

Bengkalis Regency Halal Tourism Potential in Increasing Regional Income

Zulfikar Hasan^{1*}, Nur Azlina²

^{1,2} STAIN Bengkalis, Indonesia

*zulfikarhasan61@kampusmelayu.ac.id

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ABSTRACT

The research we did was to see how the tourism potential in Bengkalis Regency, where tourism here can also be developed as halal tourism, can impact Bengkalis Regency's regional income. From this, we can observe that the development of halal tourism in the Bengkalis Regency is still not optimal, apart from the lack of a natural position that cannot be used as a tourist spot. This proves that good and integrated management is indispensable for tourism development, especially halal tourism. In this study, we used the descriptive analysis method in addition to looking at the SWOT analysis. We hope that in the future, as researchers, we hope that the Bengkalis Regency government can manage tourist attractions as well as possible and allocate more funds for the development of tourism attractions in the Bengkalis Regency. In addition to increasing Human Resources, especially in mastering English, it is also necessary to promote to the outside world that Bengkalis have a tourist attraction with halal tourism packaging.

ABSTRAK

Penelitian yang kami lakukan untuk melihat bagaimana potensi pariwisata di Kabupaten Bengkalis, dimana pariwisata disini juga dapat dikembangkan sebagai wisata halal yang dapat berdampak pada pendapatan daerah Kabupaten Bengkalis. Dari sini dapat kita lihat bahwa pengembangan wisata halal di Kabupaten Bengkalis masih belum optimal, karena letak alamnya yang belum bisa dijadikan sebagai tempat wisata. Hal ini membuktikan bahwa pengelolaan yang baik dan terpadu sangat diperlukan untuk pengembangan pariwisata, khususnya wisata halal. Dalam penelitian ini, kami menggunakan metode analisis deskriptif selain melihat analisis SWOT. Besar harapan kami kedepannya sebagai peneliti, kami berharap pemerintah Kabupaten Bengkalis dapat mengelola tempat wisata dengan sebaik-baiknya dan mengalokasikan dana yang lebih besar untuk pengembangan objek wisata yang ada di Kabupaten Bengkalis. Selain peningkatan Sumber Daya Manusia khususnya dalam penguasaan Bahasa Inggris, juga perlu dilakukan promosi ke dunia luar bahwa Bengkalis memiliki daya tarik wisata dengan kemasan wisata halal.

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INTRODUCTION

Islamic Economy is an important part of today's Global Economy. The seven sectors of the Islamic Economy have increased significantly in the culinary, financial, insurance, fashion, cosmetic, pharmaceutical and tourism industries (Al Fathan & Arundina, 2019). As published by the 2019 Global Muslim Travel Index, Indonesia is one of the countries with brilliant achievements in halal tourism. Indonesia's struggle to become the best halal tourist destination in the world, according to the 2019 Global Muslim Travel Index (GMTI), has paid off. Indonesia has succeeded in shifting Malaysia's position, which was ranked first last year (Soemitra et al., 2021). The magnitude of the potential for halal is also ogled by non-Muslim countries such as Singapore, Thailand, England and Japan. Those who prepare facilities for Muslim tourists, especially in the ease of obtaining halal food and praying five times a day.

The development of halal tourism is currently quite fast and has very promising opportunities. The line with the country of Indonesia, which has a lot of tourism potential in the form of beautiful natural scenery (Hasan et al., 2021). In addition, Indonesia is a country with the largest Muslim population in the world; based on the Global Religious Future, Indonesia's Muslim population in 2020 is estimated to reach 229.62 million people.

From the statistical data of Bengkalis Regency, the total number of people is 593,397 Moslems Bengkalis Regency totalling 455,467 people (Hasan, 2021a). These data indicate that the potential of Bengkalis Regency to realize Bengkalis as a halal tourism area is expected to be realized.

Bengkalis Regency is one of the regencies in Riau province. With a Muslim majority population. The geographical location of Bengkalis Regency consists of

islands with coastal areas facing the Malacca Strait directly with beautiful views that are very attractive to tourists, centred on Rupert Island. Bengkalis tourist destinations include Pasir Panjang Beach on Rupert Island, Selatbaru Beach, Lapin Beach, and so on.

