



Halal Tourism in Kampung Al-Munawar, Palembang: Analysis with the Global Muslim Index Travel Approach

Nilawati¹⁾; M. Fachry Zaiman²⁾; Rr. Rina Antasari³⁾; Fauziah⁴⁾

^{1, 2, 3)} Universitas Islam Negeri Raden Fatah Palembang, Indonesia

Email: ¹⁾ nilawati_uin@radenfatah.ac.id; ²⁾ zaimannoir@gmail.com; ³⁾ rinaantasari_uin@radenfatah.ac.id; ⁴⁾ fauziah_uin@radenfatah.ac.id;

How to Cite :

Nilawati, N., Zaiman, M.F., Antasari, Rr. R. Fauziah, F. (2024). Halal Tourism in Kampung Al-Munawar, Palembang: Analysis with the Global Muslim Index Travel Approach. EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 12(2). doi: <https://doi.org/10.37676/ekombis.v12i2>

ARTICLE HISTORY

Received [23 February 2024]

Revised [29 March 2024]

Accepted [26 April 2024]

KEYWORDS

Development; Halal Tourism;
Kampung Al-Munawar; GMTI;
ACES

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ABSTRACT

This research aims to look at the development of halal tourism in Kampung Al-Munawar, Palembang, South Sumatra based on the GMTI (Global Muslim Index Travel) halal tourism standards with ACES (Access, Communication, Environment, and Services) assessments. This type of research is qualitative. The data source used is primary data resulting from observations and interviews with the people of Al-Munawar Village, Palembang. This research found that development in Kampung Al-Munawar using the ACES (Access, Communication, Environment, and Services) method can be seen that some of the development criteria in Kampung Al-Munawar are good and some can be categorized as bad but close to sufficient.

INTRODUCTION

Indonesia's population with a majority of Muslims is one of the supporting factors for the implementation of waqf which can be used to develop the halal tourism sector even though the realization of waqf itself has not yet reached the target. A 2006 study at the Syarif Hidayatullah State Islamic University in Jakarta found that nationally recorded waqf wealth in Indonesia amounted to around 363,000 parcels of land with an ostensible value estimated at Rs 590 trillion. At an exchange rate of IDR 9,250/USD, this is equivalent to more than US\$ 67 billion, which is of course very high. If all of these Waqf assets were to be sold, the proceeds would cover 100 percent of the all out foreign debt of the Government of the Republic of Indonesia in 2008, equivalent to "only" \$60 billion. This is to make it easier to understand how big the waqf assets are. In another context, compare the value, which is around 85% of the 2009 Indonesian APBN. This is around IDR 700 trillion/year (Megawati, 2014).

One of the cities in South Sumatra is Palembang which has several tourist destinations. One of them is the Al-Munawar area which is also known as the Arab Village. Al-Munawar Arab Village in Palembang has a unique character that defines its identity. The uniqueness arises from the layout of the Musholah as the main entrance to the Musi River water area which is the main

highway for the people of Palembang city. From an architectural aspect the house is arranged in an east-west orientation, with a north-south exposure to the surrounding open spaces. The dense network of roads and cul-de-sacs connected to highways form an imperfect network (Maharani Ratna, 2013). The presence of Kampung Al-Munawar as one of the halal tourism destinations is also inseparable from practices related to Islamic law in the field of sharia economics by increasing the assets of the local community.

Al-Munawar Arab Village is open every day except Friday, from 08.30 am to 17.00 pm and has a population of around 300 people or around 30 families. Generally, they work as traders as well as being religious teachers, lecturers or Koran teachers. They also have mixed customs between Arab and Malay, including 1) Religious activities which are still preserved in the form of hauls, the Prophet's Birthday, 40-night Arba'in which are carried out by going around paying tribute to people's houses. all the people in the city of Palembang, including Chinese, Malays, Arabs and Indians. Especially for families of Arab descent, the Isrin tradition is known to strengthen ties with each other. Isrin is carried out after Arbain; 2) The ruahan festival which is held a few days before the arrival of the holy month of Ramadan which includes activities such as the Qubroh Pilgrimage for 3 consecutive days starting from Friday to Sunday with consistent traditional rules which culminates in a pilgrimage to the grave of Sultan Baharuddin; 3) The school holiday pattern is on Fridays and activities continue to run on Sundays which receive priority permission from the Palembang City Government; 4) The tradition of interracial marriage where a woman of Arab descent cannot marry a Native man, and does not apply to men of Arab descent. As a consequence of this, premarital learning is also implemented with proof of a learning certificate as a condition for getting married in the village area; 5) Al-Munawarah Village Coffee Festival with kebuli rice and a mixture of raisins along with side dishes such as goat curry, goat curry, chicken curry, lettuce, pickled pineapple. The Arabic-style lesehan pattern is something different and unique for visitors who are unfamiliar with this activity (Mardeli, 2017).

