

Human Resource Development in the Halal Tourism Industry Dealing with the Industrial Revolution 4.0

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Abstract

Industrial Revolution 4.0 has revolutionized many industries, including tourism. Halal tourism must adapt to Industry 4.0's digital revolution and technical advances in this changing context. This study discusses the necessity of Human Resource Development (HRD) initiatives in preparing Halal Tourism workers to take advantage of the industrial revolution. Halal tourism, which caters to Muslim travelers' religious needs, has grown rapidly in recent years. Industry 4.0 technology like AI, big data analytics, and automation are changing industry practices. Halal tourism companies must invest in HRD to train their staff to respond to changing Muslim visitor needs. This study describes the evolution of human resources in the field of halal tourism to face the Industrial Revolution 4.0 which has a significant impact on human life and the world ecosystem. Therefore, it is very important to manage human resources as the protagonists are directly involved in this issue, especially in the field of halal tourism which is growing rapidly every year. This research method is descriptive and qualitative using the concept of human resource management and halal tourism. The results of this study show that halal tourism has great potential, so the management of halal tourism human resources needs to take leadership from the perspective of the Industrial Revolution 4.0: four steps. 1) Tourism to plan and determine the direction of halal development; 2) Establishment of authorized organizations and institutions. 3) Instruct, instruct, organize, or socialize to fit the plan. 4) Control, control and monitoring are necessary to achieve the objectives.

Keywords: Tourism, Halal, Human Resources, Industrial Revolution 4.0

Introduction

The development of industry entering the fourth revolution starting from the first industrial revolution is characterized by the existence of mechanical things such as the creation of steam engines, the second stage is characterized by mass production of the creation of electric power, the third stage is characterized by the emergence of computers and automatic things, and the fourth stage is now characterized by cyber Physical system one of them appears internet.

The existence of an industrial revolution makes the order of human life and the world ecosystem undergo changes, the term globalization emerges that eliminates limits in the exchange of information and technology, so that human innovation is increasingly sophisticated for example created. Artificial intelligence that allows work to be done by non-human and non-hysical e.g. the creation of driverless cars, online stores changing the human lifestyle from shopping to store can now be done at home and anywhere, including searching for information.

The rapid development of information has the impact of tangling with tourism as one of the sectors that is also growing rapidly because of the ease of tourists in buying transportation tickets, accommodation, and others. (Riyadi, 2018, p. 12). In 1.186 million people who traveled in 2016 (UNWTO, 2016). While in 2019 reached 1,400 trillion world tourists. (UNWTO, 2019, p. 2).

This increase in tourist travel is due to the current favorable economic environment; high air demand; enhanced visa facilities with e-visas and on-arrival visas that continue to rise, while visas are increased. traditionally enhanced; Technology to shape the tourist travel experience, for example, the distribution of tourist destinations in real time makes people interested in doing tourist activities. (UNWTO, 2019, p. 4).

Tourism can have a good impact in various sectors, ranging from economy, development, export, peace, environmental conservation and opening new jobs. (UNWTO, 2018, p. 3). There are three things that impact tourism on the economic

sector, namely Direct, Indirect, and Induced.1) Direct such as Gross Domestic Product (GDP) generated by activities directly related to tourism such as hotels, travel agents, airlines, restaurants and other activities that serve tourists; 2) Indirect It can be divided into three things: a. Capital Investment in tourism: Includes capital investment in all sectors directly involved in the tourism industry as well as spending by companies in other sectors on assets tourism such as transportation or accommodation; b. Government Spending for Tourism: Government spending to support the tourism sector, which can include national and local expenditures including tourism promotion, visitor services, administration and others; c. Supply Chain Effect: It represents the purchase of domestic goods and services, as input for the production of their final results, by companies within the tourism sector; 3) Induced, constitutes the contribution of wider tourism through the expenditure of those employed directly or indirectly by the tourism sector. (Lemma, 2014, p. 2). The pariwisata sector is very important for every country to improve its economy.