The increase in PAD (Locally-generated revenue) does not mean that regions must compete in making new taxes but rather an effort to optimally utilize the region's potential (Ernawaty, 2019) (Hasan, 2021c). The purpose of the research was to provide an overview that in Bengkalis Regency, there are tourist attractions that can be developed into sharia-based tourism attractions, known as halal tourism. The novelty of this research is to provide a new picture of tourism in Bengkalis Regency, which is directly adjacent to Malaysia. That is an opportunity to introduce to foreign countries that Indonesia, especially Bengkalis Regency, has tourist attractions that can be developed as halal tourism.

LITERATURE REVIEW

According to the tourism law no. 10 of 2009, tourism is everything related to tourism, including business, tourist attractions and attractions as well as businesses related to the implementation of tourism. This understanding includes: all activities related to tourist travel, before and during the trip and returning to the place of origin, and exploitation of tourist attractions or attractions (natural scenery, recreational parks, historical heritage, cultural arts performances). Business and tourism facilities include services, travel agencies, tour guides, business facilities, accommodation and other tourism-related businesses (Hasan, 2021d) (Hasan, 2022).

Regarding Tourism, what tourism means is various activities supported by various facilities and services provided by the community, people in business,

government, and local governments (Hasan et al., 2021). The tourism sector in Indonesia is very easy to develop by improving infrastructure, security and well-executed management in order to be able to create a tourism sector that attracts local and foreign tourists with a good sense of satisfaction (Hasudungan et al., 2021).

In another sense, tourism is a journey carried out temporarily and held from one place to another, with the intention of not trying or earning a living in the place visited but solely for the sake of enjoying the trip to meet their needs. To be clear, the definition of tourism is:

1. All activities related to tourist travel,
2. Tourist attraction entrepreneurs, such as tourist areas, recreation parks, historical heritage areas (temples, fortress tombs), museums, reservoirs, cultural arts performances, community living arrangements, and
3. Natural Tourism, such as natural beauty, volcanoes, lakes, beautiful beaches, etc.

In Law Number 34 of 2000, it is stated that the definition of *Regional Tax* is a mandatory contribution made by an individual/ entity to the region without a balanced direct compensation, which can be imposed based on the applicable laws and regulations, which is used to finance the implementation of regional government and development (Wicaksono et al., 2021).

According to Law No. 33 of 2004, PAD (Penghasilan Asli Daerah) is a source of regional revenue that is dug up to be used as the basic capital of local governments in financing development and regional businesses to reduce dependence on funds from the central government. The ability of an area to explore PAD will affect the development and development of the area. In addition, the greater the contribution of PAD to the APBD, the better the government's

performance is considered (Rahman, 2015).

Muslim (*Muslim friendly*) but does not cover its use for non-Muslim tourists. For example, several things that need to be considered in halal tourism include hotels that provide worship facilities for Muslims, halal food and drinks, and a swimming pool and spa facilities with separate schedules or places for men and women. Likewise, mandatory transportation service providers provide convenience for Muslim tourists in carrying out worship during the trip, in the form of offering prayer places on the plane, notification when it is time for prayer, provision of halal food and drinks, and Islamic entertainment during the trip (Zaki et al., 2020).

Halal or sharia-based tourism is understood as tourism products that provide hospitality services that meet *syar'i* requirements (Agustini et al., 2022). The market segment for sharia-based products and services (tourism) is not only for Muslims but also for non-Muslims (Utomo et al., 2020).

Sharia-based products and services have a good effect, are healthy, and lift lifestyles. Sharia-based tourism has created upstream-downstream economic activities based on sharia-based principles, which are believed to contribute significantly to income, both to the economy and behaviour of the surrounding community and the state (Zulfikar, 2020).

The Organization of the Islamic Conference (OIC) defines Islamic Tourism as a tourist trip aimed at providing tourist services and facilities for Muslim tourists following Islamic principles (Arrahmah & Wicaksono, 2022). As for some terms used other than Islamic Tourism, namely Halal Tourism, Sharia Tourism, Muslim Friendly Tourism (Hasan, 2022).

