

The Influence of Halal and Conventional Tourism on NTB's Regional Original Revenue: A Comparative Analysis

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ABSTRACT

Purpose: The purpose of this study was to determine the comparison of the effects of conventional tourism and halal tourism on regional original revenue, especially in West Nusa Tenggara (NTB) Province.

Design/methodology/approach: This research is a quantitative descriptive research using the ANN (Artificial Neural Network) model.

Findings: The results of this study indicate the difference between before becoming halal tourism (conventional) before the NTB governor's regulation, which significantly affects regional original revenue, domestic tourists with a value of 54.68% and foreign tourists with a value of 32.48%, and when it has become halal tourism, which greatly affects foreign tourists, namely (53.52%), and local tourists with a value of 42.91%. As for the USD exchange rate factor against the rupiah, it has no effect on regional original revenue with a value of both 12.82% for conventional tourism and 3.55% for halal tourism.

Practical implications: These results are expected to provide input to NTB provincial stakeholders, especially in the field of tourism, to improve and maintain the advantages and uniqueness of halal tourism. Originality/value: Research that compares the effect of tourism before and after becoming halal on regional income is still very rarely done, especially by using the ANN method.

Paper type: Research paper

Keyword: Conventional Tourism, Halal Tourism, Local Revenue, ANN

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I. INTRODUCTION

The potential to increase revenue from tourism makes it a crucial industry for the development of regional economies. People of modern urban cities frequently create distinctive itineraries. As a result, the tourism sector has the potential to grow in the future (Djakfar, 2017). The tourist industry has grown significantly in importance within the last few years to the global economy. 10% of the total GDP is contributed by the tourism industry. One in ten employment are generated by the tourism industry. In 2016, the tourist industry provided 1.4 trillion USD (7% of all exports) in export value. Additionally, tourism makes up 30% of all services exported globally (Destiana & Astuti, 2019).

The patterns of tourist travel started to alter throughout time. Tourist consumption patterns (customer behavior patterns) for tourism goods or tourist destinations that are no longer focused on the 3S (sun, sea, and sand) might be encouraged by changes in visitor motivation and travel patterns (Priyadi, 2020). Halal tourism is also a modern alternative to traditional trips. Because it is regarded as more welcoming to Muslim tourists, halal tourism has become a viable choice for Muslims. The Islamic concept of Muamalah, which educates about human connections via everyday activities, includes tourism. (Djakfar, 2017). The demand for halal tourism worldwide has been increasing, making it an emerging market with potential to increase local income (Subarkah, 2018; Herawati, 2023).

West Nusa Tenggara Province is the province that has fully established international standards for halal tourism. Particularly after NTB Province won a prize at the 2016 World Halal Tourism Awards (Hamzana, 2017).

The NTB Provincial Government only discovered the perfect format or formulation for halal tourism in NTB in 2015. Halal tourism has grown since it was first proclaimed in 2010. This was evidenced by the presence of NTB Governor Regulation No. 51 of 2015 regarding Halal Tourism, which was signed on September 29, 2015, by the NTB Governor in office at the time. Moreover, the NTB Regional Regulation No. 2 of 2016 on halal tourism has strengthened it. The study by Amelia (2017) indicates that in NTB, Islamic character formation starts at an early age. Furthermore, Hamzana (2018) suggests that the West Nusa Tenggara Department of Industry and Commerce and the Health Service in conjunction with the Ulema Council of Indonesia issue halal certificates. These findings suggest the potential for the development of halal tourism destinations in NTB. The NTB Provincial Government can enhance the sector's revenue if it works hard to promote tourism. The NTB Provincial Government could become more independent and less reliant on the federal government as a result. Tourism can provide local revenue through hotel taxes, restaurant taxes, entertainment taxes, lodging, boarding, and villa levies, as well as through levies on leisure sites, or it can generate foreign exchange through international visitors (Arlina & Purwanti, 2013).

