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SWOT ANALYSIS: HOW TO PROMOTE HALAL TOURISM IN ACEH?

Ricky Alfanda¹ and Pratiwi Dwi Suhartanti²

^{1,2} Syiah Kuala University, Banda Aceh

² Corresponding author: pratiwi482@gmail.com

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ABSTRACT

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This study aims at describing potentials of halal tourism destination in Aceh by analyzing readiness of tourism destination through perceptions of tourism travel agents and tourists in developing halal tourism in Aceh. This study also produces right strategies to develop halal tourism by tourist destination characteristics. The data and information collection is done through FGD (Focus Group Discussion), in-depth interview and distribution of questionnaire to 327 tourists in Aceh. Based on the result of the study, Aceh is quite optimal in launching halal tourism as its tourism product yet there should be more improvements and strategies for increasing tourist attraction. The result of this study is expected to help the government of Aceh and tourism travel agents in increasing halal tourism potentials and setting strategies in developing halal tourism potentials so they could attract tourists to have halal tourism in Aceh or visit Aceh.

INTRODUCTION

The concept of halal has become a trend in the global economy, whether it is food and beverages, finance, or lifestyle (Battour 2014). As a new trend of lifestyle, many countries start to introduce their tourism product with the halal and Islamic concept, including Indonesia. According to some tourism experts, halal tourism is a complementary product and therefore does not eliminate conventional tourism. Halal

tourism is a new way to develop Indonesian tourism that upholds Islamic culture and values without eliminating each region's uniqueness and originality. In the past, halal tourism is perceived as a tour to the graveyard (pilgrim tour) or a mosque. Today, halal tourism is tourism that originates from nature, culture or man-made (artificial) framed with Islamic values.

Indonesia as a country with the most Muslims in the world ranks the third place as a halal tourism destination in the world after Malaysia and United Arab Emirates (UEA). This indicates that Indonesia is not fully able to attract tourists to visit Indonesia and have halal tourism. There are 13 (thirteen) provinces that the government of Indonesia prepares to be halal tourism destinations: Nusa Tenggara Barat (NTB), Aceh, West Sumatera, Riau, Lampung, Banten, DKI Jakarta, West Java, Central Java, Yogyakarta, East Java, South Sulawesi and Bali. Areas of halal tourism destinations are determined based on the readiness of human resources, community culture, local tourism product and tourism accommodation. The development of halal tourism is not exclusive, as non-Muslim tourists can enjoy halal-friendly tourism service. Halal tourism does not only include the existence of pilgrim tour and religion-based tourism but also includes supporting facilities available, such as restaurants and hotels that provide halal food and a room for prayer. Tourism products and services, as well as tourist destinations in halal tourism, are the same as general tourism as long as they are in line with halal values and ethics. Halal tourism potential in Indonesia is great and can be an alternative besides conventional tourism. However, the government of Indonesia needs to pay attention to the branding and packaging as they have not got the right concepts.

Aceh has great potential even it is so ready and ideal to be halal tourism destination because Aceh applies Islamic Sharia, in which values and rules in daily life involve Islamic Sharia. As a halal tourism destination, Aceh is open to and can welcome the tourists. Also, facilities that Muslim tourists need can be easily found in Aceh. To be a halal tourism destination, a region should be able to provide facilities which give services and convenience and not to mention in a friendly way towards Muslim tourists needs. Furthermore, the application of halal tourism is supported with halal guarantee system, easy access to pray, halal food, halal-friendly hotels, the availability of Qiblah direction, prayer room (*mushalla*), toilets that are suitable with Muslim tourists' standard and also with religious tourism packages.

Aceh Province, one of regions with special autonomy under the Law No. 11 2006 about Government of Aceh, is given exclusivity and different rules in the government management. Article no.165 of Law No. 11 2006 gives authority to the government of Aceh and District/City to manage tourism and tourism management, in which based on the law will be further regulated with *Qanun*, a legislation term for Aceh region. The business of tourism objects and tourism attractions is conducted by also paying attention to Islamic values, customs, local wisdom, economic life and cultural, social life, cultural sustainability and environmental quality, and sustainability of tourism business.

