



Halal Homestay as A Solution Lack of Hotels for Tourists in Lombok Indonesia Mandalika Circuit

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Abstract

Pertamina Mandalika Internasional Street Circuit in Lombok, West Nusa Tenggara, has become the attention of motorcycle racing lovers in various parts of the world today. This is because at the Mandalika Circuit, the Idemitsu Asia Talent Cup, World Superbike, and MotoGP are held. This event will revive the Lombok economy, including in the hospitality business and will grow new businesses. The hotel is a place to stay for hundreds of thousands of tourists from outside Lombok who want to watch motorcycle races at the Mandalika Circuit. However, the current number of 14,000 hotel rooms in West Nusa Tenggara is not sufficient for the number of World Superbike viewers of 25,000 people, MotoGP viewers of 160,000 people if the COVID-19 pandemic ends, and 114,000 people if the COVID-19 pandemic is still ongoing. The number of viewers is not proportional to the number of hotel rooms available in West Nusa Tenggara. The number of hotels is far from sufficient, so that the inadequacy of hotels to accommodate these tourists requires a solution. One solution is to empower the houses of the surrounding community to become halal homestays for tourists outside Lombok. Halal homestay is a sharia-based homestay that implements management such as sharia hotel management. The concept of sharia in the implementation of a halal homestay can be implemented through product adjustments, services, and management in accordance with sharia principles.

Keywords: *Homestay; Hotel; Halal; Sharia; Tourists*

Introduction

The Mandalika Lombok Circuit will hold the Idemitsu Asia Talent Cup motorcycle race on 12-14 November 2021, World Superbike on 19-21 November 2021, and MotoGP on 18-20 March 2022. Various things related to the implementation of the race have also been prepared. The progress of the construction of the circuit track has reached 100 percent as of 5 October. The building for the spectator stands near the starting line, the stands near the straight track, the VIP stands near the first corner and the VVIP stands for guests of honor such as the president and other invited officials have been completed.

The three major events above were held still in a pandemic condition, so various matters related to health protocols must also be prepared, starting from the establishment of policies by Coordinating Minister for the Economy Airlangga Hartarto as the person in charge of implementing restrictions on

community activities outside Java-Bali related to the arrangement for the implementation of the World Superbike Mandalika. This policy was made to anticipate the increase in cases of Covid-19 transmission after the international event was held, among which the policy was to set a maximum limit of 25,000 spectators out of a total circuit capacity of 195,700 people. Attendees must have received a full two-dose vaccination. In addition to spectators, crew and officials are also required to have completed two doses of vaccination and undergo a five-day quarantine. The host area, Central Lombok, vaccination of citizens must reach a minimum of 50 percent dose two. As for the buffer areas, namely Mataram, West Lombok, East Lombok and North Lombok, vaccination is at least 70 percent for the first dose of vaccine. What is also stipulated regarding the health protocol for the implementation of this international event is that the region must form a health protocol task force to oversee the implementation of the health protocol at the event location.

In addition to health protocols, ticket prices and ticket purchase locations must also be discussed. The discussion about this was carried out by the Mandalika Grand Prix Association together with the Federation Internationale de Motcyclisme Superbike by considering various aspects, such as potential spectators from outside Lombok who had to pay for boarding flights, accommodation and other needs. The government has set the number of spectators for World Superbike Mandalika as many as 25,000 people. This amount will of course be more than specified. Moreover, with the permission granted by the government to foreign tourists from 19 countries to travel in Indonesia, namely China, Japan, Saudi Arabia, New Zealand, Kuwait, Qatar, India, United Arab Emirates, South Korea, Bahrain, Italy, Spain, France Norway, Portugal, Liechtenstein, Sweden, Hungary and Poland. Based on the standards of the World Health Organization (WHO), these countries have a low level of COVID-19 positivity, which is at levels 1 and 2, so the Indonesian government allows these countries to enter Indonesia, by following the requirements set by the government, namely pre-requisites. departure and on arrival. The pre-departure requirement is to show negative results from RT-PCR for a period of 3 (three) days, and to have vaccinated two doses within a minimum of 14 days in English. The requirements on arrival are following the quarantine provisions for 5 days and testing with independent financing. Tourists from these countries are allowed to enter directly through the gates of international flights to Bali and international flights to the Riau Islands. The international flight will start opening on Sunday, November 14, 2021. Meanwhile, tourists from countries other than the 19 (nineteen) countries above must enter through the Jakarta international travel entrance and Manado international travel entrance.

