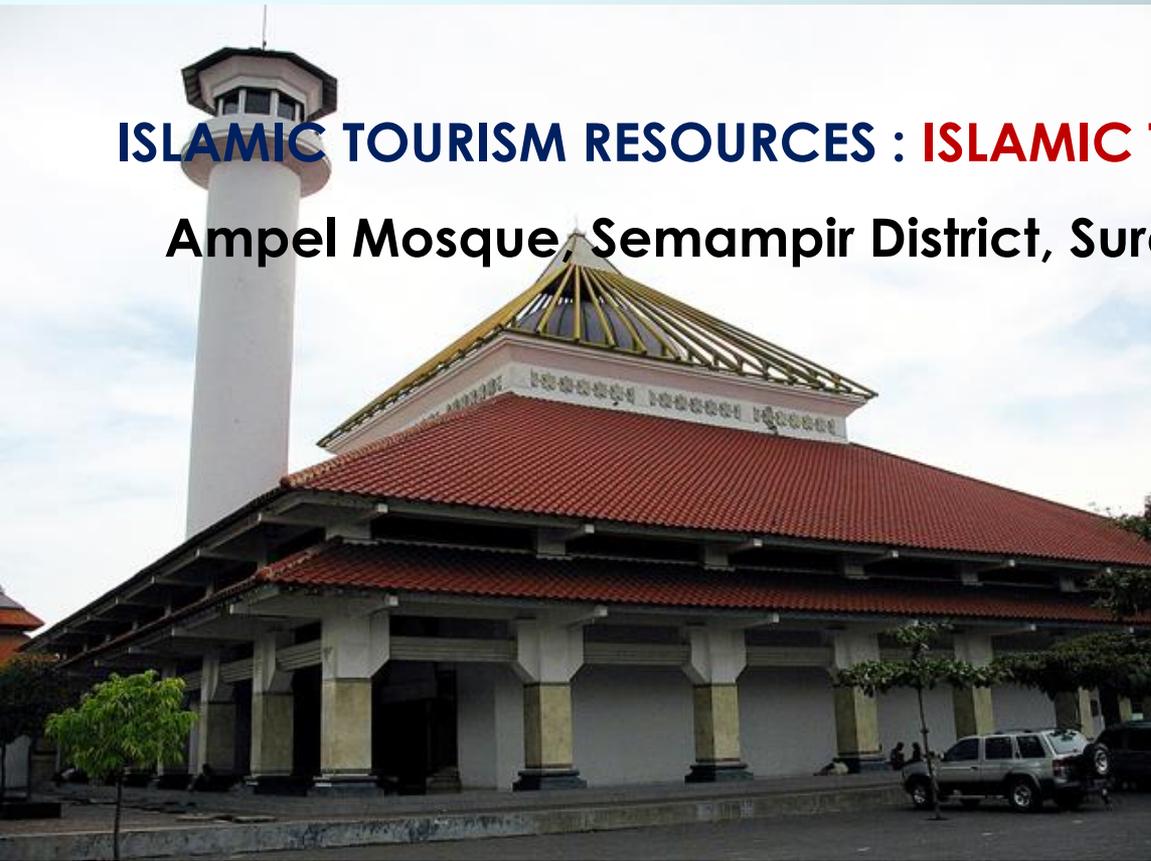


- Built by Kyai Tojih, the oldest local villager
- Known as tourism attraction
- the oldest age mosque in Indonesia
- Single Pole was based on Tawhid, made of teak wood 35 cm thick

# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## ISLAMIC TOURISM RESOURCES : ISLAMIC TRAILS IN INDONESIA

### Ampel Mosque, Semampir District, Surabaya (1421 AC)



- Sized 120 x 180 m<sup>2</sup>
- The third oldest mosque in Indonesia, established by Raden Achmad Rachmatullah
- Historical value in the spread of Islamic religion in Surabaya and surrounding areas.
- Sunan Ampel Grave, often visited by pilgrim
- Included in tourist travel packages of the Wali Songo



# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## ISLAMIC TOURISM RESOURCES : ISLAMIC TRAILS IN INDONESIA HINDU ARCHITECTURE INFLUENCES

### Masjid Merah Panjunan, Cirebon (1453 AC)



- Built by Maulana A. Rahman, the Prince of Panjunan, an Arabic migrant from Baghdad; follower of Sunan Gunung Jati
- The top of the building is in pyramid form in black color without tower.
- Inside the mosque, a lot of antique ceramic from Chinese



# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## ISLAMIC TOURISM RESOURCES : ISLAMIC TRAILS IN INDONESIA HINDU ARCHITECTURE INFLUENCES

### Masjid Merah Panjunan, Cirebon (1453 AC)



- Inside the mosque, a lot of antique ceramic from Chinese
- The building is supported by 17 poles (17 'rakaat') and 4 main pole (*Soko Guru*) → four 'imam' of Maliki, Hambali, Syafi'i and Hanafi.

# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## ISLAMIC TOURISM RESOURCES : ISLAMIC TRAILS IN INDONESIA JAVANESE ARCHITECTURE INFLUENCES



**Masjid Agung Demak, Central Java (1479 AC)**

- Built by Raden Patah, the King of Demak
- The main building has four main pillars called Saka Guru
- The Pyramid-shaped roof) is supported by eight pole called Saka Majapahit.
- Mosque pyramid roof consists of three sections that describe (1) Faith, (2) Islam and (3) Ihsan.

# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## ISLAMIC TOURISM RESOURCES : ISLAMIC TRAILS IN INDONESIA JAVANESE ARCHITECTURE INFLUENCES

### Masjid Agung Demak, Central Java (1479 AC)



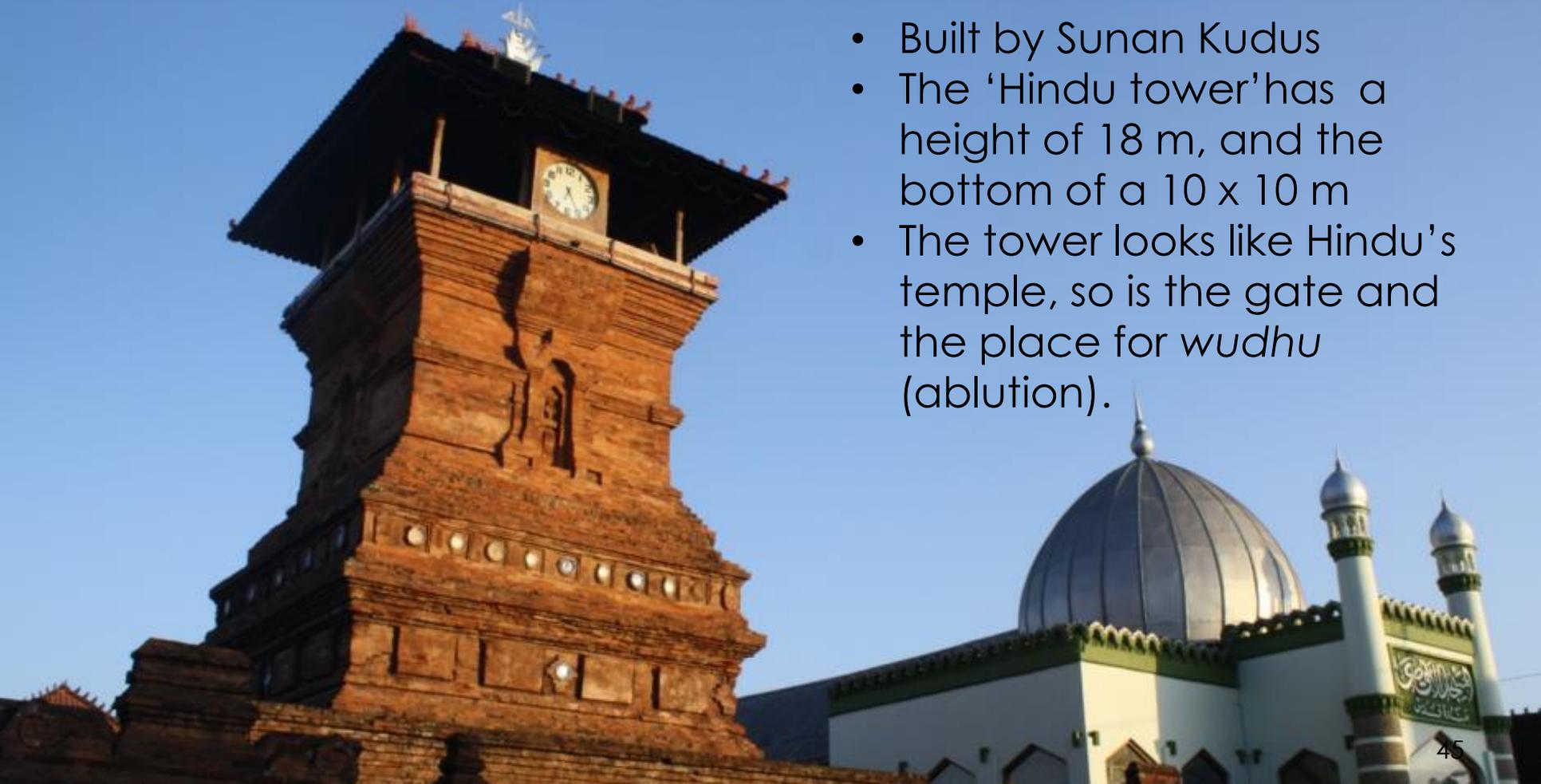
- There is also "Pintu Bledeg", contains candra sengkala written in 1388 Saka or 1466 AD, or 887 H.
- In this complex there is also a Museum of the Great Mosque of Demak, which contains a variety of things about the history of the Great Mosque of Demak.
- It is nominated to become a UNESCO World Heritage Site in 1995.

# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## ISLAMIC TOURISM RESOURCES : ISLAMIC TRAILS IN INDONESIA HINDU ARCHITECTURE INFLUENCES

### Masjid Menara Kudus, Central Java (1549 AC)

- Built by Sunan Kudus
- The 'Hindu tower' has a height of 18 m, and the bottom of a 10 x 10 m
- The tower looks like Hindu's temple, so is the gate and the place for *wudhu* (ablution).



# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## ISLAMIC TOURISM RESOURCES : ISLAMIC TRAILS IN INDONESIA HINDU ARCHITECTURE INFLUENCES

### Masjid Menara Kudus, Central Java (1549 AC)

The first stone laid out by the Prince of the area, was brought all the way from **Baitul Maqdis in Palestine**



# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

ISLAMIC TOURISM RESOURCES : **ISLAMIC TRAILS IN INDONESIA**  
**CHINA ARCHITECTURE INFLUENCES**  
Masjid Agung Banten (1570 AC)



# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## ISLAMIC TOURISM RESOURCES : ISLAMIC TRAILS IN INDONESIA CHINA ARCHITECTURE INFLUENCES

### Masjid Agung Banten (1570 AC)

- Built by Sultan Maulana Hasanuddin (1552-1570), the first sultan of the Sultanate of Banten → the first son of Sunan Gunung Jati.
- the roof of the main building were stacked five, like a Chinese pagoda
- the architect was from China, named Tjek Ban Tjoet.



# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## ISLAMIC TOURISM RESOURCES : ISLAMIC TRAILS IN INDONESIA CHINA ARCHITECTURE INFLUENCES

### Masjid Cheng Hoo, Surabaya (2002 AC)



- named after Captain Zheng He (Cheng Hoo)
- Large influenced of Buddhist Temple, heavily enriched with China specific ornaments, colored in bright red, yellow, gold and green. FOTO: Facebook/Mesjid Cheng Hoo
- The gate looks like a 'pagoda' : A dragon relief, a lion statue

# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## ISLAMIC TOURISM RESOURCES : ISLAMIC TRAILS IN INDONESIA CHINA ARCHITECTURE INFLUENCES

### Masjid Cheng Hoo, Surabaya (2002 AC)



- The interior is also colored in bright red, yellow, gold and green.
- Also a mixture of Arabic architecture marked the interior of mosque

# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## ISLAMIC TOURISM RESOURCES : ISLAMIC TRAILS IN INDONESIA DUTCH - COLONIAL ARCHITECTURE INFLUENCES

### the unique 'East meet West' Cipaganti Mosque (1933)

*Mosque is designed with the mixture of Javanese and Dutch style.*



# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## ISLAMIC TOURISM RESOURCES : ISLAMIC TRAILS IN INDONESIA DUTCH - COLONIAL ARCHITECTURE INFLUENCES

### the unique 'East meet West' Cipaganti Mosque (1933)

*Cipaganti Mosque design by Prof Schoemaker; a well-known architect in Bandung for his work in Art Deco Buildings that also adopted local culture such as Majestic building in Braga street Bandung, etc.*



# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## ISLAMIC TOURISM RESOURCES : ISLAMIC TRAILS IN INDONESIA DUTCH - COLONIAL ARCHITECTURE INFLUENCES

### Masjid Cipari, Garut, West Java (1895 AC)

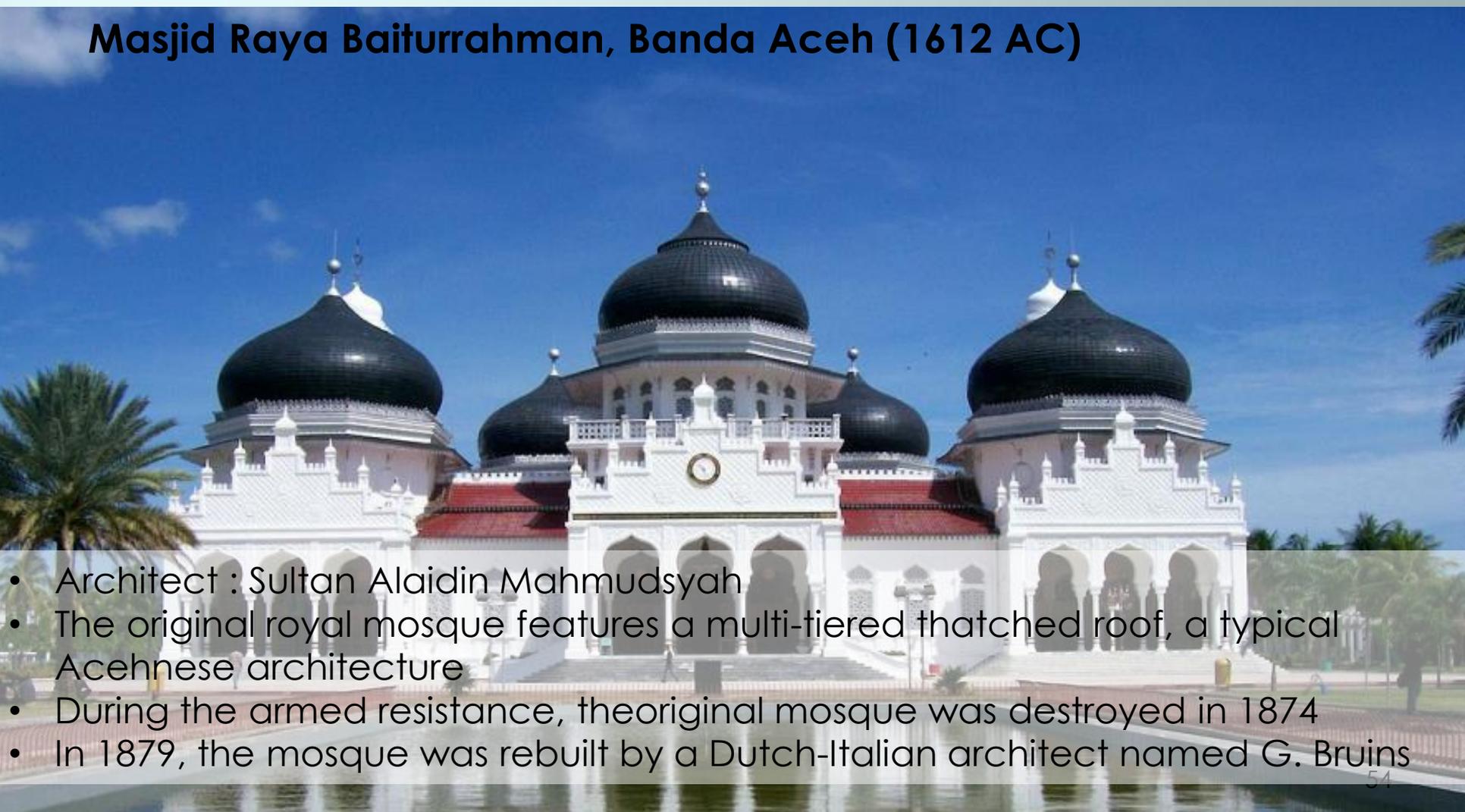
- Architect : Abikusno Cokrosuryo, one of Sarekat Islam figure
- At first glance resembles church buildings. Mosque characteristics contained in the mosque dome and minaret
- historical values : → as Sarekat Islam home base and local pesantren  
→ A place for refugees in DI/TII rebellion era



# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## ISLAMIC TOURISM RESOURCES : ISLAMIC TRAILS IN INDONESIA MIDDLE EAST, INDIA, AND SPAIN ARCHITECTURE INFLUENCES

### Masjid Raya Baiturrahman, Banda Aceh (1612 AC)

- 
- A photograph of the Masjid Raya Baiturrahman in Banda Aceh, Indonesia. The mosque is a large, white, multi-tiered structure with a central dome and several smaller domes. The domes are black with white accents. The building is surrounded by a large, shallow pool of water that reflects the sky and the mosque. The sky is blue with some light clouds. Palm trees are visible in the background and foreground.
- Architect : Sultan Alaidin Mahmudsyah
  - The original royal mosque features a multi-tiered thatched roof, a typical Acehnese architecture
  - During the armed resistance, the original mosque was destroyed in 1874
  - In 1879, the mosque was rebuilt by a Dutch-Italian architect named G. Bruins

# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## ISLAMIC TOURISM RESOURCES : ISLAMIC TRAILS IN INDONESIA MIDDLE EAST, INDIA, AND SPAIN ARCHITECTURE INFLUENCES

### Masjid Raya Baiturrahman, Banda Aceh (1612 AC)

- 
- The image shows the ornate entrance of the Masjid Raya Baiturrahman in Banda Aceh. The entrance is framed by three large, arched openings with intricate, dark metalwork. The metalwork features complex, swirling patterns. In the background, a tall, white minaret with a dome is visible against a clear blue sky. A palm tree and a person walking are also visible in the distance.
- The design chosen is Mughal revival style, characterized by grand domes and minarets.
  - The interior is decorated with relieved wall and pillars, marble staircase and floor from China, stained-glass windows from Belgium, well-decorated wooden doors, and ornate bronze chandeliers. The building stones are from the Netherlands.

# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## ISLAMIC TOURISM RESOURCES : ISLAMIC TRAILS IN INDONESIA MIDDLE EAST, INDIA, AND SPAIN ARCHITECTURE INFLUENCES

### Masjid Raya Baiturrahman, Banda Aceh (1612 AC)

- At first, many Acehnese refused to pray in the mosque, because it was built by the Dutch "infidels".
- Today however, the mosque has become the history and the pride of Banda Aceh
- The mosque also survived in the 2005 Tsunami

# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## ISLAMIC TOURISM RESOURCES : **ISLAMIC TRAILS IN INDONESIA MIDDLE EAST, INDIA, AND SPAIN ARCHITECTURE INFLUENCES**

**Masjid Raya Al Mashun, Medan, North Sumatera (1907 AC)**



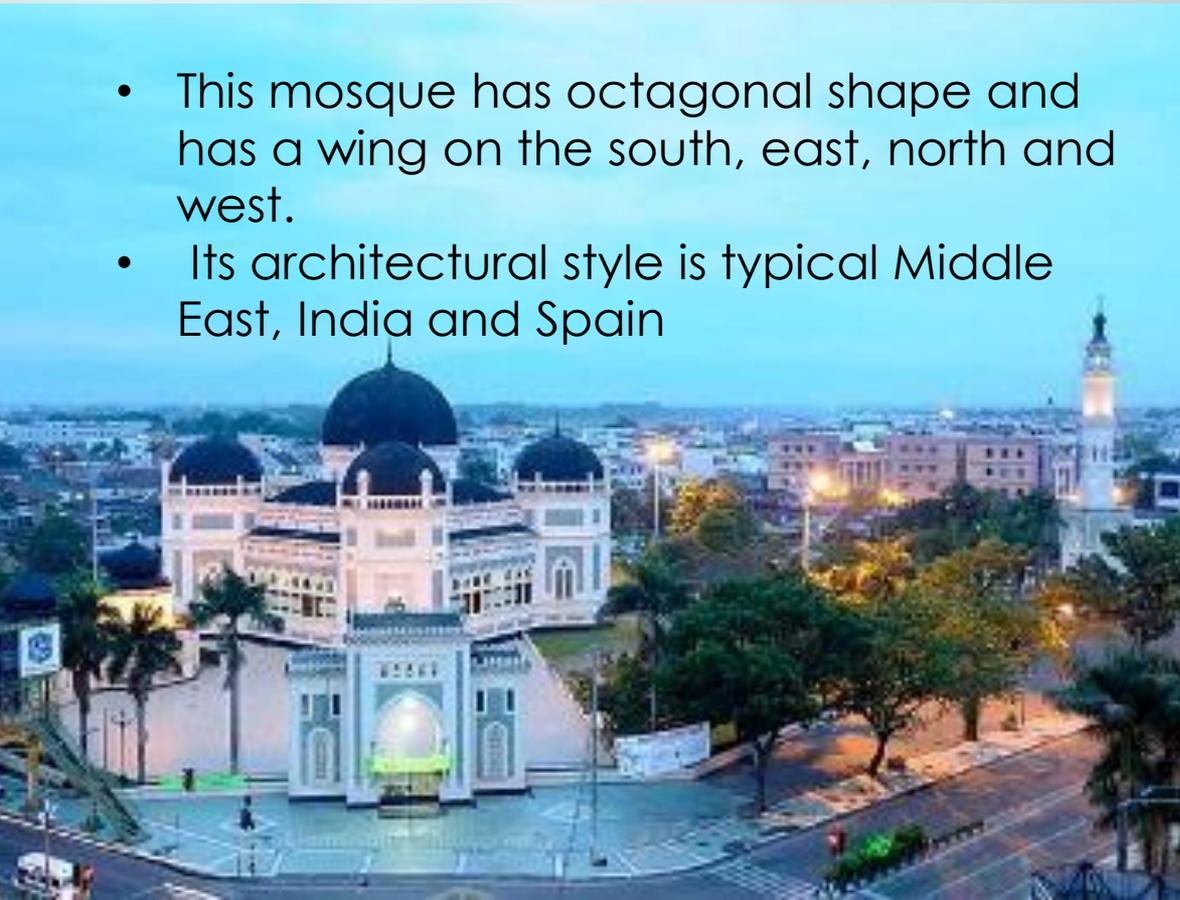
- The mosque was built in the year 1906 and completed in 1909 under the command of Sultan Ma'mun Al Rashid Perkasa Alam as a leader of Sultanate of Deli
- In beginning, this mosque merges with palace complex.
- At first this Mosque is designed by the Dutch architect Van Erp who also designed The Maimoon Palace, but then his process is done by JA Tingdeman.

# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## ISLAMIC TOURISM RESOURCES : ISLAMIC TRAILS IN INDONESIA MIDDLE EAST, INDIA, AND SPAIN ARCHITECTURE INFLUENCES

### Masjid Raya Al Mashun, Medan, North Sumatera (1909 AC)

- This mosque has octagonal shape and has a wing on the south, east, north and west.
- Its architectural style is typical Middle East, India and Spain



# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## ISLAMIC TOURISM RESOURCES : ISLAMIC TRAILS IN INDONESIA MODERN ARCHITECTURE

### The Istiqlal Mosque in Jakarta (1978 AC)



Architect : F. Silaban

- The mosque is able to accommodate 200.000 pilgrims
- national mosque that has the biggest capacity in Indonesia
- the largest mosque in Southeast Asia and even in South East Asia
- Istiqlal was built to commemorate Indonesian independence and named "Istiqlal", an Arabic word for "independence".

# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## ISLAMIC TOURISM RESOURCES : ISLAMIC TRAILS IN INDONESIA MODERN ARCHITECTURE

### The Istiqlal Mosque in Jakarta (1978 AC)

- *Idul fitri* prayer, *Idul adha* Prayer and *Idul qurban* or Sacrificial Worship, and Main Islamic Celebration for Indonesian President, high state official and Ambassador from Moslem countries
- The mosque has seven entrances, and all seven gates are named after *Al-Asmaul-Husna*,
- The interior of Istiqlal mosque; the grand domed prayer hall supported by 12 columns

# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## ISLAMIC TOURISM RESOURCES : ISLAMIC TRAILS IN INDONESIA MIDDLE EAST ARCHITECTURE

Masjid Islamic Center Samarinda (2001 AC)

- 
- A large, ornate mosque with a central dome and multiple minarets, situated on a riverbank. The building features intricate geometric patterns on the dome and minarets, and is surrounded by lush greenery and a body of water in the foreground.
- The mosque has a main building area of 43,500 square meters, and design to be the grandest and the third largest mosque in Southeast Asia after the Istiqlal Mosque and Masjid Al-Akbar.
  - The mosque building has about 7 towers where the main tower as high as 99 meters meaningful asmaul husna

# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## ISLAMIC TOURISM RESOURCES : ISLAMIC TRAILS IN INDONESIA MIDDLE EAST ARCHITECTURE

### Masjid Islamic Center Samarinda (2001 AC)



- Architect: Achmad Noe'man
- The main tower consists of building 15 floors (each floor is 6 meters).
- The stairs from the ground floor to the main floor of the mosque in number as many as 33 steps, deliberately equated to one-third the amount of heads / tarbiyah

# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## ISLAMIC TOURISM RESOURCES : ISLAMIC TRAILS IN INDONESIA MODERN ARCHITECTURE

### Masjid Al Irsyad, Kota Baru Parahyangan, Padalarang (2009 AC)

Architect: M. Ridwan Kamil (Urbane) – now mayor of Bandung  
Named 25 the most beautiful mosques worldwide

- stacked stones used as the main façade to create tectonic effect,
- embedding Islamic text/calligraphy on the façade as a graphic element and reminder prayer.



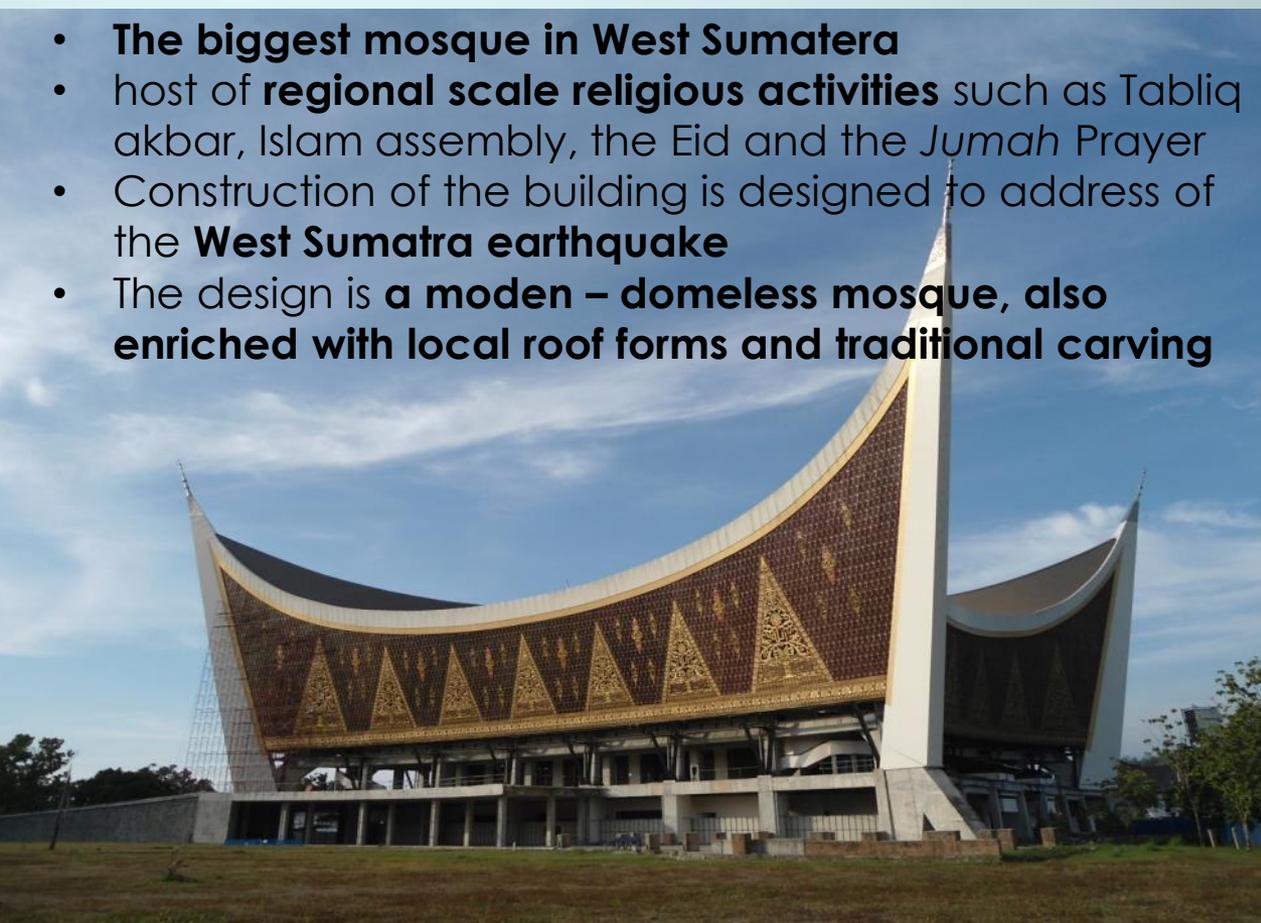
# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## ISLAMIC TOURISM RESOURCES : ISLAMIC TRAILS IN INDONESIA MODERN ARCHITECTURE

### Masjid Raya Sumatera Barat, Padang (under construction)

Architect: Rizal Muslims, the winner of the design competition in 2007

- **The biggest mosque in West Sumatera**
- host of **regional scale religious activities** such as Tabliq akbar, Islam assembly, the Eid and the *Jumah* Prayer
- Construction of the building is designed to address of the **West Sumatra earthquake**
- The design is **a moden – domeless mosque, also enriched with local roof forms and traditional carving**



# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## LIVING CULTURE AND EVENTS



- the Nahdatul Ulama and The Muhammadiyah, held many Islamic events at different scales, such as:
  - The *Musabaqah Tilawatil Quran* (The Recitation of Quran Competition)
  - Muktamar Nahdatul Ulama (NU)
  - International Conference on Islamic Tourism

# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## ISLAMIC EVENTS

- Some **TV stations** have organized **Islamic study program** which held **daily or weekly**.
- In Bandung City, some **Pesantrens** or **Mosque Council (DKM)** such as **Pesantren Daarut Tauhiid, Salman Mosque** and **Istiqomah mosque** organizes regular Islamic study or incidental Islamic study to **commemorate religious holidays**.

# TOURISM RESOURCES AND PRODUCT FOR ISLAMIC TOURISM

## ISLAMIC EVENTS

The most interesting Islamic celebrations which attract the visitor

1. the event for welcoming the holy fasting month of Ramadan
  - Visiting relatives,
  - visiting parents cemetery to pray
2. Idul Fitri (Eid Al Fitr)
  - Visiting hometown (mudik),
  - silaturahmi,
  - visiting tourist destination,
  - Visiting Islamic places
3. the birthday of prophet celebration (*Maulid Nabi*),
4. Isra Miraj



# ISLAMIC TOURISM AND INDONESIAN POLICIES

## Special law of Tourism Act No. 10/2009

- Special law of Tourism Act No. 10/2009 was published to guide the national tourism development, consists of:
  - statement on the principles, function and goals of tourism
  - **in-line with the sustainable development principles**
  - Also **underlining on how tourism should function in fulfilling the physical as well as spiritual and intellectual needs for tourist,**
  - Also **explicitly state that tourism should be undertaken with the principles of highly respecting the religious norms and cultural values and human rights**

