

SHARIA TOURISM DEVELOPMENT STRATEGY IN NATURAL RECREATION SITES OF BATU CITY, EAST JAVA

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ABSTRACT

Batu city has abundance natural recreation sites, in which many of them have been visited by tourists. With the recent development of sharia-based tourism industry, there are opportunities for Batu to develop sharia based tourism in Batu, especially in natural recreation sites. The purpose of this research is to identify the implementation of sharia value in natural recreation sites and Sharia Tourism development strategy in the area of Natural Tourism Batu City. Data were obtained from questionnaires given to 84 respondents consisting of visitors, tourism employees, tour manager, and policymaker then being analyzed for the implementation of sharia tourism and strategy on the development of natural tourism. SWOT strategy was used to determine every aspect of tourism development (weight 0.00 to 1.00). The results of the analysis with SWOT quadrant shows that implementation most of it has been applied. While sharia development strategy in nature tourism of Batu city is at the quadrant I which is Aggressive strategy. The Alternative strategy that used is SO strategy (Strengths-Opportunities) which includes: (1) improving the quality of service that will lead to the system of sharia tourism; (2) utilizing all resources as a attraction of sharia tourism; (3) involving all the stakeholders in cooperation planning and management of natural tourism principled sharia; and (4) improving foreign language skills to all employees and management of tourism.

Keywords: Batu city, sharia tourism development strategy, natural recreation, SWOT.

INTRODUCTION

Sharia tourism is a tourism activity that emphasizes the material and methods of handling halal based on sharia (Hasan, 2017). The sharia principles applied in tourism originate from two sources namely Al-Qur'an (Muslim holy books) and As-Sunnah (Islamic teachings conveyed by the Prophet Muhammad) (Mohsin, *et. al.*, 2016; El-Gohary, 2016). Majelis Ulama Indonesia (MUI) has also issued a fatwa on the implementation of tourism based on sharia principles no: 108/DSN-MUI/IX/2016 (Hasan, 2017). The fatwa contains

about the implementation of sharia-compliant tours including, among others, tourists, travel agencies, tourism entrepreneurs, hotels, tour guides and therapists.

Sharia tourism development aims to attract more foreign tourists from Muslim-populated countries such as Malaysia, Brunei Darussalam, Middle Eastern countries and other Islamic countries. In addition, it's also to attract foreign investors to invest business in the new tourism sector in Indonesia and becoming the best sharia tourist destination in ASEAN (Firdausi, *et. al.*, 2017).

Batu City is located in east Java province is one of the tourist destinations because of the potential for a very beautiful nature and climate-owned because it is located in the foot of mountains and slopes (BPS Kota Batu, 2017). Based on its geographical aspects, Batu city benefited from the natural beauty of the surrounding area, the types of natural tourism that can be enjoyed in the form of waterfalls, adventure tours, natural hot spring tours, and ecotourism (Purnomowati and Ismini, 2014), in which many of them has been visited by tourist. This is evidenced by visits from year to year that are increasing, namely in 2015 as many as 2.249.201 visits, and in 2016 increased by 2.878.199 visits, in 2017 increased by 4. 188.910 visits (BPS Kota Batu 2016, BPS Kota Batu 2017, BPS Kota Batu 2018).

With the recent development of sharia-based tourism industry, there are opportunities for Batu to develop sharia based tourism in Batu, especially in natural recreation sites. So, the purpose of this research is to identify the implementation of sharia value in natural recreatin sites and Sharia Tourism development strategy in the area of Natural Tourism Batu City.

METHODS

This research was carried out in the natural tourism area and the Batu City Tourism Office. Among these natural attractions are Coban Putri (waterfall tour), Coban Rais (ecotourism), Cangar Hot Water Bath (natural hot spring tour) and Banyak mountain paragliding (adventure tourism). The location of natural tourism is in the area of Batu City (Picture 1).

Table 1.
Natural Attractions of Batu City

Criteria	Wisata			
	Coban Putri	Coban Rais	Banyak Mountain Paradingling	Cangar Hot Water Bath
Type	Waterfall	Ecotourism	Adventure	Natural hot spring
Location	Tlekung Village, Junrejo District, Batu	Oro-Oro Ombo Village, Batu	Songgokerto Village, Batu	Sumber brantas Village, Bumiaji District, Batu
Atraction	Waterfall, tracking/hiking, camping, outbound, tour of pickking oranges	Waterfall, hicking/tracking, camping, playing ATV, outbound, archery and airgun	Paradigling	Natural hot spring

Sources: Culture and Tourism Office.