Other terms and conditions for tourists who come to Aceh in regards with Islamic Sharia, for instance, to wear polite clothes in tourism objects and attractions for both domestic and foreign tourists. It is also recommended to wear sharia or Muslim clothes for Muslim tourists. Also, male and female rooms for public baths should be separated as well as male and female viewers in a show or performance. Stakeholders must support the readiness of Aceh Province as halal tourism destination. Both government and private party have to work together to manifest Aceh as the first halal tourist destination in Indonesia.

LITERATURE REVIEW

The concept of Halal Tourism

Development of halal tourism concept begins with the existence of *pilgrim tourism/spiritual tourism*, with a conference being conducted in 1967 in Cordoba, Spain by *World Tourism Organization* (UNWTO) under a title: "*Tourism and Religions: A Contribution to the Dialogue of Cultures, Religions, and Civilizations*" (UNWTO, 2011). Pilgrim tourism/spiritual tourism covers tourism activities which are based on specific religious values motivation such as Hindu, Buddha, Christian, Islam, and other religions. Over time, the phenomenon of such tourism is not only limited to types of specific pilgrim tourism/spiritual tourism, but it expands to new forms of universal values such as local wisdom, benefits to the community and learning element. Hence, it is possible that Muslim tourists become new segment that is improving in world tourism arena.

Halal tourism is developed to attract both Muslim and non-Muslim tourists, domestic and foreign. To Indonesia, halal tourism is developed to push the growth of halal business entity in Indonesia tourism environment. One of the real steps in developing halal tourism is by designing tourism products and halal tourism destinations. Halal tourism means people visit destinations or attractions that have Islamic values and which also include halal food products, non-alcohol beverages, halal hotels, clean, safe, comfortable prayer room availability and other facilities.

The concept of halal or Sharia is not contradictory with values and ethics in regards to the concept of halal and haram in Islam. Halal can be defined as allowed, while haram is defined as forbidden. The concept of halal can be viewed from two perspectives: religion perspective and industry perspective. Religion perspective regulates which food can be consumed by Muslim consumers by their faith. This perspective has a consequence of consumer protection. Meanwhile, from the industry perspective, the concept of halal can be defined as a business opportunity. There should be a product-halal guarantee to the food industry whose targets are Muslims, which will also improve its value, i.e., *intangible value*. As an example, a food product that has a halal label on its packaging will be more attractive to Muslim consumers. Therefore, the definition of halal tourism is broader than religious tourism. It is a tourism based on Islamic Sharia values.

Development of Halal Tourism in Aceh

The government of Aceh Province sets a target of local and foreign tourists visiting Aceh as many as 1,8 million people in 2016 and 2,8 million people in 2018. In the last few years, visit trend to Aceh is increasing. In addition to Muslim tourists, the concept of Sharia or halal tourism also attracts non-Muslim tourists who can also enjoy this type of tourism. Besides, halal products have been life choice for the community in the world, since they are not only for Muslims to follow the sharia rule but also for health reason for non-Muslim. Therefore, four types of tourism business will be promoted, in which its activities should follow Sharia rules, such as halal hotels, halal food system, halal tourism packages, facility of halal-standardized destinations such as a prayer room (*mushalla*) in tourist objects, as well as halal tourist attractions. Through this concept, the hotels do not provide alcoholic beverages, have separated spa facility for men and women, have clean, well-maintained, comfortable prayer room with correct *qiblah* direction. The restaurants have to serve clean, hygienic and certified food and beverages products. Travel agents should also conduct their business according to sharia values, such as the provision of Islamic-based tourism packages. Promotions and publications should be kept done massively to introduce Aceh as world halal tourism destination through print, electronic

and online media involvement. Various cultural events can also be direct media to introduce halal tourism potentials.