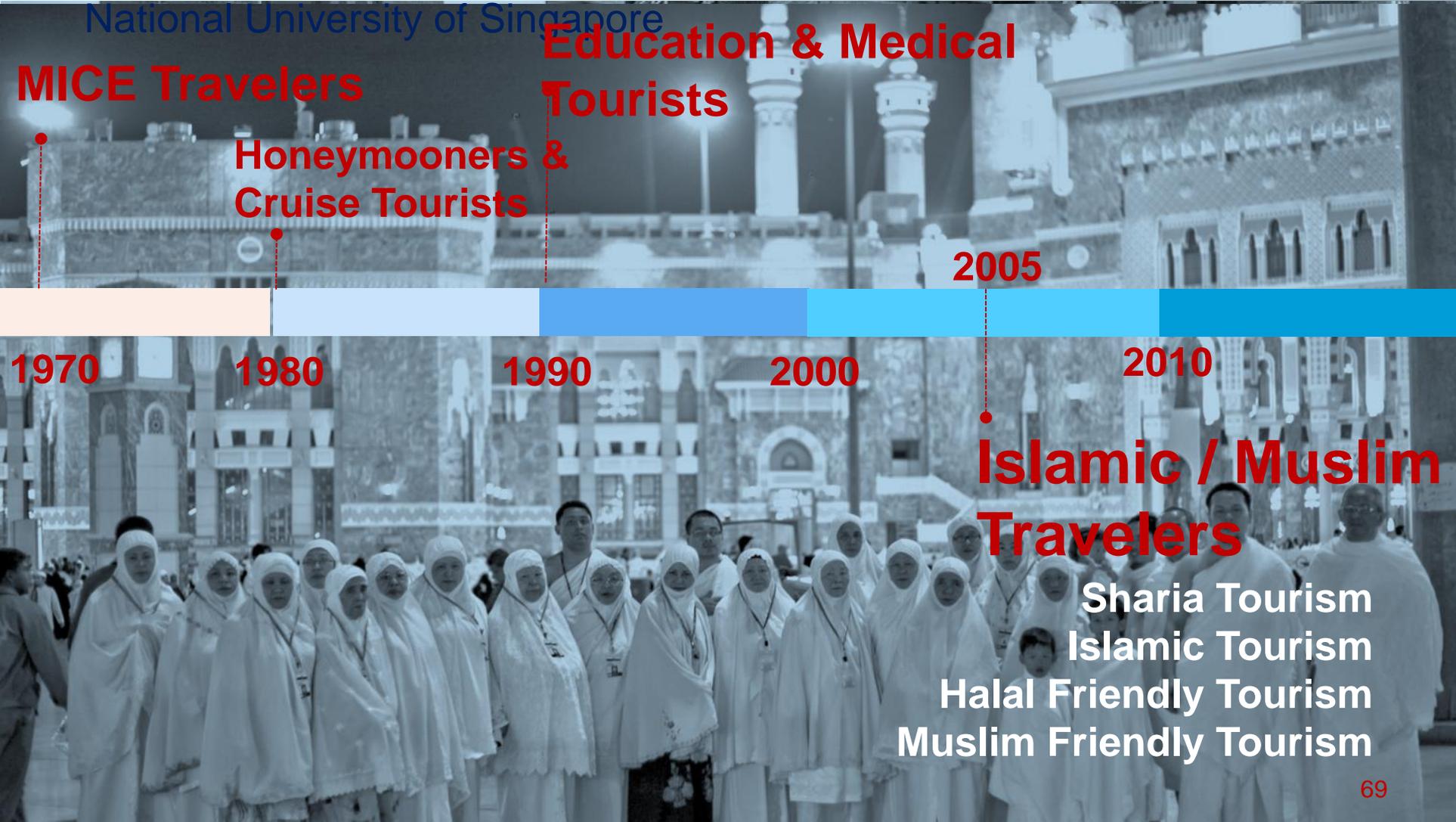
**the Ministry in charge for tourism has taken a strategic step by collaborating with MUI (Indonesian Council of Islamic Scholar) and other stakeholders**

**to develop what is then called sharia tourism.**

# ISLAMIC TOURISM AND INDONESIAN POLICIES

## TREND IN TOURISM INDUSTRY

Associate Prof. Dr. T.C. Chang, tourism geographer researcher from National University of Singapore



# ISLAMIC TOURISM AND INDONESIAN POLICIES

## The Concept of Sharia Tourism:

*goes beyond religious or Islamic tourism,  
as it is not only deal with material but also spiritual aspects*  
**(KH Ma'ruf Amin, Executive Chairman of MUI).**

**Halal Food**

**Sharia Accomodation**

**Sharia Cosmetics**

**Sharia Spa**

**Sharia Fashion & Accessories**

**Sharia Financial Services**

(Dr. Anwar Abbas, Muhammadiyah)

Tourism within the context of Islam

→ close relation with historical remains (*petilasan* or in Al-Quran: *aastar*) as historical window/s,

→ developing the awareness on our diversity.

→ Understanding oneself in the local context

→ Visiting and maintaining historical remains : part of local wisdom & effort to honor the past pious men

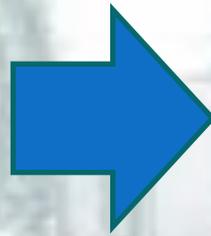
a form of gratitude and concern in sustaining spirituality in the midst of hedonic and modern life  
(Khatib Syuriah, *Nahdlatul Ulama*)

# ISLAMIC TOURISM AND INDONESIA POLICIES

## PRINCIPLE OF SHARIA VALUE

### Sharia Value – Halal

*“Guides so that all the elements that are harmful and destructive for humanity and the environment, discarded or shunned”*



Sharia Tourism

- **Ethical Tourism**
- **Responsible Tourism**

**NOT ONLY FOR**  
**MUSLIM**

**Also for Non Muslim**

By using Sharia Value , our bussines will have  
**“nothing to loose ”** but **“a lot to gain ”**  
**by extending the market**

# ISLAMIC TOURISM AND INDONESIAN POLICIES

## SUPPORTIVE POLICY: VISA FREE FOR ISLAMIC COUNTRIES

- **visa on arrival (VoA) policy for 52 countries (an additional 20 countries are in the process):** Bahrain, Egypt, Iran, Kuwait, Maldives, Oman, Qatar, Saudi Arabia, South Africa, Suriname and United Arab Emirates (UAE). As of 28 May 2007, another 11 countries were added to this list: Algeria, Czech Republic, Fiji, Latvia, Libya, Lithuania, Panama, Romania, Slovakia, Slovenia, and Tunisia.
- **visa free facility on a reciprocal basis for countries :** Brunei Darussalam, Chile, Hong Kong SAR, Macau SAR, Malaysia, Morocco, Peru, Philippines, Thailand, Vietnam, Singapore—some of which are countries with significant Muslim population.



# ISLAMIC TOURISM AND INDONESIAN POLICIES

Foreign Tourist	7.002.944	100%
Singapore	168.207	
Malaysia	624.924	
Japan	406	
Souh Korea	282	
China	6.744	
India	19.454	
Philippines	5.4.58	
Thailand	3.942	
Australia	12.426	
USA	1.372	
England	5.048	
Netherland	8.737	
German	5.548	
France	9.497	
Rusia	9.255	
Middle East	77.890	
Other	318.247	
Muslim	1.277.437	18%

## MUSLIM TOURIST VISITS IN INDONESIA BY 2010

**Muslim Touris Visits in Indonesia (2010):  
1,277,437 (18,24%)**

**Muslim Tourist comes from around the world, not just from Middle East countries  
→ High prospect for Sharia Tourism**

# INDUSTRY INITIATIVES IN SHARIA COMPLIANT BUSINESS

## ACCOMODATION

- The certification of these Sharia hotels are done **by Crescent Halal Institution** b.
- At this present time **there are 7 hotels (?) certified as shari'a hotels, and growing to a number of 50-100 sharia certified hotels all over the country.**
- The nationally known Sharia hotel: Pekan baru (Riau province), Palembang (South Sumatera), Solo, Semarang (central Java) and Jakarta.



# INDUSTRY INITIATIVES IN SHARIA COMPLIANT BUSINESS

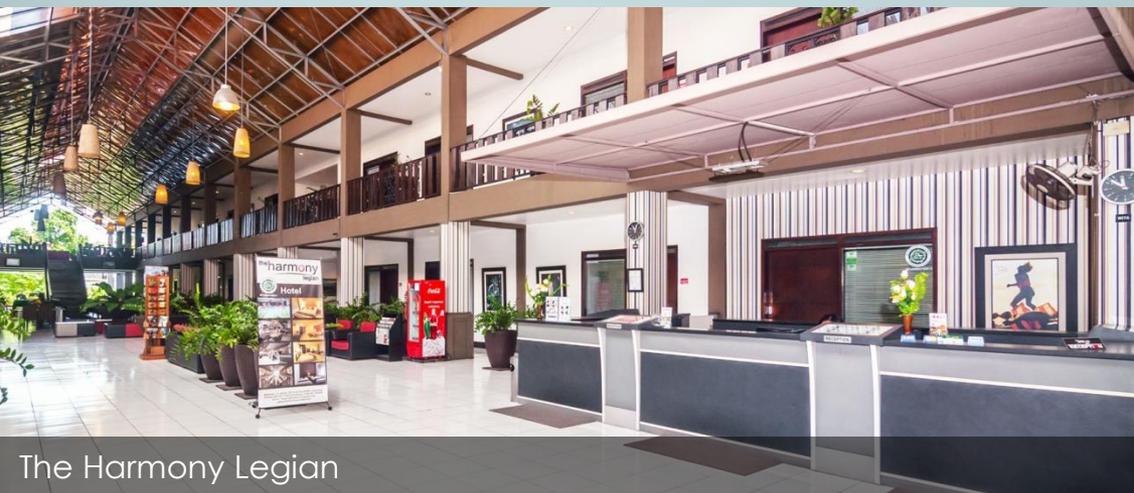
## ACCOMODATION

- Interestingly Bali has also 10 halal certified hotel, despite its Hindu population majority.
- 1. Wina Holiday Villa Kuta
- 2. Grand Zuri Hotel Kuta
- 3. Bayt Kaboki Hotel
- 4. The Harmony Legian
- 5. Hotel Grand Santhi Denpasar
- 6. Rhadana Hotel Kuta
- 7. Goodway Hotel & Resort
- 8. Nirmala Hotel & Convention Center
- 9. Puri Nusa Indah Sanur Beach Hotel
- 10. Nusa Dua Beach Hotel and Spa (Raja's Rest.)