Figure 1.
Map of Batu Municipality (BPS Batu, 2017)

This research was conducted in August 2018. The method used is field observation to observe directly the object under study use note, camera and recorder. Then the questionnaire was distributed to find out the implementation of sharia tourism in the area of natural tourism which includes 1) legal aspects of policy; (2) social aspects; (3) economic aspects; (4) environmental aspects; and (5) ecological aspects. Data were obtained from questionnaires given to 84 respondents consisting of visitors and tourism employees then being analyzed for the implementation of sharia tourism. The questionnaire results were processed using a Likert scale using the scores that have been determined as follows (Hakim, 2014):

- Score 1 = Very Unavailable
- Score 2 = Not Available
- Score 3 = Neutral/Don't know
- Score 4 = Available
- Score 5 = Very Available

Furthermore, the scores obtained from each statement will be calculated using the following formula:

$$A_i = \frac{(a.5)+(b.4)+(c.3)+(d.2)+(e.5)}{a+b+c+d+e}$$

Information:

- A_i : Public perception for i-statement
- a : Number of respondents giving answers 5
- b : Number of respondents giving answers 4
- c : Number of respondents giving answers 3
- d : Number of respondents giving answers 2
- e : Number of respondents giving answers 1

The results of the scores of each answer are then summed and averaged, then grouped so that the final results are known with the assessment index as follows:

- 1 <x ≤ 1.8 : Very Unavailable
- 1.9 <x ≤ 2.5 : Not Available
- 2.6 <x ≤ 3.4 : Neutral/ Don't Know
- 3.5 <x ≤ 4.2 : Available
- 4.3 <x ≤ 5 : Very Available

While the tourism development strategy used EFAS (External Factor Analysis Strategy) and IFAS (Internal Factor Analysis Strategy) strategies by conducting interviews with tourism managers and tourism policy stakeholders.

The results of the study were analyzed descriptively. While the data to find out the strategy of developing sharia tourism in the natural tourist area of Batu city was analyzed using SWOT analysis which included aspects of strengths, weaknesses, opportunities, and threats. The four aspects are related to each other. Every aspect of the swot is carried out according to the weight of 0.00 to 1.00, if each factor (internal/external) is added, it will get weights 1. after the weight also ranks to determine the level of importance in all aspects (1 = not important; 2 = rather important; 3 = important; 4 = very important). Then, the weight is multiplied by the rating. The number of internal/external factors is then added to create a SWOT quadrant in determining the development strategy (Parmawat et. al., 2018).

RESULT AND DISCUSSION

Implementation of Islamic Values in the Batu Nature Tourism Area

The implementation of sharia referred to in this article is everything that has indirectly been applied to a sharia tourism system in the area of Batu Nature Tourism. This implementation is viewed from five aspects, namely legal, economy, social, environmental and ecological legal aspects. On legal and policy aspects, natural tourism in Batu city has fulfilled environmental permits as a government effort in controlling and controlling the environment.

Tabel 2.
Respondents perceptions of the implementation of sharia value in natural recreation site

Aspect	indikator	Skor			
		CP*	CR*	BM P*	NH SC*
Legal and Policy	• Enviromental permit	4,33	3,86	4,10	4,14
	• Regulations for tourism managers and employees	4,10	4,24	4,33	3,95
	• Regulations for all tourist	4,14	4,14	4,33	4,43
	• Penalties for rule violators	3,19	3,57	3,76	3,95
Economy	• Prices of food and drinks are too expensive than regular prices	2,76	3,57	3,62	3,19
	• Liquor seles	2,05	2,62	2,62	2,48
	• Halal certified of restaurants	2,67	3,14	3,14	2,90