Until 2015, the growth of halal tourism industry is the fastest compared to other types of tourism. Moreover, Indonesia achieves three world awards as World's Best Halal Tourism Destination, World's Best Halal Honeymoon Destination, and World's Best Family-Friendly Hotel on World Halal Travel Awards (WHTA), 19-21 October 2015 in the United Arab Emirates (UEA). Regarding this achievement, Indonesian Ministry of Tourism nominates three provinces in Indonesia to accelerate their world halal tourism destination in which Aceh becomes one of those three provinces besides Sumatera Barat and Nusa Tenggara Barat (NTB).

In 2016, Aceh also participates in Competition of National Halal Tourism conducted by Ministry of Tourism to prepare competition of WHTA 2016 by bringing a branding theme of *The Light of Aceh* to introduce Halal Tourism potentials in Aceh, a region which is also popular as a port of Mecca. The promotion of *The Light of Aceh* is also shown on the official website: www.acehtourism.travel. The advertisement shows various halal tourism destinations in Aceh with its cultural diversities, hotels, and other updated information about halal tourism in Aceh.

RESEARCH METHOD

Design and Sample

This study uses *accidental sampling* technique whereas sample are taken from tourists who visit tourism destinations in Aceh, both domestic and foreign tourists. There are 327 people taken as study samples. Criteria for those respondents are:

- a. Respondents are 17 years old or older
- b. Respondents are Muslim or nonmuslim
- c. The location of respondent selection is a tourist destination in Aceh

Data collection is conducted both quantitatively and qualitatively towards aspects that are about halal tourism in the area of study object. The data collected includes secondary data (literature review) from previous sources, both from the result of the study and publication, while primary data is taken through FGD, interview and questionnaire distribution, as well as surveys and observations as a base to understand potentials and problems in the development of halal tourism.

Instrument

This study uses data quality test on *SPSS 20.0 program for windows* to analyze data. Besides data analysis with SPSS, the researchers also analyze data of FGD and in-depth interview result using *SWOT analysis (Strength, Weakness, Opportunity, and Threat)*. By using those two analyses, it is expected that optimal result and recommendation can be achieved. SWOT Analysis is a strategic planning methodology that is used to evaluate *Strengths, Weakness, Opportunities, and Threats* being involved in a project of business. This involves the determination of business or project purposes and identification of good and beneficial internal and external factors to reach the purposes. Descriptive analysis will only be used to test the hypothesis by seeing average score of respondents' responses towards statements. If the average score of respondents' responses is ≥ 4 , H_0 is not refused, but if it is < 4 , H_0 is refused.

RESULTS AND DISCUSSION

The result of Descriptive Analysis

Cumulatively, the result of respondents' answers using the Likert scale on question groups is as follows:

Indicator	Average answer
Aceh Tourist Attraction	4.05
Halal Tourism Accommodation in Aceh	4.05
The business of Food and Beverage Provider in Aceh	4.31
SPA, Sauna, and Massage in Aceh	4.00
Halal Tourism Agent in Aceh	3.72
Tour Guides in Aceh	4.24
Accessibility in Aceh	4.26
Total	4.09

a. Aceh Tourist Attraction

The result of total scoring on questions regarding halal tourism attraction is 4.05. The result shows that respondents generally say that tourist attraction in Aceh is quite potential to be developed as halal tourism. Aceh has a great potential to be developed as halal tourism as Aceh has various tourist attraction whether it is *nature-based* (Ulee Lheu Beach, LhokNga Beach, Lhampuuk Beach), *culture-based* (Rumoh Cut NyakDhien, Masjid Raya Baiturrahman, Makam Sultan Iskandar Muda, Masjid Baiturrahim Ulee Lheu, Kawasan Kuliner Peunayong), or *man-made (artificial) based* (Mass Graveyard of Ulee Lheu, Plane Replica of Seulawah in Blang Padang, Taman Sari, Floating Ship of Lampulo, PLTD Apung Ship). The potentials of the tourist attraction are supported by facility availability which is also Muslim-friendly such as a prayer room in each of the tourist attractions. Muslim tourists have no difficulty in finding a prater (*shalat*) room when doing tourism activities in Aceh. However, there should be more improvements to make to apply Sharia concept in Aceh tourism. As an example, there are chairs for couples provided in a beach in which it is not supporting the concept of sharia, as the sharia concept tells one rule to avoid a man and a woman to spend the time just the two of them, or so-called *khalwat* in Arabic.

