

STRATEGY FOR INCREASING FOREIGN EXCHANGE INCOME IN THE TOURISM SECTOR IN CENTRAL ACEH USING THE COMPETITIVE DESTINATION OF HALAL TOURISM MODEL DURING THE COVID-19 PANDEMIC

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Abstract

The impact of the Corona Virus (Covid-19) outbreak on the tourism industry, especially Indonesia, is certainly very influential. A number of cancellations of foreign and domestic tourist arrivals have occurred since the virus outbreak was announced. The plane seats are empty, as well as hotels, cruise operators, and other business potentials. Minister of Tourism and Creative Economy Sandiaga Uno assessed that the limited mobility of the community due to the Covid-19 pandemic and the closure of recreational and entertainment places had a considerable economic impact on the tourism sector. This study aims to formulate a strategy to improve the tourism sector in Indonesia which is declining amid the covid-19 pandemic with the incentive sales method in collaboration with airlines or foreign agents who bring foreign tourists to Indonesia with a specific purpose. will be given a subsidy depending on the number and duration of tourists visiting Indonesia. Through a strategy mechanism to reduce connectivity costs and a competitive destination model (CDM) to anticipate a decline in tourism performance. This scientific research also aims to provide recommendations for sustainable strategies for the Indonesian tourism sector, especially in the province of Aceh in running the tourism sector amid the Covid-19 pandemic. This type of research is a qualitative research using a mix method by conducting interviews with the target population, namely 100 business actors who play a role in driving the economy in the tourism object business in Aceh province and formulating a model for increasing the productivity of the tourism sector by introducing direct promotion methods and collaborating with the government in the process. development and improvement of the tourism sector. In this study, a focus group discussion will be held by inviting local officials from the Aceh provincial tourism office and academics to provide input in completing the model for developing a strategy for increasing tourism productivity by focusing on the incentive sales method. The output of this research is the publication of reputable international journals,

Keywords: *Income, Competitive Destination, Halal Tourism Model*

1. INTRODUCTION

The global Covid-19 pandemic certainly has an impact on various sectors, especially in the economic sector. This economic impact is not only felt domestically, but also globally. In the last ten years of 2009-2019, world tourism continues to increase. International tourists (internationaltourist) increased from 892 million people at the time of development and improvement of tourism in a country is very important, because with well-maintained and well-organized tourism destinations will increasingly bring in both domestic and foreign tourists. To realize this, it is necessary to have regulations that can regulate and control the improvement of tourism performance. Regulations or policies issued by the government to increase crisis tourists in 2009 to 1,461 million people in 2019. Other performance indicators show the strategic value of world tourism in 2019 including: 4% growth; One in ten jobs in the world is filled by workers from the tourism sector; contributing 7% of global exports.

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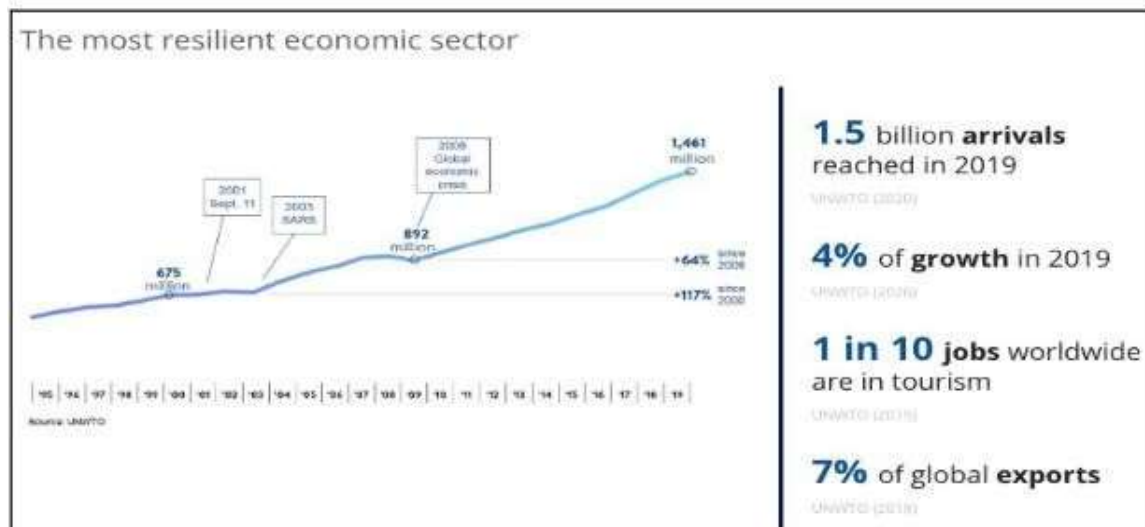