	<ul style="list-style-type: none"> • Packaging food and drinks are labeled MUI 	3,76	3,71	3,48	3,48
Social	<ul style="list-style-type: none"> • Hospitality and courtesy of tour managers and employees 	4,33	4,43	4,33	4,43
	<ul style="list-style-type: none"> • tourist managers and employees dress decently than female employees wear a veil 	4,43	4,29	3,81	3,67
	<ul style="list-style-type: none"> • Muslim tourists use dress decently 	3,95	4,38	4,24	4,29
	<ul style="list-style-type: none"> • There are worship facilities (mosques/prayer rooms and other prayer tools) 	4,05	4,67	4,19	4,29
	<ul style="list-style-type: none"> • Separate prayer places between men and women 	3,62	3,71	3,38	3,38
	<ul style="list-style-type: none"> • Adzan reverberates every prayer time 	2,76	3,33	2,33	2,86
	<ul style="list-style-type: none"> • Separate toilets between men and women 	3,24	3,86	4,10	4,29
	<ul style="list-style-type: none"> • There is immorality 	2,38	2,57	2,81	2,86
Enviromenal	<ul style="list-style-type: none"> • Beautiful and comfortable environmental conditions 	4,67	4,62	4,81	4,57
	<ul style="list-style-type: none"> • Clean environment maintained 	4,38	4,48	4,57	4,05
	<ul style="list-style-type: none"> • Scheduled clean environment activities 	4,05	3,86	4,14	4,10
	<ul style="list-style-type: none"> • Availability of trash bins 	4,52	4,62	4,52	4,62
	<ul style="list-style-type: none"> • There is a toilet 	4,57	4,76	4,67	4,67
	<ul style="list-style-type: none"> • There is a place of wudlu 	3,71	4,48	4,48	4,43
	<ul style="list-style-type: none"> • Availability of clean water 	4,62	4,67	4,48	4,62
	<ul style="list-style-type: none"> • A separate tourism attractions between men and women 	2,10	2,43	2,00	2,81
Ecological	<ul style="list-style-type: none"> • Hunting of wild animals (birds, squirrels, monkeys, etc.) 	2,57	2,81	2,57	2,67
	<ul style="list-style-type: none"> • Waste in processed 	2,90	3,00	3,14	2,86
	<ul style="list-style-type: none"> • Nature conservation activities 	3,33	3,38	3,33	3,48
	<ul style="list-style-type: none"> • Information about environmental preservation 	3,14	3,43	3,62	3,48
	<ul style="list-style-type: none"> • Information about flora or fauna that live in natural tourism areas 	2,29	3,48	2,38	3,48

*CP = Coban Putri; CR = Coban Rais; BMP = Banyak Mountain Paradigling; NHSC = Natural Hot Spring Cangar

Fourth tourist sites also include rules for managers, employees as well as tourists in order to create a good travel management system. Likewise, sanctions provided by

rule violators are also applied. Other efforts in enforcing discipline in tourist areas can be in the form of warnings and direct prosecution by reporting to the authorities. Nonetheless, no natural tourism area in Batu City has received a sharia tourism certificate. In the economic aspect, there are no food stalls in tourist locations labeled sharia restaurants, but the food sold is mostly halal food in terms of ingredients, processing and how to get it. While most of packaged foods have received MUI halal certificates which are proven halal. Based on price, some locations sell food that is too expensive than the usual price. How to sell like this is used by sellers to get more profits but cannot give a good impression to visitors.

Hospitality, politeness, courtesy and neat clothing by all employees are a social aspect that has been implemented in sharia values. According to Pratama (2013), tourism managers must be able to provide satisfying services to consumers to feel interested and happy to visit again. As well as fast service and friendly appearance, these are very possible for consumers to be interested in returning and informing others. Clothes that are polite and cover the nakedness in Islamic sharia is highly recommended because it can avoid views that can lead to the passions of the opposite sex (Q.S. An-Nur 31; Al-Ahzab verses 33 and 59). Polite clothes will also give a good impression, the authority to the original nature of man. According to Satriana and Faridah (2018) that in the world of sharia tourism, polite employee clothing is a condition that can create a Muslim-friendly atmosphere.

Mosque, ablution place, toilet and prayer tools are available at tourist location. But most of tourist locations don't separate men and women. All natural location don't reverberate summon of prayer when the prayer time arrives. As well as tourist attractions are not separate, except in a natural hot spring some separate place between men and women. Even so, no one committed immoral acts.

In the environmental aspect, the natural tourist area in Batu City always strives to create beautiful and comfortable environmental conditions, as well as maintained environmental cleanliness. Efforts are being made that is by conducting a clean environment and providing regularly scheduled garbage dump in some places. Environmental cleanliness is closely related to physical and spiritual health because if the environment is clean and beautiful, the realization of a healthy and comfortable life will be

realized. If this is created in a sharia tourism environment, it can increase the values of worship such as increasing gratitude and positive thinking. Maintaining natural sustainability is an important and fundamental thing in building or developing goals in an environment. A beautiful environment will create harmony in the ecosystem. Nature is intended for common interests, can be used well and with a good attitude (Q. Luqman verse 20; Al-Qasash verse 77; Al-A'raf 56; Al-Syuara 'verse 183; Ar-Rum verse 41).

Finally, the aspects of sharia ecology that have been implemented in the area of natural tourism are nature conservation activities and prohibiting the hunting of wild animals. There is still no processing of waste and waste in tourist locations. The garbage is only collected at the polling station and sent directly to the final landfill. In some tours there are also environmental preservation slogans and some information on the names of fauna living in tourist areas. This effort is made to provide knowledge to the public about the importance of the importance of preserving the environment.