The existence of the Al-Munawwar area can be used as an example of the progress of human civilization in the form of physical remains, as evidence of progress in all aspects of life through the optimization of waqf. Waqf as a sharia financial instrument has the potential to develop halal tourism. This is proven by the existence of the Al-Munawar area and the willingness of the surrounding community to make Kampung Al-Munawar a halal tourism target, showing similarities to the waqf mechanism. The previously identified waqf mechanism needs to undergo waqf development by paying attention to indicators that can support tourism activities as stated in the Global Muslim Travel Index.

Several studies have been carried out previously, including research of Mujib & Nurwahidin (2023), Pauzi et al. (2021), Zainuri et al. (2021), Nishtar & Mustafa (2019), and Arisanti & Kurniawan (2022). Different from previous research, this research focuses on halal tourism in Kampung Al-Munawar using the Global Muslim Travel Index approach. Therefore, this research aims to analyze how Kampung Al-Munawar Tourism Waqf is developed based on the Global Muslim Travel Index.

LITERATURE REVIEW

Halal Tourism

The Organization of the Islamic Conference (OKI) provides a definition of halal tourism, the terminology used by the OIC is Islamic Tourism, namely Islam and tourism is based on the Al-Qur'an QS. Al-Ankabut/29: 20.

QS. Al-Ankabut/29 verse 20 provides an overview of the recommendation for humans to travel on earth to learn lessons from Allah's creation and receive His grace. Islamic Tourism is defined as tourist travel aimed at providing tourist services and facilities for Muslim tourists in accordance with Islamic rules. There are several terms used besides Islamic Tourism, namely Halal Tourism, Sharia Tourism, Muslim-Friendly Tourism. Researchers here prefer to use halal tourism or halal tourism because this word better represents aspects of tourism that are friendly to Muslim

tourists and also represents Islamic sharia with the word 'Halal' which does not just represent food and drinks, but also hotels, facilities and services according to with Islamic law. Meanwhile, the Global Muslim Travel Index as an institution that focuses on developing world halal tourism explains that halal tourism is tourism that is carried out in accordance with Islamic principles with the aim of providing facilities and services that are friendly to Muslim tourists (Subarkah, 2018).

Several things need to be considered in halal tourism, namely: local governments can provide worship services such as prayer facilities; then the availability of food and guarantees with halal labels, adequate public facilities such as toilets with clean water, services and facilities during the month of Ramadan, as well as the absence of alcoholic beverage activities and private services that can differentiate between women and men. Indonesia itself, in developing halal tourism, adopted the Global Muslim Travel Index criteria as a reference for halal tourism development. For this reason, an agency was formed under the auspices of the Ministry of Tourism of the Republic of Indonesia which has the authority and responsibility to regulate tourism in Indonesia, a special agency called the Halal Tourism Development Acceleration Team (TP3H), a team which is given the authority to help the government map, develop and provide appropriate regional guidelines. has the potential to develop halal tourism.

Global Muslim Travel Index

The Global Muslim Travel Index (GMTI) is a report containing the Halal Travel Development Goals, a comprehensive framework that serves as a roadmap for the development of the halal industry. This framework can be used to recognize strategic roles in the Halal space and play various important roles in developing the Halal travel ecosystem. Additionally, as destinations and service providers continue to make strides in providing value to the Muslim travel market through such initiatives, most of these objectives will be highly relevant to developing a sustainable Halal travel services ecosystem.

In the assessment standards carried out by GMTI, there are at least several assessment aspects that are important to pay attention to in this research. The author uses GMTI attributes, namely ACES (Access, Communication, Environment, and Services) as in table 1.