According to Nurjaya et al. (2020), many companies and parties participating in the tourism industry struggle to comprehend the products, services, and infrastructure associated with halal tourism. In particular, for West Nusa Tenggara Province as a possible halal tourism destination, the study by Subarkah (2018) proposed that halal tourism might be used as a tool for Indonesian public diplomacy to enhance tourist visits and improve the regional economy. Additionally, the growth of halal tourism may draw investment and prospects for employment (2018). In conclusion, halal tourism is an intriguing area for further investigation since it has the potential to significantly impact the economic growth of the West Nusa Tenggara Province (Nurcholifah, 2023).

Comparative studies of the effects of conventional and halal tourism on city tax revenues are still very rare. The importance of the study lies in its capacity to explain the effect of halal tourism on regional income using a statistical model (Abduh, 2022). This research is a quantitative descriptive study using the artificial neural network (ANN) model. This study also shows that, when viewed from a traditional tourism perspective, the number of domestic and international visitors has a sizeable impact on regional original revenue. The quantity of foreign visitors is also the most significant factor in halal tourism (Abduh, 2022). In addition, Rozalinda et al. (2019) examined the advantages and disadvantages of establishing halal tourism in Indonesia while mapping the economic potential of doing so. It is recommended that NTB provincial stakeholders in the tourism industry improve and maintain the excellence and distinctiveness of halal tourism based on the literature reviewed.

This research continues the findings of Nurcholifah (2023); Rozalinda et al. (2019); and Destiniana & Astuti (2019) by comparing tourism before and after the existence of NTB Governor Regulation No. 51 of 2015 concerning Halal Tourism. This study aims to determine tourism factors that affect NTB's local revenue. The results of this study are expected to provide input to NTB provincial stakeholders, especially in the field of tourism, to improve and maintain the advantages and uniqueness of halal tourism.

A. Factors Tourism

A country's economy relies heavily on tourism, which also creates jobs, both directly and indirectly. In this literature review, many studies show how various factors the tourism sector. These variables include the currency exchange rate, the number of local and international tourists.

1. Exchange Rate

Khanalizadeh et al. (2019) examine using the autoregressive distributed lag (ARDL) method to explore the impacts of economic growth, hotel development, and the real exchange rate on the tourism industry. Sharma et al. (2019) investigate the extent to which exchange rate fluctuations affect India's international tourism receipts. Ahmed (2019) examines the effect of exchange rate volatility on tourism stock prices on the Egyptian Exchange (EGX). Since perfectly reversible demand functions are generally used in tourism demand modelling, little attention has been given to the asymmetric tourist responses to exchange rate changes. Chi (2020) attempts to fill this gap by examining two types of asymmetric demand responses associated with exchange rate fluctuations: 1) currency appreciations and depreciations, and 2) rises and falls in exchange rate volatility. Over the past three decades, there has been an increasing focus on the subject of global tourism in Iran's economy. Mohammadzadeh et al. (2020) examine the most important economic factors affecting this industry in this country, especially economic policy uncertainty.

H1 = Exchange rate has a positive impact on regional original revenue

2. Local Tourism

An investigation by Laut, Sugiharti, and Panjawa (2021) in the Indonesian province of Central Java revealed that the supply-side contribution to local own-source income is less elastic than an increase in local tourism demand. This suggests that a growth in visitor demand could result in a discernible gain in local revenue. Arifai (2019) did a study on the Blang Kolam waterfalls in Indonesia's Aceh Province and discovered that applying the creative economy, a profit-sharing structure based on sharia law, and environmental aspects of tourism are key components to boosting local original revenue. Susanti, and Kutaneegara (2019) showed that

local income in a region with tourist attractions may rise concurrently with the growth of the tourism sector. They underlined the importance of the local level in the growth of Indonesian tourism.

H2 = Local tourism has a positive impact on regional original revenue

3. International Tourism

It has been discovered that Indonesia's regional income is significantly impacted by international tourism. The ASEAN Tourism Forum (ATF), which Indonesia uses to advertise itself as a tourist destination and draw in foreign investors, provides as an example of this (Rahmat, 2021). Given that it takes into account sociocultural, economic, and environmental sustainability, sustainable tourism management is essential to sustaining tourist growth (Rahadi, 2021). However, the COVID-19 epidemic has had a detrimental impact on the Indonesian tourism sector, causing a reduction in earnings as international visitor numbers drastically fell (Anele, 2021). In order to promote distinctive local qualities and ensure sustainable tourist management, it is crucial to use the creative industries in Indonesia.

