

The Influence of the Implementations of the Islamic Sharia on Tourism Potential in Banda Aceh

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Abstract – Banda Aceh as one of the tourism destination towns has implemented the Islamic Sharia which is synergic with the development of the tourism itself. The development of tourism in Aceh is closely related to Qanun (Islamic regulation) and the Regional Regulations. Based on Qanun No 8/2013 on Tourism, the system of developing tourism in Aceh is adjusted to the implementation of the Islamic Sharia, specifically which is related to the behavior and the clothes worn in the tourism spots and hotels provided by the agents or the hotels in the tourism areas.

Before the Islamic Sharia was in effect, everything could be practiced easily, but today every action is controlled by Sharia Police, the Regional Government, the community, and every violation will be imposed by sanction. It arouses conflict in society and the challenge for the local government in developing the Islamic-based tourism. The objective of the research was to find out the influence of the implementation of the Islamic Sharia (prohibition to perform non-sharia entertainment, prohibition to commit immoral act, obligation to wear Islamic clothes, implementation of the Islamic-based hotels, and providing halal food) on the development of tourism in Banda Aceh and to find out some obstacles in developing tourism after the Islamic Sharia is in effect in Banda Aceh.

The research was conducted in Banda Aceh; the samples were 100 respondents. The result of the research showed that the implementation of the Islamic Sharia in tourism in Banda Aceh was closely related to the development of the tourism itself.

Keywords – Tourism Potential, Regional Development, Islamic Sharia.

I. INTRODUCTION

Aceh is one of the tourist destinations in Indonesia, has earned the title of 'Islamic Sharia Area' (Fadli, 2012: 71). This is because Aceh has launched the implementation of Islamic Sharia law within the province since 1 Muharram 1423 H (23 March 2002).

It is undeniable that the implementation of Islamic law in Banda Aceh City has given social and psychological impacts

to its people. Some activities, forbidden according to Islamic Law, used to be done by some group of people around touristic objects without any supervision from neither the local government nor the surrounding community. This has brought concerns in the effort to develop sharia based tourism. However, the City Government is very optimistic that the implementation of Islamic law will have positive impact on tourism development in Banda Aceh (the province's capital).

With the implementation of Islamic Sharia in the province, the development of tourism will be based on the Islamic Law, hence the more Islam-oriented tourism.

Will the application of Islamic Sharia, i.e. the ban of Non-Islamic entertainment, prohibition of immoral conduct, the enforcement of Islamic dress code, arrangement of Islamic lodging and the halal food, significantly influences the tourism potential in Banda Aceh City?

II. THE OBJECTIVE

To determine if the application of Islamic Law of Sharia, i.e. the ban of Non-Islamic entertainment, prohibition of immoral conduct, the enforcement of Islamic dress code, arrangement of Islamic lodging and the halal food, significantly influences the tourism potential in Banda Aceh City?

III. BENEFIT

In general, this study will provide a positive viewpoint that the implementation of Islamic Sharia-based tourism will not give any negative impact.

Tourism like any other economic activities has two factors: the demand and supply. The success in developing tourism in Banda Aceh is highly dependent on the ability of the local government as the planners to integrate both factors in a balanced manner into a tourism development plan. The dynamics that occur on both factors of tourism is influenced by external and internal factors in the area of origin of the visitors as well as in the area of Banda Aceh City which has implemented Islamic Sharia as the purpose of their visit.

Shariat is everything that Allah revealed to man. Waluyo (2008: 33) mentions sharia is the religion provisions, guidelines from God to man to improve the quality of his life in order to achieve the happiness in this world and the hereafter.

IV. METHOD OF RESEARCH

This research was conducted in Banda Aceh which has many tourist areas and is unique because of the application of Islamic law. The stages in this research start from preliminary observation, problem determination, determination of research subject, preparation of interview guide and interview implementation.

