

CRITICAL SUCCESS FACTORS ANALYSIS TOWARDS DEVELOPMENT OF SHARIAH TOURISM REGENCY KEDIRI

Naning Fatmawatie¹

Institut Agama Islam Negeri (IAIN) Kediri

Email : naningfat@gmail.com

Abstract

Development of sharia tourism must meet the requirements of sharia, including tourist destinations, hotels, restaurants or restaurants, accommodation, transportation, travel agencies, guides and places of worship. Critical Success Factor is an analytical tool in company management which is an important consideration for management in order to achieve the company's vision and mission. Management of sharia tourism management in the region requires a professional management system through Critical Success Factors.

The purpose of this study was to determine the Critical Success Factors for the development of sharia tourism in Kediri Regency and strategic growth in the competitive advantage of sharia tourism in Kediri Regency. This type of research is descriptive qualitative.

The results of this study indicate that: CSF of tourism development in Kediri Regency includes: culture from Joyoboyo Kingdom dominates the social and cultural aspects of Kediri Regency, therefore it is necessary to conduct a study involving the local government as well as the local community, bearing in mind the culture of Joyoboyo kingdom is strongly attached to social and culture . There needs to be a regulation from the Ministry of Tourism regarding the development of sharia tourism in the local government. In addition, all tourism destinations in Kediri Regency do not yet have halal certification. Strategy to realize the competitive advantage of tourism in Kediri Regency, that the development of religious tourism destinations for visits to the tomb of religious leaders potential to be developed by Islamic tourism. For this reason, halal certification from MUI is needed.

Keywords: Critical, Development, Factors, Sharia, Tourism

Abstrak

Pengembangan pariwisata syariah harus memenuhi persyaratan syariah, antara lain destinasi wisata, hotel atau restoran, akomodasi, transportasi, biro perjalanan, pemandu dan tempat ibadah. Critical Success Factor merupakan alat analisis dalam manajemen perusahaan yang menjadi pertimbangan penting bagi manajemen untuk mencapai visi dan misi perusahaan. Pengelolaan pengelolaan wisata syariah di daerah membutuhkan sistem pengelolaan yang profesional melalui Critical Success Factors.

Tujuan dari penelitian ini adalah untuk mengetahui Critical Success Factors bagi pengembangan wisata syariah di Kabupaten Kediri dan pertumbuhan strategis keunggulan kompetitif wisata syariah di Kabupaten Kediri. Jenis penelitian ini adalah deskriptif kualitatif.

Hasil penelitian ini menunjukkan bahwa: CSF pengembangan pariwisata di Kabupaten Kediri meliputi: budaya dari Kerajaan Joyoboyo mendominasi aspek sosial budaya Kabupaten Kediri, oleh karena itu perlu dilakukan studi yang melibatkan pemerintah daerah serta masyarakat setempat, mengingat budaya kerajaan Joyoboyo sangat lekat dengan sosial budaya. Perlu ada regulasi dari Kementerian Pariwisata tentang pengembangan wisata syariah di pemerintah daerah. Selain itu, semua destinasi wisata di Kabupaten Kediri belum memiliki sertifikasi halal. Strategi mewujudkan keunggulan daya saing pariwisata di Kabupaten Kediri, bahwa pengembangan destinasi wisata religi kunjungan ke makam pemuka agama berpotensi untuk dikembangkan wisata syariah. Untuk itu diperlukan sertifikasi halal dari MUI.

Kata kunci: Critical, Development, Factors, Syariah, Wisata

¹ Fakultas Ekonomi dan Bisnis, IAIN Kediri, naningfat@gmail.com

INTRODUCTION²

Tourism is one of the industries that can enhance the economic development of a region. Because in this activity there is collaboration between investors and the surrounding community that provides labor³. In addition, the presence of SMEs that are ready to meet the personal needs of tourists to souvenirs. The need for lodging, restaurants, transportation services and guides, resulting in an increase in the standard of living in the local community in particular and Kediri Regency in general⁴.

