

SWOT Analysis of Halal Tourism Development in West Sumatra

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Abstract

Since winning the World Best Halal Culinary Destination and World's Best Halal Destination award at the World Halal Tourism Award 2016, West Sumatra has increasingly shown its potential as the world's halal tourism destination. With the establishment of West Sumatra as a halal destination, there is a great opportunity for local governments to develop the sharia tourism sector in this area. The objective to be achieved in this study is to develop a halal tourism development strategy in West Sumatra. The location of the study was carried out on tourist objects that were visited by many tourists in West Sumatra. Data sources were obtained from the provincial and district / city Tourism and Creative Economy Development Office, the Central Bureau of Statistics, business actors and tourists. Data was collected through observation, questionnaires, interviews, and documentation. Data analysis techniques use SWOT analysis. The results of the study show that West Sumatra has a very potential halal tourist destination. Supported by sharia-style hotels, the availability of religious facilities, and halal culinary. The development of halal tourism provides opportunities for improving the economy of the community. Therefore, the strategic plan that must be carried out in the development of halal tourism in West Sumatra is to establish regulations on halal tourism, socialization, guidance for business actors. Then the government provides halal certificate facilities for businesses, infrastructure improvements.

Keywords: *halal tourism, sharia tourism, West Sumatra*

INTRODUCTION

The concept of sharia has become a trend in the global economy, ranging from food and beverage products, finance, to lifestyle. As a new lifestyle trend, many countries have introduced tourism products with Islamic and halal concepts. Sureerat Chookaew in his paper stated that halal tourism is a rapidly expanding market segment not only in Muslim countries but also in global.¹In fact, non-Muslim countries such as Japan, Australia, Thailand, New Zealand, and so on also contribute to sharia tourism products.²According to Sureerat Chookaew, the Thai government continues to promote the development of tourism in various tourist destinations throughout the country. Because of the high demand from Muslim communities

¹ Sureerat Chookaew, Oraphan Chanin, Jirapa Charatarawat, Pingpis Sriprasert, and Sudarat Nimpaya, *Increasing Halal Tourism Potential at Andaman Gulf in Thailand for Muslim Country*, Journal of Economics, Business and Management, Vol. 3, No. 7, July 2015.

²Dini Andriani, *Laporan Akhir Kajian Pengembangan Wisata Syariah*, Asisten Deputi Penelitian dan Pengembangan Kebijakan Kepariwisata Deputi Bidang Pengembangan Kelembagaan Kepariwisata Kementerian Pariwisata, 2015, h. i

for halal services, it is very important for Thailand to develop the concept of halal tourism business. Because halal tourism will directly meet the needs of Muslim tourists.³

One tourist destination that is being glimpsed in the archipelago is West Sumatra.⁴ It can be seen that the number of foreign tourists to West Sumatra in 2014 reached 56,111 thousand visits. This figure is up 22.59 percent compared to the number of foreign tourist visits in 2013, which was 48,710 million visits. The most countries to visit West Sumatra are Malaysia, Australia and Singapore. Malaysia made a visit until 2014 recorded 43 588 thousand visits. Australia made a visit reaching 2,344 thousand visits recorded in 2014.

This proves that West Sumatra is one of the main destinations for tourism in Indonesia. In this area there are many interesting tourist objects. Until 2017 attractions that can be visited are 688 locations spread across districts and cities throughout the West Sumatra.⁵ In addition, West Sumatra has almost all types of tourism, natural tourism such as the sea, beaches, lakes, mountains and canyons. In addition, West Sumatra tourism also sells many cultural tours, such as tabuik festivals, culinary tours such as *asrendang* festival.⁶ In this area various festivals and international events are often held, such as bicycle racing competitions (Tour de Singkarak), paragliding events, event fly for fun in lake Maninjau, and international pro surf competition in Mentawai. This is a driving force for tourists to come to West Sumatra.⁷

Beside that, West Sumatra is Indonesia's culinary paradise. There are many foods that are a favorite for tourists who have visited, even the '*Nasi Padang*' is managed to lure the tongue of tourists including Norwegian tourists who became viral with its *Nasi Padang* song. Minang cuisine or also often called "Padang Cuisine" is indeed rich in taste and varied. One of them is of course Rendang which has been named the Most Tastiest Food in the World by CNNGo. Besides taste, halal guarantee is also a factor in West Sumatra winning the World Best Halal Culinary Destination.⁸