b. Halal Tourism Accommodation in Aceh

The result of total scoring on questions related to halal tourism accommodation in Aceh is 4.05. The result shows that hotels in Aceh are ready to support Aceh as a halal tourism destination. This is proved by the scoring result which shows well as its category. In general, the availability of accommodation in most of the hotels and other places to stay has applied sharia concept in their products, service, and management. Regarding product, the hotels' toilets have been provided with insulation between chambers and running water as well as toilet tissue; every room in most hotels has also been occupied with *sajadah* (rug), *qiblah* direction, no-porn access, no-alcohol in each room's mini bar, etc. In terms of service, hotels make a selection to couples who come to the hotels, no facilities to porn/nasty deeds, etc. Regarding management, all staff/employees wear a polite uniform; female employees generally wear veil/hijab, etc.

c. The business of Food and Beverage Provider in Aceh

Respondents' answers on question groups related to food and beverage provider are 4.31. The result shows that Aceh is ready to be a halal tourist destination regarding this aspect according to tourists' perception. In general, restaurants and food and beverage providers in Aceh have applied halal or sharia principles in serving or providing their products. This is not surprising seeing the fact that majority of Aceh's residents is Muslim, thus halal food and beverage are common and become responsibility as Muslim. However, halal mark standardization on food and beverage products is not ready according to FGD participants. They give an opinion that there should be monitoring and socialization from the center (the government) to the subordinates (direct consumers/travel agents) regarding halal-guarantee food.

d. SPA, Sauna, and Massage in Aceh

The result of FGD regarding SPA business states that there has not been any specific SPA business. The SPA is always merged with hotel and salon. Salons in Aceh are in general only for female consumers. Female therapists are usually only for female consumers. Practices of SPA, sauna, and massage does not involve activities related to pornography. They also use halal products and not contaminated with pig/pork and its derived product. Also, there are generally facilities to support praying activity in places of SPA, sauna and massage.

e. Halal Tourism Agent in Aceh

Based on the respondents' answers, travel agents in Aceh are said to be ready to support Aceh as a halal tourist destination. There have not been any specific travel agents providing halal tourism packages, yet they are actually ready to provide tourism packages that suit halal tourism criteria. Also, travel agents in Aceh have accommodation lists that suit the general guidance of halal tourism accommodation. They also have lists of food and beverage providers that provide halal and suitable food and beverage for Muslim tourists.

f. Tour Guides

Based on the observation result, there have not been any specific tour guides serving Muslim guests or tourists. In general, tour guides look polite and attractive in line with applicable professional standards and suit the ethics. The tour guides also have work competencies by applicable profession standards, but their good morals and behavior depend on each person.

g. Accessibility

The scoring result shows that there is easy access towards information on tourism in Aceh, tourist attraction affordability with transportation (land, air, water), and affordability of transportation fee for tourists that indicates as good. Accessibility regarding information availability can be obtained through internet media provided by local government or tourist businessmen. Local government provides a website that gives information on tourist destinations such as *bandaacehkota.go.id*, *bandaacehtourism.com*. Meanwhile, tourist businessmen also provide some websites such as *acehexplorer.com*, *inbandaaceh.com*, *inaceh.com*, *wisataaceh.com*, *seputaraceh.com*, and *visitaceh.id*. Some travel agents also make pages on Facebook, such as NTA tour and Travel, Aceh Explorer, etc. Regarding air transportation, Aceh can be reached with international flights from Malaysia (Air Asia and Firefly), and domestic flight such as Garuda Indonesia. Generally, the condition of infrastructure and road

availability is quite good, although there are still some obstacles regarding accessibility of nature-based tourist attractions that are located far from the center of the city.