Nusa Dua Beach Hotel and Spa

© Copyright



The Harmony Legian



Nusa Dua Beach Hotel and Spa (Raja's Rest.)

# INDUSTRY INITIATIVES IN SHARIA COMPLIANT BUSINESS

## ISLAMIC FASHION INDUSTRIES

- Islamic fashion is currently taking shape in Indonesia's fashion sector → high demand emphasizing modesty for women.
- However, the rules of modesty is in more moderate category:
  - headdresses are compulsory in any case
  - outfits should not be tight or see-through, Design can still be explored with innovative cuts, carefully-mixed colors, choice of materials, as well as combinations of modern and traditional elements.



# INDUSTRY INITIATIVES IN SHARIA COMPLIANT BUSINESS

## ISLAMIC FASHION INDUSTRIES

- A mushrooming of **online shops and boutiques** for **fashionistas, known locally as *hijabers***.
- **Dian Pelangi, Ria Miranda, and Jenahara** are figures, internationally recognized individuals in the Islamic fashion community:
  - everyday ready-to-wear Muslim clothing,
  - *muslimah* exercise outfit
  - Islamic formal and wedding gowns;
  - high-end products to showcase on runways and fashion shows.
  - men's Islamic style

### ON LINE MEDIA

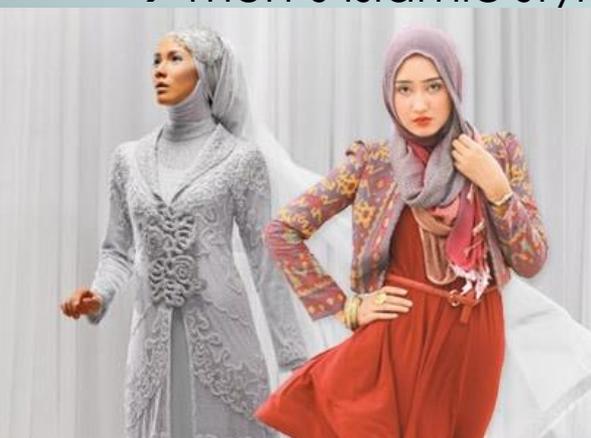


HIJABENKA

ZALORA



SAQINA  
FASHION & LIFESTYLE MUSLIM FAMILY



# CASE STUDY: BANDUNG, WEST JAVA PROVINCE, INDONESIA

## BANDUNG AS A DESTINATION FOR ISLAMIC TOURISM

### Bandung: The Colonial Town and Its Islamic Heritage

Bandung city has still many heritage buildings such as in Asia Afrika and Braga Street displays rich collections of Indies and Art deco architecture from early 20th century.

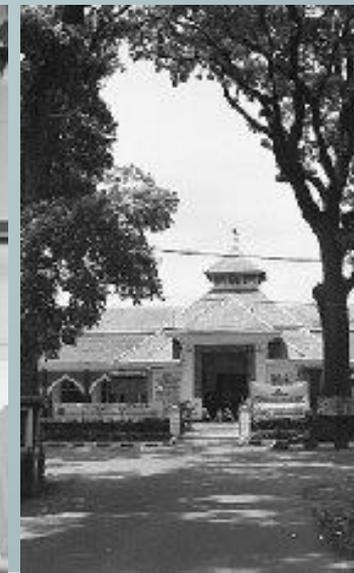


# CASE STUDY: BANDUNG, WEST JAVA PROVINCE, INDONESIA

## BANDUNG AS A DESTINATION FOR ISLAMIC TOURISM

### the unique 'East meet West' Cipaganti Mosque (1933)

*Cipaganti Mosque design by Prof Schoemaker; the architecture of this Mosque is designed with the mixture of Javanese and Dutch style.*



- the only mosque that was built in the European residential area in the northern part of Bandung.
- a good example on how Dutch architecture blends with traditional Javanese architecture
- proves that Islamic values is very adaptive and can shares universal values with others.
- become one of tourist destination in Bandung that has been visited by not only Moslem but also Non Moslem tourist.

# CASE STUDY: BANDUNG, WEST JAVA PROVINCE, INDONESIA

## BANDUNG AS A DESTINATION FOR ISLAMIC TOURISM

### The Islamic Tourism Destination initiated by *URBAN Pesantren Daarut Tauhiid*, Bandung



The Building's Facilities are interwoven with the Surrounding Built Environment

- Mosque
- TV & Radio station
- Hotels & Guest House
- Local bank (BMT)
- Mini market and Kiosks
- Drug store, Clinic
- Fashion & Boutique

Qur'anic kindergarten

- Junior and Vocational Senior High School
- Function halls
- Dormitories

# CASE STUDY: BANDUNG, WEST JAVA PROVINCE, INDONESIA

## BANDUNG AS A DESTINATION FOR ISLAMIC TOURISM

### The Islamic Tourism Destination initiated by *Pesantren Daarut Tauhiid*, Bandung



*unlike other Pesantrens, this Pesantren is located in the middle of the City of Bandung, intermingling with the urban fabric. This pesantren has no physical segregation with the local community*

# CASE STUDY: BANDUNG, WEST JAVA PROVINCE, INDONESIA

## BANDUNG AS A DESTINATION FOR ISLAMIC TOURISM

### The Islamic Tourism Destination initiated by *Pesantren Daarut Tauhiid*, Bandung

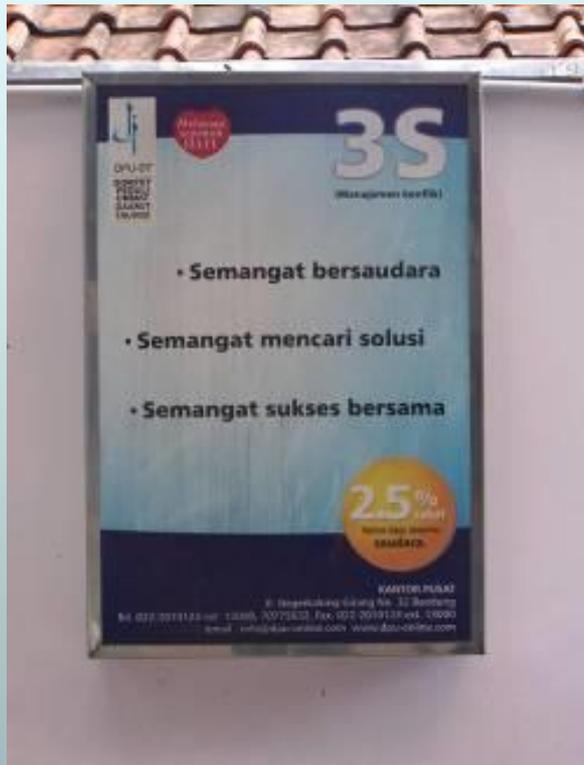
- Led by a spiritual leader K.H Abdullah Gymnastiar (Aa Gym)
- **His universal preaching not only loved by the Muslim but also Christian, Catholic, Buddhist and Hindu followers.**
- *Pesantren Daarut Tauhiid*, has been visited by tourist from Indonesia, South East Asia countries, Europe countries , USA, Japan and China for almost 30,000 guests per month.



