

THE ROLE OF ISLAMIC CONFERENCE ORGANIZATIONS (OIC) IN THE IMPLEMENTATION OF ISLAMIC TOURISM IN MUSLIM COUNTRIES

Muhd Kharrazi

Master of Law Program, IBLAM College of Law, Jakarta

Email: kharrazi391@gmail.com

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Abstract

Islamic tourism is defined as a tourist trip aimed at providing tourist services and facilities for Muslim tourists in accordance with Islamic principles. There are several terms used in addition to Islamic Tourism, namely Halal Tourism, Sharia Tourism, Muslim-Friendly Tourism. 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 friendly facilities and services to Muslim tourists. The problem is the role of the Organization of the Islamic Conference (OIC) in the implementation of Islamic Tourism in Muslim countries. The research method is normative juridical research. The conclusion is that the role of the Organization of the Islamic Conference (OIC) in the application of Islamic Tourism in Muslim countries can be concluded with sharia tourism which has been introduced since 2000 from the discussion of the meeting of the Organization of the Islamic Conference (OIC). Sharia tourism is a tourist demand based on the lifestyle of Muslim tourists during the holidays. In addition, sharia tourism is tourism that is flexible, rational, simple and balanced. This tourism aims to motivate tourists to get happiness and blessings from Allah SWT. Halal tourism is an adoption of non-Organization of Islamic Conference (OIC) countries which see the great potential of Muslim growth around the world. Halal tourism was created to accommodate the needs of worship for Muslims in non-OIC countries, such as the provision of places of worship (mushola) and halal restaurants. Countries that are quick to seize the opportunity of this Muslim-friendly tourism service are Thailand, Japan, Singapore, Korea, Australia, New Zealand, UK, France, Malaysia, and many other countries.

Keywords: Organization of Islamic Conference (OIC), Islamic Tourism, Muslim Countries

INTRODUCTION

The term sharia tourism in various countries uses different terminology, including Islamic tourism, halal tourism, Muslim friendly travel or halal travel. The term Islamic tourism/halal tourism was first introduced to the general public in 2000 at a meeting organized by the OIC (Organization of Islamic Cooperation) or OIC (Organization of Islamic Cooperation). This idea is an alternative in meeting demand and tourism activities that can adapt to a lifestyle that emphasizes meeting the needs of Muslims when traveling.

According to Sofyan in Rimet, the definition of sharia tourism is broader than religious tourism, namely tourism based on Islamic values. Sharia tourism is an activity that is supported by various tourist facilities and services provided by the community, business actors, government and local governments that are required to meet sharia standards or provisions. Briefly explained by Rimet that sharia tourism as a Muslim travel activity moves from one place to another or when outside their normal place of residence. These activities are carried out for a period of less than one year. The concept of sharia tourism is considered as the actualization of the idea of an Islamic lifestyle that integrates two main parameters, namely the application of halal values and avoiding things that are haram. All aspects or stages of tourism activities will not be separated from the halal certification process which is the guideline and controlled by the government. The concept of sharia tourism is interpreted as a tourism activity based on the value of worship and da'wah to Muslim tourists and admiring all of His creation while consistently carrying out obligations and avoiding all prohibitions set by Allah SWT.

Halal tourism terminology has been developed since 2015 after a World Halal Tourism Summit (WHTS) event was held in Abu Dhabi, United Arab Emirates. Before being known as the concept of halal tourism, the world community was more familiar with the term Muslim tour. In general, the term halal tourism in various countries includes Islamic tourism, halal lifestyle or halal travel. Based on the industry perspective, halal tourism is seen as a complementary product of conventional tourism. A new approach in developing tourism with the principle of integrating local wisdom and Islamic values without compromising the uniqueness and authenticity of culture as a tourist attraction. Halal tourism terminology is often equated with religious tourism, even though both have different meanings. Halal tourism has a wider range of meanings, especially in the target market, which is not only Muslim tourists but also non-Muslim tourists. Halal tourism is starting to be in demand globally because the characteristics of the products or services offered are universal. Halal tourism and conventional tourism do not have different products, services or development goals as long as they do not conflict with sharia business values and ethics.