Sharia Tourism Development Strategy

Based on the results of the weight assessment and IFAS rating in the natural tourist area of Batu city (table 1), it can be seen that the total weight multiplied by the rating on the internal factor is 1.61. While the total weight multiplied by the internal weakness factor is 1.56. So, the total internal factors of strength and weakness are 3.18. While the results of the weight assessment and EFAS rating can be seen that the total weight multiplied by the rating on the opportunity external factors is 1.92. While the total weight multiplied by the rating on external factors is 1.08. So, the total external factors opportunities and threats are 3.10.

Table 1.
The results of IFAS weighting and rating in the Batu Nature Tourism Area

Internal factors	Weight	Rating	Weight x Rating
Strength:			
• Religious environment	0,06	3,20	0,18
• Hospitality around the tourist community	0,07	3,60	0,24
• The desire of managers natural tourism to participate in developing Islamic tourism	0,06	3,00	0,18

• Food and drink packaging sold labeled MUI	0,06	3,20	0,19
• Positive perception of natural tourism managers in developing sharia tourism	0,05	2,60	0,14
• Openness of natural tourism managers in accepting local and foreign tourists	0,07	3,40	0,23
• Tourism managers and employees wear polite clothes and veil for women	0,06	3,00	0,18
Total	0,49		1,61
Weakness:			
• Security procedures are less structured	0,07	3,60	0,07
• Tourism management has not implemented a sharia tourism system	0,04	2,00	0,04
• The skills of a foreign language tour guide are not enough	0,05	2,80	0,05
• Lack of skills of people around the tourist areas to speak foreign languages	0,05	2,40	0,05
• Tourists are less politedressed	0,06	3,00	0,06
• Low quality of environmental hygiene	0,07	3,60	0,07
• Lack of environmental conservation programs	0,07	4,00	0,07
• Some facilities in the tourist area are not separated between men and women (toilets, prayer rooms etc.)	0,05	2,60	0,05
• Restaurants/canteens/stalls around the tour have not been MUI certified	0,05	2,80	0,05
Total	0,51		1,56
Total IFAS	1		3,18

Table 2.
Results of the assessment and rating EFAS weight in Batu Nature Tourism Area

External factors	Weight	Rating	Weight x Rating
Opportunity :			
• Government policy in supporting the development of sharia tourism	0,06	2,80	0,18

in the natural tourist area of Batu City			
• Location and access to natural tourist area is strategic	0,08	3,60	0,30
• Potential for tourist visiting from abroad	0,07	3,20	0,23
• Potential tourists from domestic tourist	0,09	4,00	0,37
• The role of print media, social media and media from local and national television	0,08	3,80	0,31
• Collaboration between government, investors and the public	0,07	3,20	0,23
• There is no immoral action in natural tourism areas	0,08	3,60	0,30
Total	0,55		1,92
Threat:			
• Competition with other regions in developing sharia tourism in natural tourism areas	0,05	2,20	0,11
• Environmental pollution	0,08	3,40	0,26
• Changing the behavior and mindset of the people	0,03	1,40	0,05
• The presence of migrants	0,06	2,60	0,15
• The expansion of tourist areas	0,06	2,20	0,13
• Damage to environmental ecosystems	0,06	2,40	0,14
• Visitor interest decreases	0,06	2,80	0,18
Total	0,42		1,08
Total EFAS	1		3,10

The next stage is the analysis SWOT quadrant which aims to determine the position of development of sharia tourism in the Batu City nature tourism Area. Calculation of parameters comes from the difference between internal factors and external factors, so the calculation is:

- Determination of X coordinates

$$\text{Total strength score} - \text{total weakness score} = 1,61 - 1,56 = 0,05$$