As an area that has a cultural icon "*adat basandi syarak, syarak basandi kitabullah*", West Sumatra has the potential to develop a sharia or halal tourism market. Halal tourism is a tourist visit activity with destinations and the tourism industry that prepares tourism facilities, services, and management that fulfill sharia elements.⁹ The other purpose of halal tourism is one of the forms of culture-based tourism that emphasizes the values and

³ Sureerat Chookaew, Oraphan Chanin, Jirapa Charatarawat, Pingpis Sriprasert, and Sudarat Nimpaya, *Increasing Halal Tourism Potential at Andaman Gulf in Thailand for Muslim Country*, Journal of Economics, Business and Management, Vol. 3, No. 7, July 2015.

⁴ Maulana Haitami, *Efektivitas Pemasaran Produk Wisata Syariah*, (Jakarta : UIN Syarif Hidayatullah, 2014). h. 4

⁵ Oni Yulfian, *Direktori Objek & Atraksi Wisata Sumatera Barat*, Padang: Dinas Pariwisata Provinsi Sumatera Barat, 2017.

⁶ Ikhsan Arby, *Wisata Syariah (Halal Tourism)*, <http://muhammadzul.lecture.ub.ac.id/>, pada 07 Maret 2017

⁷ Sumatera Barat Gelar Tiga Kegiatan Internasional, www.travelkompas.com, diakses 02 Februari 2017, 09.51 Wib

⁸ Nila Fuadi, Indonesia Wins 12 Top Prizes in World Halal Tourism Awards, Antara, en.tempo.co, 9 december 2016

⁹ Peraturan Gubernur Nusa Tenggara Barat. No. 51 tahun 2015 tentang Wisata Halal, pasal 1 ayat 16

norms of Islamic Shari'a as its basic foundation.¹⁰ The value of Islamic shari'a is as a credence and a firm belief adopted by Muslims as a basic reference in building tourism activities.

Halal tourism business has been confirmed with a memorandum of understanding between the Ministry of Tourism and the Creative Economy with DSN-MUI No. 11 / KS. 001 / W.PEK / 2012 and No. B-459 / DSN-MUI / XII / 2012 concerning Syari'ah Tourism Development and Dissemination. The MUI DSN fatwa NO: 108 / DSN-MUI / X / 2016 concerning Guidelines for Organizing Sharia-Based Tourism stipulates that Sharia Tourism is tourism in accordance with sharia principles. Meanwhile, sharia tourism is tourism in accordance with sharia principles.¹¹ The focus of halal tourism research is a form of tourism that provides services to tourists in accordance with sharia principles. Starting from halal food and beverages, the availability of worship facilities for Muslim tourists, the availability of hotels or inns that provide worship facilities, and attractions that are presented in accordance with sharia principles.

Recognition as a halal tourist destination has been submitted on October 7, 2016 in the 2016 Halal Tourism Award.¹² On that occasion West Sumatra was designated as one of the regions that became a world-class halal tourist destination, in addition to Lombok and Aceh. Since winning the World Best Halal Culinary Destination and World's Best Halal Destination Award at the World Halal Tourism Award 2016 in Abu Dhabi on December 7, 2016, West Sumatra has increasingly shown its potential as a halal tourist destination in the world.¹³ However, the reality of managing tourism objects in this area still holds many problems, both in terms of cleanliness, the regularity of traders and the courtesy of other business actors. In order to develop tourism potential in this area optimally, of course these weaknesses must be minimized. Therefore, it is necessary to do research on the strengths and weaknesses of the development of halal tourism in West Sumatra. Based on the background of this problem which is the problem in this research is how is the strategy of developing halal tourism in West Sumatra?

Previously Relevant Research

Much research has been done on halal tourism, including *Understanding Muslim Customer Satisfaction with Halal Destinations: The Effects of Traditional and Islamic Values*, by Errid Hadisyah Putra, Sri Rahayu Hijrah Hatib, Sri Daryantic. This study examines the moderation of the role of religion in the relationship between value and customer satisfaction. The results of this study indicate that it is only traditional values that significantly and directly affect the satisfaction of halal tourist customers while Islamic values do not have a significant effect on

¹⁰ Kurniawan Gilang Widagdyo, *Analisis Pasar Pariwisata Halal di Indonesia*, (The Journal of Tauhidinomics Vol. I No. I, 2015), h. 74

¹¹ Fatwa Dewan Syari'ah Nasional Nomor 108/DSN-MUI/X/2016 Tentang Pedoman Penyelenggaraan Pariwisata Berdasarkan Prinsip Syariah