The result of FGD and Interview on Halal Tourism Development in Aceh

Some important points in the FGD and interviews are as follows:

1. The terminology of Halal Tourism

From the result of FGD and interview, the use of the term “halal tourism or Sharia tourism” is not clear in limitation. There is an impression that the term is extreme or fanatical. It is also possible that the term can complicate Aceh in promoting the tourism itself since the market target that is gained will only be Muslim tourists. The benchmark of Sharia or Halal in the Aceh community itself is not easy to accept, because it means there are Sharia rules/laws applied and there is a fear from the community not to mention the tourists. Based on the result of discussions and interviews, “halal” branding becomes the main choice instead of the use of “*syariah*”, or *Islamic tourism*. If sharia branding is used, it is feared that it will lose the concept of *syariah* itself, and it will only benefit conventional tourism. Hence, the content of halal has to be turned on starts from the food up to the supporting facilities of the tourism.

2. The readiness of Tourist Destination (Tourist Attraction)

Aceh’s readiness to be halal tourism destination can be seen from some main indicators such as tourist attractions, hotels and restaurants, travel agents and tour guides, and SPA. Of all the four indicators, it can be concluded that Aceh has a great potential to be developed as a halal tourism destination because Aceh has various tourist attractions whether it is *nature-based*, *culture-based* or *man-made (artificial) based*. The potentials of tourist attractions are supported by the availability of Muslim-friendly facilities such as prayer room in each of the tourist attractions. Muslim tourists have no difficulty in finding a prayer room (*musholla*) when having tourist activities in Aceh. However, there are still improvements to do when applying Sharia/halal concept in Aceh tourism, for example, the unclear purpose of tourism facilities.

3. Accessibility

Regarding accessibility in Aceh, there are only two direct international flights available from Malaysia: Air Asia and Firefly. At the time when this article is written, Air Asia flies four times a week from Kuala Lumpur to Aceh, while Firefly flies three times a week from Pulau Penang to Aceh. Also, the infrastructure availability and road condition in Aceh is pretty good although there are still obstacles regarding accessibility in a nature-based tourist attraction. Regarding information accessibility, the information about Aceh tourism can be obtained from internet media provided by both local government and tourist businessmen. The local government provides some websites that provide information on tourist destinations such as *bandaacehkota.go.id* or *bandaacehtourism.com* whereas tourist travel agents provide some websites such as *acehexplorer.com*, *inbandaaceh.com*, *inaceh.com*, *wisataaceh.com*, *seputaraceh.com*, and *visitaceh.id*. Some travel agents such as NTA tour and Travel and aceh explorer also make pages in facebook.

4. Accommodation (Hotels and Other Places to Stay)

In general, the accommodation available on most of the hotels and places to stay in Aceh have applied the halal concept regarding products, services, and management.

Regarding products, the toilets in hotels are provided with insulation between chambers and running water beside toilet tissue; there is *sajadah* (a rug) and *qiblah* direction provided in each room of most of the hotels. The hotels also close access to pornography and forbidding alcoholic drinks in the mini bar of each room, etc. Regarding service, hotels make a selection to couple guests and they also do not provide entertainment facilities directing to pornography/immoral actions, etc. in terms of management, all employees wear a polite uniform and female employees generally wear a veil/hijab, etc. In terms of SPA, there have not been any specific spa businesses in Aceh. If there is any spa, it is still merged in a hotel or salon. Salons in Aceh are only for women in general.

5. Restaurants and Food and Beverage Providers

In common, restaurants and food and beverage providers in Aceh have applied halal principles in managing and serving their products. Yet, based on the discussion result, there should be a review on Livestock Slaughtering such as chickens that have not fully applied Islamic or halal context. According to FGD participants, halal label standardization on food and beverages products is not ready yet, and there should be a standard for guidance to the restaurants and food and beverage providers in Aceh. Also, there should be monitoring and socialization from the center (the government) to the subordinates (tourists or tourist travel agents) regarding halal-guaranteed food products.