- Determination of Y coordinates

$$\text{Total odds} - \text{total score threat} = 1,92 - 1,08 = 0,84$$

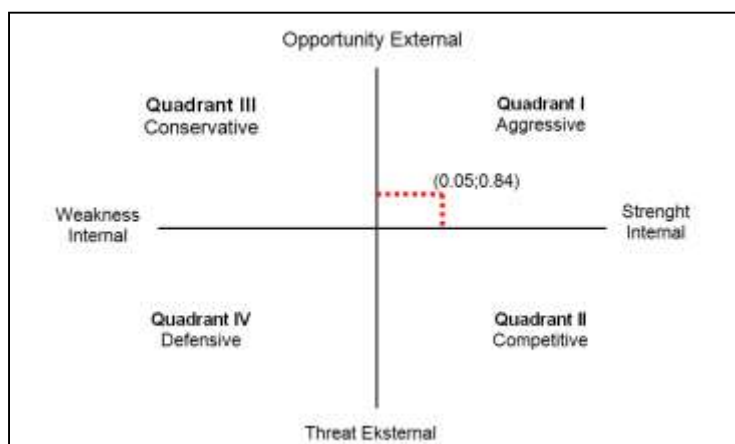


Figure 2.
Result of SWOT quadrant

Based on the results of the SWOT quadrant analysis in image 2, it can be seen that the position of developing sharia tourism in the natural tourist area of Batu is in quadrant I. This position is very beneficial in the development of sharia tourism in natural tourism areas. So, in this case the relevant parties can use the internal forces contained in Batu's natural tourist areas to take advantage of existing external opportunities. The strategy that must be implemented in developing sharia tourism in natural tourism areas is to support aggressive strategies to achieve maximum progress.

After describing the factors of strengths, weaknesses, opportunities and threats, then develop strategic factors related to efforts to develop sharia tourism in the region using the SWOT quadrant properties. In the SWOT quadrant, the strategies that can be chosen include Structural-Opportunities, W-O (Weaknesses-Opportunities) strategies, S-T strategies (Strengths-Threats) and W-T strategies (Weaknesses-Threats). But based on the results of the SWOT analysis are in quadrant I (figure 2), so the alternative strategy used is the SO (Strengths-Opportunities) strategy.

Strategies that must be prepared in order to take advantage of the strengths and opportunities that exist in developing sharia tourism in the natural tourist area of Batu City, then it is necessary to do the strategy factor as follows:

1. Improve service quality

Improving the quality of services are more directed towards the sharia tourism system. Important points in the planning of halal tourism marketing, including:

providing all information to tourists related to tourism offered; a good impression of tourists is a capital to tell to tourists who will visit; limit use of natural tourism to keep coastal conservation clean and beautiful; support all restaurants to get standard halal certification that must be done; and the presence of prayer rooms and location directives using Arabic and English (Chookaew, *et. al.*, 2015).

2. Increasing sharia tourist attraction.

Utilizing all existing resources as sharia tourist attractions. Various types of natural tourism include: adventurous tours, hot spring tours, ecotourism, and waterfalls with beautiful, beautiful landscapes and strategic locations. Sharia tourist attraction can also be added attributes for sharia tourism development, given: Worship Facilities (Mosques or mosques in each destination, adzan reverberates every prayer time, qibla instructions, Qur'an available at the hotel, supply adequate water for self purification); Halal Products (halal food and beverages, special areas for women in hotels or destinations, swimming pool and sports area separate between men and women); Islamic morals (rules for sharia principles for halal tourism staff, awareness of wearing clothes that are in accordance with Islamic rules, prohibition of prostitution activities, adult TV censorship); and no alcohol and gambling activities (Pratiwi, 2016).

3. Increasing the role of stakeholders

Involving all stakeholders in cooperation in planning and managing sharia tourism in natural tourism areas, this is to improve the local economy and increase human resources so as to avoid threats to tourism resources. Cooperation can be done with the surrounding community and the private sector. Stakeholders from the community around tourism have a very important role, not only as beneficiaries of development, but also as the driving force for the success of tourism development in their respective regions (Rokani, 2018; Muzha, 2013).

4. Enhancing foreign language skills.

Improving foreign language skills to all employees and travel managers to create sharia tourism that can be internationally competitive. The global language is English. The role of English is important for the tourism industry as a means of communicating, negotiating, and making transactions between tourists and tourism employees. As an

example in Thailand, the tourism industry is one of the fastest growing businesses so it plays an important role in the Thai economy (Prachanant, 2012).

CONCLUSION

Based on the results of the analysis that has been done, the implementation of sharia values in the natural tourist area of Batu City has been most of them already exist after being reviewed based on five aspects which include: policy, economic, social, environmental and ecological law. While the strategy of developing sharia tourism in the natural tourist area of Batu City uses EFAS-IFAS and SWOT quadrant is obtained in quadrant I, which is an aggressive strategy. In this case, the alternative strategy used is the SO (Strengths-Opportunities) strategy. The strategy used is: (1) Improving the quality of services that lead to a system of sharia tourism; (2) Utilizing all existing resources as sharia tourist attractions; (3) Involving all stakeholders in cooperation in planning and managing sharia tourism in natural tourism areas; (4) Improving speaking skills to all employees and tour managers.

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