Table 1. ACES (Access, Communication, Environment, and Services) indicators

Access	Communication	Environment	Services
<ul style="list-style-type: none"> • Water Access • Road Infrastructure 	<ul style="list-style-type: none"> • Muslim Visitor Guides • Education • Market Outreach • Tour Guides 	<ul style="list-style-type: none"> • Wi-Fi Coverage • Commitment to Al-Munawwar Village Tourism 	<ul style="list-style-type: none"> • Halal Food • Mosques • Private Attractions

METHODS

This type of research is qualitative with a descriptive approach. Primary data was obtained from the Al-Munawwar village management consisting of the RW Chair, RT Chair, RT apparatus, Al-Munawwar village tourism manager, and traditional elders in Al-Munawwar village. Secondary data in this research comes from data released by the Indonesian Waqf Board (BWI) and the Global Muslim Travel Index. Data collection techniques through in-depth interviews, observation and documentation. The analytical technique used in this analysis is qualitative. The method in this research uses a modification of the IMTI (Indonesia Muslim Travel Index) model which uses the GMTI, ACES (Access, Communication, Environment, and Services) attributes as implemented in IMTI, but in calculating the score it uses a point rating system.

RESULTS

Based on the results of surveys conducted in the field using the ACES (Access, Communication, Environment, Services) model, the results obtained are as follows:

Table 2. Calculation of ACES Model Survey Results

Criteria	Criteria	Indicator	Sub Indicator	Weight
Access	Transportasi Access	Availability of Water Travel Routes	• Ship speed board	0.33
			• Cruise ship	0.14
			• Pinisi ship (sailing ship)	0.0
		Availability of land travel routes	• Private car	0.16
			• Rental car	0.14
			• Private motorbike	0.16
	• Motorbike rental		0.13	
		• Pedicab	0.07	
		• Bentor	0.14	
	Road Infrastructure	Infrastructure Availability	• The road is comfortable for vehicles to pass	0.5
			• There is no road damage such as potholes and so on	0.5
		Convenience in Getting to the Location	• No traffic jams	0.14
	• Does not create traffic obstacles		0.11	
		• Has sufficient road space for vehicles (small cars and large cars)	0.18	
Access Value Score				3.14
Communication	Visitor Guide	Availability of Guides for Tourists	• Pamphlets	0.0
			• Brochures	0.0
			• Small Billboard	0.09
			• Banner	0.09
			• Website	0.06
			• Youtube	0.11
	• Instagram	0.11		
			0.09	

	Education	Organizing workshops or training and seminars regarding Al-Munwar Village	• Hold 1 training and seminar	0.20
			• Held training and seminars 3 times	0.19
			• Held training and seminars 5 times	0.17
			• Held training and seminars more than 5 times	0.0
	Market Outreach	Tourism Event in Al-Munwar Village	• There is 1 event being held	0.20
			• There were 2 events held	0.18
			• There were 3 events held	0.17
			• There are more than 3 events held	0.16
	Brochures/Other Marketing Media	• Promotion via Brochures	0.0	
		• Promotion through newspapers	0.17	
		• Promotion via social media	0.20	
		• Promotion via ear to ear (stories)	0.18	
Tour Guide	There is a tour guide in Kampung Al-Munawar	• There is 1 tour guide	0.20	
		• There are 2 tour guides	0.15	
		• There are 3 tour guides	0.14	
		• There are more than 3 tour guides	0.13	
Communication Value Score				3.55
Environment	Wi-Fi Coverage at Airports	Availability of Internet Access / Wi-Fi	• Providing an area with Wi-Fi facilities	0.0
			• Providing a counter to purchase internet packages	0.0

	Commitment to Al-Munawar Village Tourism	Commitment to Implementing and Having Al-Munwar Village Tourism Regulations	<ul style="list-style-type: none"> • There are regulations regarding the rules for entering tourist areas • There is a Management Group in tourism management 	0.50 0.45
		Carry out Care and Maintenance of Kampung Al-Munawar Tourism	<ul style="list-style-type: none"> • There are regulations regarding the rules for entering tourist areas • There is a Management Group in tourism management 	0.40 0.40
				Environment Value Score
Services	Halal Food	Availability of Halal Food	<ul style="list-style-type: none"> • Providing food with clear halal certification • Providing food with halal certification but which does not yet have halal certification 	0.38 0.50
				Mosque

			wish to perform prayer services	
	Private	Availability of buildings or environments to maintain privacy between village residents and tourists	<ul style="list-style-type: none"> • Availability of separation structures between village residents and tourists • Has a rest area that can be used for tourists • Availability of smoking area • Public Toilets are available for both Men and Women 	0.20 0.19 0.0 0.25
	Attraction	Availability of Islamic Heritage Site / Islam-Related Attraction & Cultural & Local Attractions	<ul style="list-style-type: none"> • Has interesting tourist attractions • There are unique cultures and customs and events • There are very interesting photo spots 	0.33 0.33 0.28
Services Value Score				3.11