H3 = International tourism has a positive impact on regional original revenue

B. Tourism Affecting Regional Original Revenue

This literature review aims to synthesize recent studies and investigate how tourism affects regional original revenue. According to Poto et al. (2022) recommended improving tourism training, supervision, and management, establishing regional regulations, and building cooperation with private and other regions regarding the Tourism Development Policy to increase regional original revenue. Wahyuni et al. (2018), employing Malang Raya as a case study, used the number of tourist arrivals, hotel room occupancy rates, the number of restaurants, and Gross Regional Domestic Product (PDRB) data from 2006 to 2016. They applied the fixed effect model of multiple regressions to analyze the secondary panel data from three local governments in Malang Raya. They concluded that tourism has a significant impact on the regional revenue of Malang Raya. Yulanda and Rahayu (2019) investigated Tanah Bumbu Regency's potential and development of the tourism sector for local revenues. They found that the strategic location and the support of the government, private parties, and the surrounding communities of tourism objects can be leveraged for business development and services in Tanah Bumbu Regency.

C. Research Framework

The research framework in this study is:

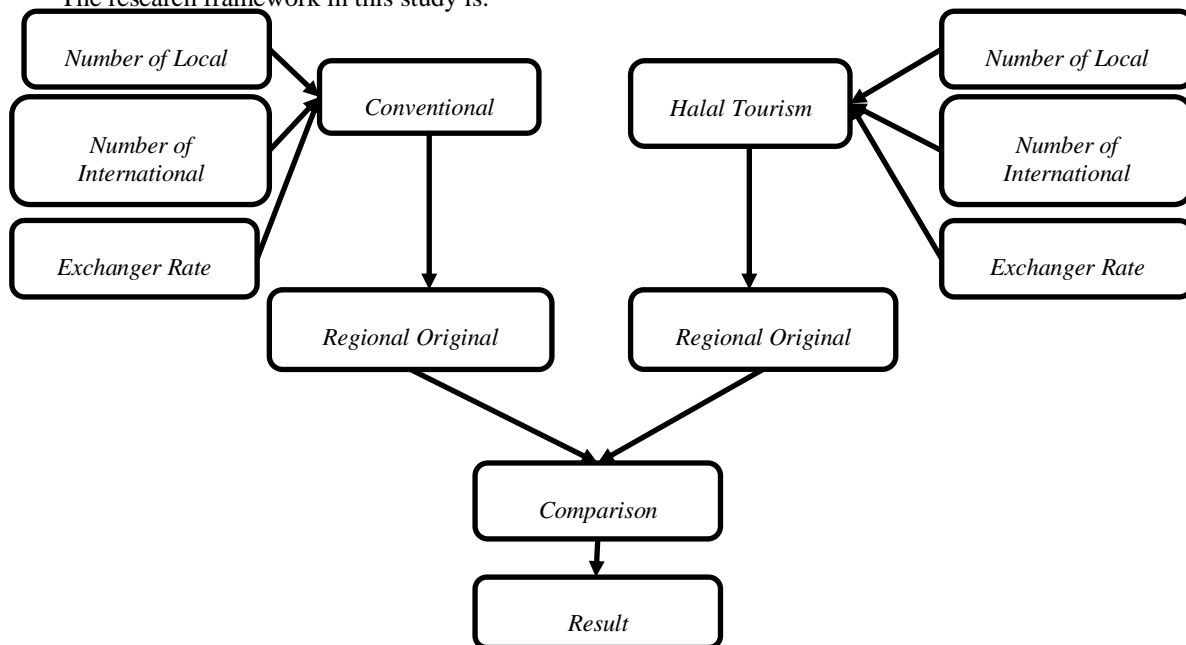


Figure 1. Research Framework

II. METHODS

A. Data

This study uses descriptive quantitative analysis by comparing the two findings between conventional tourism (before the NTB governor's regulation on halal tourism) and halal tourism (after the NTB governor's regulation on halal tourism). The data used in this study are secondary data sourced from the website www.disbudpar.ntbprov.go.id for data on domestic and foreign tourists who come to West Nusa Tenggara. In addition, the rupiah exchange rate data uses data from www.bi.go.id. The time span taken is 2011–2015 for data before the formation of halal tourism in NTB and 2016–2020 for data after the formation of halal tourism.