# CASE STUDY: BANDUNG, WEST JAVA PROVINCE, INDONESIA

## BANDUNG AS A DESTINATION FOR ISLAMIC TOURISM

### The Islamic Tourism Destination initiated by *Pesantren Daarut Tauhiid*, Bandung



Keeping environment clean through Islamic advice (3 consecutive years awarded as the cleanest place in Bandung)

# CASE STUDY: BANDUNG, WEST JAVA PROVINCE, INDONESIA

## BANDUNG AS A DESTINATION FOR ISLAMIC TOURISM

### The Islamic Tourism Destination initiated by *Pesantren Daarut Tauhiid*, Bandung



**FROM URBAN GREENING TO URBAN FARMING**



# CASE STUDY: BANDUNG, WEST JAVA PROVINCE, INDONESIA

## BANDUNG AS A DESTINATION FOR ISLAMIC TOURISM

### The Islamic Tourism Destination initiated by *Pesantren Daarut Tauhiid*, Bandung

*Pesantren Daarut Tauhiid: Advancing economic sector is become one of the focus of this Pesantren. This Pesantren successfully integrate distinctively among Islamic way of life, urban lifestyle, and Sundanese culture.*



CASE STUDY: BANDUNG, WEST JAVA PROVINCE, INDONESIA  
**BANDUNG AS A DESTINATION FOR ISLAMIC TOURISM**

**The Islamic Tourism Destination initiated  
by RURAL Eco- *Pesantren Daarut Tauhiid*, Bandung**



A *pesantren* that based on **sustainable development principles** with **agriculture** as the primary sector for community empowerment.

# CASE STUDY: BANDUNG, WEST JAVA PROVINCE, INDONESIA

## BANDUNG AS A DESTINATION FOR ISLAMIC TOURISM

### The Islamic Tourism Destination initiated by Eco- *Pesantren Daarut Tauhiid*, Bandung



#### MISSION

- Empowering the villager's quality of life through agricultural appropriate technology and renewable energy resources trend by enhancing the village potentials.

#### VISION:

become a **model of self-sufficient built environment** based on **renewable resources** and apply **sustainable way of life**

# CASE STUDY: BANDUNG, WEST JAVA PROVINCE, INDONESIA

## BANDUNG AS A DESTINATION FOR ISLAMIC TOURISM

### Bandung “Parijs van Java”

European residents and visitor in **1920's till 1940's** → European-style cafes, restaurants, shops, boutiques, as well as art-deco hotels and theatres



# CASE STUDY: BANDUNG, WEST JAVA PROVINCE, INDONESIA

## BANDUNG AS A DESTINATION FOR ISLAMIC TOURISM

### Bandung Creative City, Heaven for Islamic Fashion Industry

- the jeans clusters in Cihampelas (developed in 1984 and early 1985 )
- the rapid growing of **fashion outlets (FOs)**, **distribution outlets (distros)**, **boutiques**, as well as the rise of **Pasar Baru (lit. New Market)** as one of Bandung's main attractions.

its **annual growth around 8 %** - higher than the national annual growth of **6%**  
(Ridwan Kamil, Mayor of Bandung)



# CASE STUDY: BANDUNG, WEST JAVA PROVINCE, INDONESIA

## BANDUNG AS A DESTINATION FOR ISLAMIC TOURISM

### Bandung Creative City, Heaven for Islamic Fashion Industry

the growing consciousness of shari'a among the city's Muslim → development for the muslim fashion subsector .

**The first being Shafira which was established in 1989**



**SHAFIRA**   
Gaya Islam

# CASE STUDY: BANDUNG, WEST JAVA PROVINCE, INDONESIA

## BANDUNG AS A DESTINATION FOR ISLAMIC TOURISM

### Bandung Creative City, Heaven for Islamic Fashion Industry

**Rabbani also joined Muslim Fashion business in early 1990s.**

Rabbani, went on to introduce new innovations in headdress designs that are shar'i and easy to wear, resulting in their self-titled **“professor of headdresses”**



*Rabbani Outlet: the most popular and the biggest Muslim fashion shop in Indonesia for middle-class customer, focuses in headdress of muslimah/women*

# CASE STUDY: BANDUNG, WEST JAVA PROVINCE, INDONESIA

## BANDUNG AS A DESTINATION FOR ISLAMIC TOURISM

### Bandung Creative City, Heaven for Islamic Fashion Industry

The end of the first decade of 2000s, a new wave of shari'a conscious community known as **Hijabers Community**, consists of young women in their 20s and 30s who actively promote a **'shar'i and stylish'** way to dress.

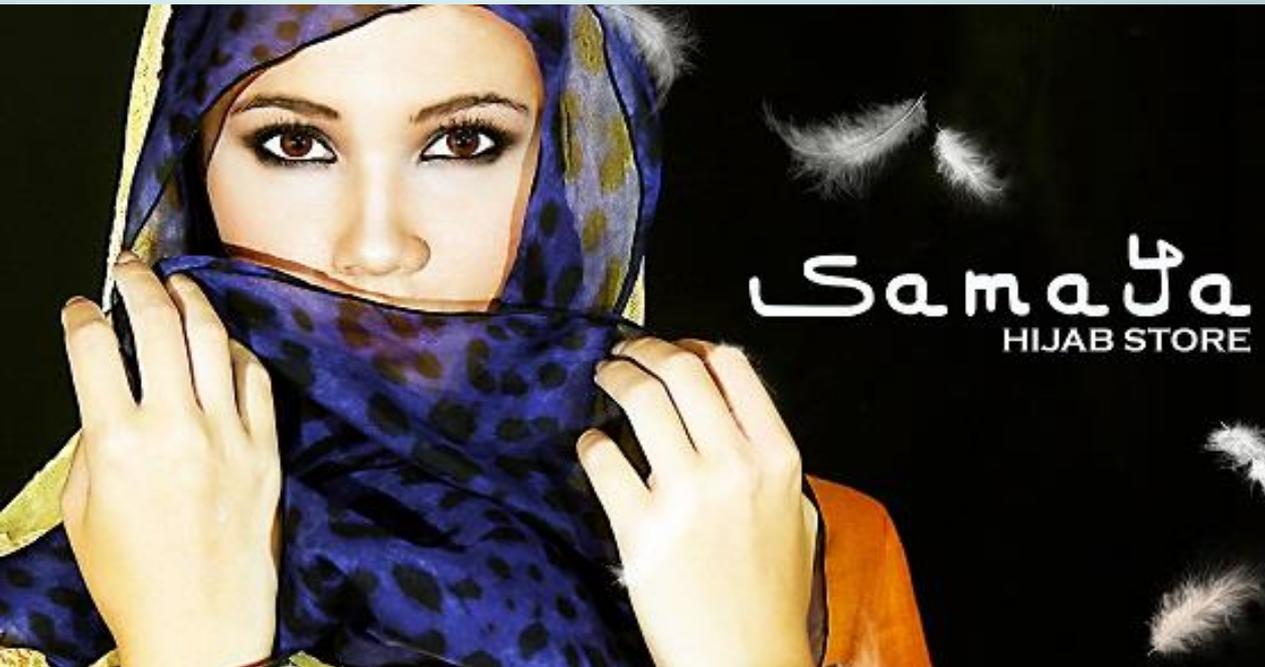


# CASE STUDY: BANDUNG, WEST JAVA PROVINCE, INDONESIA

## BANDUNG AS A DESTINATION FOR ISLAMIC TOURISM

### Bandung Creative City, Heaven for Islamic Fashion Industry

- **FO in Riau and Dago street** also started to add muslim wear to their collection.
- The **total transaction value in Islamic fashion trade center such as Pasar Baru and Buah Batu outlets** is estimated **at billion rupiahs per day** (Koran Sindo, 2015).



# CASE STUDY: BANDUNG, WEST JAVA PROVINCE, INDONESIA

## BANDUNG AS A DESTINATION FOR ISLAMIC TOURISM

### Bandung Creative City, Heaven for Islamic Fashion Industry

Each year, the number of Islamic event in Bandung also increases. The Islamic fashion designers and *hijabis* community of Bandung are actively promoting the city's Islamic fashion through these events



*Hijab Fest* is an annual event held since 2010 in Bandung and dubbed as the biggest Islamic fashion festival in Indonesia.

## RECOMMENDATIONS AND CONCLUSIONS

### LOOKING AHEAD: Key issues and challenges

- **MISPERCEPTION:** Certain region in the country may not prefer tourism development for the reasons of that there is only 'one' kind of tourists understood as western standard tourists.
- it is badly perceived that tourism is one type of soft colonization, imposing modern values that consider as bad value into an existing traditional values that consider better.