World Superbike Mandalika opens an economic faucet especially for people in West Nusa Tenggara. This event has a positive impact on the economy and business actors in the Central Lombok area and is a buffer for the special economic zone. Considering the tourists who come not only to watch the races on the circuit, but also to enjoy the sensation of the momentum of international racing in Indonesia, especially in Lombok. In addition, tourists from outside of course need a place to rest. The number of hotel rooms in the Central Lombok area is 1,169, while the number of rooms in the City of Mataram, West Lombok, North Lombok and East Lombok as a buffer for special economic zones is 7,506 hotel rooms with the following details.

Table 1. Number of Hotel Rooms

County/City	Room
Central Lombok	1.169
Mataram City	2.118
West Lombok	974
North Lombok	3.818
East Lombok	596

Source: processed from BPS data, Annual Hotel Survey

The table above shows that the number of rooms in West Lombok is 974, Central Lombok 1,169, East Lombok 596, North Lombok 3,818, Mataram City 2,118. Meanwhile, data from the West Nusa

Tenggara Indonesian Hotel and Restaurant Association states that the number of rooms available in West Nusa Tenggara in 2021 is 14,000 rooms. The government's determination regarding the number of World Superbike viewers as many as 25,000 and the number of hotel rooms in West Nusa Tenggara as many as 14,000, of course, cannot accommodate tourists who come to watch the motorcycle race at the Pertamina Mandalika International Street Circuit. Moreover, for the audience who watched the MotoGP international event at the Mandalika circuit after the covid-19 pandemic ended it was estimated that it would reach 160,000 people, but if the pandemic still persists, the MotoGP audience is estimated to be 114,000 people for three days of MotoGP implementation with an estimated local audience of 40 percent and the rest are foreign tourists. The number of spectators certainly requires quite a lot of hotel rooms. This requires a solution to the inadequacy of hotels to accommodate tourists who watch motorcycle racing events at Pertamina Mandalika International Street Circuit Lombok, West Nusa Tenggara, namely by empowering residents' houses in ring villages and supporting the Mandalika special economic zone by providing homestays for tourists.

Literature Review

Sharia Hotel

Sharia hotel is residential facilities for tourists with businesses and facilities that comply with sharia principles, and avoid various things that are prohibited in Islamic law, such as gambling, adultery, liquor and illegal drugs (Al-'adl et al., 2018a; Izza, 2018). Business in a sharia hotel is run by following Islamic principles, namely trustworthiness, not cheating, not harming and not taking the rights of others (Mujib, 2016; Pratiwi, 2017). Therefore, the sharia hotel business is in line with sharia business principles, namely not to bribe, lie, commit perjury and cheat.

Sharia hotel is a hotel that is in line with the needs of tourists, especially Muslim tourists, who want the availability of various products that are halal tayyiban or halal products that are good, Islamic services and facilities (Ghufron, 2017). This of course must also be subject to applicable regulations, as well as the fatwa of the National Sharia Council of the Indonesian Ulema Council regarding guidelines for tourism implementation based on sharia principles Number 108/DSN-MUI/X/2016 (Ajidin, 2019; Pradesyah & Khairunnisa, 2018; Pratiwi, 2017), which in this fatwa also regulates hotel provisions in sharia tourism activities.

Method

The research was conducted in Central Lombok, West Nusa Tenggara and surrounding areas, namely Mataram City and West Lombok for 3 (three) months, with the type of qualitative research on the problem of the lack of hotels to accommodate tourists who watch motorcycle races at the Mandalika Circuit, Lombok, West Nusa Tenggara. Descriptive data analysis method is used to solve the problem of lack of hotels in Lombok through interviews and direct interviews with homestay business actors and members of the West Nusa Tenggara Indonesian Hotel and Restaurant Association, which is also supported by related data.

