



## Implementation Of Tourism Organization Guidelines Based On Sharia Principles Reviewed From Dsn-Mui Fatwa No.108/Dsn-Mui/X/2016 (Case Study Of The Madinah Syariah Hotel In Pamekasan)

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### ABSTRACT

This research discusses the implementation of guidelines for organizing sharia tourism based on DSN-MUI Fatwa NO.108/DSN-MUI/X/2016, where the sharia tourism that researchers are careful about is in the form of sharia accommodation. Therefore, researchers are interested in examining more deeply one of the sharia hotels in Pamekasan, namely the Madinah Syariah Hotel in Pamekasan. The research method used by researchers in this research uses descriptive qualitative methods with the research subjects being managers and employees of the Madinah Syariah Hotel in Pamekasan. The data used is primary data as well as secondary data, while data collection uses interviews, observation and documentation. The data analysis stage was carried out by means of data reduction, data display, and drawing conclusions. The research location is the Madinah Syariah Hotel in Pamekasan. The aim of this research is to determine the implementation of tourism administration guidelines based on sharia principles in terms of DSN-MUI Fatwa NO.108/DSN-MUI /X/2016 at the Madinah Syariah Hotel in Pamekasan

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### INTRODUCTION

Tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, government and local governments. In Indonesia itself, tourism has a strategic position in increasing the country's foreign exchange. Therefore, tourism is said to be one of the important factors in Indonesia.

Tourism in Indonesia is now starting to develop into sharia tourism. In

accordance with its nickname, sharia tourism is tourism that complies with sharia principles. Of course, with Indonesia's population being predominantly Muslim, it certainly opens up more opportunities for more advanced and developed tourism. This is proven by achieving fourth place in 2021 and second place in 2022 in the *Global Muslim Travel Index* (GMTI) ranking. Meanwhile, in 2023, Indonesia won *the Top Muslim Friendly Destination Of The Year 2023* in the *Mastercard Crescent Rating Global Muslim Travel Index* (GMTI) 2023 in Singapore.

In Islam it is recommended to carry out tourism activities, as explained in QS Al-Imran verse 137:

*Verily there have passed before you the sunnahs of Allah; Therefore, walk on the face of the earth and see what happens to those who deny (the apostles).*

Of course, sharia tourism cannot be separated from general guidelines for applying sharia tourism, which includes destinations, tours, accommodation, travel agencies and tour guides, businesses, flights, shopping places and also stopover places. Talking about stopover places for tourists, there are several tourist attractions that do not have stopover places in tourist areas. Therefore, visitors usually choose to stay at nearby accommodation such as hotels. This hotel is one of the services of a large tourism industry. This makes the existence of this hotel an important part of the development of the tourism industry. Areas that are tourist destinations position accommodation or hotels as a priority after the development of tourism. Where businesses in the hospitality sector are widely spread in various places, especially in Pamekasan Regency.

Pamekasan Regency is a district located in the middle of Madura Island, East Java Province, which has an area of 792.30 km<sup>2</sup>. Where there are lowlands in the south and highlands in the central and north. In Pamekasan Regency there are also various tourist attractions such as: Jumiang Beach, Puncak Ratu, Talang Siring Beach, and many more. Not only tourist attractions in Pamekasan Regency, there are also cafes/restaurants, as well as accommodation (hotels). Even though Pamekasan is only located in a district on Madura Island, Pamekasan has quite a lot of hotels standing in its area. Both conventional hotels and sharia hotels. One of the sharia hotels in Pamekasan Regency is the Madinah Syariah Hotel, where the Madinah Syariah Hotel is a sharia hotel built in 1990 by Mr. H. Umar. Therefore, the Madinah Syariah Hotel can be said to be the oldest sharia hotel in Pamekasan Regency which is still operational today.

Of course, accommodation, especially sharia hotels, cannot be separated from general guidelines in how they are organized. Especially with sharia tourism, accommodation must also be based on sharia principles. Therefore, there are guidelines for its implementation which have been explained in the DSN-MUI Fatwa NO.108/DSN-MUI/X/2016. Because the problem with sharia hotels is not just claims and labels, but the specifications and criteria for Islamic values must also be clear,

so that they are not confused and become just a business commodity.