Figure 1. World Tourism Development 1995-2019

Source: UNWTO

Covid-19 is a global outbreak that has a negative impact on the human and social dimensions. After spreading from China, the pandemic quickly spread to 210 countries including Indonesia. The Covid-19 pandemic is a huge shock to the global economy including Indonesia. The economy is in decline for at least the first half of the year and possibly longer if Covid-19 containment measures are not effective. The COVID-19 pandemic has caused disruptions to global, domestic supply chains, financial market volatility, consumer demand shocks and negative impacts in key sectors such as travel and tourism. The pressure on the tourism industry is most evident in the massive decline in foreign tourist arrivals with massive cancellations and a drop in bookings.



Figure 2. Number of Foreign Tourist Visits by Mode of Transport January 2020

The Center for Statistics (BPS) noted that the number of foreign tourists who came to the country in early 2020 had decreased. During January 2020, foreign tourist visits reached 1.27 million visits. This figure dropped 7.62 percent when compared to the number of foreign tourist visits in December 2019 of 1.37 million visits. The decline in the number of foreign tourist visits was mainly due to the Covid-19 outbreak that occurred in the last week of January 2020.



Figure 3.Arrival of Foreign Tourists by Nationality January 2020

The Room Occupancy Rate (TPK) for star classification hotels in Indonesia in January 2020 reached an average of 49.17 percent, down 2.30 points compared to the TPK in January 2019 which was recorded at 51.47 percent. Likewise, when compared to the TPK in December 2019, the TPK for star classification hotels in January 2020 decreased by 10.22 points.

This is the basis for the urgency to conduct a study to be able to increase tourism productivity in the midst of the covid-19 pandemic so that later it can help the tourism sector in the process of flexibility and surviving in the face of this pandemic. The specific purpose of this research is as an effort to support the growth of tourism, especially in Aceh Province and the Takengon Tourism area with the concept of Halal Tourism.

The research stage will be accompanied by the implementation of public discussion activities and special assistance to the tourism sector in order to understand the application of the incentive sales model with the acceleration board method, namely offering cooperation in the form of reducing connectivity costs and competitive destination of Halal Tourism model (CDM). The Focus Group Discussion will be attended by stakeholders and from the government and related agencies. Meanwhile, training related to acceleration boards, connectivity costs and the competitive destination of Halal Tourism model (CDM) will invite tourism sector analysts who are competent in the tourism industry.

2. IMPLEMENTATION METHOD

This type of research is descriptive quantitative, namely critical observation to obtain precise information on a particular problem and object in the area of a community group or certain location will be studied or described or described a situation as clearly as possible without any treatment of the object under study (Bikbov & Chernov, 2010). The following steps will be carried out in this research and can be seen in the following flow chart:

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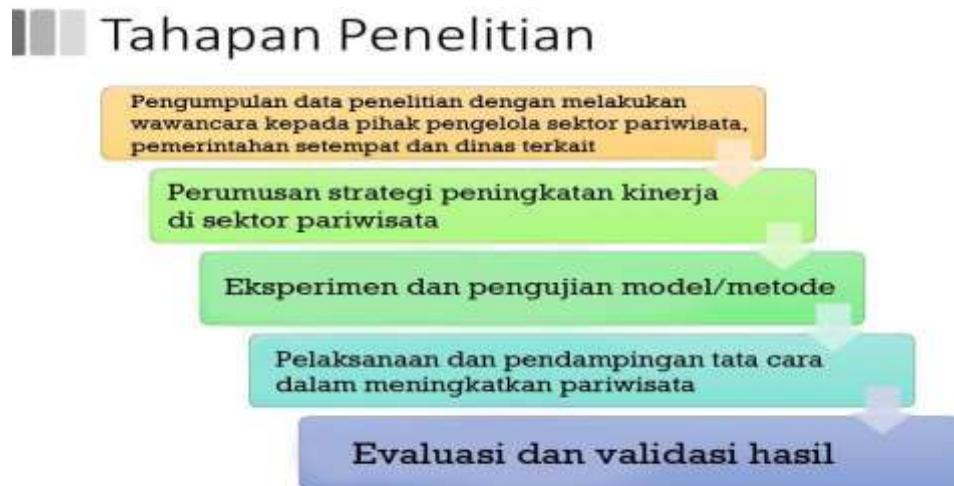


Figure 4.Research Flowchart

The population of this study is the tourism sector business actors in Aceh Province which are summarized based on the City district area with a target population of 100 business actors who play a role and participate in improving the economy and tourism sector in Central Aceh Regency with the concept of Halal Tourism as the research sample. This research uses triangulation method. Data triangulation is a technique of checking the validity of data using something else (Moleong, 2017). This study uses source triangulation by means of researchers comparing and re-correcting the degree of trust in information or interview results obtained from research interviews (Moleong, 2017).

3. RESULTS AND DISCUSSION

Results

1. Instrument Test

a. Validity test

This test is carried out on 100 respondents, then $df = 100 - k = 97$, with $\alpha = 5\%$, the r table value is 0.197 (Ghozali, 2016), then the calculated r value will be compared with the r table value as in table 1 below :

Table 1.Validity Test Results

<i>Halal Tourism(Y)</i>			
Statement	rcount	rtable	Validity
1	0.829	0.197	Valid
2	0.831	0.197	Valid
3	0.901	0.197	Valid
4	0.856	0.197	Valid
<i>Service Quality Improvement (X1)</i>			
Statement	rcount	rtable	Validity
1	0.790	0.197	Valid
2	0.903	0.197	Valid
3	0.807	0.197	Valid
4	0.788	0.197	Valid

5	0.855	0.197	Valid
Improved Accessibility (X2)			
Statement	rcount	rtable	Validity
1	0.906	0.197	Valid
2	0.881	0.197	Valid
3	0.898	0.197	Valid
Promotion Upgrade (X3)			
Statement	rcount	rtable	Validity
1	0.812	0.197	Valid
2	0.919	0.197	Valid
3	0.827	0.197	Valid
4	0.957	0.197	Valid
5	0.798	0.197	Valid

Source :Processed data (2022)

Table 1 shows that all of the statement points for the Halal Tourism variable (Y), Service Quality Improvement (X1), Accessibility Improvement (X2), Promotion Improvement (X3), have an r value that is greater than the table r value, so it can be concluded if all statements of each variable are declared valid.

b. Reliability Test

Reliability is an index that shows the extent to which a measuring instrument can be trusted or reliable. According to Sugiyono (2013) a factor is declared reliable if the Cronbach Alpha is greater than 0.6. Based on the results of data processing using Smart PLS program obtained the following results:

Table 2.Reliability Test Results

Variable	Cronbach Alpha	Constant	Reliability
Service Quality Improvement (X1)	0.810	0.6	Reliable
Improved Accessibility (X2)	0.861	0.6	Reliable
Promotion Upgrade (X3)	0.819	0.6	Reliable
Halal Tourism(Y)	0.830	0.6	Reliable

Source :Processed data (2022)

Based on the reliability test using Cronbach Alpha, all research variables are reliable/reliable because Cronbach Alpha is greater than 0.6, so the results of this study indicate that the measurement tool in this study has met the reliability test (reliable and can be used as a measuring instrument).