Sharia tourism is the development of tourism that runs the principles of sharia. Sharia requirements include, sharia tourism destination, sharia accommodation, sharia tourism travel agency, sharia tour guide, sharia flight and sharia shopping criteria and stopovers. Sharia tourism regulations are regulated in the DSN-MUI Fatwa Number: 108/DSN-MUI/X/2016.

Critical Success Factor is an analysis tool in company management which is an important consideration of management in order to achieve the company's vision and mission. Based on the management strategies that have been prepared, the company will focus on the factors that determine the success of the implementation of the company's strategy. This is called CSF or Critical Success Factors. The determinants of CSF are market situation, competitive situation and conditions, opportunities and threats, human and physical resources as well as strengths as well as company weaknesses. Considering that the determining factor is very complex, the company management is required to comprehensively study and analyze.

The potential for the development of sharia tourism in the regions, if managed seriously is very large. Of course the management needs to be a partnership with various parties[13,35,36]. These parties include, both central and regional governments, investors and local community. Sharia tourism is very potential in overcoming welfare problems, of course if it is developed proportionally.

³ Chalik Hamid, *Pengetahuan Pariwisata*. Jakarta, 1992 Yayasan Bhakti Membangun.

⁴ Happy Marpaung dan Bakar, *Pengetahuan Kepariwisata*. Bandung, Alfabeta, 2002

Management of sharia tourism management in the regions requires a professional management system. Critical Success Factors are analytical tools that determine critical factors in the form of activities that can be ensured so that the company can carry out its activities in accordance with predetermined goals. Through CSF, managers can immediately find out what should be prioritized to achieve goals and what factors can influence success or failure to achieve goals. The development of sharia tourism with the aim to expand and improve the quality of tourism objects can be a tourist attraction worthy of being enjoyed by tourists, both domestically and abroad. In addition, to encourage an increase in community income around tourist attractions and Regional Original Income through levies, land taxes and building tourism areas.

Kediri Regency is a potential area in terms of tourism. In the tourism sector, Kediri Regency has 28 tourist attractions that can be visited by both local and foreign tourists. Both natural attractions, such as mountains, lakes, forests and agro-tourism. As well as artificial tourism objects, such as dams or Simpang Lima Gumul. There are also religious tourism and village tourism. There is a need for the community to travel halal, enabling the development of Islamic tourism in the Kediri District. In addition there are also superior products that can bring investment opportunities. The development of community dynamics towards the lifestyle of the people that is very fast in the District of Kediri at this time, needs to get serious treatment, so as to improve the economy to the standard of living of the community. When the economy increases, then it allows the welfare of the population also increases. Because welfare is one indicator of the economic development of a region. One effort to improve the welfare of the population is to optimize the tourism industry in general and tourism in particular.

Researchers are interested in examining Kediri tourism, because there are the following phenomena: The Kediri district budget is apparently still dependent on the balance fund coming from the central government. As for PAD funds, only 10 percent. The budget of the Kediri

Regency in 2017 is set at Rp 2.4 Trillion. The majority of these funds come from the equalization fund from the central government, which includes DAU and DAK. While for the PAD in Kediri Regency in 2016 only Rp. 291 billion. It is estimated that in 2017 the PAD of Kediri Regency is not far from that number. Even though the prospect of Islamic tourism in Kediri Regency is very potential to boost PAD. The contribution of Kediri Regency in contributing income to the province of East Java is very low. This happens because this area lacks competitive advantage to compete with other regions, especially the areas around Kediri Regency, namely, Kediri City, Blitar Regency, Nganjuk Regency, Tulung Agung Regency, Trenggalek Regency, Magetan Regency, Ponorogo Regency and Madiun City. But the potential for sharia tourism in Kediri Regency is very prospective. Given historically in Kediri district there are historical relics of the oldest kingdom in Indonesia. Besides natural and other artificial tourism objects. The clear evidence of this lack of role is that Kediri Regency is one of the regions with the second highest inflation in East Java. This shows that Kediri Regency lacks high competitiveness in reducing inflation which is increasing every year. Although the potential of Islamic tourism is quite potential. Based on this phenomenon the researchers conducted a study with the title: **CRITICAL SUCCESS FACTORS Analysis of the Development of Sharia Tourism in Kediri Regency.** This study aims to analyze the key success factors / CSF (Critical Success Factors) of developing sharia tourism in Kediri Regency and analyzing the strategy to realize the competitive advantage of Islamic tourism in Kediri Regency