B. Operational Variables

Operational variables are required to be defined which aims to explain the meaning contained in the research variables which provides instructions on how the research variables are measured.

Table 1. Operational Variable

<i>Research Variable</i>	<i>Definition</i>
<i>Exchange Rate (X₁)</i>	<i>Rupiah to dollar exchange rate (www.bi.go.id)</i>
<i>Domestic Tourism (X₂)</i>	<i>Number of local tourist arrivals that visit an area to benefit (Osiako, KUMMITHA, and SZENTE, 2022; Ocran, Adebajji, and Sarpong, 2019).</i>
<i>International tourism (X₃)</i>	<i>The number of foreign tourists who come to a country with benefits (Zirulia, 2014; Hüseynova, 2021).</i>
<i>Regional Original Revenue (Y)</i>	<i>Local revenue refers to the total amount of revenue generated within a certain regional area. In this case specifically in tourism revenue.</i>

Source: data processed (2023)

C. ANN Model

Using the www.alyuda.com program, there are three steps to implementing the Artificial Neural Network (ANN) model to analyse how tourism-related factors affect local revenue, namely: 1) input data from all previous period variables; 2) the data will be processed through two stages, namely the training stage and the testing stage; and 3) the output will be obtained in the form of output from the predicted variables. The Artificial Neural Network (ANN) model can be represented by the following equations when doing technical data calculations (Vochozka, Horak, & Ule, 2019):

$$Y = f \left[v_0 + \sum_{j=1}^m h(\lambda_j + \sum_{i=1}^n x_i w_{ij}) v_j \right] \tag{1}$$

Where:

Y = network output

f = Activity Function of Output Layer

v₀ = Output bias

h = Activity Function of hidden layer

λ_j = hidden unit biases (j = 1, ..., m)

The above results in a logarithm that is used in the learning process to aim for: (1) All neurons select the logistic function; (2) the output error is minimized by selecting the sum-of-squares error; (3) the logistic activation function uses between 0 and 1 to set the network output.

Furthermore, artificial neural networks are trained using special conditions to obtain the significance level of each variable by using inverse propagation for logarithmic learning, learning speed and momentum determined at 0,1, and completeness by maximizing the process at a mean square of less than 0.000001 or with the model completing 20,000 iterations. Thus, the information provided in this process is a significant variable that affects profitability (Anwar and Watanabe, 2010; Fakhri and Darmawan, 2022; Fakhri et al., 2020). The following is the research flow using ANN:

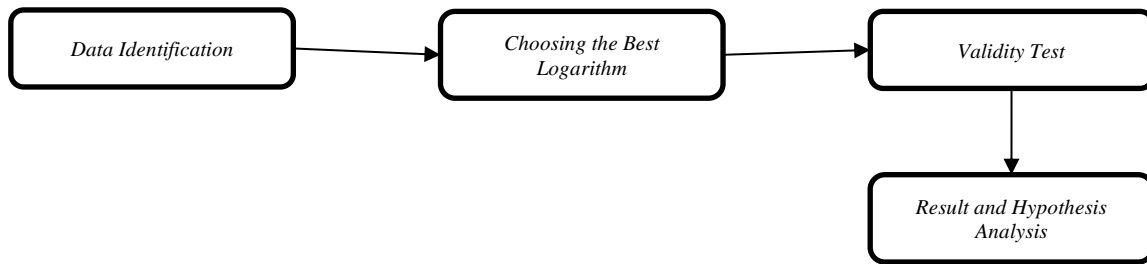


Figure 2. ANN Process

From the process above, the first process in analyzing with the ANN model is first to identify the data, the data to be analyzed will be identified by the amount of data, the choice of time series of the data, secondly choosing the best logarithm to produce the best output, then the Validity Test using CCR, and finally the output that tests the hypothesis where if it is more than 30% it will have an effect (Fakhri and Darmawan, 2021; Novida, and Oktaviani, 2022).