6. The condition of Travel Agents and Tour Guides

In general, there are not any specific travel agents that provide halal tourism packages in Aceh. However, the available lists of accommodation and restaurants are suitable for Sharia or halal criteria. There are not any specific tour guides to serve Muslim tourists or guests either. Unfortunately, some tour guides and drivers do not reflect Islamic behavior as they do not pray during the praying time. Thus, improvements still need to be done to travel agents and tour guides in Aceh.

7. Institutions and Halal Certification System

Aceh applies Islamic sharia in their daily life since 2000. The enforcement of Islamic sharia is only for Muslim residents. After the enforcement of Islamic Sharia, there are beaches closed by the government because it is feared to damage belief (so-called *aqidah*), such as beach area in West Aceh. Regarding tourism, there have not been any specific local regulations ruling about halal tourism in Aceh. However, programs and activities of halal tourism are developed such as *Eid Al-Adha* tourism package, *Ramadhan* tourism package, pilgrim tours to mosques and graveyards, etc., as well as the special policy of "halal" in tourism, because so far halal context is only used for food products and drugs in Aceh. Actually, the context of halal or sharia has been applied in Aceh community's daily life. However, the label of "halal" can be sensitive to travel agents or community, because they perceive halal or *syar'i* to be applied in their daily life. In addition, they will select human resources to do a halal evaluation. Halal certification in Aceh is obtained through People Consultative Assembly (*Majelis Permusyawaratan Umat/MPU*). In the process of certification, hotels, restaurants and food and beverage providers are still constrained with health aspect. There are still findings about less control towards livestock slaughtering in which they sometimes do not use Islamic method. So far, People Consultative Assembly (MPU) gives halal label only to packaging products such as coffee and jerky meat made in Aceh. Last year, halal certification was for free. Nonetheless, there is a limitation in giving halal certification to food and beverage

industry in Aceh, because the People Consultative Assembly (MPU) gets the fund from headquarter of Indonesian Council of Ulama.

Analysis on Study Result in Aceh (Policy Strategy/SWOT)

Based on the discussion in prior, SWOT analysis and possible strategies can be described as the followings:

a. STRENGTH (S)

1. Aceh has various potentials to be strategic halal tourism destinations not because of its accessibility, but because of facility availability such as accommodation and tourist attractions of nature-based, culture-based, and religion-based as well as special interest.
2. After the tsunami hit Aceh, Aceh emerges to be one of the tourist destinations that both domestic and foreign tourists target to visit.
3. Islamic Sharia or halal products have become part of daily life in Aceh community.
4. *Qanun* has been applied in Aceh and there are sharia police officers available in Aceh.
5. Aceh has conducted annual religion and culture based-events.
6. Banda Aceh has also got international airport connected directly with Kuala Lumpur (Malaysia).

b. WEAKNESS (W)

1. Most of the industry players in Aceh have not include certified-halal label from People Consultative Assembly (MPU)
2. Human Resources in Aceh are not ready to develop halal tourism especially regarding service (*hospitality*). Although there is a saying in Aceh "*peumeulijameadatgeutanyo*" which means glorifying guests is our custom, there are still deficiencies in this sector, such as:
 - Tour guides have not fully applied Islamic principles in accompanying their guests, in a way that they do not accompany them do Friday prayer (*Shalat Jumat*) or group prayer.
 - It is such a custom that travel car and bus drivers do not show their discipline, such as keep going when the light is red. Also, they do not show cleanliness and neatness in their vehicles.
 - There are negative views from the community or community leader/public figure that tourism only emphasizes on sun, sand, sea, smile, and sex.
3. There are some complaints filed by tourists after visiting Aceh. They said that there is lack of tourism facilities such as toilets, bathrooms, and prayer room (*mushalla*). Also, they also complain about the non-standardized fee for goods and food at each location applies a different charge.

c. OPPORTUNITY (O)

1. Indonesia is a country with Islam being dominant. It has the largest Muslims in the world. Also, there are Sharia/halal tourist destinations such as Islamic kingdoms heritage and centers of Islamic school (*pesantren*).
2. There are pretty large potential foreign exchanges gained from halal tourism.
3. Social awareness of the halal industry and the importance of halal product is growing, marked by the increasing request of halal certification to Food, Drugs and Cosmetics Assessment Agency of Indonesian Council of Ulama (LPPOM MUI).