However, the understanding of halal tourism in Indonesian society is still biased. Indonesian people tend to see halal tourism as the same as religious tourism. Halal tourism is adopted from non-Organizational Islamic Conference (OIC) countries that create halal tourism to accommodate the worship needs of Muslims in non-OIC countries, such as providing places of worship and halal restaurants (Yanikkaya & Pabuçcu, 2017).

It is not unexpected that public understanding of the terminology of halal tourism is still rather quiet. Because not only in Indonesia, Malaysia, and the Middle East are also unfamiliar with the terms and differentiating factors for halal tourism with tourism in general (Khaqiqi & Alfansi, 2022). Three groups are classified as religious tourism as a derivative of historical tourism and, at first glance, seem overlapping. However, from the point of view of tourist motivation and destination attractiveness, the three groups have differences. Pilgrimage tourism is a spiritually motivated tour that aims to get closer to the Creator and seek tranquillity following the principles of tourist beliefs, such as Hajj or Pilgrimage (Zaki et al., 2020).

DSN MUI (The National Sharia Council of the Indonesian Ulema Council) has established guidelines for tourism implementation based on sharia principles through fatwa number 108/DSN-MUI/X/2016 to support the development of halal tourism in Indonesia. In the Fatwa, it stipulates (Zaki et al., 2020).

Concerning general principles of sharia tourism implementation, provisions related to parties and contracts, sharia hotels, tourists, tourist destinations, spas, saunas and massages, travel agencies, and tour guides.

Responding to differences in public perceptions and the fatwa issued by DSN MUI as a guideline in organizing halal tourism demands the government to

develop a strategy for halal tourism in Indonesia. The system should solve existing problems and improve the results of halal tourism in Indonesia. Therefore, this research was conducted to explain the development of halal tourism in Bengkalis Regency and analyze the local government's strategy for developing halal tourism in Bengkalis Regency.

RESEARCH METHODS

The analytical method used in this research is the descriptive analysis method and SWOT analysis. The descriptive analysis method is used to analyze the potential development of tourism attractions in the Bengkalis Regency and the contribution of Bengkalis Regency tourism attractions to increasing regional income. At the same time, the SWOT analysis is used to analyze the potential for developing halal tourism attractions in Bengkalis Regency.

Descriptive analysis is one method of solving problems by describing the current subject or object of research with observable facts. In this study, the descriptive analysis method was used to obtain an overview of the potential development of halal tourism attractions in Bengkalis Regency. By using descriptive analysis, the data to be presented in the form of descriptive data in the form of written words from the observed behaviour (Handoko, 2020).

SWOT stands for strengths and weaknesses of the internal environment and opportunities and threats of the external environment in the business world. The SWOT analysis in this study was used to determine the potential for halal tourism in Bengkalis Regency (Hasan, 2021b).

The type of data used in this study is the field study data, where the researcher tries to provide an overview of tourist attractions in Bengkalis Regency and

provides an analysis that can provide implications from this research. The collecting research data by using observation, and after that gives, a breakdown in the form of a SWOT analysis.

RESULTS AND DISCUSSION

Bengkalis Regency is one of the regencies in Riau Province, Indonesia. It's territory covers the mainland of the eastern part of Sumatra Island and the archipelago, with an area of 6,973.00 km². The population of Bengkalis in 2020 is 593,397 people, and the district capital is in the Bengkalis sub-district, precisely on Bengkalis Island, which is separated from Sumatra Island.

Bengkalis Island is right at the mouth of the Siak River, so it is said that Bengkalis Island is a delta of the Siak river. The largest city in this district is the city of Duri, which is in the district of Mandau.

Bengkalis Regency's highest income is oil, the biggest source of its APBD and gas. Bengkalis Regency has a very strategic location because it is traversed by international shipping routes to the Malacca Strait. Bengkalis are also included in one of the Indonesia Malaysia Singapore Growth Triangle (IMS-GT) and Indonesia Malaysia Thailand Growth Triangle (IMT-GT) programs. The Riau Provincial Government's Tourism Office (Dispar) is committed and always optimistic in trying to develop halal tourism or Muslim-friendly tourism during the Covid-19 pandemic.