In addition to the economy, tourism also has an influence in the employment sector. The total contribution of Travel & Tourism to employment was 318,811,000 jobs in 2018 (10.0% of total employment). It is expected to rise 2.9% in 2019 to 328,208,000 jobs (10.1% of total employment). By 2029, Travel & Tourism is expected to support 420,659,000 jobs (11.7% of total employment), an increase of 2.5% per year over the period. Includes work by hotels, travel agencies, airlines and other passenger transport services (excluding commuter services). And other activities such as restaurant and leisure industry activities are supported directly by tourists. (WTTC, 2019, p. 4)

For Indonesia tourism is a leading sector contributing to national economic growth in addition to palm oil and mining sector, because the potential of Indonesia's territory is very broad and popular tourist destinations and various destinations that are not yet widely known. or any other term "hidden paradise". Seen in 2015 foreign exchange receipts from the tourism sector amounted to 12.2 billion US dollars, in 2016

reached 13.6 billion US dollars, in 2017 as much as 15 billion US dollars, and in 2018 reached 19.29 billion US dollars. So that the GDP of the tourism sector in 2017 amounted to 4.50 percent, up in 2018 to reach 4.80 percent. (Kemenpar RI, 2019). Tourism can be a core economy in development.

But it is unfortunate that the number of foreign tourist visits to Indonesia actually did not reach the target that should be. In 2017 the target is 15 million tourists, realized to reach 13.7 million tourists. (Dawn, 2018). Likewise, in 2018 the target is 17 million tourists, reaching only 15.8 million tourists. (Anggraeni, 2019). Compared to other countries in ASEAN in 2018 Indonesia was fourth, while in third there was Singapore with 18.5 million tourists, Malaysia's second position reached 25.8 million tourists, and the position of 18.5 million tourists. Thailand reached 38.3 juta tourists. (Kusnandar, 2019). This should certainly be a serious concern for Indonesia in managing tourism.

Expanding tourism market share can be an alternative to Indonesia in attracting tourist visits, for example developing halal tourism one of the fastest growing tourism segments today. Halal tourism is a tourist facility and service for Muslim tourists in accordance with standards of Islamic principles, for example the availability of halal food and beverages, adequate ibadah access, and comfortable residence for Muslim tourists. The growth of halal tourism is seen from the number of Muslim tourist visits, in 2010 there were 98 million tourists, and in 2018 reached 140 million tourists, and it is projected that in 2020 it will reach 160 million tourists. (Global Muslim Travel) Index, 2019, p. 18). This can be an additional alternative in the Indonesian tourism segment with the number of Muslim-majority communities can be easily developed by Halal.

There are several things to note for Indonesia in managing tourism, namely attractions including cultural performances that attract tourists; access is the importance of supporting infrastructure such as roads, transportation availability, and integration between destinations, and connectivity; amenity is the availability of accommodation, pay attention to cleanliness, facilities around the destination.

In addition, it is very important human

resources that are the key drivers of tourism as a supporter of economic expansion and acceleration, one foreign tourist can absorb the workforce of more than one person, for example ojek, hotel services, tour guides, and everything else. Human resources in Indonesia have at least three problems, namely constrained by foreign languages, managerial skills, and lack of understanding related to information technology. (Widodo, 2016). Especially in the context of understanding halal tourism, and the challenges in the era of the industrial revolution 4.0 are very important to increase competitiveness such as understanding information technology.

Thus, this research intends to explain about halal tourism has tremendous potential as an alternative sector in expanding the Indonesian tourism market to attract tourists, and also explain the steps in Management of human resources as the main source in the management of tourism that is increasingly changing in the era of the industrial revolution 4.0 where humans are required to be faster and smart from the technology that is currently starting to fish the work done by humans.

Library Review

Human Resources

The industrial revolution not only changed production by itself changing the way humans do production. Therefore, it is very important human resource management is the process of the organization achieving its goals. (Priyono, 2010, p. 4). In this context is achieving the goal to increase tourist visits, foreign exchange, as well as human resources.

Kusworo and Damascus in research (Anugrah & Sudarmayasa, 2017, p. 34) He stated that it is very important to improve human resources, because so far Indonesia's tourism orientation is still quantitative, namely foreign exchange receipts, tourist visits, employment, but qualitative things that are the key drivers of tourism that humans must be improved in quality.

The quality of human resources becomes the determinant of the quality of tourism products

and services. This becomes a capital in competing at a more competitive global level so it needs to improve the quality of education and training in the field of tourism that is adjusted to good standards in order to be able to increase competitiveness. (Kusworo & Damascus, 2002, p. 109).

In essence, tourism hr requires special attention. HR Tourism in Nature Law No. 10 of 2009 which states that tourism human resources include entrepreneurs, communities, governments and local governments. While the tourism industry is an activity that produces goods or services in order to meet the needs of tourists and tourism organizers. (Setiawan, 2016, p. 24).