THEORITICAL REVIEW TOURIST

Tourism is a journey carried out by a person or group of people to visit certain places with the aim of refreshing, recreation, developing personal needs, or enjoying and being grateful for the uniqueness and attractiveness of tourist objects that have been visited for a

temporary period. do tours ⁵. Tourist attraction is everything that has its own uniqueness, beauty, as well as value in the form of a diversity of natural wealth, arts and culture, and the work of humans as well as attracting tourist destinations. A tourism destination is a geographical area in an administrative area where it has a tourist attraction. The tourism industry is a collection of tourism businesses that have interactions to produce goods and/or services to meet the needs of tourists in tourism. Strategic areas in tourism are areas with main functions in tourism that have potential in the context of tourism development and have a major influence on several aspects, such as economic, social and cultural growth, empowerment of natural resources, carrying capacity of the environment, as well as defense and security. .

SHARIA TOURISM

Article 1 Regulation of the Minister of Tourism and Creative Economy of Indonesia No. 2 of 2014 concerning Guidelines for the Implementation of Sharia Hotels. The meaning of sharia as fatwa of the Indonesian Ulema Council, namely, the principles of Islamic law. The use of the term sharia tourism in several countries is not the same. The terms include, among others, Islamic Tourism, Halal Tourism, Halal Travel, or Moslem friendly destinations⁶. For Indonesia, the terms commonly used are halal tourism, sharia tourism and sharia tourism. In addition to the term sharia tourism, there is also religious tourism. However, sharia tourism has a wider scope than religious tourism, namely tourism whose references are sharia values. Sharia tourism consumers are all people, not only Muslims. In general, the criteria for sharia tourism, are as follows: First. The goal is the benefit of the people, Second. Does not contain elements of polytheism and superstition. Third. Contains elements of enlightenment, refreshment and serenity. Fourth. Does not

⁵ Happy Marpaung, *Pengetahuan Kepariwisataaan*. Bandung, Alfabeta, 2002.

⁶ Irma Meriatul, Heppy Yusril Abdilah dan Lukman Hakim, Analisis Pengembangan Wisata Popoh Sebagai Daerah Tujuan Wisata Kabupaten Tulung Agung. *Jurnal Administrasi Bisnis (JAB)*. 2015, Vol 26 No 2 september

contain immoral elements. Fifth. Maintained safety and comfort. Sixth. Environmental sustainability, Seventh. Maintaining socio-cultural values and local wisdom.

CRITICAL SUCCESS FACTORS

Key success factors, key result factors, or key pulse points are forms of key variables in Critical Success Factors Analysis. Key variables are the factors that are the key to the success of an organization⁷. If there are unwanted changes, then the other variables must be adjusted immediately. Key success factors (critical success factors) are the dominant variables in the company's internal and external environment. This condition greatly affects the company's success in implementing the strategy in order to achieve the predetermined goals. The existence of a competitive strategy is a strategic and planned and unplanned steps to be able to have a competitive advantage, the hope is to attract the attention of consumers, to strengthen the position of the product in the market, and to withstand the pressure of its competitors. In general, competitive strategy only focuses on management's action plans to be able to compete successfully and provide highly satisfactory value to consumers.