2. Measurement Model Test Results (Outer Model)

The measurement model is a model with calculation results based on calculations using the PLS program. The measurement model (outer model) was carried out after processing the data characteristics and descriptive statistics. The purpose of the measurement model (outer model) is to describe which indicator has a dominant influence as a direct measure of the latent variable.

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Researchers conducted a follow-up analysis using the Structural Equation Model (SEM). The data analysis of this study used the Partial Least Square (PLS) approach. PLS is a component or variant-based Structural Equation Modeling (SEM) equation model. The outer model test begins by estimating or estimating parameters, namely by calculating the PLS algorithm with the results shown in Figure 5. From the results of the analysis output, the measurement model (outer model) can then be evaluated by testing convergent validity, discriminant validity and reliability.

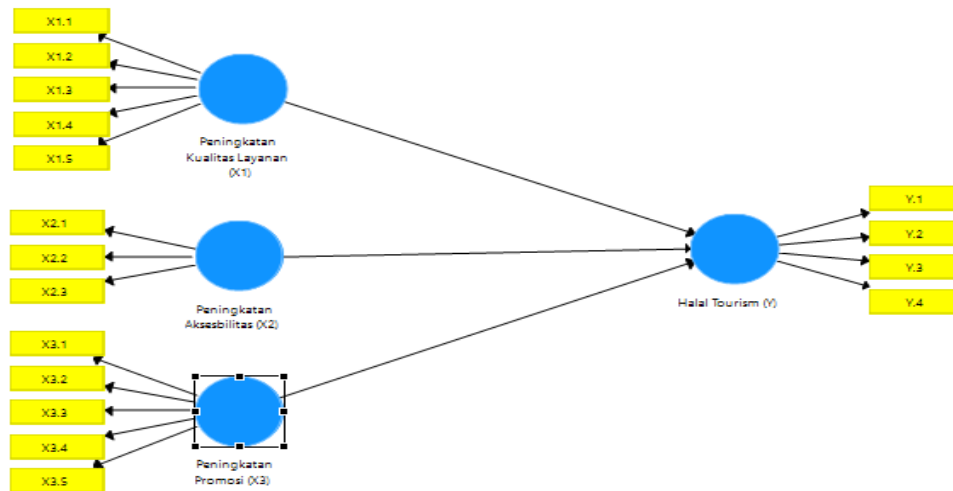


Figure 5.PLS Algorithm Calculation Results Display

3. Structural Model Testing Results (Inner Model)

After the model is estimated and meets the criteria for convergent validity, discriminant validity and reliability, the structural model testing stage (inner model) is then carried out. This stage is carried out after obtaining the ideal model in accordance with the conceptual framework of the study. Assessing the inner model is to see the relationship between latent constructs by looking at the estimation results of the path parameter coefficients and their level of significance (Ghozali, 2015). The PLS Algorithm structural model is evaluated using R-square for the dependent variable and the path coefficient value for the independent variable which is then assessed for its significance based on the statistical T value of each path and the output of the structural path coefficient is obtained (Ghozali and Latan, 2015).