4. There is an increasing number of the middle class in Indonesia. This affects the significantly higher consumption of this middle class in shopping for culinary, fashion and lifestyle.

d. THREAT (T)

1. There has not been any clear concept of halal tourism that can be applied in Aceh.
2. The growth and development of halal tourism in Indonesia are slower than other countries that have worked on the halal tourism industry, such as Thailand, Japan, China, South Korea, the Philippines and some other countries in Europe and America.
3. There has not been any regulation in the form of national law regarding halal tourism.
4. Slow bureaucracy has become Indonesian characteristic and identity, which also slows down the development of halal tourism.
5. There has not been any regulation that makes travel agents worried to apply halal tourism.
6. The promotion of halal tourism is not as intensive as conventional tourism or other tourism.
7. There are less socialization and coordination about halal tourism in Indonesia.

Strategies that can be conducted after doing SWOT analysis:

1. SO Strategy

- a. Halal tourism packaging has to be made as interesting as the market target wants. The example is creating a historical and religious tourism package for the Malaysian market.
- b. Improving tourism facilities with sharia standards such as hotels, restaurants, and spa.
- c. Clear technical instructions have to be made for tourism businessmen in Aceh regarding Aceh tourism branding of 2016, "*The Light of Aceh*". The branding, also, has to be made informative to the tourists regarding products, schedules, price, accessibility, accommodation, and others.

2. WO Strategy

- a. Incentives/donation should be given by the central or local government, regarding easy submission and free of charge halal certification, provision of free of charge shuttle bus for tourist to drive them to any tourist attraction.
- b. Couching of Conscious Tourism Group (*Pokdarwis*), holding seminars with the theme of "health and sharia" and giving sanctions to businessmen that do not have halal certification.
- c. Transparent and established system creation of halal product certification under People Consultative Assembly (MPU) of Aceh.

3. ST Strategy

- a. Inventory/audit/quick assessment on each destination, product, a and restaurant that is given a halal certificate, facility readiness, and other supporting elements as well as the real needs of halal tourism in Aceh.
- b. Improving coordination and socialization of halal tourism by working together with the community and other institutions.

- c. Doing cooperation or collaboration with other countries or international institutions that have interest in developing halal tourism such as *Crescent Rating* to increase collaborative promotion so Aceh can be a world tourist destination.
 - d. Collaboration with Malaysia regarding tourism packet packaging.
4. WT Strategy
- a. Paying attention and maintaining original characteristics and uniqueness that Aceh has.
 - b. Increasing tourism promotion and providing tourism information based on communication technology that understands tourist needs (*customer-friendly*)
 - c. Motivating tourist travel agents in Aceh to learn English, Arabic, and other foreign languages to hook tourist market from Muslim majority countries.

CONCLUSION

This paper investigates the readiness of Aceh as a destination for Halal tourism. We survey 327 tourist and conducting FGD to obtain information about this. Based on the result of the questionnaire on tourist perception on Aceh readiness as halal tourism regarding tourist attractions, most of the respondents tend to say that the condition of tourist attraction is good. Regarding accessibility, facility and institutional, respondents tend to say that Aceh is ready. Available accommodation in Aceh, in general, has applied Islamic principles in their service. Nevertheless, there are not any hotels certified as "halal" in Aceh yet.

The result of Focus Group Discussion and in-depth interviews states that Aceh is ready as halal tourism destination regarding a tourist attraction (because Aceh has conducted some events and provided halal tourism packages), facility (except hotel and spa that do have not got halal certification) and institution. Optimization of Aceh as a halal tourism destination has to be supported with some improvements on institutional aspect, especially on the human resource readiness.

Based on some study instruments, it can be concluded that it is quite optimum to work on halal tourism in Aceh. Commitment and consistency in working on halal tourism in Aceh are needed.

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