The researcher is using Slovin formula of random sampling in determining the number of samples needed to

conduct the research. Using the formula, the researcher came to the number of 100 (one hundred) samples which are needed to obtain better and maximum results. The sample in this study is then determined by several criteria as follows:

1. A Muslim
2. Age 25 years old
3. Lives in Banda Aceh for at least 5 (five) years
4. Lives within maximum of one kilometer from a touristic object

The sampling used in this research is nonprobability technique, because not all population of Banda Aceh City living near touristic objects can be selected as sample.

This research uses descriptive analysis techniques that are intended to classify, to determine and to describe a particular object. The technique used therein is to present each variable in detail and clearly based on social phenomena that have various values.

V. PROFILE OF BANDA ACEH CITY

The city of Banda Aceh as the capital of Aceh Province is geographically located between 05°16'15 " - 05°36'16 " North Latitude and 95°16'15 " - 95°22'35 " East Longitude. The average height is 0.80 meters above sea level, with an area of 61.36 km² with the following borders:

- The north is bordered by the Malacca Strait.
- South is adjacent to Darul Imarah and Ingin Jaya sub-districts of Aceh Besar Regency.
- East by the District of Barona Jaya and Darussalam Sub-district, Aceh Besar District.
- The west is bordered by the Indonesian Ocean.
- Banda Aceh City consists of 9 districts, 17 Mukims, 70 Villages and 20 Sub-districts.

VI. TOURISM ACTIVITIES

'Banda Aceh Bandar Wisata Islami' (Banda Aceh, the City of Islamic Tourism) has been the vision of the city's mayor, who intends to make tourism as the main element in development of Banda Aceh City. This intention is commendable since the city lacks of industries, agriculture, plantation, mining and other commercial sectors. Banda Aceh is better known as the city of Culture and Education.

Table of responses. Actions that can make the application of Sharia law is better, Number of visitors during the Sharia law implementation and the obstacles faced in the development of tourism potential in Banda Aceh City

| No | Cross Tabs | Tourism Potentials | | | | | | Total | |
|----|--|--------------------|-----|-----|------|------|------|-------|------|
| | | Low | | Med | | High | | F | % |
| | | F | % | F | % | F | % | | |
| 1 | Actions that can make the application of Sharia law is better | | | | | | | | |
| | a. Islamic events | 0 | 0.0 | 1 | 1.0 | 4 | 4.0 | 5 | 5.0 |
| | b. Credible government employee | 2 | 2.0 | 21 | 21.0 | 17 | 17.0 | 40 | 40.0 |
| | c. Self awareness | 0 | 0.0 | 10 | 10.0 | 13 | 13.0 | 23 | 23.0 |
| | d. <i>Qanun</i> consolidation | 0 | 0.0 | 5 | 5.0 | 5 | 5.0 | 10 | 10.0 |
| | e. Environment and family | 0 | 0.0 | 11 | 11.0 | 11 | 11.0 | 22 | 22.0 |
| 2. | Number of visitors during the Sharia law implementation | | | | | | | | |
| | a. Decrease | 1 | 1.0 | 6 | 6.0 | 5 | 5.0 | 12 | 12.0 |
| | b. Increase | 1 | 1.0 | 42 | 42.0 | 45 | 45.0 | 88 | 88.0 |
| 3 | Obstacles and Difficulties | | | | | | | | |
| | a. Government officer | 2 | 2.0 | 29 | 29.0 | 34 | 34.0 | 65 | 65.0 |
| | b. Self awareness | 0 | 0.0 | 6 | 6.0 | 9 | 9.0 | 15 | 15.0 |
| | c. Coordination among related parties and the society elements | 0 | 0.0 | 6 | 6.0 | 4 | 4.0 | 10 | 10.0 |
| | d. Supporting facilities in the Syariah law tourism spot | 0 | 0.0 | 7 | 7.0 | 3 | 3.0 | 10 | 10.0 |