## **RESEARCH METHODS**

### **Types of research**

This research uses qualitative research. Where qualitative research is a research procedure that uses descriptive data that describes the written or spoken words of the people and actors being observed. So in this qualitative research the researcher collects data, analyzes it and then interprets it. Researchers use this type of qualitative research because researchers want to know more deeply about the problem being studied and researchers also believe that they can get more data.

Meanwhile, the research approach used by researchers uses a descriptive analysis approach. Basically, descriptive research is research that tries to describe and interpret something such as situations and circumstances with existing relationships, existing opinions, developments, consequences or effects that occur and so on.

This type of qualitative descriptive research displays data without manipulation or other treatment. The aim of this research is to provide a complete description of events with the aim of revealing and explaining the phenomena that occurred. Namely by describing several variables of the problem being investigated. This study interprets and describes information about situations that occur, attitudes and views that occur in society.

### **Research Data Source**

Data sources used by researchers in this research:

1. Primary data

Primary data is data that comes directly from respondents who are directly related to the object under study. Where in this research the primary data used came from interviews with several employees at the Madinah Syariah Hotel such as the Hotel Manager, *Receptionist*, *Roomboy*, and visitors to the Madinah Syariah Hotel.

2. Secondary Data

Secondary data is a source of information that does not directly provide information to researchers, usually secondary data sources of information obtained from other people or several documents. Secondary data in this research includes books, journals, websites, articles, documentation and other literature.

### **Data collection technique**

Data collection techniques are processes in research where research is the most important part. Data collection technique must be correct and precise so that the results achieved are in accordance with the objectives Initial research or initial hypothesis that has been determined n. Errors in data collection will be problematic

in the final conclusion , research will be irrelevant and of course time and energy will be wasted spent on data collection will be wasted . The following are several data collection methods used in this research:

1. Observation

This is the process of directly observing the object being studied. In general, observation aims at activities that pay close attention to phenomena, record existing phenomena and consider the interrelationships in aspects of these phenomena.

2. Interview

An interview is a meeting between two people to exchange information and ideas through questions and answers so that meaning is built on a particular topic. The type of interview used in research is a semi-structured interview , which is a type of interview where the party being asked has a little freedom in answering questions. This aims to create a feeling of comfort during the interview process. The sources for the interview were several staff at the Madinah Syariah Hotel in Pamekasan.

3. Documentation

Namely the process of obtaining data using notes, pictures, recordings that can be used as supporting evidence in research reports.

### **Data analysis technique**

The data analysis technique is a systematic search process . The resulting information and other materials obtained from interviews can be presented and communicated to other people. There are three methods used by researchers in carrying out this data analysis technique, namely :

1. Data reduction

Reducing data means summarizing, choosing the most important things, focusing on what is important, finding pattern themes. So the reduced data provides a clearer picture and makes it easier for researchers to collect and search for data when needed . This data reduction occurs continuously, namely from the beginning to the end of the research.

2. Data Presentation

Data presentation is a process in which information is arranged systematically in order to obtain conclusions from a study. The aim of presenting data is to make it easier so that researchers can see the whole picture or certain parts of the research. Presentation of this data can be in the form of matrices, graphs, networks and charts.

3. Drawing Conclusions

This conclusion was made after data analysis activities appears in the field or after finishing in the field . Furthermore, these conclusions must be based on data analysis. Whether it comes from field notes, observations, documentation, obtained from research results in the field .

### **Data Validity Techniques**

validity is a standard for the accuracy of research data. In qualitative research, observations or data are recognized as valid if there are no differences between what the researcher reports and what actually happens to the object under study.

Researchers used triangulation to test credibility in this research. The aim of triangulation is to increase theoretical power, both methodological and interpretive in qualitative research. Triangulation can also be interpreted as the activity of verifying data through various sources, techniques and time. There are 3 types of triangulation used in this research, namely :

1. Source Triangulation

angulation can be done by checking data obtained through several sources.

2. Engineering Triangulation

Technical triangulation can be done by verifying data from the same source, but with different techniques. For example, data obtained through in-depth interviews with source A regarding perceptions, ideas, hopes, attitudes, lifestyle and community environment regarding the implementation of free health services and then checking the information again by observe or document for this source A or vice versa.

3. Time Triangulation

Time triangulation can be done by checking information or data again against the source and still using the same technique, but according to different times or situations.