The geographical location of Bengkalis Regency consists of islands with coastal areas facing the Malacca Strait directly with beautiful views that are very attractive to tourists, centred on Rupat Island. For accommodation for visitors, several hotels are provided in Bengkalis, Duri, Pakning River and

Tanjung Lapin and North Rupat. Bengkalis City has large tourism potential. This is shown by quite a several old buildings from the Dutch colonial era that are still well maintained. One of them is the Dutch heritage prison, built in 1883 and used as a cultural heritage by the Bnegkalis district government. At this time, the prison is under the care of the Bengkalis Regency tourism office and other old buildings. This shows that the Bengkalis community, especially the Bengkalis Regency Government, really values history.

The priority scale to map the potential that will occur in the future, starting from the productivity and welfare of the community, becomes a priority scale where actors begin by observing and preparing tourism development capacity. Furthermore, these actors seek to identify tourism potential by juxtaposing two types of tourism development capacity principles: rules or regulations, partners and investors. The regional government of Bengkalis Regency must cooperate with tourism managers, both under the auspices of BUMD (Public) or Tourism Industry Companies (Private), by making agreements by prioritizing the tourism potential priority scale. With the location of Bengkalis Regency facing Malaysia, this has tremendous potential. The local government must have a solid roadmap with directions for tourism that can be developed. The role of stakeholders in seeing this potential is also one of the actors in the development of halal tourism in the Bengkalis Regency.

Bengkalis Halal Tourist Destinations:

1. Long Sand Beach on Rupat Island

Located in the Malacca Strait and is the proud beach of 3 areas on Rupat Island, namely Tanjung Medang, Tanjung Rhu and Tanjung Punak. This place can be reached by a small boat called 'pumping' from Dumai. The trip will take 15 minutes

by boat and 45 minutes by two-wheeled vehicle (*ojek*). This path is traversed by national boats and international visitors because of the beauty of Rupert beach and comfortable sea views (Warningsih, et al., 2021).

2. New Straits Beach

They are located on the East coast of Bengkalis, precisely in the Bantan sub-district, which stretches for 4 km with a unique characteristic in the form of a beach that widens towards the sea (± 100 m) at low tide. This situation allows beach visitors to play as much as they want along the beach. Not far from the shoreline flows a small river called the Liong River. A breeding ground for White Snapper fish eggs is along the river banks. Right at the mouth of the Liong River, there is now a seaport navigating international routes called Bandar Sri Setia Raja, which was inaugurated by the Governor of Riau, H.M. Rusli Zainal, S.E., MP, on March 1, 2010, who sailed the route, one of which was Bengkalis (Arisa et al., 2021).

3. Protected Forest and Elephant Training Center

Protected forests and wildlife conversion areas are located in the Bukit Batu and Mandau sub-districts, which the Indonesian Ministry of Forestry owns. The Sebang – Duri area, which is ± 40 km from Pekanbaru, is an interesting place to visit; in this place, some elephants are trained to perform various attractions that can entertain visitors. This Elephant Conservation Area is part of Sultan Syarif Hasyim's TAHURA (Taman Hutan Raya). It has been repeatedly covered by the Jejak Petualang team and other events related to Adventure Documentary by private TV stations.

4. Duri Islamic Center

D.I.C., which stands for Duri Islamic Center, is considered a major

religious tourism icon in the Bengkalis district. This tourist spot also offers views and knowledge about religious and cultural civilizations in the land of Bengkalis. However, we cannot see this tourist spot because it is under construction.

5. Tenggayun Beach

It has its uniqueness in being used as a tourist destination. Visitors who visit Tenggayun Beach can shop along the shoreline because there will be many traders selling various needs, such as food and accessories on this beach. Tenggayun Beach is located in Tenggayung Village, Bukit Kota District, Bengkalis, Riau, and to get to this beach, we only need to walk 5 minutes from the city.