Result and Discussion

Event, Hotel and Homestay

The implementation of an event is always closely related to the economy, not to mention the motorcycle race event which took place at the Lombok Mandalika Circuit. This event can revive the

economy, including the hotel sector, which has been hit hard by the pandemic. In addition, with this event, a new economic growth point will appear in West Nusa Tenggara. The big event will continue to be held every year at Pertamina Mandalika Internasional Street Circuit Mandalika Lombok, West Nusa Tenggara, which will hold MotoGP and Superbike for 10 years starting from 2021 to 2031.

The hotel is one of the facilities (Pendidikan & Teknologi, n.d.; *PERTANIKA JOURNAL OF SOCIAL SCIENCES & HUMANITIES About the Journal*, n.d.) that is needed in a big event that can accommodate hundreds of thousands of spectators who want to enjoy motorcycle racing at the Mandalika Circuit. However, the number of hotels as many as 14,000 rooms in West Nusa Tenggara is currently not sufficient for World Superbike and MotoGP viewers. The number of World Superbike spectators is 25,000 people, while the MotoGP audience is 160,000 people if the COVID-19 pandemic ends and 114,000 people if the pandemic is still ongoing. The hotel's insufficiency to accommodate tourists requires a solution, namely by empowering the houses of the surrounding community by providing homestays for tourists who want to watch motorcycle races at the Mandalika Circuit. This empowerment will have a positive impact on business actors in Lombok, revive the economy and grow a new economy.

The role of the government in this case is very large, the government should list decent and representative homestays to be recommended to tourists and collaborate with hotels in Lombok. This collaboration can be carried out by means of the government urging hotels that have all rooms booked to recommend to tourists who have not yet received rooms to stay at homestays. In addition, the government cooperates with various parties to provide education and training for homestay managers so that they are more skilled, both in terms of how to receive guests, how to greet, how to arrange beds, and how to serve halal tayyiban dishes.

One of the homestays that can be recommended to tourists is a halal homestay that adopts a sharia hotel system. The significant development of the halal business in the world has made business people, including hoteliers in Indonesia, change their hotel management to sharia-based hotel management. There are several hotels that have implemented a sharia-based management system including Hotel Sofyan which is managed by PT Sofyan Hotel Management & Consultant which was established in 2007, Namira Hotel Syariah in Yogyakarta, which was founded in 2010 and is a pioneer hotel of sharia-based hotels in Yogyakarta (Huda et al., 2019a; Winarno, 2019).

Halal Homestay

Halal homestay is a sharia-based homestay that implements management such as Sharia hotel management, which complies with the regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number PM.53/HM.001/MPEK/2013 concerning Hospitality Business Standards (Huda et al., 2019b; Kartini, 2014; Nurmaydha et al., 2019). In addition, it must also comply with and implement sharia in the business management system (Annajiyah Mansyuroh, n.d.; Azizol Aziz & Saifudin Mohamad Saleh Pusat Pengajian Komunikasi, 2019; Pemakaian Standard Untuk Pengurusan Hotel Patuh Syariah Di Malaysia et al., 2018; Pendidikan & Teknologi, n.d.; *Wisata Halal Perkembangan, Peluang Dan Tantangan*, n.d.; YAHAYA et al., 2020) by committing to operate and develop halal products in the hotel business, and the existence of the hotel must provide benefits to guests, society and the environment.

