



Tourism Management Of Racah Mampulang Cultural Market According to Sharia Tourism Perspective



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Abstract. In the Qur'an Surah Al Qashash verse 77, humans are commanded to utilize natural resources but are forbidden to damage them and Allah does not like people who do damage. Therefore, management of a tourist attraction is very important to do. With good management of tourist attractions, the tourism sector is able to create jobs and businesses and can advance the economy for the region and country.. South Kalimantan as an area that has many natural attractions, historical tourism, cultural tourism, special interest tourism, culinary tourism, sports tourism and shopping tourism. One of the districts in South Kalimantan has interesting tourism, namely Racah Mampulang Cultural Market Tourism in Balangan Regency. Unfortunately, this tour has not been managed optimally due to lack of awareness and ability to manage the environment properly. This research aims to find out the Management of Racah Mampulang Cultural Market Tourism by the Tourism Awareness Group in the perspective of sharia tourism. This research is a field research with a qualitative descriptive approach using data collection techniques of interviews, observation and documentation. The results of this research indicate that the management of Racah Mampulang cultural market tourism by the tourism awareness group has tried to provide maximum management, but in terms of implementation it still needs attention to run well. Then Racah Mampulang Cultural Market Tourism still does not fulfill sharia tourism standards. Therefore, it needs to be a concern by tourism awareness groups in managing Racah Mampulang Cultural Market Tourism to comply with sharia tourism standards.

Keywords: Management; Cultural Market; Sharia Tourism

1. Intruduction

Indonesia is one of the countries that has the potential of Tourism Objects and Attractions in the form of very high biodiversity in the form of abundant natural resources, uniqueness and authenticity of traditional culture, beauty of landscapes, natural phenomena, and historical/cultural heritage. (Anirwan, 2019).

In the Qur'an Surah Al Qashash verse 77, humans are commanded to utilize natural resources but are forbidden to damage them and Allah does not like people who do damage. Therefore, management of a tourist attraction is very important to do . With good management of tourist attractions, the tourism sector is able to create jobs and businesses and can advance the economy for the region and country (Oka A, 1996).

South Kalimantan as a province that is the gateway to the Archipelago's National Capital brings many opportunities to improve the economy. The Provincial Government is trying to encourage the tourism & creative economy sector in South Kalimantan through various programs. South Kalimantan is known as an area that has many natural attractions,



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historical tourism, cultural tourism, special interest tourism, culinary tourism, sports tourism and shopping tourism (Martapura, 2014). There is one interesting cultural tourism, namely Racah Mampulang Cultural Market Tourism in Balangan Regency.

Racah Mampulang Cultural Market Tourism located in Balida Village, Paringin Subdistrict, Balangan Regency is a tour that combines natural beauty, art and culture. This tour is located 4 kilometers from the center of the capital city of Balangan Regency. Racah Mampulang Cultural Market Tourism has the charm of natural resources, art and culture that is very interesting, there is natural beauty in the form of rice fields, pets, tree bridges, bamboo bridges that stretch over rice fields and other interesting spots.

According to George R. Terry, the management function consists of planning, organizing, actuating, dan controlling.

1. Planning is concerned with efforts to determine a job that must then be done or carried out by a group to achieve a goal to be achieved (Terry, 2019).
2. Organizing is a process of dividing or sorting, including the arrangement of systematic activity components needed to achieve the expected goals, through efforts to group and determine various important activities. (Terry & Rue, 2020).
3. Actuating is called an action movement which is the scope of activities carried out from a leader or manager in moving everything that has been planned and organized previously in the form of realization so that goals are achieved.
4. Controlling is a part of management that sees whether an activity is carried out according to plan, directs that all activities are always in the corridor of the goals to be achieved, and makes it possible to evaluate the various activities that have been carried out (Terry, 2019).

Racah Mampulang Cultural Market Tourism is a business unit of the Village-Owned Enterprise (BumDes) which is directly managed by the Racah Mampulang Tourism Awareness Group. The problem that appears is the lack of human resources so that facilities that are deemed capable of providing sustainable benefits to the public.

Indonesia with a majority Muslim country certainly has a great opportunity in running the concept of halal tourism. Halal tourism is a form of culture-based tourism that prioritizes the values and norms of Islamic law as the main foundation (Surur, 2020). As for running the concept of halal tourism, it must meet the Halal Tourism Standards/Criteria that have been regulated.

Seeing the current management of Racah Mampulang cultural market tourism management, the researcher wants to know the management of Racah Mampulang cultural market tourism and find out how halal tourism standards have been applied by the manager through research entitled "**Management of Racah Mampulang Cultural Market Tourism according to the perspective of Halal Tourism**".

2. Methods

This research was conducted at Racah Mampulang Cultural Market Tourism located in Balida Village, Paringin District, Balangan Regency, South Kalimantan Province. The type of research used in this research is field research with a qualitative descriptive approach. Qualitative descriptive research aims to describe, describe, explain, answer and explain in more depth the problems to be studied by studying as closely as possible an individual, a group or an event (Sugiyono, 2020). Data collection using interview, observation and documentation techniques. To process data obtained from observation interviews and documentation, researchers process the data using the following techniques: Data Selection, Data Categorization and Interpretation.

3. Result and Discussion

3.1. Management of Racah Mampulang Cultural Market Tourism

Management of management applied to cultural market tours Racah Mampulang is to use four management functions according to George R Terry, namely :

1. Planning

Racah Mampulang Cultural Market planning is carried out by the Village Head and the Tourism Awareness Group. Planning is carried out such as the Racah Mampulang Cultural Market Performance held once a month. In the future planning itself, the manager will add facilities and children's playgrounds to attract visitors to come every day not waiting for the Racah Mampulang cultural market performance.

