

Marketing Strategy Implementation in Developing Sharia Tourism in Indonesia

Santi Mutiara Asih¹⁺ and Sinta Kemala Asih¹

¹STIE Ekuitas, Indonesia

Abstract. Along with the development of tourism in Indonesia, which is increasingly a lot of domestic and foreign public interest in sharia tourism, the Indonesian government is currently developing the program. It was seen that this program would have good impact, especially for Indonesian tourism. So it is necessary to develop appropriate marketing strategies. Then to develop tourism prospects sharia government could use such a marketing strategy, marketing for instance, marketing mix and Segmenting, Targeting and Positioning (STP). The marketing mix is a set of marketing tools used by a state or a company to continue achieving its marketing objectives in target market. STP is the most important initial step in identifying customer value. In such away, it is expected from the use of this strategy could make sharia tourism as a market leader in the field of tourism in Indonesia, it also could attract more tourists to visit and increase economic returns.

Keywords: Sharia Tourism, Marketing mix, Segmenting, Targeting and Positioning.

1. Introduction

Tourism is a field which gave a lot of contribution for economic growth. Tourism sector is a potential creative industry to be developed. Besides of promising and able to be developed, this business is an intensive business that can synergize with many other business sectors.

Application of sharia economics has been implemented in various country around the world. Islamic Economics development or known as Sharia Economics in the past three decade is growing steady along with a lot of banks who use Sharia System (Profit-sharing system) in their banking system. The development of Islamic Economics in the world has became a solution in several country that consider interest (riba) is not a best solution in banking.

Even in Indonesia itself, Sharia Economics development grows rapidly. In the years of 1990, the number of Sharia banking services is still about a dozen, but in the early 2000, sharia banking has become prevalent in Indonesia. Not only banking institution, but also non-banking institution is implementing sharia system. For instance, organization such as insurance company, the pension funds company and cooperative is also using Sharia Economics as its systems. Eventhough sharia economics growths in financial field have advanced, it's still perceived lack in tourism sector. Only several countries who is begin to applying sharia tourism program whereas have been explained above that tourism can contribute in economic growth.

Sharia tourism is one of tourism systems which its implementation based on sharia rules. The main concept of sharia tourism is a recreational activities with Islamic value. The tourism carry sharia principles and not serving anything that is prohibited in the Islamic rules, like serving alcoholic drinks and a swimming pools without any restriction between male and female.

Sharia tourism is a new world trends, not only limited to religious tourism or pilgrimage tourism which has high potential business growth, but also believed able to increase economics growth. The essence of sharia is to eliminate dangerous factor for humanity and environment from the products or services, to make sure it's beneficial for all segmentation.

⁺ Corresponding author. Tel.: +6289-604-167-467.
E-mail address: mutiara_asih@yahoo.co.id.

As for the development of sharia tourism nowadays, include the following four type of tourism business components : Hotel, Restaurant, Tourism Agency and Spa.

In the application, sharia tourism prioritize halal and safe products to be consumed by muslim tourism. But, it doesn't mean that non-muslim tourist are not able to enjoy sharia tourism. For the non-muslim, sharia tourism with halal products is a health guarantee, because in the principle itself, sharia implementation mean eliminating factor that will be dangerous for human and the environment in given products or services, and certainly will be beneficial generally, appropriate with Islamic messages which is *Rahmatan lil-'alamin*. Furthermore, sharia system teach human to life in harmony, safe and healthy by not providing alcoholic drinks and entertainment that is close to immorality and insecurity in financial system.

2. The Prospect of Indonesia Sharia Tourism

Tourism sector based on Sharia in Indonesia looks promising, as the Government through the Ministry of Creative Economics and Tourism gives full support to the development of Sharia tourism in Indonesia. Formal support from the Government is evidenced by the Conference Sharia tourism countries members of the Organization of the Islamic Conference (OIC) International Forum on Islamic Tourism in Jakarta.