Halal tourism is a form of culture-based tourism by prioritizing the values and norms of Islamic law as the main foundation. The cycle of the tourism industry, which is still in the development phase, certainly requires more up-to-date ideas and internalization of a thorough understanding of the integration of Islamic values in all stages of tourism activities. Halal tourism continues to develop and face the challenges of technology and information trends. Jafari and Scott in Azzam et.al mention that halal tourism is related to meeting the needs of tourists related to sharia law and all its requirements. Halal tourism is a concept of balance of life, not only aiming to achieve pleasure when traveling, but also tourism as a bridge to get happiness in the afterlife. The same view is also emphasized by Story in Sriviboone & Komolsevin that halal tourism is tourism management that adheres to religious rules to respond to the needs of Muslims which includes services offered from countries of origin to destinations such as hotels, transportation, restaurants, recreation, and entertainment according to Islamic principles. Bogan & Sariisik Halal tourism appears as a result of individual preferences for traveling with the aim of getting closer to God.

According to the Organization of the Islamic Conference (OIC) providing a definition of halal tourism, the terminology used by the OIC is Islamic Tourism, namely Islam and tourism is based on the Qur'an 29:20 which encourages humans to travel on earth to take lessons from Allah's creation and take mercy.

Islamic tourism is defined as a tourist trip aimed at providing tourist services and facilities for Muslim tourists in accordance with Islamic principles. There are several terms used in addition to Islamic Tourism, namely Halal Tourism, Sharia Tourism, Muslim-Friendly Tourism. 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 friendly facilities and services to Muslim tourists.

Several things need to be considered in halal tourism, namely: local governments can fulfill 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, and the absence of alcoholic beverage activities and private services that can distinguish between women and men.

Indonesia itself in developing halal tourism adopts the criteria of the Global Muslim Travel Index as a reference for developing halal tourism. 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 in regulating tourism in Indonesia, a special agency called the Team for the Acceleration of Halal Tourism Development (TP3H) a team that is given the authority to help the government map, develop and provide regional guidelines that has the potential to develop halal tourism, this team then established three general criteria in developing halal tourism, such as Tourism Destinations (Natural, Cultural, Artificial), Hotels, and Travel Bureaus.

The concept of halal tourism is understood as the values of Islamic teachings that are implemented as a basis for traveling without discriminating against non-Muslim tourists. Halal tourism is used as a soft power to attract Muslim tourists. While Battour & Ismail see halal tourism as any tourist object and behavior that involves Muslims by using Islamic teachings as guidelines in the tourism industry. Noriah Ramli also explained that halal tourism is a tourist trip that has services in accordance with Islamic sharia, as well as tourism of choice for Muslim tourists to avoid conventional tourism that provides alcoholic beverages, food with pork elements, and tourist attractions that do not separate men and women.

It can be concluded that the term halal tourism is tourism that wants to provide tourist services and facilities to Muslim tourists which can also be enjoyed by non-Muslim tourists, which at least fulfills three basic needs in Muslim tourists, namely: the existence of adequate facilities and worship services, accommodation that is friendly to Muslim tourists (sharia hotels), food and beverages with halal guarantees through the certification of certain bodies that have the authority to do so, as well as tourist destinations such as natural tourism, culture, artificial tourism equipped with facilities or infrastructure for worship, such as the existence of a mosque or prayer room around tourist attractions.

RESEARCH METHOD

The data collection method used is library research. In this literature study, what is done is to study and read Islamic law books, so that these materials can be related to problems related to this research. In an effort to be able to answer or solve the problems raised in this study, qualitative data analysis methods were used, because the data obtained were of quality not quantity. After data collection, analysis is then carried out, so that scientifically justifiable conclusions can be drawn.

RESULTS AND DISCUSSION

The Role of the Organization of the Islamic Conference (OIC) in the Implementation of Islamic Tourism in Muslim Countries

The Organization of the Islamic Conference (OIC) is an intergovernmental organization that brings together 57 countries in the world. The OIC was founded in Rabat, Morocco on 12 Rajab 1389 H (25 September 1969) in the First Meeting of the Leaders of the Islamic World which was held as a reaction to the burning of the Al Aqsa Mosque on 21 August 1969 by Christian and Jewish fanatics in Jerusalem. As for International Organizations According to Teuku May Rudy in his book: "Administration and International Organizations" confirms that the role of International Organizations is as follows:

1. A forum or forum to foster cooperation and to reduce the intensity of conflict between members.
2. As a means of negotiation to produce mutually beneficial mutual decisions and sometimes act as a
3. An independent institution to carry out the necessary activities (among others social humanitarian activities, assistance for environmental conservation, restoration of historical monuments, peace keeping, operations, and others).