¹² Biro Hukum Dan Komunikasi Publik, Kementerian Pariwisata Dan Tim Komunikasi Pemerintah Kemkominfo, Menangkan WHTA (World Halal Tourism Award) Untuk Pariwisata Indonesia Di Mata Dunia, Jakarta, 2016

¹³ Asmara Wreksono, 12 Indonesian Entities Vie For World Halal Tourism Award, Jakarta, The Jakarta Post, Wed, October 12, 2016.

customer satisfaction. Islamic values, especially Islamic non-physical attributes, significantly affect customer satisfaction only under the moderation of religiosity.¹⁴

Halal Tourism Industry in Indonesia: Potential and Prospects by Aan Jaelani. This study confirms that halal tourism is a tourism industry that has contributed to economic growth in Indonesia, even though the world economy is slowing down. This study found that the halal tourism industry cannot be separated from the majority of Muslim religious practices in Indonesia, but also economically contributes to the local community, and tourist sites that show beauty and hospitality for Muslim and non-Muslim tourists. The study concludes that halal tourism has become part of the national tourism industry to position Indonesia as the center of halal tourism in the world in the future.¹⁵

Sureerat Chookaew, Oraphan Chanin, Jirapa Charatarawat, Pingpis Sriprasert, and Sudarat Nimpaya, in *Increasing Halal Tourism Potential at Andaman Gulf in Thailand for Muslim Country*, Journal of Economics, Business and Management, Vol. 3, No. 7, July 2015. The main objective of this research is to develop the potential of halal tourism in the Andaman Gulf in Thailand for tourists from Muslim countries. This research proposes a method for making halal tourism marketing plans for all tourists from Muslim countries; offers tourism entrepreneurs many choices in halal tourism management for tourists from Muslim countries; learns about how to develop the potential of halal tourism management in order to support tourists from Muslim countries; becomes a model for setting administrative standards, and management of Halal tourism for tourists from Muslim countries; and offers tourists from Muslim countries an alternative choice for consuming halal products and services.¹⁶

Analisis Pasar Pariwisata Halal Indonesiaby Kurniawan Gilang Widagdyo. The results of this study state that tourism's contribution to Gross Domestic Product (GDP) increased from 9 percent in 2014 to 15 percent in 2019. Until November 2015, tourism's contribution to GDP was 9.5 percent. Foreign exchange increased from Rp 140 trillion in 2014 to Rp 280 trillion in 2019. At present tourism contribution to the National GDP is estimated to reach 4 percent with foreign exchange of Rp 155 trillion. Contributions to employment increased from 11 million in 2014 to 13 million in 2019. Tourism competitiveness index increased from rank 70 in 2014 to 30 in 2019. The number of foreign tourist arrivals increased from 9.4 million in 2014 to 20 million in 2019. Until September 2015, the number of foreign tourists was 8.69 million. The number of tourist trips in the archipelago increased from 250 million in 2014 to 275 million in 2019.¹⁷

The results of previous studies that have examined halal tourism are different from this study. This researcher analyzed the strategy of developing halal tourism in West Sumatra by

¹⁴ Errid Hadisyah Putraa, Sri Rahayu Hijrah Hatib, Sri Daryantic, *Understanding Muslim Customer Satisfaction with Halal Destinations: The Effects of Traditional and Islamic Values*, dipublikasikan pada "The European Proceedings of Social & Behavioural Sciences, 3rd International Conference on Business and Economics, 21 - 23 September, 2016

¹⁵ Aan Jaelani, Halal Tourism Industry in Indonesia: Potential and Prospects, **International Review of Management and Marketing**, 2017, 7(3), 25-34.

¹⁶ Sureerat Chookaew, Oraphan Chanin, Jirapa Charatarawat, Pingpis Sriprasert, and Sudarat Nimpaya, *Increasing Halal Tourism Potential at Andaman Gulf in Thailand for Muslim Country*, Journal of Economics, Business and Management, Vol. 3, No. 7, July 2015.

¹⁷ Kurniawan Gilang Widagdyo, *Analisis Pasar Pariwisata Halal Indonesia*, The Journal of Tauhidinomics Vol. 1 No. 1 (2015): 73-80

using a SWOT analysis to be able to formulate a strategy to be carried out for halal tourism development in this country.