LITERATUR REVIEW

This research is different from the research *Jaluanto Sunu Punjul Tyoso, Masita Fitri Devitayani (2016)*⁸, [Muhammad Saiful Hakim \(2015\)](#)⁹, Faisal Helmi Amarullah (2015)¹⁰. The difference is that this study examines Critical Success Factors Analysis

⁷ B. Hariadi, *Manajemen Strategik Untuk memenangkan Bisnis*. Cetakan Pertama, Malang, Banyumedia Publishing, 2004

⁸ Jaluanto Sunu punjul Tyoso, Masita Fitri Devitayani, Analisis Faktor Penentu keberhasilan (Critical Success Factors) Sistem Informasi akuntansi Bank Di Kota. *Jurnal Untang Semarang*, 2016.

⁹ [Muhammad Saiful Hakim, Identifikasi Critical Success Factors Pada Bisnis Pemasaran dan Distribusi Buku Cetak. Prosiding Semknar Nasional Manajemen Teknologi XXII program Studi MMT-ITS, Surabaya, 24 Januari, 2015](#)

¹⁰ Faisal Helmi Amrulloh, *Analisis Critical Success Factors Pada CV Sitibung Jaya Promo Bandung Dengan Menggunakan Perspektif Balanced Scorecard*. Thesis, ITS Surabaya,

with the object of research in Kediri Regency.

RESEARCH METHODS

The type of approach used in this study is a descriptive qualitative approach. Descriptive qualitative approach analyzes only at the level of description, namely analyzing and presenting facts systematically so that they are easier to understand and conclude. The conclusions given are always factually clear so that they can always be returned directly to the data obtained. The types of data used in this study are primary and secondary data. The operational definition of sharia tourism is tourism that has a purpose for the benefit of the people, does not contain elements of polytheism and superstition, contains elements of enlightenment, refreshment and tranquility. In addition, it also does not contain immoral elements, maintains security and comfort, maintains environmental sustainability and maintains socio-cultural values and local wisdom. While the operational definition of critical factor analysis is the factors that are the key to the success of an organization

RESULTS AND DISCUSSION

Critical Success Factor of Tourism Development in Kediri Regency

The tourism destination of Kediri Regency has a unique advantage as an image of the tourism, has the potential for capital turnover in tourist destinations, has a strategic potential to take advantage of environmental potential and natural preservation, optimization of the use of arts and culture, the carrying capacity of the surrounding community Especially supported by the attraction tourists in the form of nature, cultural arts, the existence of an artificial environment, handicraft and has a tourist village¹¹. Has the Kediri Regency brand "Kediri Lagi". All hotels have places of worship and restaurants do not provide food from pork.

But the shortcomings of the tourism destinations in Kediri Regency, including all attractions, restaurants and hotels, do not yet have the Sharia label of MUI. Because to support this it needs an in-depth study

¹¹ D. Aaker, *Strategic Market Management*. New York, Wiley, 2001

and support of the socio-economic conditions of the local community. Performing regional arts still wearing clothes that have not completely covered genitals. The Joyoboyo royal culture dominates the art and culture of the local people. Tour guides' clothes don't cover genitals. Clean places of worship and sanitation are not yet owned by some attractions. Airplanes for accommodation in Islamic countries are not yet supported by halal food and drinks as well as flight attendants who still cannot cover their nakedness. The hotel has not given Qibla direction to each of its rooms, as well as bathrooms that are not friendly for ablution. There are several hotels that provide alcoholic drinks and no hotel visitors who bring a marriage certificate when staying at the hotel. The swimming pool has not separated male and female visitors and the clothes worn by visitors seem to indulge in genitals.

Referring to the strengths and weaknesses of Kediri Regency tourism destinations to develop Islamic tourism, there are opportunities that if managed strategically can provide benefits, namely: selection of thematic-based destinations to optimize the potential of natural and cultural arts as a tourist attraction. This concept is done by utilizing local wisdom. Auliya tomb pilgrimage religious tourism 'is used as a model for the development of sharia tourism. The commitment of the local government to improve tourist facilities and infrastructure is a tourist attraction. An MOU should be made with attractions around Kediri Regency, namely Kediri City, Malang Regency, Tulung Agung and Blitar. Local community participation must be well organized.