## **RESEARCH RESULT**

The development of accommodation or lodging services in Pamekasan is currently growing rapidly and this is directly proportional to the movement and movement of people from one place to another with their various needs ranging from work, family interests or other things. The existence of the Madinah Hotel is very well known by the people of Pamekasan, both in terms of its existence which has been around for quite a long time and also in terms of its typology as a sharia hotel in Pamekasan. Madinah Syariah Hotel was founded by Mr. H. Umar Abud Rahimullah in 1997 on an area of 3000 meters with 6 rooms with an average price ranging from Rp. 35,000 “ Rp. 75,000, which in 2022 will carry out renovations and add room classes, this is done to increase competitiveness with other hotels in Pamekasan .

Therefore, this information is the result of interviews by researchers with several employees at the Madinah Syariah Hotel such as: Hotel *Manager* , *Receptionist*, *Roomboy* , as well as visitors who will validate the results of this research. This interview covers 7 sharia hotel provisions contained in DSN-MUI Fatwa NO.108/DSN-MUI/X/2016. This interview was conducted with several sources who came directly from the Madinah Syariah Hotel location.

### **Sharia hotels may not provide access to pornography and immoral acts.**

Researchers asked Mr. Nanang as the Manager of the Madinah Hotel regarding the provisions contained in the DSN-MUI Fatwa NO.108/DSN-MUI/X/2016

regarding Sharia Hotels not being allowed to provide access to pornography and immoral acts. Mr. Nanang as *Manager* of Madinah Syariah Hotel said:

*"Okay, regarding the issue of immoral acts and pornography, it is widespread, yes, where guests, including taking photos, we limit it, that is, guests here have no right to take photos without permission from the hotel, of course. Regarding the issue of pornography, whether in the form of photos or images, thank God, at the Madinah Syariah Hotel, cable TV and other facilities are also limited so that it is not easy for other people to access pornography issues. "We have limited what we have so far so that this doesn't happen."*

After that, Mrs. Ely as *the receptionist* in the morning hours at the Madinah Syariah Hotel also said the same thing that the Madinah Syariah Hotel does not provide facilities that lead to pornography and is not immoral.

*"Oh no, as the name suggests, we are a sharia hotel, so there are rules for lodgers or customers who want to spend the night at the Madinah Hotel. For example, the rule is that husband and wife must submit 2 KTPs with the same address or a marriage certificate, but sometimes people don't bring a marriage certificate, they only bring their KTP, so they have to have 2 KTPs with the same address. "Then if women are alone they are not allowed in this hotel unless there is some kind of assignment from the company or corporation, they must have an assignment letter."*

Mr. Hanasid as *the Receptionist* during the afternoon hours also said the same thing, namely

*"No, sis, that's prohibited here. "Here, visitors are limited, if the woman herself is not accompanied by her husband, she is not allowed to stay at the Madinah Hotel and also for married couples to be allowed to stay here, they must bring documents such as a marriage book or ID card with the same address, sis."*

Mr. Widi, as staff in the *RoomBoy* section , also said that the Madinah Syariah Hotel does not provide facilities for access to pornography and immoral acts.

*"Oh, no, this is the Madinah Syariah Hotel, God willing, what is here is in accordance with the Sharia, for example, to stay here you have to fulfill several requirements, such as if there are visitors who are couples, they have to show a marriage book or KTP with the same address."*

The results of the interview above were confirmed by Mr. Agus, a visitor to the Madinah Syariah Hotel. As a source triangulation, he said that

*"I don't think there are any, because I have been staying at the Madinah Syariah Hotel since 2002. You can see in the canteen the sagas displayed on the walls, still reading or drawings that comply with the Shari'a"*

According to the results of the interview above, the Madinah Syariah Hotel is in accordance with the provisions contained in DSN-MUI Fatwa NO.108/DSN-MUI/X/2016 regarding not providing facilities for access to pornography and immoral acts.