2. Organizing

In organizing, Racah Mampulang Cultural Market Tourism Management is managed by the Racah Mampulang Tourism Awareness Group with an official Management Structure under the auspices of the Government through the Balangan Regency Youth, Sports and Tourism Office. The Balangan Regency Youth, Sports and Tourism Office seeks to improve the quality of human resources of the management of tourism awareness groups through training, workshops, socialization and other activities. Meanwhile, the Racah Mampulang Tourism Awareness Group is in charge of managing directly in the field.

3. Actuating

The implementation of the Racah Mampulang Cultural Market Performance has gone well and as planned, the Racah Mampulang Cultural Market Performance is held once a month. However, several times in certain months could not be implemented due to several things. In addition, the Tourism Awareness Group also always fixes and repairs tourist facilities periodically in order to provide comfort for tourist visitors. Every day from the tourism awareness group is scheduled to maintain the tour.

4. Controlling

In conducting supervision, the Tourism Awareness Group makes a visitor data report every month which will be reported to the Balangan Regency Youth, Sports and Tourism Office. Every implementation is not free from mistakes, therefore the Village Head together with the Tourism Awareness Group conducts an evaluation once a month after the implementation of the Racah Mampulang cultural market performance.

3.2. Management of Racah Mampulang Cultural Market Tourism according to the perspective of Halal Tourism

Halal Tourism Standards applied by the Racah Mampulang Tourism Awareness Group in managing Racah Mampulang Cultural Market Tourism are the Tourism Standards set by the Ministry of Tourism and Creative Economy (Kemenparekraf) and the Daily Executive Board (BPH) of the National Sharia Council quoted from the journal, namely :

1. Public interest oriented

All aspects of management are based on public interests such as involving the community in every activity, empowering craftsmen, artists and even embracing the unemployed as freelancers. Until an evaluation is carried out for the common good in the future.

2. Oriented towards tranquility, refreshment, and enlightenment

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Racah Mampulang Cultural Market Tourism is oriented towards tranquility, refreshment and enlightenment. With the atmosphere of trees and rice fields will be able to provide visitors with peace and refreshment when coming to this tour. Especially if during the Racah Mampulang cultural market performance, we will get a direct experience in watching cultural arts performances. In addition, there is also an information board that is insightful and educational.

3. Avoid immoral behavior

The application of behavior and morals in Islamic teachings has been applied to the management of Racah Mampulang cultural market tourism even though it is not contained in the form of written rules.

4. Avoiding hedonistic and immoral behavior

Tourism managers certainly want to avoid hedonistic and immoral behavior. With traditional banjar culinary stalls, it is felt that this will not make visitors behave hedonistically, even the game rides are free just pay the entrance ticket. For the prohibition of immoral acts, it has been applied to the management of Racah Mampulang cultural market tourism based on the customary laws of the local Muslim community, although it is not contained in written rules.

5. Oriented to maintaining comfort, security, and trustworthiness

Racah Mampulang Cultural Market Tourism is oriented towards maintaining comfort, safety and trust. Each visitor can park the vehicle in the parking lot that has been provided and there is a parking guard. For the convenience of visitors while traveling, the manager provides several stalls for visitors and daily guards even when the Racah Mampulang cultural market performance is directly from the security of Balida Village Linmas.

6. Upholding a universal and inclusive attitude

The organizers try to uphold a universal and inclusive attitude to all visitors regardless of differences. In addition to the Satria Balida art studio, it is not uncommon for other studios to perform and enliven the Racah Mampulang cultural market.

7. Oriented towards environmental preservation

All aspects of management are oriented towards environmental conservation. With the availability of trash bins according to type, many types of bamboo plants and others.

8. Respect social cultural values and aspects of local wisdom

All aspects of management highly respect social cultural values and aspects of local wisdom. With its art performances, coin-operated shopping system and empowerment of handicraft artisans, every Racah Mampulang Cultural Market performance is a success.

Table 1 Halal Tourism Standard for Racah Mampulang Market Tourism

No	Standard	Planning	Organizing	Actuating	Controlling
1	Public interest oriented	✓	✓	✓	✓
2	Oriented towards tranquility, refreshment, and enlightenment	✓	✓	✓	✓
3	Avoid immoral behavior	✓	✓	✓	✓
4	Avoiding hedonistic and immoral behavior	✓	✓	✓	✓

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5	Oriented to maintaining comfort, security, and trustworthiness	✓	✓	✓	✓
6	Upholding a universal and inclusive attitude	✓	✓	✓	✓
7	Oriented towards environmental preservation	✓	✓	✓	✓
8	Respect social cultural values and aspects of local wisdom	✓	✓	✓	✓

4. Conclusions

Based on the results of the study, it can be concluded that the management carried out by the Racah Mampulang tourism awareness group is good in terms of planning, organizing, implementing and supervising. But still must be a concern by the manager in terms of implementation, so that all things that have been planned can be realized properly. Based on the analysis of Halal Tourism standards by the Ministry of Tourism and Creative Economy (Kemenparekraf) and the National Sharia Council, researchers assess that Racah Mampulang Cultural Market Tourism has met the standards and has the potential to become halal tourism. However, there are several things that must be considered and clearly defined, such as the rules of tourist visitors.

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