Regarding tourism, sharia has been introduced since 2000 from the discussion of the meeting of the Organization of the Islamic Conference (OIC). Sharia tourism is a tourist demand based on the lifestyle of Muslim tourists during the holidays. In addition, sharia tourism is tourism that is flexible, rational, simple and balanced. This tourism aims to motivate tourists to get happiness and blessings from Allah SWT. In addition to the term sharia tourism, the term Halal tourism or Halal tourism is also known. At the launch of sharia tourism which coincided with the 2013 Indonesia Halal Expo (Indhex) and Global Halal Forum which were held on 30 October - 2 November 2013 at Semeru Room, 6th Floor, Central Commerce Building, JIExpo (PRJ), Kemayoran, Central Jakarta, Wednesday (30/10/2013), President of the Islamic Nutrition Council of America, Muhammad Munir Caudry, said that, "Halal tourism is a new concept of tourism. This is not religious tourism like Umrah and performing the Hajj. Halal tourism is tourism that serves holidays, by adjusting the holiday style according to the needs and demands of Muslim travelers. In this case, hotels that carry sharia principles do not serve alcoholic beverages and have separate swimming pools and spa facilities for men and women.

Based on the above understanding, the concept of sharia which does not violate or contradict the values and ethics of sharia is related to the concept of halal and haram in Islam. Halal means

justified, while haram means prohibited. The halal concept can be seen from two perspectives, namely the religious perspective and the industrial perspective. What is meant by a religious perspective, namely as a law of what foods are allowed to be consumed by Muslim consumers. This brings the consequence of consumer protection. Meanwhile, from an industrial perspective. For food producers, this halal concept can be interpreted as a business opportunity. For the food industry whose target consumers are mostly Muslims, it is necessary to guarantee that the halal product will increase its value in the form of intangible value.

According to Sofyan in the Ministry of Tourism, the definition of sharia tourism is broader than religious tourism, namely tourism based on Islamic sharia values. As recommended by the World Tourism Organization (WTO), sharia tourism consumers are not only Muslims but also non-Muslims who want to enjoy local wisdom. The owner of the Sofyan Hotel network explained that the general criteria for sharia tourism are; First, have an orientation to the public good. Second, have the orientation of enlightenment, refreshment, and serenity. Third, avoid polytheism and superstition. Fourth, free from immorality. Fifth, maintain safety and comfort. Sixth, preserving nature and the environment. Seventh, respecting socio-cultural values and local wisdom.

Indonesia is a member of the OIC (Organization of Islamic Cooperation). Indonesia's role in the OIC shows that Indonesia always tries to actively participate in the organizations it participates in. The OIC (Organization for Islamic Cooperation) was formed after the leaders of a number of Islamic countries held a Conference in Rabat, Morocco.

The conference agreed to the Rabat Declaration affirming belief in Islam, respect for the United Nations Charter, and human rights. The OIC was formed because of the concerns of Islamic countries over various problems faced by Muslims, especially after the Zionist elements burned part of the Al-aqsa Holy Mosque on August 21, 1969. The OIC was formed with the following objectives:

1. Increasing Islamic solidarity among OIC member countries
2. Coordinate cooperation among OIC member countries
3. Support international peace and security
4. Protecting Islamic holy places
5. Helping the struggle for the establishment of an independent and sovereign Palestinian state

The OIC consists of 57 Islamic countries or those with a majority Muslim population in the Asia-Africa region. At first the OIC emphasized more on political issues, especially the Palestinian issue. However, in its development the OIC has transformed into an international organization that becomes a forum for cooperation in various fields. The cooperation includes cooperation in the political, social, economic, cultural, and scientific fields among Muslim countries around the world.

Global challenges are increasingly emerging, making the OIC member countries view the need for revitalization of the OIC as an urgent problem. The OIC is needed from the fact that the OIC's organizational structure and performance is not considered efficient and effective. Therefore, a series of meetings were held which succeeded in reviewing and finalizing the OIC restructuring TOR prepared by Malaysia.

The 10th OIC Summit Head of State/Government meeting in Putrajaya, Malaysia in 2003 agreed to start concrete efforts to restructure the OIC Secretariat. Furthermore, the 3rd Extraordinary OIC Summit in Mecca, Saudi Arabia, on 7 – 8 December 2005 accommodated this desire as outlined in the Macca Declaration and the OIC 10-year Program of Actions. This includes restructuring and reform of the OIC, including the formulation of the new OIC Statute which is expected to be implemented before 2015.