Picture to graph above table

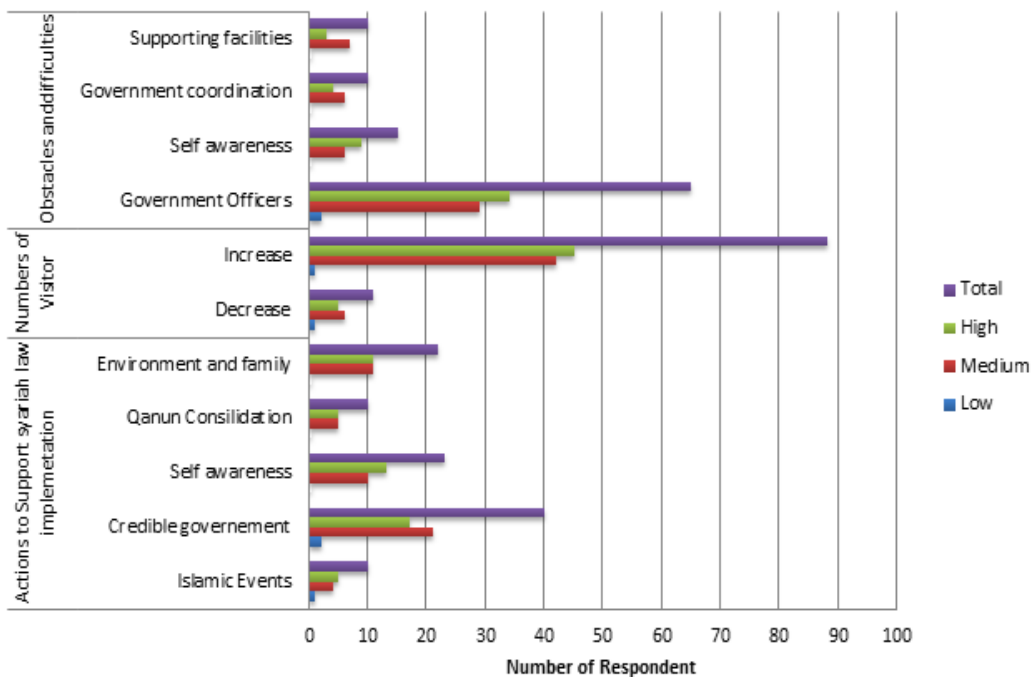


Figure 1.

VII. CONCLUSION

Based on the results of data analysis to all data obtained, it can be concluded as follows:

1. Simultaneously, non-Islamic entertainment ban (X1), prohibition of immoral conduct (X2), enforcement of Islamic dress code (X3), arrangement of Islamic

lodging (X4) and arrangement of halal food (X5) have significant effect on tourism potential development (Y) in Banda Aceh City.

Partially, non-Islamic entertainment ban (X1) has a negative yet insignificant effect on the development of tourism potential (Y) in Banda Aceh City. The prohibition of non-syariah actions (X2) has a positive

but not significant effect on the development of tourism potential (Y) in Banda Aceh City.

2. The development of the tourism sector in Kota Banda Aceh still needs adequate development, establishment of rules and policies as well as integrated professional development guidelines to give a significant contribution to the successful development of Islamic tourism in Banda Aceh City.
3. Based on a questionnaire that has been given to 100 respondents, it appears that problems that occur in the field are contributed by: City officials (65%), Individual awareness (15%), Coordination between related institutions and elements of society and facilities supporting Islamic sharia in the location of touristic objects (each contributing as much as 10%).

VIII. SUGGESTION

Based on the conclusion, the researcher comes with three the suggestions:

1. The development of tourism can have a positive impact on the life of the city, especially in terms of economy. People in Banda Aceh City can benefit from the development of tourism as well. The implementation of Islamic law is expected to increase tourism potential as the Islamic tourism can create a better society. Therefore, the local government is expected to continue to supervise the implementation of Islamic law that can develop tourism potential.
2. In order to reach better implementation of Sharia, which in return will give positive impact for the entire community, it is necessary to familiarize and to educate the people about the importance of to life according to the Islamic Law, such as: to cease all activities/business transaction during the azan (calls for pray), enforcement of Islamic dress at campus and other places, arrangement for religious activities.
3. Other researchers are invited to conduct research related to other variables that give effect to the tourism potential that is not yet discussed in this research such as, sharia economic variables, Islamic souvenir crafts and the formation of Islamic tourism community so it can enrich knowledge and study of Islamic World.

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