Based on the results of observations that have been made in Al-Munawwar village, several aspects have been fulfilled in carrying out tourism development in Kampung Al-Munawar using ACES (Access, Communication, Environment, Services), aspects that can or need to be developed, namely:

Access

In Kampung Al-Munawar, to get to this village you can take two routes, namely the river/water route and the land route, the river/water route can be accessed by renting a small boat at the Ampera Bridge pier at a fee agreed upon by the boat owner and the candidate. boat passengers, or by other routes besides the pier on the Ampera bridge, and in Kampung Al-Munawar itself a small pier has been provided to accommodate small boats which will later visit Kampung Al-Munawar. The advantage of this river/water route is that it is free of traffic jams and tourists can enjoy crossing the Musi River which is one of the icons of the city of Palembang, but the drawback of this boat route is that the number of boat passenger quotas is limited so it is not possible to bring tourists en masse to visit Kampung Al-Munawar and they have to queue or look for another boat owner and the price is low. The decision is not necessarily the same as the previous one to go to Kampung Al-Munawar tourism.

Meanwhile, for the availability of land routes, Kampung Al-Munawar, which is located across from Ulu II Palembang, can be accessed by car, motorbike, pedicab, etc., and tourists can cross the Ampera bridge to get to Kampung Al-Munawar and the village has provided a payment counter to enter the village. by land and the village also provides a parking lot, but in fact access to the

village entrance can be said to be quite narrow, because the area of the entrance can only fit one car and the entrance to the village and exit from the village are on the same route so sometimes there are vehicles want to enter and leave simultaneously, making things complicated due to limited land. The advantage of using the land route is that visitors can be presented with views of the city of Ampera, which is one of the icons of the city of Palembang, and the search for rental vehicles for land vehicle renters can be accessed more widely. However, the disadvantage of this land route is road congestion because the village tourism allocation is a public route that is often passed by various land transportation and routes in and out of the village are still on the same route.

The road to get to Kampung Al-Munawar can be classified as very good because the road to get to Kampung Al-Munawar is still smooth and has no holes, so it provides comfort for vehicle users, but to get to this place, tourists have to pass through a market that is crowded with sellers and buyers, so this often happens. The long traffic jam is quite annoying because if tourists have limited time to visit the Kampung Al-Munawar tourist attraction and still have schedules for other activities, this of course cuts down a lot of tourists' time.

Communication

The availability of a guide for tourism is one of the most important elements in a tourist spot, in Kampung Al-Munawar itself there are guidelines and rules for entering the village which have been determined by the Kampung Al-Munawar tourism manager itself. The village guide is in the form of a description of the historic buildings in the village. village and it is in every historic building in the village, for the training or workshop itself from the interview with Mr. Muhammad as the chairman of Beliu village, he stated that they had already carried out training in tourism activities held by the Palembang city provincial government, and this happened when will revoke one of the biggest sporting events in Asia, namely.

SEAGAME but after that the provincial government no longer held training and workshops, there were several events held at the Kampung Al-Munawar tourist attraction, one of which was the Kampung Al-Munawar Coffee Festival. The village has a long history with coffee. Since the 60s, several residents of this Arab village have had their own brands of coffee. Of the five coffee brands, now only coffee with the 'Sendok Mas' brand is the historical legacy of Al-Munawar coffee, and for marketing or promotion of Kampung Al-Munawar, the village has its own website that promotes Kampung Al-Munawar and also several newspaper media and has a separate video on YouTube that describes the history of the village, culture and an introduction to the historical buildings in that place and spreads about the village by word of mouth.

Environment

In this day and age, with the rapid development of technology, the internet is an important element in carrying out an activity, such as in tourism. By using the internet with various media, tourists can order tickets, make hotel and restaurant reservations, look for interesting tourist destinations, by providing services. The internet in Kampung Al-Munawar does not yet have Wi-Fi/internet availability. If the village has this facility, at least it could make it easier to order tickets, hotel and restaurant reservations for tourists who will visit, especially foreign tourists, and this will be an added value in itself. from Kampung Al-Munawar.