6. Prime Suri Lake

Suri Perdana Lake is a tourist destination in Bengkalis with a lake. Even Suri Perdana Lake is the only lake in Bengkalis. Although Suri Perdana Lake is an artificial lake, the tourist attractions in this area can attract the attention of many visitors. This tourist attraction also offers good photo spots and is very aesthetic.

7. Aceh Betting Island

is one of the popular tourist attractions in Bengkalis and is located on the north longitude of Rupert. Here, visitors will be immediately pampered with the phenomenon of whispering sand. This island has an area of about 2 hectares and takes approximately 45 minutes from Tanjung Medang Village, an uninhabited island, by speed boat. After arriving there, visitors will find a view of beautiful white sand that the wind towards the sea will blow.

8. Bengkalis Sand Field

It has a beautiful sea and sparkling sand. Many young people often hang out by the sea and not in cafes. So it can be

said that Pasir Bengkalis Field is a gathering place for young people in the surrounding area (Yohana et al., 2019).

9. Prapat Tunggal Marine Park

It is a recommended tourist attraction for visitors who enjoy the sunset. The sunset view with the silhouette of the building that has the shadow of the blue sky can make this place a favourite destination. Usually, in the afternoon, when the sun begins to fall, many people will be busy waiting for the beautiful sunset moment while enjoying the ocean waves.

10. Tanjung Medang Beach

Located in Rhu Bay, North Rupert, which is quite popular in the Riau area. This beach also offers beautiful sand along the shoreline about 16 kilometres from the harbour area to Rhu Bay. Visitors can swim or soak while feeling the salty sea water and drinking refreshing coconut water straight from the tree.

11. Mangrove Sebauk

This tourist attraction has the aim of preserving the island's coastal environment. Located in Sebauk Village, the mangrove forest in Bengkalis is managed for educational recreation. Moreover, visitors can see firsthand the green of the mangrove forest and the big fish in the swamp area. Here also provides a bridge that crosses over the mangrove trees so visitors can take pictures near the bridge.

12. Sepahat Beach

It is characteristic of thick black sand and tends not to be as busy as other tourist attractions. It might be a favourite tourist destination for visitors who dislike crowds and like to be alone. This beach's panorama of black sand and brownish sea can attract visitors. In this exciting activity at Lapin Beach, visitors can play

in the sand and go around on a servant boat. Visitors can also take pictures under the wreckage of the pier when the sea water is receding. The location of Lapin Beach is in the vicinity of North Rupert tourism in the village of Tanjung Puncak.

13. Bestari Beach

It is a tourist spot in Bengkalis that is no less in pampering visitors. The location is in the hamlet of Pasir Putih, Puteri Sembilan Village. Bestari Beach features a photo booth and funny new rides so that this tourist spot can become famous like this. It can be concluded that this beach is perfect for visitors who like to find updated material for Instagram content.

14. Kesumbo Ampai Traditional Forest

This customary forest has traditional houses and the Sakai tribe, who until now still live there and carry out local traditions. Here, visitors can explore and explore the potential that exists in the customary forest. Visitors can find many traditional medicinal plants still used by the indigenous tribes of Bengkalis.

SWOT Analysis of Bengkalis Halal Tourism in Increasing Regional Income

Based on the results of the study, results of the study were discussed further in the form of a description. First, the strengths (Strengths) of the tourist area, the natural beauty of mangroves and protected forests which are very natural, such as the green application that surrounds them. The beauty of the sea stretches out in awe that we can see without the touch of a human hand. The beauty of the beach and lake flows in peace. Magnificent mosques add to the beauty of historical tourism attractions, which can be an arena for applying education, introducing to the younger generation evidence of the history of the

Indonesian nation. For school children, certain institutions such as museums are useful for education.

The requirements of a good tourist attraction must be (Richards, 2002):

1. A tourist attraction can be said to be successful if it creates an impression on tourists so that tourists feel satisfied. Satisfaction depends not only on the tourist attraction itself but on how it is presented to tourists. To achieve a good presentation.
2. Leave a good impression; the longer tourists enjoy a tourist attraction, the better. To make the impression tourists get from the attraction so that it can last as long as possible. Strength is a condition of strength that exists in an existing organization, project or business concept. The strength analyzed is a factor in the organization's body, the business concept project itself, namely what strengths tourism has by surviving in the market and being able to compete for the next development concerning tourism (Sofronov, 2019).