Tourism is a travel activity carried out by a person or group of people by visiting certain places for recreational purposes, personal development, or studying the uniqueness of tourist attractions visited for a temporary period. Tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government and local governments. Tourism is the overall activity related to tourism and is multidimensional and multidisciplinary in nature that appears as a manifestation of the needs of each person and country as well as interactions between tourists and local communities, fellow tourists, the Government, Regional Governments, and entrepreneurs. Tajzadeh Namin AA in Value Creation in Tourism: An Islamic Approach provides an explanation of tourism sourced from the following Qur'an:

A review of the verses of the Holy Quran shows that traveling and exploration have been emphasized at least in seven verses;

1. *Studying the life of the people of the past (Surah 3: 137);*
2. *Studying the destiny of the people of the past (Surah 30:42);*
3. *Studying how prophets were raised (Surah 16: 36);*

4. *Studying the life of evildoers (Qur'an 6:11);*
5. *Thinking about the creation;*
6. *Thinking about what happened to wrongdoers;*
7. *Visiting safe and prosperous towns (QS. 34: 11);*
8. *The Holy Quran calls people to travel and to learn lessons from what happened to the infidels and deniers of divine signs;*
9. *In general, it can be said that traveling helps people achieve theoretical and practical explanations and to reaffirm their faiths in the resurrection day. Traveling helps people learn from the past and prevents tyranny and oppression; and*
10. *Traveling improves sight, hearing, and inner knowledge and rescue people from inactivity and initiation.*

Sharia tourism indicators can be concluded as follows:

- a) The concept of culture in relation to Islamic tourism (Islamic cultural-religious sites)
- b) Tourism is synonymous with Muslims (subject to adherence to Islamic values), although it can be extended to include non-Muslims.
- c) Religious tourism (pilgrimages and visits to holy places throughout the Islamic world).
- d) Islamic tourism is a tourism with a new moral dimension that is based on acceptable values, ethical dimensions and has transcendental standards.
- e) Islamic tourism is a trip that aims with the motivation of "safety" or activities that mean it comes from Islamic motivation.
- f) Islamic tourism focuses on issues such as engagement (Muslim), place (Islamic destination), product (area of residence, food, and drink), dimensions (economic, cultural, religious, etc.), and management of service processes (marketing and ethical issues).

Motivation and intentions are very important in Islam, because they are related to their attitudes and goals. In building halal tourism or Islamic tourism, it is necessary to have policies that must be implemented and carried out so that Islamic tourism can be built properly according to the provisions of Islamic law so that tourists have comfort when traveling. The Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism, Chapter I, Article 3, states that tourism serves to fulfill the physical, spiritual and intellectual needs of every tourist through recreation and travel and to increase state income to realize people's welfare.

Tourism aims to:

- a. increase economic growth;
- b. improve people's welfare;
- c. eradicate poverty;
- d. overcoming unemployment;
- e. conserving nature, environment, and resources;
- f. promote culture;
- g. raise the image of the nation;
- h. foster a sense of love for the homeland;
- i. strengthen national identity and unity; and
- j. strengthen international friendship.

In addition, tourism is organized with the following principles:

- a) uphold religious norms and cultural values as the embodiment of the concept of life in the balance of the relationship between humans and God Almighty, the relationship between humans and fellow human beings, and the relationship between humans and the environment;
- b) upholding human rights, cultural diversity, and local wisdom;
- c) provide benefits for people's welfare, justice, equality, and proportionality;
- d) maintain the preservation of nature and the environment;
- e) empowering local communities;
- f) ensure the integration between sectors, between regions, between the center and the regions which are a systemic unit within the framework of regional autonomy, as well as integration between stakeholders;
- g) comply with the world tourism code of ethics and international agreements in the tourism sector; and
- h) strengthen the integrity of the Unitary State of the Republic of Indonesia.

The following are countries that have not joined the Organization of the Islamic Conference (OIC), but have implemented halal tourism/Islamic Tourism are:

1. Thailand

Thailand is one of the countries in Southeast Asia that is concerned with halal tourism. Currently, halal tourism is growing rapidly in Thailand, even though Muslims in the country are only

around 5% of the total population of Thailand. The majority of Muslims in Thailand are centered in the south such as in the provinces of Phuket and Krabi. According to the 2016 MasterCard-Crescent Rating Global Muslim Travel Index report, Thailand is in second place after Singapore, a non-OIC country that is mostly visited by Muslim tourists. Thailand also ranks fourth in The State of the Global Islamic Economy 2015/16 report's Halal Travel Indicator which assesses the health of a country's Muslim-friendly travel ecosystem.