In carrying out tourism in Kampung Al-Munawar, the tourism managers of Kampung Al-Munawar are committed to carrying out tourism in Al-al Munawar Village, such as having housekeeping regulations from the village for tourists who will visit as well as carrying out maintenance of both historic buildings and the roads inside. village., in implementing its rules, the Kampung Al-Munawar tourism management has determined the rules when entering the Kampung Al-Munawar tourist attraction, one of which is that men must not wear shorts and their clothing must be modest, and women must cover their private parts by wearing The hijab and clothing must be polite and not reveal your aurat. If this rule is violated by tourists, the tourism

managers of Kampung Al-Munawar agree that whether they like it or not, they will prohibit tourists who violate the rules and regulations in Kampung Al-Munawar from entering and carrying out maintenance. The tourist attraction in Kampung Al-Munawar can be said to be good because this is proven by the maintenance of their historic buildings which are more than 350 years old and they carry out road maintenance to provide comfort for tourists who will visit Kampung Al-Munawar, but during observation during the visit in the village, it would be good if the building was renovated, painted, so that the building looks more attractive and so that it doesn't look cloudy.

Services

Kampung Al-Munawar has a tourist destination, which is a historic building that is more than 350 years old and has customs and culture inherited from the first generation of Kampung Al-Munawar itself until today. Kampung Al-Munawar has several cultures and Rumpa-Rumpakan. Haul Aulia, Ziarah Kubur, Walimatul Ursyi, Maulid Arba'in etc., Munawar village also provides typical village culinary delights with lots of spices but still doesn't have hala certification, but because there is no halal certification and the village is sure that the food they provide This is halal, it can be categorized as self-claiming, self-proclaimed halal and for privacy, the buildings in the village have been renovated in such a way that privacy is maintained between the village residents and tourists who will visit Kampung Al-Munawar for its own place of worship. Kampung Al-Munawar provides a prayer room. what is unique is that it is built on top of a Musi river so that it has its own impression for tourists who want to try taking photos and want to carry out worship, but for the ablution place there is only one place and it is not yet separated between men and women because the village prioritizes men who want to worship at the Kampung Al-Munawar prayer room.

Discussion

Based on the results of the researcher's search to Kampung Al-Munawar, as well as conducting an assessment using the ACES (Access, Communication, Environment, Services) model based on GMTI, we can see that:

Access

In Kampung Al-Munawar, to get to this village you can take two routes, namely the river/water route and the land route, the river/water route can be accessed by renting a small boat at the Ampera Bridge pier at a fee agreed upon by the boat owner and the candidate. boat passengers, or by other routes besides the pier on the Ampera bridge, and in Kampung Al-Munawar itself a small pier has been provided to accommodate small boats which will later visit Kampung Al-Munawar. The advantage of this river/water route is that it is free of traffic jams and tourists can enjoy crossing the Musi River which is one of the icons of the city of Palembang, but the drawback of this boat route is that the number of boat passenger quotas is limited so it is not possible to bring tourists en masse to visit Kampung Al-Munawar and they have to queue or look for another boat owner and the price is low. The decision is not necessarily the same as the previous one to go to Kampung Al-Munawar tourism.

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CONCLUSION

Kampung Al-Munawar is one of the tourism objects in South Sumatra, Palembang with a history of around 350 years. The village was made a tourism object in 2015 as a form of success in the ASEAN Games. Al-Munawwar village has several religious activities and a long history which is one of the factors. Al-Munawwar village was made a Halal Tourism object so that in 2018 Al-Munawwar Village was made a religious tourist attraction which is better known as Halal Tourism by the South Sumatra Province Tourism and Culture Office.

However, this cannot be separated from the standardization of GMTI (Global Muslim Travel Index) halal tourism with the ACES criteria, meaning that there are still several aspects of Kampung Al-Munawar that can or need to be further developed, including Access, Communication, Environment and Services using the score method. It can also be seen that the Access, Communication and Services aspects are already good with an average score of 3 and for the Environment it still needs to be improved further because it is still said to be bad but it is close to sufficient based on the score results and therefore the author suggests that the village should consider Environmental facilities. Namely, internet services such as providing Wi-Fi are available because in this day and age it is very important for internet users to access communications, order tickets, hotels, map directions (Google maps), and so on. So that tourism can be created that meets GMTI standards and provides security for tourists, especially Muslim tourists, and this can be a measuring tool in identifying which aspects of tourism need to be developed and which ones can be developed further.

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