**Sharia hotels may not provide entertainment facilities that lead to idolatry, immorality, pornography/immoral acts.**

Mr Nanang said

*"Thank God, at the Madinah Hotel, let's not talk about immoral things, we even talk about idolatry here, thank God, both from the owner and the workers here, we provide them with religious knowledge. What is an example? For example, we have regular recitations, once a month there is a recitation and then secondly we avoid things that smell of idolatry. "Other examples, such as photos that are not permitted, cannot be displayed, even lafadz laful jalalah, we pay careful attention so that they are not placed in random places."*

Elly's mother also said that

*" There isn't any. Moreover, it leads to idolatry. Even here there are no entertainment facilities."*

Mr. Hanasid also said that

*"No sis, I don't accept it like that, because here it says Madinah Syariah Hotel, sis. "And here we don't provide entertainment facilities, we only provide accommodation."*

Mr Widi also said that

*" There isn't any. "The facilities here are simple, we only provide a prayer room, the rooms only have AC and a shower, so there's nothing that leads to immorality like that."*

The results of the interview above were confirmed by Mr. Agus, a visitor to the Madinah Syariah Hotel as a triangulation of sources he conveyed

*During the time I stayed here, there wasn't any. "I like staying here because the facilities here are like the rooms are clean and comfortable and the parking area is also spacious so getting in and out when parking is easy"*

According to the results of the interview above, the Madinah Syariah Hotel is in accordance with the provisions contained in the DSN-MUI Fatwa NO.108/DSN-MUI/X/2016 concerning Syariah Hotels not being permitted to provide entertainment facilities that lead to idolatry, immorality, pornography/immoral acts.

### **Food and drinks provided by sharia hotels must have a halal certificate from BPJH**

Mr Nanang said

*"Well, regarding the issue of certificates, up to now we at the Madinah Hotel have not received a certificate, but in practice everything we serve is of course within halal limits for sure. However, as an accommodation business entity that remains obedient to the government, we wish to be able to take care of the halal certificate issue .*

Meanwhile, Mrs. Elly said

*"There must be yes"*

Mr. Hanasid said that

*"I don't know about that certificate, sis, because I've only been at the receptionist for a few years here, so I haven't studied things like that."*

Mr Widi also said that

*"Not yet, but in terms of food and drink, God willing, there will be nothing that violates the Shari'a, because what we provide is only simple food such as meat and chicken, so God willing, it is halal."*

The results of the interview above were confirmed by Mr. Agus, a visitor to the Madinah Syariah Hotel. As a source triangulation, he said that

*"I don't know about that, sis, maybe I can check with the relevant parties."*

According to the results of the interview above, the Madinah Syariah Hotel has not fulfilled the provisions contained in DSN-MUI Fatwa NO.108/DSN-MUI/X/2016 concerning Food and drinks provided by sharia hotels must have obtained a halal certificate from BPJH

### **Providing adequate facilities, equipment and facilities for the implementation of worship**

Mr Nanang said

*"This is one form of the Medina Hotel's contribution to supporting our worship, we have made a lot of effort. Firstly, in each room we give directions to the Qibla, then secondly we have provided a prayer room in the back, then thirdly it is related to the provision of water, of course we also pay attention to whether it is unclean or not. We have managed it well, God willing, the water distributed to each room will also be can be used for worship"*

Elly's mother also said something similar, namely:

*"There is, for worship, there is a prayer room, there is a place for ablution too, it is also separated for men and women, there are mukenas and sarongs too and these are provided only in the prayer room because we don't know that those who stay are not necessarily all Muslims, sometimes there are non-Muslims. so it's not too fanatical."*

Mr. Hanasid also conveyed

*"To support the implementation of worship, you provide sis, such as mukenah, sarong, Kopyah and other things, sis, basically things that support the implementation of worship, such as the Koran."*

Mr Widi also said:

*"Yes, there is a prayer room, there are also mukenas and Al-Qur'an prepared."*

The results of the interview above were confirmed by Mr. Agus, a visitor to the Madinah Syariah Hotel. As a source triangulation, he said that

*Yes, there is a good prayer room, the ablution place is also good. "Even a week ago, AC was installed in the prayer room."*

According to the results of the interview above, the Madinah Syariah Hotel complies with the provisions contained in DSN-MUI Fatwa NO.108/DSN-MUI/X/2016 concerning Providing adequate facilities, equipment and facilities for the implementation of worship .

There are criteria that must be met in a Sharia Hotel, namely regarding poetry and appearance, the clothing of workers and employees is Islamic clothing and covers the private parts. So it's not just those on duty at the front such as customer service or receptionists who have to wear closed clothing.