To maximize human resources needed managerial functions, there are four managerial functions that must be implemented, namely: Planning is to calculate the circumstances to fit the needs effectively and efficiently to achieve the goals; Organizing is an activity to establish, organize, integrate and coordinate in the form of an organization in order to achieve its goals; Direction is kegiatan giving instructions in accordance with the plan and needs of the objective; Control is controlling to fit the instructions based on the needs in the plan to realize the goal. (Setiawan, 2016, pp.26-27).

In the context of this human resource that needs to be considered is the ability of people who intersect directly with tourists and governments who have the authority to manage and develop the quality of human resources so that pariwisata products and services are able to competing in the era of the industrial revolution 4.0 and of course understanding related to halal tourism as an expansion of Indonesia's tourism market share.

Halal Tourism

In addition to halal tourism, another term is Islamic tourism, according to the Organization of Islamic Cooperation defines Islamic tourism or Halal tourism of various kinds, namely the management and operation of tourism services and products based on Principles of Islam. The components of halal tourism are:

Table-1 Halal Tourism Component

Component	Indicators
Halal/Sharia Hotel	No alcohol, no gambling, only halal food and drink There is a Quran, a qibla prayer mat in every room. The bed and toilet are positioned so as not to face the qibla There's a prayer room Conservative staff dressing Islamic funding Recreational facilities are separate between men and women.
Halal Transportation (Airlines)	Key indicators for halal transportation include: hygiene; non-alcoholic beverages; and coherent publications with Islam
Halal Food	Food served in the restaurant must be halal. All animals must be slaughtered in accordance with Islamic principles. Alcoholic beverages should not be served on the premises.
Halal Tour Package	The content of the tour package should be based on an Islamic theme. Islamic tour packages include visits to mosques, islamic monuments and promotions, and events during Ramadan.
Halal Finance	The financial resources of hotels, restaurants, travel agencies and airlines must be in accordance with Islamic principles. In general, Islamic finance requires participation in the sharing of profits and losses among all parties involved in this financial law. Islamic finance is also Banning flowers.

Source: (OIC, 2017, p. 5)

Simply put, halal tourism is defined as an effort to provide services and facilities for Muslim tourists to be more comfortable in carrying out

tourist activities. To develop halal tourism also needs to be considered as follows:

Table-2 Needs of Muslim Travelers

Need to have	Good to have	Nice to have
Halal Food Service Prayer Facilities Water-Friendly Bathroom There is no Islamophobia.	The social state of Ramadan Services Local Muslim experience	RecreationRoom with Privacy There is no non-halal service.

Source: (Global Muslim Travel Index, 2019, p. 13)

Thus it can be concluded that halal tourism is very concerned about the needs of Muslim tourists. However, halal tourism services and facilities are not only intended for Muslim tourists, non-Muslim tourists can also enjoy it. Indonesia as a Muslim-majority country is very appropriate and easy to develop this tourist segment as an

alternative to attract tourists because the opportunity and potential are very large.

Research Methods

This research uses a qualitative descriptive approach that explains the phenomenon of human resources facing the industrial revolution in order

to increase the number of tourists from the halal tourism sector segment. This research data is primary data as well as secondary data. Data collection technique is to conduct library studies. Data analysis is carried out through the data reduction step, which is data obtained and then collected the appropriate data in this study; Then the presentation of data is done by displaying data in the form of sentences, tables, graphs and

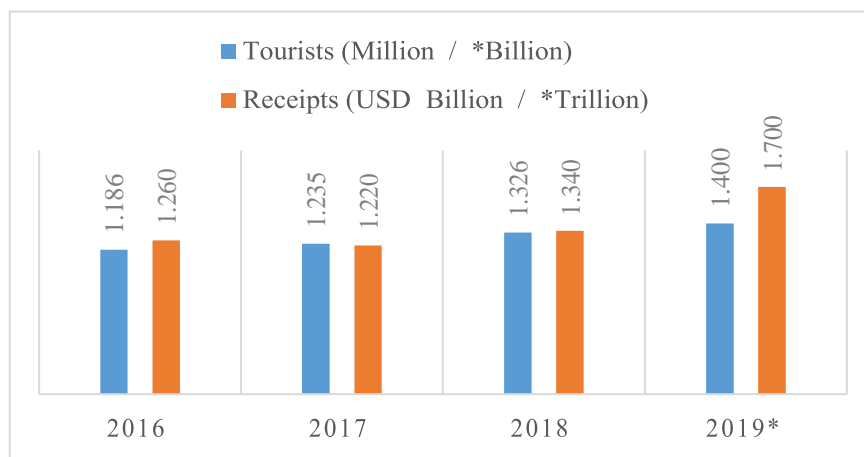
others; finally draw conclusions.