The final result of testing the structural model and the significance of the model is carried out using the bootstrap method (non-parametric method) because PLS does not use the assumption of normally distributed data so that parametric significance testing cannot be carried out (Hair et al in Ghozali and Latan, 2015). Assessing the inner model is to look at the relationship between latent constructs, by looking at the estimation results of the path parameter coefficients and their level of significance (Ghozali, 2015).

a. Path Coefficient Analysis

The formation of a path diagram in the PLS-SEM process is a visualization of the research conceptual framework so that it is easier to understand and learn. The analysis of the independent (exogenous) effect on the dependent variable (endogenous) can be seen in the Path Coefficient. The results of the PLS Algorithm Smart PLS program in assessing the path coefficient before the moderating effect can be seen in Table 3 below:

Table 3.Path Coefficients Value before Moderating Effect

Variable	Halal Tourism(Y)
Service Quality Improvement (X1)	0.266
Improved Accessibility (X2)	0.918
Promotion Upgrade (X3)	-0.194

Source :PLS Output Results (Appendix)

Based on table 3 above, the structural equations formed in this study are as follows:

$$Y = 0.266X1 + 0.918X2 + -0.194X3$$

$$\text{Halal Tourism} = 0.266 \text{ Improved Quality of Service} + 0.918 \text{ Improved Accessibility} + (-0.194) \text{ Improved Promotion}$$

The variables of Service Quality Improvement (X1), Accessibility Improvement (X2), Promotion Improvement (X3), have a positive coefficient value. This shows that if the above variables increase, then Halal Tourism will also increase.

The variable coefficient of service quality improvement is 0.266, meaning that if the service quality improvement increases by 1%. So, Halal Tourism will increase by 0.266%. The variable coefficient of the increase in accessibility is 0.918, meaning that if the increase in accessibility increases by 1%. So, Halal Tourism will increase by 0.918%. The coefficient of the promotion increase variable is -0.194, meaning that if the promotion increase increases by 1%. Therefore, Halal Tourism will increase by -0.194%.

$$HT = 1 PKL + 2 PA + 3 PP +$$

Where,

HT = Halal Tourism (Y)

street vendors = Service Quality Improvement (X1)

PA = Improved Accessibility (X2)

PP =Promotion Upgrade (X3)

1, 2, 3 = Path coefficient value

□ = Error Coefficient

The path diagram for the structural equation model with the ease of guerating is described as follows:

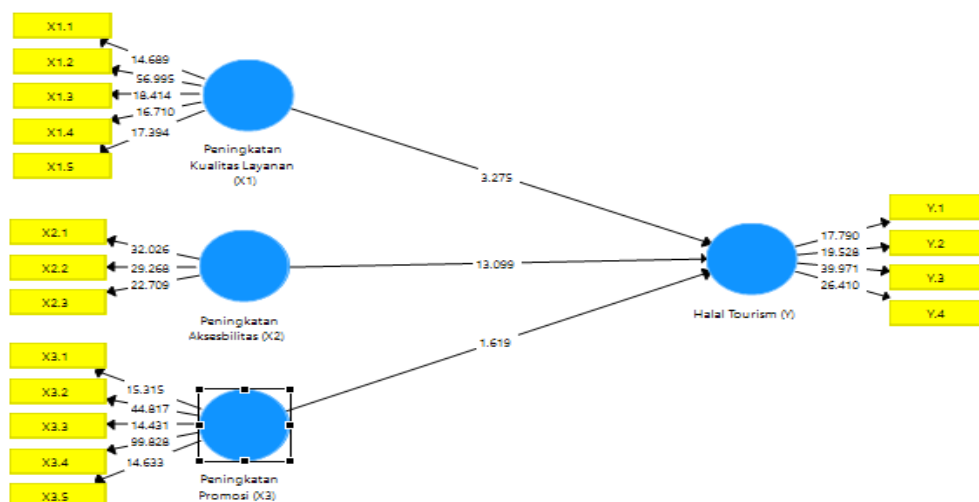


Figure 6.Multiple Linear Regression Analysis Diagram

b. Coefficient of Determination Results (R2)

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The coefficient of determination in this study is done by looking at the value of R square on the dependent variable in the model so that it can be seen how far the independent variable can explain the dependent variable. A high R² value indicates that the better the prediction model of the proposed research model. R-Squares values of 0.67, 0.33, and 0.19 can be concluded that the model is said to be strong, moderate, and weak (Ghozali and Latan, 2015). The results of the coefficient of determination (R²) can be seen in Table 4 below:

Table 4.R Square Value Without Moderating Effect

	R Square
<i>Halal Tourism</i> (Y)	0.930

Source :Processed data (2022)

Based on the results of the PLS Algorithm output contained in table 4 above, it can be seen that the R-square value is 0.930. This shows that the effect of the variable of Service Quality Improvement (X1), Accessibility Improvement (X2), in producing Halal Tourism is 93.0%. While the remaining 7.0% is explained by other factors outside this research model. R-Squares value of 0.930, it can be concluded that the model in this study is moderate in indicating the relationship between variables (Ghozali and Latan 2015).

4. Hypothesis Test Results

Hypothesis testing is carried out aiming to answer the problem formulation contained in Chapter I. Hypothesis testing is carried out through the bootstrapping process with Smart PLS. Hypothesis testing is accepted, if the T-statistics value is above 1, with a significance level of 5% (two tailed) (Ghozali and Latan, 2015). Hypothesis testing is accepted using probability if the p value < 0.05. The results of the bootstrapping process with Smart PLS can be seen in table 5 below:

Table 5.Hypothesis Model Testing Results

Construct	Path Coefficients	T Statistics	P Values	Information
Service Quality Improvement _X1 -> Halal Tourism_Y	0.266	3,275	0.001	Significant
Accessibility Improvement_X2 -> Halal Tourism_Y	0.918	13,099	0.000	Significant
Promotion Increase_X3 -> Halal Tourism_Y	-0.194	1,619	0.106	Significant

Source :Processed data (2022)

Based on the test results in table 5 above, the test results for each hypothesis are as follows:

1. The test results shown in Table 5 show that the path coefficient value of 0.266 is significant at the t-statistic of 3.275 which is greater than the t-Table of 1.66 and the P-value of 0.001 is smaller than the 0.05 significance level. Thus the hypothesis which states that there is a significant effect of Service Quality Improvement on Halal Tourism can be accepted (H1 is accepted), or in other words there is a significant effect of Service Quality Improvement on Halal Tourism.

2. The test results shown in Table 5 show the path coefficient value of 0.918 which is significant at the t-statistic 13.099 which is greater than the t-Table of 1.66 and the P-value of 0.000 is smaller than the 0.05 significance level. Thus the hypothesis which states that there is a significant effect of increasing accessibility on Halal Tourism can be accepted (H2 is accepted), or in other words there is a significant effect of increasing accessibility on Halal Tourism.
3. The test results shown in Table 5 show the path coefficient value of -0.194, which is significant at the t-statistic 1.619 which is smaller than the t-Table 1.66 and the P-value 0.106 is greater than the 0.05 significance level. Thus the hypothesis which states that there is no significant effect of Promotion Increase on Halal Tourism can be rejected (H3 is rejected), or in other words there is no significant effect of Promotion Increase on Halal Tourism.

Discussion

1. The Effect of Service Quality Improvement on Halal Tourism

The first hypothesis states that Service Quality Improvement has a significant effect on Halal Tourism. The results of testing the path coefficient and p-value meet the specified requirements so that the hypothesis (H1) is accepted. This means that improving the quality of services has a significant effect on Halal Tourism in the Central Aceh tourism sector during the Covid-19 pandemic.

The empirical results of this study are in line with research conducted by Razzaq, Hall and Prayag, 2015 which states that halal tourism or Islamic tourism can be defined as tourism and hospitality that is realized jointly between consumers and producers who follow Islamic teachings. Many countries in the Islamic world are taking advantage of the rising demand for Muslim-friendly travel services.

In addition, Achyar (2015) said that halal tourism is a service development and if it is not available, it will certainly be sought and if there is, it will certainly create a sense of security. Halal tourism can also be coupled with others and can be a complement, or it can also come from its own product.