Second, the Weakness of the existing tourist attraction area is the lack of maintenance from the manager, as it can be seen that there are no supporting facilities for a tourist attraction. Several tourist areas are still lacking in promotion, so this area is not very interested in visitors and investors who have the capital to support their development. This follows the opinion of (Tambunan, 2020); a tourist attraction will not mean much if accessibility to the attraction is difficult to reach, either by land or by air. For tourism to develop properly, a destination must be

able to be visited. Therefore, accessibility to and around tourist attractions/ locations must be considered. Accessibility is meant here, such as roads and transportation.

Third, Opportunities can be created with the existence of a tourist attraction area, which can create new jobs for the local community, such as selling food or offering services to get to know the tourist area better, besides being able to carry out entrepreneurial activities for people who are interested in the object area. Tour. Facilities and infrastructure are all forms of companies that can provide services to tourists, and this is following the opinion of (Khatamovich, 2021), which states that the accommodation sector is the provision of temporary residence (lodging) and services related to it, such as the provision of food and beverages and drinks (food and beverage). This also has a positive impact on local revenues.

Fourth, Threats to the tourist attraction area are natural events that threaten the object area, namely the rainy season, which worsens road access. Events that we do not know about that can be detrimental to the community, government, and other parties have a big impact that worries visitors and the local community. This follows the opinion of Jamaris in (Agustini et al., 2022), which states that a tourist attraction is everything that can be seen and enjoyed and creates its impression if adequate facilities and infrastructure support it. If the facilities are inadequate, they will damage and endanger visitors.

Table 1. is showing the Halal Tourism SWOT matrix analysis in Bengkalis regency.

Table. 1 Halal Tourism SWOT Matrix in Bengkalis Regency

Strengths (S)	<ol style="list-style-type: none"> 1. The location is easy to reach from the nearest Regency 2. An environment with an unspoiled ecosystem 3. Has Andosol soil type with the ability to hold water 4. Good security around attractions 5. Ticket prices are relatively cheap
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Weakness (W)	<ol style="list-style-type: none"> 1. Topography that has the potential for landslides and hinders physical development in several tourist attractions 2. The condition of the road to the tourist attraction is narrow, and the access road is still damaged 3. Facilities at tourist attractions are not well maintained 4. Lack of variety of attractions offered at tourist attractions 5. There is no planned spatial arrangement 6. A lot of garbage pollutes tourist attractions 7. Lack of signboards to the tourist attraction 8. There is no good and integrated management
Opportunities (O)	<ol style="list-style-type: none"> 1. The location is quite close to other tourist attractions 2. Attractions on certain days can increase the number of visitors 3. Regional Regulation of Bengkalis Regency Number 10 of 1998 concerning Regional Spatial Planning (RTRWK) of Bengkalis Regency Regional Level II June 13, 1998. 4. Government Regulation Number 26 of 2008 concerning National Spatial Plans (RTRW), criteria for determining areas around springs.
Threats (T)	<ol style="list-style-type: none"> 1. The topography is quite steep in several tourist areas 2. The type of andosol soil found in tourist attractions also has disadvantages, namely prone to landslides 3. Inadequate public transportation facilities, especially for visitors who use public transportation facilities 4. Competition with other similar tourist attractions and managed by the private sector

Source: Department of Tourism, Culture, Youth and Sports, Bengkalis Regency, 2022

These tourist products and attractions include all services obtained, felt or enjoyed by tourists since he leaves the house where he usually lives to the tourist destination he has chosen. *Threats* are conditions that threaten from outside. This threat can disrupt the organization, project or the business concept itself (Pratiwi, 2020).