Results And Discussions

World Tourism Potential and Halal Tourism

Based on a report by the United Nations World Tourism Organization shows that the positive growth of world tourism is seen from the number of tourist trips and receipts from this tourism sector from 2016 to 2019, here is the report:

Graphic – 1 Arrival of World Travelers and Acceptance from Tourism Year 2016 - 2019

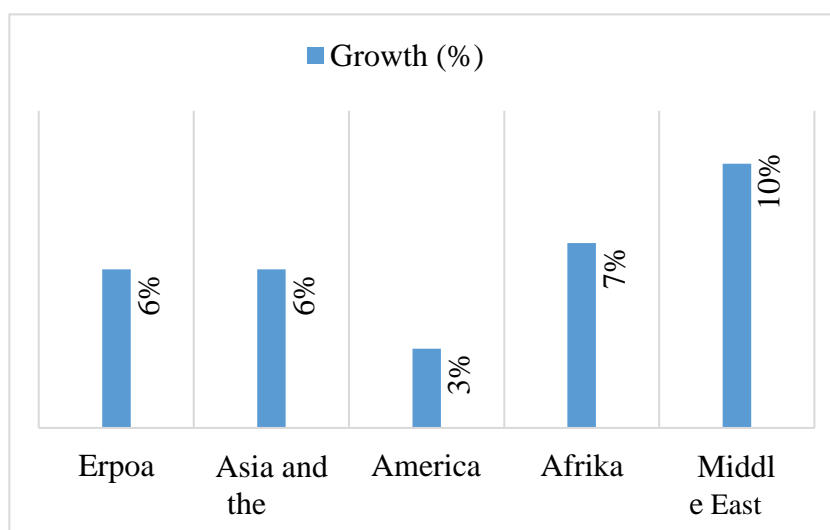


Source: Researchers from (UNWTO 2016-2019)

The highest-growing tourist travel is from the Middle East region, followed by Africa, Asia Pacific and Europe, most recently the Americas.

This shows that the Middle East is continuing to travel, this is seen from the UNWTO report in 2019:

Graph – 2 Tourism Growth in 2019 By Region.



Source: (UNWTO, 2019, p. 6)

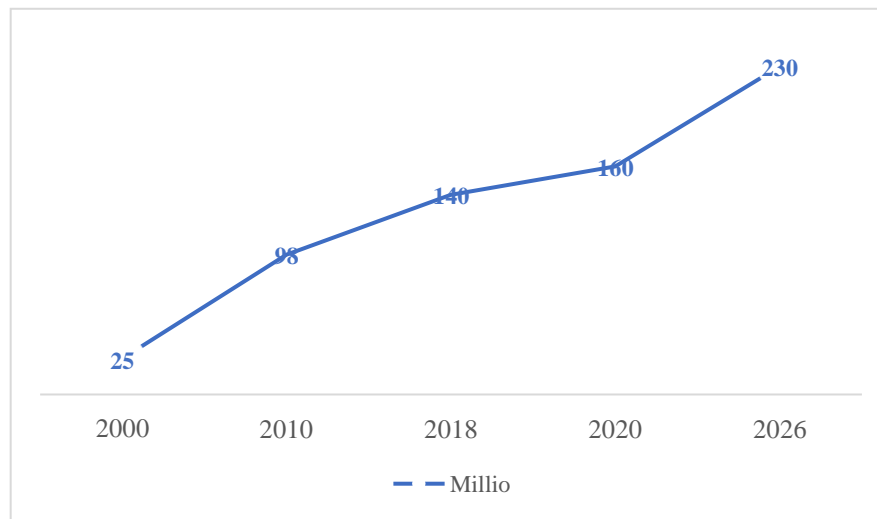
The rapid growth in the Middle East region is in line with the number of Muslim tourist visits to

various countries growing positively and is projected to continue to increase. Based on the

Global Muslim Travel Index report is an organization that fokus the development of halal

tourism in various countries shows the following:

Graph – 3 Growth and Projections of Halal Tourism



Source: (Global Muslim Travel Index, 2019, p. 18)