Thailand has many places with various Muslim-friendly services. For example, the country has 3,600 mosques and shopping centers that provide prayer spaces for Muslims. There are many halal restaurants listed in Muslim-friendly apps and guidebooks for Muslim tourists. In addition, various facilities are provided to attract Muslim tourists, such as Muslim-friendly hotels that provide halal food options, prayer rooms and Qibla directions, Muslim-friendly spas that separate men and women, Muslim-friendly beach resorts, Muslim-friendly medical facilities and Muslim-friendly airports.

In Thailand, the government agency responsible for promoting Thailand as a Muslim-friendly destination is the Tourism Authority of Thailand (TAT). TAT is part of the Ministry of Tourism. To make Thailand a Muslim-friendly destination, TAT launched Thailand Travel Mart Plus in June 2015 which included various initiatives to promote Thailand as a Muslim-friendly halal tourism destination. The following are some of the initiatives that have been taken by the Thai government to make it a Muslim-friendly halal destination, as reported by the Standing Committee for Economic and Commercial Cooperation of the Organization of Islamic Cooperation (COMCEC):

a. Muslim-Friendly Tourism App

In 2015, TAT launched a Muslim-friendly tourist application to attract foreign Muslim tourists.

This application helps Muslim tourists find mosques, halal restaurants, hotels, shopping centers with prayer room facilities more easily. Currently the application only uses English, but in the future it will be improved by including other languages such as Arabic and Indonesian. Application This Thailand Muslim-friendly destination was developed with the support of the Chulalongkorn University Halal Science Center, the Thai Islamic Center Foundation, the Thai Halal Standards Institute and the Thailand Tourism Board.

b. Thailand Diamond Halal Brand

In order to market its products to Muslim tourists, Thailand launched an integrated halal branding called "Thailand Diamond Halal". Through this branding, all halal products and services originating from Thailand will be marketed, including halal tourism. The branding was developed by Bangkok's Chulalongkorn University Halal Science Center, the Islamic Central Council of Thailand, and the Thai Halal Standards Institute. This branding is also expected to be adopted by every hotel equipped with Muslim-friendly facilities, tour operators offering Islamic heritage tour packages and Muslim-friendly tours.

c. Guidebooks and Brochures such as "Halal Check-in Thailand"

TAT has produced a number of guidebooks and brochures tailored to Muslim tourists. Halal Check-in Thailand is a guidebook that lists mosques, halal-certified restaurants, Muslim-friendly hotels, shopping centers and performance venues that provide worship facilities.

The above are some of the initiatives that have been carried out by the Thai government in developing halal tourism. Based on these initiatives, it is illustrated that the Thai government strongly supports the development of halal tourism. This is done because the potential for the halal tourism business is quite large. As a non-Muslim country dominated by Buddhism, it is certainly not easy to promote Thailand as a Muslim-friendly halal destination. However, with full support from the government, this wish can be realized. This is illustrated by various reports that place Thailand as one of the non-OIC countries that are Muslims friendly destinations. According to a report from the UNWTO, in 2015 there were 2.6 million Muslims who visited the country and this is expected to increase to 4.

2. Japan

Prime Minister Shinzo Abe in his meeting with ministers to discuss the development of the tourism industry as a bright future for Japan, stated that the tourism sector is one of the main pillars of the country's economic growth. The following are points from Prime Minister Shinzo Abe's official statement during his meeting with Ministers on Japan's tourism policy.

- a. Making Akasaka Castle and the National Guest House in Kyoto a popular tourist spot in Japan to attract foreign tourists,
- b. Increasing the number of foreign tourists coming to Japan by freeing visas for foreign tourists who will visit Japan and implementing other effective strategies to attract foreign tourists,
- c. Improving the quality of Japanese immigration services to foreign tourists,
- d. Restructuring local and international airports such as Haneda Airport and Narita Airport.