The threat of tourism development in Kediri Regency, which requires the availability of large funds to realize Islamic tourism. Because the MUI gives the halal label, if met the standards of sharia tourism destinations, sharia accommodation, sharia travel bureau criteria, shariah tour guides, sharia flight criteria and shopping center and stopover criteria. Sharia tourism must be supported by the surrounding community. When viewed from the socio-cultural background of the community because of the influence of the Hindu and

Buda kingdoms, it is likely difficult to get support from the surrounding community.

Strategies to Achieve Competitive Advantage in Sharia Tourism in Kediri Regency

Although the relics of the Hindu and Buddhist kingdoms affect the social culture of the people of Kediri Regency. Including arts and cultural tourism destinations, destination wiusata religious to the tombs of Auliya 'can be used as a strategic project to develop Islamic tourism¹². Supporting conditions are the community around the tomb of Auliya 'ascertained by the majority of Muslims, of course providing sharia accommodation, namely sharia lodging, sharia food and drink as well as guides to cover their nakedness. In addition, it is certain that the majority of tourists are Muslim, travel agents are also managed by sharia. After that, just apply for halal certification from MUI.

CONCLUSION

CSF development of sharia tourism in Kediri Regency, namely a) There needs to be a special study involving the local government and the community around the tourist attraction, considering the culture of Joyoboyo kingdom is very attached to the social and cultural community of Kediri Regency; b) Sharia tourism has not yet become a program that must be implemented by local governments, so special regulations from the Ministry of Tourism are needed; c) Halal certification has not been owned by all destinations, restaurants and hotels in Kediri Regency.

Religious desination, the tomb of religious leaders can be developed into Islamic tourism in Kediri Regency. To support these efforts, it is necessary to establish certification from MUI.

REFERENCES

- Aaker, D. A. (2001) . *Strategic Market Management*. 6 th ed. New York: Wiley.
- Amrulloh, Faisal Helmi,(2015). *Analisis Critical Success Factors Pada CV Sitibung Jaya Promo Bandung Dengan Menggunakan Perspektif*

¹² Rofi'ei Ariniro, *Panduan Wisata Religi Ziarah Wali Songo*, Yogyakarta, Saufia, 2016.