The concept of sharia in the operation of a hotel can be implemented through the adjustment of products, services, and management in accordance with the principles and the existence of a Sharia Supervisory Board whose task is to monitor and supervise the implementation of sharia principles (*46 Sekolah Tinggi Agama Islam Darul Ulum Banyuwangi Pengawasan Terhadap Bisnis Syariah Di Indonesia Oleh: Nur Atiqah Mahmudah Abstrak*, n.d.; Al-'adl et al., 2018b, 2018a; Ekonomi et al., n.d.; YAHAYA et al., 2020). The concept of a sharia hotel can be divided into several aspects, namely product, service, and management aspects (Azizol Aziz & Saifudin Mohamad Saleh Pusat Pengajian Komunikasi,

2019; Huda et al., 2019a; Izza, 2018; Mujib, 2016; *Wisata Halal Perkembangan, Peluang Dan Tantangan*, n.d.). Aspects of the products in a hotel must be in accordance with sharia principles, including the public facilities in the hotel must be separated by gender between male guests and female guests, wash rooms and rest room areas that are closed so that they cannot be seen. by the public, there are decorations with Islamic nuances such as calligraphy and so on (Ariyanto, 2012) and so on, providing facilities and equipment for worship, there are writings that say that one cannot accept guests who are not mahrom, provide food and drinks halalan tayyiban (halal and good), the standard of greeting used is assalamu'alaikum, there is information related to prayer times., and provided the al-Quran in the hotel room.

As for the aspect of services that have sharia elements, namely providing Islamic readings, playing Al-Quran readings, not providing intoxicating drinks or alcoholic beverages, not providing entertainment venues such as bars, providing swimming pools and spas that are covered with separate services by gender. Meanwhile, in terms of management (Ghufron, 2017; Mujib, 2016) then the sharia element can be implemented with the existence of a sharia supervisory board, there is a standard operating procedure for each product and service, managers and employees are prioritized who are muslim, use sharia banks in transactions, dress and or wear uniforms that are in accordance with sharia.

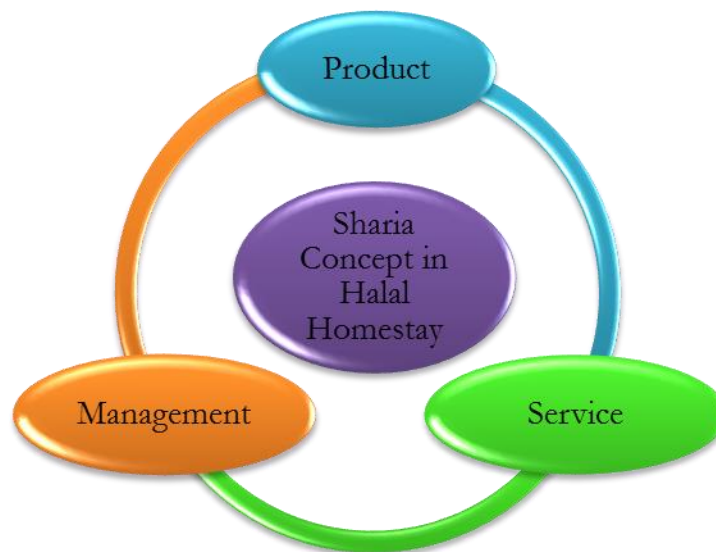


Diagram 1. Sharia Concept of Homestay Halal

The sharia concept in halal homestays refers to the sharia hotel concept which is implemented in three aspects. The first is the product aspect, namely by providing Islamic facilities and decorations, as well as halalan tayyiban food and drinks. Both aspects of service, namely providing various services in accordance with sharia principles. The three aspects of management are implemented with the application of Islamic values in the management of homestays and human resources, as well as all the implementation of the sharia concept is supervised by the Sharia Supervisory Board. In addition, halal homestays must also have a positive impact on homestay culture and income, and can provide benefits for guests, society and the environment.

Conclusions

The number of hotels in Central Lombok and supporting the Mandalika special economic zone, namely the cities of Mataram, East Lombok, West Lombok, and North Lombok is still far from sufficient

to accommodate tourists who visit to watch the Idemitsu Asia Talent Cup, World Superbike, and Motorsport events. and MotoGP at Pertamina Mandalika International Street Circuit Lombok, West Nusa Tenggara. Therefore, there is a need for a solution to this problem, namely by empowering the houses of the surrounding community and turning them into halal homestays that provide products, services, and management in accordance with Islamic principles. The government's role is needed in realizing halal homestays in Lombok. The government can collaborate with hotels and various supporting parties to promote halal homestays, and provide education and training to halal homestay business actors related to management according to sharia concepts.

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