There are several things that cause halal tourism to grow well, namely: demographics, environment, social activities, and technological developments. (Global Muslim Travel) Index, 2019, p. 8). Halal tourism is also expected to be able to have a positive impact and it is worth noting the following: a) *Integration, Diversity and Faith*, allows Muslims to become active citizens in the global community while maintaining faith; b) *Heritage, Culture And Connection* connects Muslim travelers with each other, local communities, and introduces heritage and history; c) *Education, Insight and Capabilities*, Enhance understanding among communities. Enhance academic and industry knowledge to enhance the capabilities of stakeholders; d) *Industry, Innovation and Trade*, Create new opportunities to boost trade and drive growth in various sectors; e) *Well-Being And Sustainable Tourism*, Recognize its responsibilities and dampak social towards travelers, the wider community, and the environment. (Global Muslim Travel Index, 2019, p. 9). This is very directly related to human resources that need to be improved quality and knowledge.

Human Resource Development

In the face of the era of the industrial

revolution 4.0 is indeed very important to improve human quality, there are several things that need to be considered, namely: Information Skills, Media and Technology; Life and Career Skills; Learning and Innovation Skills; Effective communication skills. (Nugraha, 2018, p. 59). It is very directly related to Tourism industry, because people meet directly with tourists from various countries must be able to provide comfort and good service.

Therefore, human resources as the key to tourism drivers pay attention to three main things to increase their daylight power, namely: 1) knowledge of service procedures to tourists, such as services in recreation areas will be different. each destination, also different when performing services at the hotel; 2) knowledge of the equipment and equipment needed when performing tourist services; 3) The last is the development of attitudes or behaviors in serving tourism such as manners, friendly, and so on. (Setiawan, 2016, p. 30). In the context of halal tourism, of course, it is very important halal tourism knowledge for tourists and the public, and of course English language skills, it is also necessary to have Arabic language skills and the use of adequate technology, because the main target of Indonesia's halal tourism market is tourists who are Coming from the Middle East.

Human resource management in the public sector is paying attention to managerial functions, namely: **Planning**, government and related institutions despite having a policy direction and determining the goals to be achieved in managing human resources and halal tourism, must be able to determine clear goals, directions, and implementation, such as making plans. short-term, long-term plan and strategic plan of halal tourism management.

Organizing, in achieving such planning, of course, an integrated organization is needed to take care to achieve the goals in accordance with planning, for example in Indonesia the overlap of institutions that manage halal certification. Supposedly, Indonesia has a special body consisting of various elements of ministries / institutions such as the Ministry of Tourism, the Indonesian Ulema Council, the Halal Product Assurance Organizing Agency, the local government as a tourist destination, and also tourism industry players, and other related ones. So it is easier to manage halal tourism because halal tourism is not only related to halal-certified food and beverages.

The briefing, namely efforts to direct local governments, tourists, and the public as the spearhead of tourism requires a clear direction in taking appropriate steps to achieve the desired targets such as making regulations on guidelines for the development of halal tourism, such as West Nusa Tenggara province which has Regional Regulation No. 2 of 2016 on Halal Tourism. Such regulations can be carried out by other regions that correspond to the characteristics of their respective regions.

Control, society, tourism industry players, central and local governments must have their own awareness regarding their duties and activities to be more controlled in taking steps to develop halal tourism to create a good tourist climate in accordance with the desired targets and the importance of supervising each other.

Renewal, the government must be able to be an idea and innovation system in economic development in a better direction for society, considering the pattern of life in the era of the industrial revolution 4.0 is so fast and must be able to respond swiftly. So that the government

by using legal instruments can become *social engineering* in response to existing changes, because in the constitution that the government has a duty to protect all the interests of the nation, then the change in the direction of the g better for citizens becomes absolute. Responsibilities that must be carried out to the maximum.

With a clear participation in planning to implement arrangements, and managerial, the Indonesian people (HR Indonesia) will be able to become "players" in the development of the industrial revolution 4.0 by facilitating the community to *upgrade* themselves, this will give space without distance to be able to participate in getting The benefits of the development of halal tourism, because some things and the development of this revolution will use more adequate technology.

Conclusion

The development of human resources in the field of halal tourism in the face of the Industrial Revolution 4.0 is the key driver of tourism, as a supporter of the expansion and acceleration of the economy by demanding Indonesian human resources to be faster and smarter than the technology that is currently starting to replace the work done by humans. So the government can use legal instruments as *social engineering* in its capacity as implementers and facilitators in the planning process, managerial to supervision of the potential of Indonesian human resources in the face of halal tourism that has a re-enactance on increasing capacity to be ready to face industrial-production 4.0.

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