III. RESULTS AND DISCUSSION

In this section, the best logarithm generated from the data will be presented first, followed by the validity test using ROC (receiver operating characteristics). The output of the data will then be analysed using the comparison method.

A. Data Analysis Test Effect of Conventional Tourism on Local Revenue

1. The Best Logarithm

Data on the effect of Conventional Tourism on Local Revenue generating the best logarithm of the ANN model is:

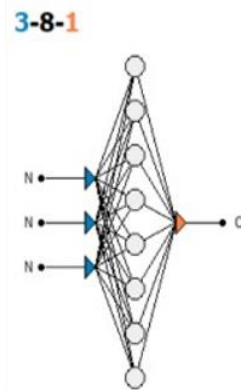


Figure 3. Best logarithmic ANN Effect of Conventional Tourism on PAD

The result is N3-8-1, this result shows that to process data on the effect of Conventional Tourism on Regional Original Revenue with 3 variables requires 8 Neurons to get optimal results.

2. ROC (Receiver Operating Characteristics)

The following are the results of data validation of the effect of Conventional Tourism on Regional Original Revenue using ROC:

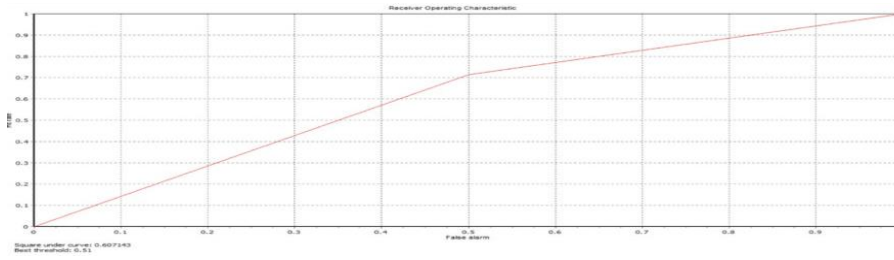


Figure 4. ROC Effect of Conventional Tourism on PAD

The validation results using ROC with a value of 60.3% declared the data valid. According to Fakhri and Darmawan (2021), it shows that if the ROC value exceeds 50%, the data analyzed is valid. So that the data can be analyzed further.

B. Data Analysis Test Effect of Halal Tourism on Local Revenue

1. The Best Logarithm

Data on the effect of Halal Tourism on Local Revenue generating the best logarithm of the ANN model is:

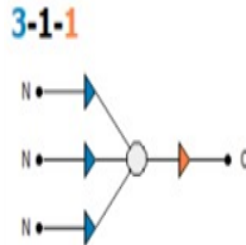


Figure 3. Best logarithmic ANN Effect of Halal Tourism on PAD

The result is N3-1-1, this result shows that to process data on the effect of Conventional Tourism on Regional Original Revenue with 3 variables only requires 1 Neuron to get optimal results.

2. ROC (Receiver Operating Characteristics)

The following are the results of data validation of the effect of halal Tourism on Regional Original Revenue using ROC:

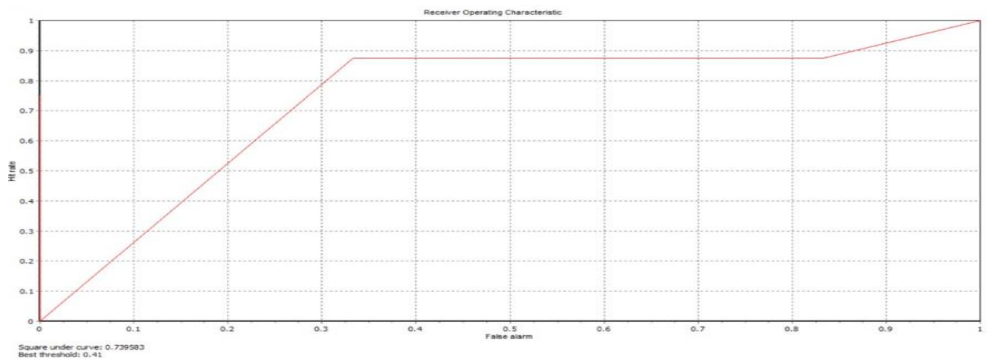


Figure 4. ROC Effect of Halal Tourism on PAD

The validation results using ROC with a value of 70.3% declared the data valid. So that the data can be analyzed further.