According to the former Deputy Minister of Indonesia Creative Economics and Tourism Sapta Nirwandar, mentioned World Islamic tourism potential is worth US\$ 2.47 trillion or equivalent to Rp 28.837 trillion in 2018. Because, every year, the muslim world travellers continue to rise significantly. In addition, in studies of Thomson Reuters in Global Islamic State of the Economy (2013) reported that global muslim expenditure for culinary and lifestyle reaching US\$ 1,62 Billion in 2012, predicted will keep increased until US\$ 2,47 billion for the next four years. Meanwhile, the Pew Research Center's Forum on Religion and Public Life revealed the world's Muslim population is expected to continue to grow from 1.6 billion or approximately 23.4% of the world's population amounted to 6.9 billion in 2010 to around 2.2 billion or approximately 26,4% of the total world population by as much as 8.3 billion in 2030, with an average growth of 1.5% for the Muslim population each year. This is a great potential for Indonesia to develop Islamic tourism which will have an impact on increasing the income of the country.

Actually, Indonesia with a majority of muslim population is categorized as a country with low responsiveness in sharia tourism compared to another muslim countries like Malaysia and Turkey. Whereas, Indonesia has a same opportunity and even more because there is a lot of strategic place that fit as sharia tourism destination, like Aceh, West Sumatera, Riau, Lampung, Banten, Jakarta, West Java, East Java, Makassar and Yogyakarta.

One of the countries that have successfully run Tourism Malaysia are Shariah-compliant. Malaysia has built the Sharia concept since 2006, even already had Sharia Tourism General Directorate since 2009. It makes their sharia tour program more integrated so that more coordinated. With the development of Islamic tourism, Malaysia was able to scoop up huge economic revenues. And make Malaysia as top 3 of tourist destination along with Turkey and the United Emirates Arab. Besides of Malaysia, non-muslim country also implementing this country. For an instance, a country like Thailand, Australia and America which lately didn't pay any attention in sharia tourism has begun to plan a strategy and gather their potential. Those country offers sharia tourism concept with safer facility and halal certification. Also, Hongkong and Japan also developing sharia-based tourism with great concern in services, hotels and restaurant business.

According to a survey from Republic of Indonesia Statistics Bureau, the number of foreign tourists who have visited Indonesia in January to September 2014 is 6.909.674 people with most portion is from UK, Malaysia, China, Singapore and Australia predicted will increases every years. This is a potential for Indonesia to increase tourism especially in sharia tourism.

3. Acknowledgements

To be able to develop sharia tourism in Indonesia, government should implement marketing strategies; STP and marketing mix.

- Segmenting, Targeting, Positioning
- Segmenting of sharia tourism marketing

- Geographic Segmentation:

In Indonesia, sharia tourism definition spreads across Indonesia area, starts from Sabang to Merauke. There are: Aceh, West Sumatera, Riau, Lampung, Banten, Jakarta, West Java, East Java, Makassar and Yogyakarta.

- Demographic Segmentation:

- Age: Types of sharia tourism could be beneficial for every age circle whether from a baby to adult because an offered service is safe, comfortable and appropriate with sharia principle.

- Members: Tourism sharia increasingly becomes a trending in the business world following the rapid of increasing in activity conducted tour of Muslim communities in various parts of the world. In such away, that sharia tour is suitable for the middle and upper economic society. It is because economic development in the Muslim-majority countries in the last decade that continues to grow and categorized as disposable income.

- Targeting

The target are entire communities in Indonesia and abroad who are interested in nuances of Islamic tourism. Sharia tourism targeting strategy is to provide safe and comfortable facilities. Moreover, doing promotion of sustainable, hence people know sharia tourism.

- Positioning

Sharia tourism is expected becoming a leader market in tourism sector, in such away there is not only the banking sector which has implemented sharia system already but also the tourism sector. Marketing mix implementation in sharia tourism program development.