Seeing the phenomenon that the number of foreign Muslim tourists visiting Japan is increasing, the government is coordinating with airports and shopping centers in Japan to provide worship facilities for Muslim tourists. Among them are a prayer room which was inaugurated by the government at Naha Airport, then shopping centers such as LAOX Akihabara Main Store located in Chiyoda, Tokyo city, selling halal food: udon, ramen, sponge cakes, and rice cakes, organic products, and non-pork products. A prayer room has also been built in this mall which is located on the seventh floor, then other malls that have built a prayer room for Muslim tourists are Aeon Mall Rycom and Aeon Mall in Okinawa.

With the increase in the number of Muslim tourists, Japan has also increased its facilities and services. As evidence of the Muslim Friendly Travel Index data released by Crescent Rating, Japan experienced an increase in quality from 3.9 in 2013 to 4.5 in 2014 with the highest score. An indication of this increase is the trend of TFK Corporation, catering for aircraft in Tokyo. The company recently invested US\$ 530,000 to upgrade facilities at Narita international airport with halal-certified food for a number of flights.

Meanwhile, the Halalminds mobile app was launched by Indonesians to help Muslims locate halal products in Japan. Japan has a number of operators dedicated to offering holidays specifically designed for Muslims, for example Miyako International Tourist Company, based in Hiranoku city in Osaka Prefecture which has been offering halal tourism since 2012. In addition, this program is also strengthened by qualified tour guides. to serve Muslim tourists to travel around Japan.

3. Singapore

The trend of halal tourism began to develop along with the increasing Muslim population in the world. The increasing population of young, educated, and high-income Muslims has made many international tourism industries start targeting Muslim tourists as their target market. Likewise with Singapore, in order to attract Indonesian tourists to visit their country, the STB (Singapore Tourism Board) has created a halal tourism program aimed specifically at the Indonesian Muslim community. With the halal tourism program, the Singapore government hopes that Indonesian Muslim communities who will visit their country can enjoy public facilities comfortably without having to mess around with processed food ingredients, available places of worship, etc. For halal food itself, tourists do not need to worry because Singapore officially has halal certification which has been recognized by the Institute for the Study of Food, Drugs and Cosmetics of the Indonesian Ulema Council (LPPOM MUI) in collaboration with the Singapore Islamic Religious Council (MUIS).

According to Edward Koh, Executive Director of the Singapore Tourism Board for Southeast Asia Region, "Singapore provides a variety of halal dining options, which of course further supports us as one of the attractive destinations for Muslim tourists. The Muslims who travel certainly cannot be separated from the beliefs they profess. These tourists need certainty regarding the halal and haram food they will consume, the availability of comfortable places of worship, and the separation of public facilities between men and women, so that Muslim tourists can enjoy tourism without having to bother with these various things. And it is proven that Singapore is able to meet all these needs by providing 53 mosques spread throughout the country that have been renovated and opened to the public.

The Singapore government itself has an important role in increasing the halal industry in the country. The reason is that in addition to seeing the foresight of the public who are increasingly sensitive to the halalness of a product, the Singapore government also has a strong future vision to make the country a world financial center, one of which is by using the halal innovation. Therefore, as more and more Muslim visitors come, Singapore's free market will also grow. The Singapore government also fully supports various business opportunities for halal products and all efforts are left to the people's choice, so that there is no rejection from the industry and producers to carry out halal certification.

CONCLUSION

The role of the Organization of the Islamic Conference (OIC) in the implementation of Islamic Tourism in Muslim Countries can be concluded with Sharia tourism which has been introduced since 2000 from the discussion of the meeting of the Organization of the Islamic Conference (OIC). Sharia tourism is a tourist demand based on the lifestyle of Muslim tourists during the holidays. In addition, sharia tourism is tourism that is flexible, rational, simple and balanced. This tourism aims to motivate tourists to get happiness and blessings from Allah SWT.

Halal tourism is an adoption of non-Organization of Islamic Conference (OIC) countries which see the great potential of Muslim growth around the world. Halal tourism was created to accommodate the needs of worship for Muslims in non-OIC countries, such as the provision of places of worship (mushola) and halal restaurants. Countries that are quick to seize the opportunity of this Muslim-friendly tourism service are Thailand, Japan, Singapore, Korea, Australia, New Zealand, UK, France, Malaysia, and many other countries.

Halal tourism also does not limit the movements of tourists. Tourists, especially foreign tourists, are still free to carry out their habits while traveling. In addition to dealing with food and beverage affairs and destination management, halal tourism is also related to how in halal tourist destinations there is sharia banking or sharia financial management. In fact, if necessary, there are sharia tour packages, certified guides.

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