- Balanced Scorecard*. Thesis, ITS Surabaya,
- Anonim,(2016). *Fatwa Dewan Syariah Nasional-Mejelis Ulama Indonesia, NO. 108/DSN-MUI/X/2016 tentang Pedoman Penyelenggaraan Pariwisata Berdasarkan Prinsip Syariah*
- Anita Sulistyaning
Gunawan,dkk.2016.Analisis Pengembangan Pariwisata Terhadap Sosial Ekonomi Masyarakat(studi pada wisata religi Gereja Puhsarang Kediri).*Jurnal Administrasi Bisnis*.Vol.32.No.1
- Ariniro, I. Rofi'ie,(2016). *Panduan Wisata Religi Ziarah Wala Sanga*, Yogyakarta: Saufa.
- Arikunto, Suharsimi. (2002). *Prosedur Penelitian Suatu Praktek*. Jakarta: Rineka Cipta
- Chanin, Oraphan, et.al, (2015). "Guidelines on Halal Tourism Management in the Andaman Sea Coast of Thailand", *Journal of Economics, Business and Management, Vol. 3 No. 8, August*.
- David, Fred R. (2009) *Manajemen Strategi dan Konsep*. Jakarta, PT Prenhalindo
- Hakim, [Muhammad Saiful](#) ,(2015). [Identifikasi Critical Success Factors Pada Bisnis Pemasaran dan Distribusi Buku Cetak. Prosiding Semkнар Nasional Manajemen Teknologi XXII program Studi MMT-ITS, Surabaya, 24 Januari.](#)
- Hariadi, B.(2004). *Manajemen Strategik Perumusan Strategik Untuk Memenangkan Bisnis*, Cetakan Pertama. Malang: Bayumedia Publishing.
- Harun, Azhar dan Eko Suprayitno,(2011) "The Important Factors of Tourism Development in Singapore," dalam *Iqtishoduna Jurnal Ekonomi dan Bisnis Islam*, Volume 7, Nomor 2, 91-97
- I Putu Anom, (2013). Potensi Kepariwisataаn Provinsi Nusa Tenggara Timur. *Jurnal Analisis Pariwisata*.Vol.13,No.3
- I Putu Sudana, 2013. Strategi Pengembangan Desa Wisata Ekologis di Desa Belimbing Kecamatan Pupuan Kabupaten Tabanan.*Jurnal Analisis Pariwisata*. Vol.13, No.1
- Mansouri, Shirzad,(2014) "Role of Halal Tourism Ideology in Destination Competitiveness: A Study on Selected Hotels in Bangkok, Thailand,"*International Conference on Law, Education and Humanities (ICLEH'14) Jan. 30-31, Pattaya (Thailand)*
- Mardiasmo. (2002). *Otonomi dan manajemen keuangan daerah*. Serial otonomi daerah. Penerbit, Indonesian Economy and Business, 24(1):22-32 (PDF) *Identifikasi Critical Success Factors Pada Bisnis Andi*, Asli dari, Universitas Michigan.
- Marpaung, Happy. 2002. *Pengetahuan Kepariwisataаn*. Bandung: Alfabeta
- Marpaung, Happy. dan Bakar, Herman.(2002). *Pengantar Pariwisata*. Bandung: Alfabeta.
- Meriatul, Irma, Hepi Yusri Abdillah, dan Luchman Hakim. (2015). Analisis Pengembangan Wisata Pantai Indah Popoh sebagai Daerah Tujuan Wisata Kabupaten Tulungagung. *Jurnal Administrasi Bisnis (JAB)*, Vol. 26 No. 2 September.
- Moira, P. Mylonopoulos, D., & Kontoudaki, A (2012). The Management of Tourist's Alimentary Needs by the Tourism Industry. *International Journal of Culture and Tourism Research*, 5 (1), 129-140.
- Pangestu, M.E. (2009). *Competitiveness towards ASEAN Economic Community*. *Journal of Pemasaran dan Distribusi Buku Cetak (Studi Kasus di PT*.

- Ruslan.(2007). *Manajemen Public Relations & Media Komunikasi dan Aplikasi*. Jakarta:PT.Raja Grafindo Persada.
- Sahida, W., Rahman, S. A., Awang, K., & Man. Y. C (2011). The Implementation of Shariah Compliance Concept Hotel: De Palma. *2nd International Conference on Humanities, Historical and Social Science*. 17, pp 138-142. Singapore: IACSIT Press
- Salleh, Nor Zafir Md, et.al., (2014). The Practice of Shariah-Compliant Hotel in Malaysia, *International Journal of Trade, Economics and Finance*, Vol. 5 No. 1, February.
- Sugiyama, S. (2014). Consideration of The Natural of Halal and Food Safety: In Order to Greet The Tourism from ASEAN Countries. *JAFIT International Tourism Review* 21: 129-136.
- Tyoso, Jaluantu Sunu Punjul, Masita Fitri Devitayani. (2016). Analisis Faktor Penentu keberhasilan (Critical Success Factors) Sistem Informasi akuntansi Bank Di Kota. *Jurnal Untang Semarang*.
- Undang-Undang No. 23 Tahun 2014 tentang Pemerintah Daerah
- Undang-Undang No. 10 Tahun 2010 tentang Pariwisata
- Wardiyanto dan Baiquni, M. (2011). *Perencanaan dan pengembangan Pariwisata*. Bandung: Lubuk Agung