## RECOMMENDATIONS AND CONCLUSIONS

### LOOKING AHEAD: Key issues and challenges

The global/international conflicts among religious groups

the mis-used of religion for terrorism

a misleading perception  
by contradicting

Western or Christian

vs

Muslim

opportunity that tourism may be able to play a role in neutralizing the issue, especially, Indonesian moderate Islamic approach towards tourism will have an opportunity **to show the worlds how Islamic/sharia tourism in Indonesia can be convenience for not only Muslim tourists but also for non- Muslim tourist**

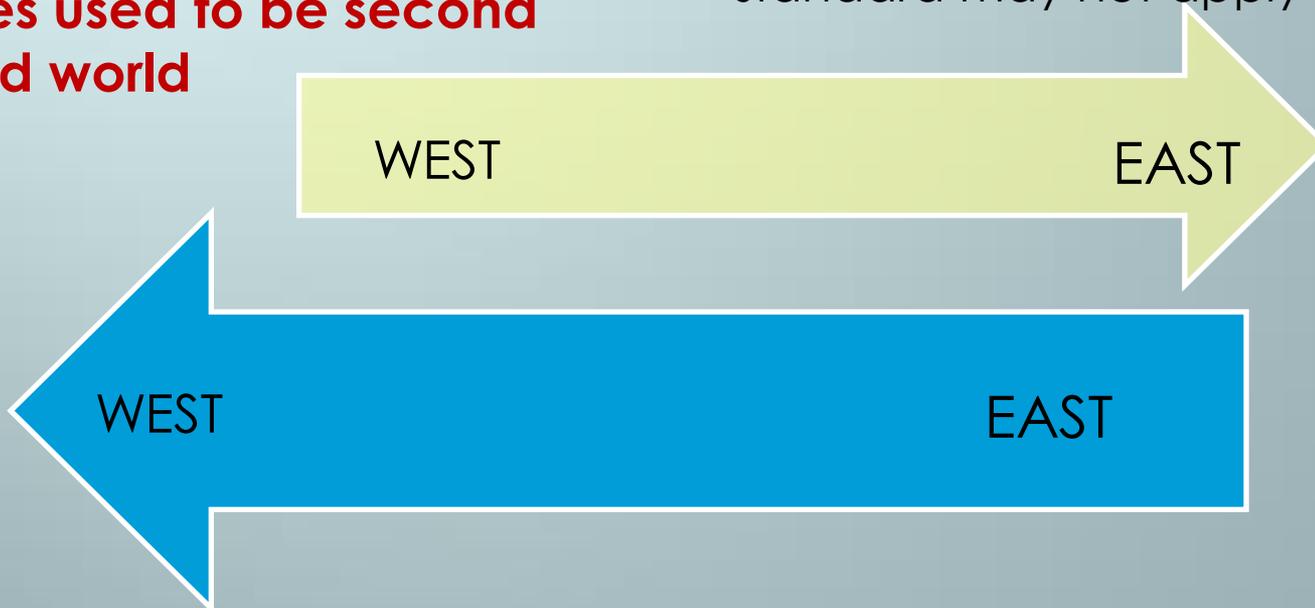
## RECOMMENDATIONS AND CONCLUSIONS

### LOOKING AHEAD: Key issues and challenges

**Statistics has shown that international tourism has changed** from the dominance of flows to and from first world countries **into a growing proportion of flows to and from countries used to be second and third world**

**there are more and more diverse tourists traveling within the region and outside, requiring different standards of tourism products.**

Therefore, international standard, which used to refer to western standard may not apply for all.



# RECOMMENDATIONS AND CONCLUSIONS

## LOOKING AHEAD: Key issues and challenges

- **The increasing number of Muslim tourists traveling around the world**, and the spirit of respecting their religious norms and values, **Indonesia is looking forward for a model to accommodate the need of this group of tourists.**
- **The increasing number of women traveling alone for their job related duties, or with children** for one and another reason, **there is a need to prevent them from being abused** → the provision of hotels and other kind of accommodation based on sharia or Islamic values may provide a more secure and convenience situation.

## RECOMMENDATIONS AND CONCLUSIONS

### LOOKING AHEAD: Key issues and challenges

- The country basic philosophy of **Pancasila** has proved its achievement in uniting the diverse ethnicities.
- In some places like **Manado and Bali** different religion building: **the mosque, the church, the temples are built in one compound to facilitate interaction and mutual understanding** and become symbol of the spirit of **Unity in Diversity (Bhinneka Tunggal Ika)**
- **the diverse ethnicities and culture all over Indonesia** which is expressed in cultural performances, different architectural styles of the building (including Mosque) can become a **potential tourism product** to be developed and elaborated.

## RECOMMENDATIONS AND CONCLUSIONS

### In search for a model for a new wave of tourism development

- The new wave of tourism come from a new industrial countries in oriental style, and also from middle eastern countries. Both have had **a different motivation to travel abroad, as well as its consumption behavior**
- There is a growing need and demand for product which suit their culture and tradition.

## RECOMMENDATIONS AND CONCLUSIONS

### In search for a model for a new wave of tourism development

- **The concept of Sharia tourism**, is not meant to separate the Muslim tourists from others, and vice versa, but **to give all tourists an option in choosing the tourism product or standard** that they consider is appropriate for themselves.
- **Moslem tourists are free to choose** what they are going to consume.
- On the other hand **non-Moslem tourists will also be welcome to consume the Sharia product.**
- **Sharia tourism is just another kind of product defined by different standard/s.** Any tourist is free to decide which standard is most appropriate for oneself.

# RECOMMENDATIONS AND CONCLUSIONS

## Product Development

- Many spa places in the country have had certain rules in **separating men from women customers**.
- The private sector has also taking the lead in producing **cosmetics product with the guarantee of being halal**.
- In South Sulawesi, even the night bus company, has **a special seating arrangement for women traveling alone**.

# RECOMMENDATIONS AND CONCLUSIONS

## Product Development

- the growth of **muslim fashion industry has entered the international market**
- **The government is heading to provide stronger support for the development of Sharia tourism and all its related product**, not only to serve their traveling population within the country, but also for its fast growing international market from countries with Moslem population.
- **A join effort has been established by the Government and the MUI (Indonesian Council of Islamic Scholar) in food product certification.**

# RECOMMENDATIONS AND CONCLUSIONS

## Product Development

- Sharia Banking assets develops about 45% per year
- Halal licenced products by LPPOM MUI increasing
  - 2010 : 21.837 products
  - 2009 : 10.550 products
- Social Awareness Index of Halal Products is increased, from 70 % (in 2009) to 92,2 % in 2010.
- Wardah Cosmetics sales increased about 75 % per year in the last 4 years.
  - Wardah Cosmetics now is the big 5 cosmetic products in Indonesia, while 4 other products are imported overseas.
  - Signed network with Carrefour, Hypermart, Century, and Matahari

# CONCLUDING REMARKS

- The growing middle class, the demographic bonus, and the continuing process of urbanization, the improving education and advancement of information and communication technology (ICT) has changed Indonesian's lifestyle → has made travel and tourism among the growing basic needs of the smaller family size and large percentage and numbers of productive ages.
- the majority of the population size is Muslim has made Indonesia a big market for domestic as well as international Islamic tourism
- Muslim middle class has been moving inline with the growing nation; they travelled within the country as well as overseas.
- They are not only lining to get the opportunity for pilgrimage religious travel to Mekka (which can take more than a decade) but their propensity to travel in general also increasing.

## CONCLUDING REMARKS

- Indonesia's Islamic history related to the encounter with people from other countries and nationalities through trade combined with indigenous culture has left tangible and intangible heritages, which sit together with the colonial heritage.
- The growing interest on Sharia tourism in the country has encourage the government as well as younger communities to identify those used to be classified as religious facilities to become tourist attractions. Sharia tourism can be part of the religious trip, but it also covers a wider scope.

# CONCLUDING REMARKS

- The most important impact of Sharia tourism movement are (1) the underlying concept of Sharia lifestyle, which has encourage the growing interest of Muslim entrepreneurs and (2) the emergence of a new tourism style side by side with the perceived western style tourism.
- The Sharia life lifestyle is a traditional religious way of life, packaged in an attractive and creative way, which include: not only halal but also healthy food, fashion, cosmetics, music, souvenirs as product of Islamic creative industries and a new way of traveling.
- The stressing on cleanliness, balance relationship between human, nature and the Creator which applies to environmental care and harmonious relationship among diverse people not only applies for Muslim tourists but also for general tourists as well.

# CONCLUDING REMARKS

- Throughout the value chain of the production of Sharia good and services, it will improve community welfare through job opportunities, enabling a better distribution of economic benefit among the country's population that bring better understanding and peace among different socio-cultural communities.
- Sharia tourism for Indonesian travelers and international tourists will be part of the cultural and civilization processes.
- Tourism at this point is expected to be a driver for better understanding and relationship among not only different group of tourists, but also different group of communities in achieving Indonesia's Unity in Diversity.



**THANK YOU**

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