Minister of Tourism and Creative Economy Regulation of Indonesia No. 2 of 2014 article 1 concerning guidelines for the operation of sharia hotel businesses states that the definition of halal is the principles of Islamic law as regulated by fatwas and/or has been approved by the Indonesian Ulema Council. The term sharia has been used in Indonesia in the banking industry since 1992. The banking industry has expanded to other sectors, namely sharia insurance, sharia mortgages, sharia hotels, and sharia tourism. Halal tourism is an activity that is supported by various facilities and services provided by the community, entrepreneurs, and the government, as well as local governments that can meet sharia provisions (Kemenpar, 2012). The Ministry of Tourism develops sharia tourism covering four types of tourism businesses, namely restaurants,

2. The Effect of Accessibility Improvement on Halal Tourism

The second hypothesis states that Accessibility Improvement has a significant effect on Halal Tourism. The results of the Path coefficient and p-value testing meet the specified requirements so that the hypothesis (H2) is accepted. That is, the increase in accessibility has a significant effect on Halal Tourism in the tourism sector of Central Aceh during the Covid-19 pandemic.

The empirical results of this study are in line with research conducted by Mulyati & Masruri (2019) which states that accessibility has a positive and significant influence on halal tourists. So that the better the accessibility of a tourist destination, the higher the tourist visits.

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Based on the results of research conducted using a questionnaire, the accessibility variable has a response that is classified as good category. Accessibility on Central Aceh tourism can be accessed easily. In addition, it also has a large parking area that can be used to park tourism bus vehicles for tourists who bring groups. The distance from the parking lot to the tourist area is not too far and can be accessed by vehicle or even on foot. Central Aceh tourism also has a mock-up of a tourist plan, so that tourists can see tourist locations easily.

3. The Effect of Increased Promotion on Halal Tourism

The third hypothesis states that Promotion Increase has no significant effect on Halal Tourism. The results of testing the Path coefficient and p-value values do not meet the specified requirements so that the hypothesis (H3) is rejected. This means that the Promotion Increase does not have a significant effect on Halal Tourism in the Central Aceh tourism sector during the Covid-19 pandemic.

The empirical results of this study are in line with research conducted by Afda Maulidiyah, et al (2018) which states that the Promotion variable has no positive and significant effect on satisfaction with visiting halal destinations in Malang.

The empirical results of this study are not in line with research conducted by Dewi (2015) that promotion affects the interest of visiting halal tourists. Promotion is a type of communication that gives convincing explanations to potential consumers about goods and services. The purpose of the promotion is to get attention, educate, remind and convince potential consumers to decide to buy or visit (Suwanto, 2004). Tourism marketing and promotion are important elements to attract tourists to visit (Zen, 2017). This can be interpreted that every promotion carried out by Pintu Langit tourism is able to make potential tourists interested and curious about the facilities, products and views that are at Pintu Langit, so they finally decide to visit the Prigen Gate object.

4. CONCLUSION

Based on the results of the data analysis that has been carried out, it can be concluded several conclusions in this study, namely as follows:

1. The results of the path coefficient test show that Service Quality Improvement has a significant effect on Halal Tourism. The results of testing the path coefficient and p-value meet the specified requirements so that the hypothesis (H1) is accepted. This means, improving the quality of services has a significant effect on Halal Tourism in the Central Aceh tourism sector during the Covid-19 pandemic.
2. The results of the path coefficient test show that Accessibility Improvement has a significant effect on Halal Tourism. The results of the Path coefficient and p-value testing meet the specified requirements so that the hypothesis (H2) is accepted. That is, the increase in accessibility has a significant effect on Halal Tourism in the tourism sector of Central Aceh during the Covid-19 pandemic.
3. The test results of the path coefficient value show that Promotional Improvement has no significant effect on Halal Tourism. The results of testing the Path coefficient and p-value values do not meet the specified requirements so that the hypothesis (H3) is rejected. This means that the Promotion Increase does not have a significant effect on Halal Tourism in the Central Aceh tourism sector during the Covid-19 pandemic.

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