C. Result and Comparison Analysis

This section presents the results of halal and conventional tourism that affect local revenue generation. The results of both data are shown in the table below.

Table 2. Comparison of Conventional Tourism with Halal Tourism

<i>Information</i>	<i>Result</i>	
	<i>Conventional Tourism</i>	<i>Halal Tourism</i>
<i>The Best Logarithm</i>	<i>3-8-1</i>	<i>3-1-1</i>
<i>ROC</i>	<i>60%</i>	<i>73%</i>
<i>Number of Local Tourism</i>	<i>54,68%</i>	<i>42,91%</i>
<i>Number of International Tourism</i>	<i>32,48%</i>	<i>53,52%</i>
<i>Exchange Rate</i>	<i>12,82%</i>	<i>3,55%</i>

Source: ANN Model, 2023

The table above explains that the two data presented are equally valid with an ROC value of 60% conventional tourism, and 73% halal tourism. With different logarithms, namely conventional tourism N3-8-1 and halal tourism N3-1-1. This result shows that the processed conventional tourism data must require 8 neurons to get good validation, while for halal tourism data only requires 1 neuron.

The results of the two variables have differences and similarities, where the similarity of these results is in the exchange rate. The results of the exchange rate both do not affect local revenue with the results for conventional tourism which is 12.82% and halal tourism which is 3.55% because these results are less than 30%. Thus it can be concluded that H1 is rejected. This result is different from previous studies (Khanalizadeh et al., 2019; Chi, 2020; Mohammadzadeh et al., 2020), which argue that the exchange rate has a positive effect on local revenue. This can provide an explanation for why foreign and domestic tourists do not think about exchange rate differences because tourist attractions in West Nusa Tenggara (NTB) are very exotic.

Different results were found in the domestic and international tourist variables. Where the first position of the variable from conventional tourism that affects local revenue is domestic tourists with a value of 56.84%, in other words H2 is accepted, while halal tourism that affects local revenue is international tourists with a value of 53.52%, thus H3 is accepted. While the second position that affects local revenue is local tourists for halal tourism with a result of 42.91%, and foreign tourists for conventional tourism with a value of 32.48%. This difference proves that after West Nusa Tenggara won the title of "World Best Halal Tourism Destination and "World Best Halal Honeymoon Destination", many foreign tourists are interested in coming and want to know the tourist attractions in the area. The results of the influence of local tourists on local revenue are in accordance with previous research, namely Laut, Sugiharti, and Panjawa (2021); Arifai (2019); and Susanti and Kutaneegara (2019), which concluded that local tourists have a positive effect on local revenue. Likewise, with foreign tourists, the results are in accordance with previous research (Rahmat, 2021; Rahadi, 2021; Anele, 2021), which assessed that foreign tourists have a positive effect on local revenue.

V. CONCLUSION

The potential to increase revenue from tourism makes it a crucial industry for the development of regional economies. This study aims to determine conventional and halal tourism factors that affect NTB's regional original revenue. The results of the two variables have differences and similarities, where the similarity of these results is

in the exchange rate. The results of the exchange rate both do not affect local revenue with the results for conventional tourism which is 12.82% and halal tourism which is 3.55% because these results are less than 30%. Thus it can be concluded that H1 is rejected. Different results were found in the domestic and international tourist variables. Where the first position of the variable from conventional tourism that affects local revenue is domestic tourists with a value of 56.84%, in other words H2 is accepted, while halal tourism that affects local revenue is international tourists with a value of 53.52%, thus H3 is accepted. While the second position that affects local revenue is local tourists for halal tourism with a result of 42.91%, and foreign tourists for conventional tourism with a value of 32.48%. The results of this study are expected to provide input to NTB provincial stakeholders, especially in the field of tourism, to improve and maintain the advantages and uniqueness of halal tourism.

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