Based on Law Number 33 of 2004 in Article 6 (Dara, 2021), it can be seen that the sources of regional original income consist of regional taxes, regional levies, separated regional wealth management results, and other legitimate PAD. Law Number 28 of 2009 has explained that regional levies are payments for services or the granting of certain permits specifically provided and granted by the regional government for the benefit of individuals or entities (Keuangan, 2010). Law Number 34 of 2000 Article 18 paragraph (2) has explained the classification of user fees based on their object, namely general service fees, business service fees, and certain licensing fees. We look at the lodging and culinary tax revenue sector, the result is that halal tourism can increase Bengkalis Regency's

original revenue because there is tax revenue.

Physical Assessment. Included in this category is an effort to find information about soil conditions, climate, water quality, temperature, flora and fauna. This analysis aims to obtain natural and biological potentials that can be developed into objects and mainstay tourist attractions in an area.

Social-Culture Assessment. This includes the socio-cultural values adopted by the population, the main source of livelihood, various types of existing arts, historically valuable sites, cultural events connected with certain circumstances, typical clothing, traditional house architecture, and customs. Other main purpose of this analysis is to obtain information about the mainstay cultural tourism attractions and attractions and the types of mainstay tourism activities and types of tourism activities that can be developed without destroying the prevailing socio-cultural values.

Human Research Assessment. This analysis aims to seek information about the quality and quantity of human resources in the development area. The

information obtained can later be used to develop various education and training programs in the required tourism sector. The existence of this program will help residents to be able to take advantage of multiple job opportunities and do business in the tourism sector so that in the long term, the level of welfare of the population can be better.

Indonesia's prospects in developing halal tourism have been recognized worldwide. That is considering that Indonesia has won many awards in the realm of world halal tourist destinations. For example, in 2019, Indonesia was ranked first as the Best Halal Tourism in the World version of the Global Muslim Travel Index (GMTI), outperforming 130 other participating countries.

This achievement indicates that 20% or around 14.92 million foreign tourists who come to Indonesia are Muslim tourists. Indonesia's achievements regarding access, communication, environment, and services in halal tourist destinations are also assessed. Not only that, but Indonesia also managed to wipe out 12 of the 16 awards at the 2016 World Halal Tourism Award in Abu Dhabi.

This gold ink nick is what makes many people optimistic that Indonesia has great potential in the development of halal tourism. According to the Minister of Tourism and Creative Economy/ Head of the Tourism and Creative Economy Agency Sandiaga Uno, Indonesia's achievements in terms of halal tourism make him very optimistic about the success of developing the concept of halal tourism in Indonesia

Another great requirement for Indonesia, especially Bengkulu Regency, in developing halal tourism, is that most of Indonesia's population is Muslim. In addition, it is listed as a country with the largest Muslim population in the world. With such a large capital, Muslim visitors from different countries need not worry

about Islamophobia while on vacation in Indonesia, especially in Bengkulu Regency.

According to the author, Bengkulu Regency can play a vital role in the development of halal tourism because it is directly adjacent to Malaysia. Local governments must allocate sufficient budgets and have a mature roadmap. The roadmap here intends to estimate how halal tourism will be in the next five years.

CONCLUSION

Bengkalis Regency has several tourist attractions that can be developed into halal tourism attractions. The role of local government is urgently needed to accelerate supporting infrastructure such as roads, access to clean water, places of worship and so on. Based on the research results, it is discussed further by evaluating the strengths, weaknesses, opportunities and threats. So it can be concluded that the existence of halal tourism will potentially increase the regional income of Bengkulu Regency. Because this halal tourism adds new jobs and opportunities to open businesses for the community around the tourist attraction.

Halal tourism SWOT Matrix in Bengkulu Regency are strengths, weakness, opportunities and threats. SWOT analysis shows the strengths, weaknesses, opportunities and threats of developing tourism attractions in Bengkulu Regency. The powers of the tourist area are the natural beauty of mangroves and protected forests which are very honest, such as the green application that surrounds them. The Weakness of the existing tourist attraction area is the need for more maintenance from the manager, as it can be seen that there are no supporting facilities for a tourist attraction. The opportunities can be created with the existence of a tourist attraction area, which

can create new jobs for the local community. The Threats to the tourist attraction area is the rain season which is inundated road access.

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