**Hotel managers and employees are required to wear clothing that complies with sharia**

Mr Nanang said

*"As a matter of clothing, of course everyone who works here must cover their private parts."*

Elly's mother said

*"Yes, for clothes, if a girl has to wear a headscarf, she has to dress neatly and cleanly. "The guy has a uniform."*

Mr. Hanasid said

*"Indeed, sis, there are rules at the Madinah Syariah Hotel regarding costumes, sis, namely that you have to cover your private parts with a headscarf. The point is that you have to be neat, sis, especially since most of the employees here are male."*

Mr Widi said:

*"Yes, wear a uniform and of course according to the Shari'a."*

The results of the interview above were confirmed by Mr. Agus, a visitor to the Madinah Syariah Hotel. As a source triangulation, he said that

*"It looks like it's done, sis."*

According to the results of the interview above, the Madinah Syariah Hotel complies with the provisions contained in DSN-MUI Fatwa NO.108/DSN-MUI/X/2016 concerning Hotel Managers and employees/employees are required to wear clothing that complies with sharia

**Sharia hotels are required to have guidelines/guidelines regarding hotel service procedures to ensure that hotel services are provided in accordance with sharia principles.**

Mr Nanang said

*"If you don't have the procedure, you don't have one yet. "It's just a rule at the front that if guests are in pairs they have to bring ID cards with the same address."*

Elly's mother said

*"In terms of guidelines, because we are a sharia hotel, our guidelines are more sharia, the basics are more Islamic. "For service, we must have guidelines. For service, the main thing is to be honest, responsible, and to dress neatly too."*

Mr. Hanasid said

*"Go through the procedures of the Madinah Hotel, sis, such as your attitude and so on, it must be in accordance with the procedures of the Madinah Hotel."*

Mr Widi said:

*"Yes, there are rules in each room, for example you are not allowed to bring dogs, secondly, you are not allowed to smoke in the room, because smoking can disturb the occupants and to avoid things we don't want, such as fires like that."*

The results of the interview above were confirmed by Mr. Agus, a visitor to the Madinah Syariah Hotel, as a source triangulation, he said that

*"Hmmm, if that's what it looks like, that's fine, sis, because I've never come with anyone else, so it's just standard, but I'm sure it's there."*

According to the results of the interview above, the Madinah Syariah Hotel has complied with the provisions contained in the DSN-MUI Fatwa NO.108/DSN-MUI/X/2016 concerning Sharia Hotels are required to have guidelines/guidelines regarding hotel service procedures to ensure that hotel services are provided in accordance with the principles sharia

### **Sharia Hotels are required to use the services of Sharia Financial Institutions in providing services**

Mr Nanang said

*"Oh no, all transactions here do not use the services of sharia financial institutions. Whether it is making transfers for accommodation costs from guests or perhaps also related to financing meeting halls or related transactions with third parties such as payments for internet services, electricity, cable TV, all of them still use conventional financial institutions,"*

Elly's mother said

*" Oh no. "If you can pay in cash, you can also transfer, but for transfers you haven't used a sharia financial institution."*

Mr. Hanasid said

"No sis.

Mr Widi said:

*"I don't know, but if it's a transaction, we'll set up an account here. "It's just a shame I don't know what account it is."*

The results of the interview above were confirmed by Mr. Agus, a visitor to the Madinah Syariah Hotel, as a source triangulation, he said that

*"I don't know about that, because all this time I've paid in cash."*

According to the results of the interview above, the Madinah Syariah Hotel has not fulfilled the provisions contained in the DSN-MUI Fatwa NO.108/DSN-MUI/X/2016 concerning Syariah Hotels being obliged to use the services of Sharia Financial Institutions in providing services.

### **CONCLUSION**

From the results of research conducted by researchers, it can be concluded that the Madinah Syariah Hotel has fulfilled 5 of the 7 sharia hotel provisions contained in the DSN-MUI Fatwa NO.108/DSN-MUI/X/2016. 2 conditions that have not been fulfilled, namely: first, the food and drinks provided by the Madinah Syariah Hotel have not received a halal certificate from BPJH, even though the hotel says that the food and drinks provided, God willing, are guaranteed to be halal. The second is that the Madinah Syariah Hotel does not yet use the services of sharia financial institutions in its services.

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