- Product

Name of a service product is sharia tour, where the product could not just be beneficial to Muslims but also to all people in the world. This product is also a continuation of the implementation of Islamic economics, as long as the Islamic economy continues to show good performance in economics. Hence an idea appears to develop tourism with Islamic principles. The provisions are based on Islam principles in order to support the economy of a state. Travel sharia has been developed at this time, including sharia hotels, sharia flight, sharia travel packaged, halal restaurant (kosher food), and spa. The offered facilities support the tourists to enjoy a visit to a region or a country without fear at all. Hotels usually filled with bad impression, people often do something beyond genuineness which makes some Muslims, particularly from Islamic countries hesitate to rent a hotel, therefore the sharia tour offers different facilities, there are some rules for someone who would to rent a hotel, including those who would rent must show identity card, a couple must show married card to prevent the things which are not desirable, the availability of the Qur'an, prayer mats and Qibla direction in the room, as well as in the toilet supplied water for purification, urination, bowel and even a shower. In sharia restaurant the menus provided should be lawful and healthy which are able to be consumed by everyone. Moreover, there is a removal of entertainment bars and alcoholic beverages which usually sold at the restaurant. Furthermore Spa sharia is not far from the existing spas. Sharia Spa also offers services to consumers' reflection, but with a different concept. For sharia spa services for men and women were separated, for male consumers would be served by a male, and female consumers would served by a female too. The materials used for the spa must be made of halal ingredients and natural.

- Price

A price is an important factor. Most of people decide to choose tour destination would figure out the offered price from every tour and travel agents. In such away, the offered price should be appropriate with service quality given.

- Place

Sharia tour is related with a place, the government in this aspect, before deciding to run tours of sharia, they must look first areas or places that could potentially be used as a tourist place of sharia. The area should have religious values, easily accessible and local wisdom occurred. In addition, the area could be a symbol of the state itself.

- Promotion

In such way Indonesia could attract tourists both local and foreign, we should hold a promotion. Promotion is an activity to introduce a product that we manage to be well known and people will enjoy these products. Promotion could be done some steps, there are:

- Oral promotion

Oral promotion is an announcement which relies on human, the information is directly delivered. People receive the information from others and re-deliver to other people.

- Website

Currently, there are a lot of service and product which is promoted by website or social media, as a sign of development of technology. Besides that, websites are easy to be accessed. Moreover the information given is clear.

- Seminar

Presenting promotion with bigger scale could be done by holding a seminar. Seminar could be done by inviting students, legal party, society and could be done by countries which have good potentiality. By holding seminar, it is expected that the participants could be interested in enjoying sharia tour.

- The relationship between nations

Both countries which have bilateral relations can promote countries that run sharia travel system. For example: Countries that are members of the OIC (Organization of Islamic Conference) could help each other to promote Islamic tour contained in every OIC member states.

- People

To execute a plan should be supported by people. Therefore, to endorse the implementation of sharia tour and travel the government should improve the existing human resources in the country. In such way, that the plan will be achieved by human resources supportively and synergily. One way in improving the quality of human resources is by training. Each of school tourism in Indonesia should provide sharia education services, in such way the students learn to serve customers based on Islamic principles.

- Process

Process is all the actual procedures, mechanisms and flow of activities that are used to deliver services. In this sharia tourism, implementation process should be in accordance with the principles of Islam in which there is no element of fraud, deception, confusion, excessive risk, corruption, manipulation, and usury. In addition, because sharia tourism business is more oriented to services, then the service provided should be in accordance with the rules of Islam that meets aspects of hospitality, friendly, honest, trustworthy, helpful and say sorry (if any) and thank you. Care should also be performed at the limits allowed by Islam, for example, does not lead to seclusion. Also, avoid the things that invite disobedience as the sharia hotel waiter/es should wear clothing or uniforms and neatly closed.

- Physical Evidence

Implementation of sharia tourism should pay attention to physical evidence for a real thing that influences the consumer's decision to purchase and use the product and services offered. Physical evidence in sharia tourism for instance is a hotel building. The building could be made to resemble the magnificent mosque where the decor is equipped with a typical Indonesian ornament adapted to the values of beauty in Islam and not contrary to sharia. Ornament sculpture and painting living beings avoided.

4. Conclusion

The way that should be implemented to develop sharia tourism is by coordinating government and business stakeholder to create Indonesia as world sharia tourism destination. The government must give a lot of attention and be optimistic that this business will develop rapidly, yield incomes, and creates a clean business environment. Moreover, the government should complete and fix the facility in tourism destination, decides the decent standard to support the going concern of sharia tourism, and also promoting the programs to local and foreign tourist. The society is also required to support the programs that will be conducted by the government and willing to be involved inside of the programs.

5. References

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