METHODS

This research uses mixed methods,¹⁸ that is combining two methods, namely quantitative research methods and qualitative research methods.¹⁹ It aims to complement the picture of the results of the study of the economic potential of halal tourism and the opportunities and challenges of developing halal tourism in West Sumatra. This research was conducted in West Sumatra with a focus on tourist locations that were proclaimed as halal tourist destinations based on consideration of object popularity, excellence and the number of visitors to these attractions. The source of the data in this study was obtained from informants, namely the relevant regional governments such as the provincial and regency / city Tourism and Creative Economy Development Office in West Sumatra. West Sumatra Provincial Statistics Agency, business people, and tourists.

Data collection techniques were carried out through observation, questionnaires, interviews and documentation data. The type of questionnaire used in this study is closed by using a Likert Scale.²⁰ The questionnaire in this study was given to visitors of tourist objects that have been designated as research locations. The questionnaire used to find out how strengths, weaknesses, threats and opportunities for halal tourism development in West Sumatra.

Interviews were conducted with business actors such as restaurants and restaurants, hotels and inns around tourist sites. The next stage, interviews with tourism and cultural service agencies and people involved are as part of the development of halal tourism at this time. This questionnaire is distributed to the public who meet at tourist sites that are the object of research and on social media such as Whats App and through the google form. Then, the results of questionnaires that have been processed and grouped into strengths, weaknesses, opportunities, and threats are spread back to the respondents on the google form link. This questionnaire was distributed to get a halal tourism development strategy in West Sumatra.

The analytical method used in this study is a SWOT analysis that is commonly used in the formulation of a plan, especially a strategic plan (RENSTRA).²¹ To examine the prospects for halal tourism development, we must know the forces that will deliver the development of Islamic tourism to the desired stage, namely the development of Islamic tourism in West Sumatra as an icon of economic development in West Sumatra. This analysis is based on logic that can maximize strength and find opportunities. However, at the same time it can minimize weaknesses and overcome threats. With this analysis, the decisions that will be made have gone through a thorough study.

¹⁸ Uma Sekaran and Roger Bougie, *Research Methode for Bussiness*, John Wiley & Sons Ltd, United Kingdom, 2016, h. 106

¹⁹ Sugiyono, *Metodologi Penelitian Kombinasi (mixed methods)*, (Bandung : Alfabeta 2012), h. 404

²⁰ Sugiyono, *Metode Penelitian Bisnis*, (Bandung: Alfabeta, 1999), h.87

²¹ Sjafrizal, *Teknik Praktis Penyusunan Rencana Pembangunan Daerah*, (Jakarta : Baduose Media, 2009), h. 129

RESULTS AND DISCUSSION

West Sumatra is one of the provinces in Indonesia that has various types of tourism objects. Tourist attractions in West Sumatra are one of the most popular tourist destinations in Indonesia. This is inseparable from the tourism potential of West Sumatra which is quite complete, where almost all types of attractions exist in this region. Ranging from natural tourism, such as the sea, beaches, mountains, lakes, and canyons to other very interesting tourism potentials are further explored in the form of cultural festivals that elevate the traditional values of noble culture. Until 2017 attractions that can be visited are 688 locations spread across districts and cities throughout the West Sumatra.²²

The results of the questionnaires that have been distributed in the first stage are grouped into strengths (S), weaknesses (W), opportunities (P), and threats (T). This grouping is based on internal and external indicators. Questionnaires whose indications come from internal factors of tourist destinations themselves are grouped into strengths (S) and weaknesses (W). Meanwhile the questionnaire that indicates comes from internal factors of tourist destinations grouped into opportunities (O) and threats (T).

1. Analysis of IFAS and EFAS

IFAS is a strategy formulation tool that summarizes and evaluates Strength (S) and Weakness (W) factors. S and W are obtained from various sources of information related to strengths and weaknesses based on the results of questionnaires distributed to tourism agencies, business people, travel agencies, tourists, and lodging / hospitality.

From the S side, the strength factors, that the weight is very important, are the beauty of the tourist attraction and the condition of the tourist attraction. However, overall from the strength factor, the quality is not important in the form of government support for developing halal tourism, food / beverage tastes of restaurants / restaurants around tourist sites, worship facilities available in hotels, quality and hotel services around tourist attractions , worship facilities available in hotel rooms, places of worship at tourist sites, and the quality and service of restaurants / restaurants at tourist sites. From the W side, the weakness factor, the weight is very important, namely the price of food, drinks and souvenirs. But overall from the weakness factor, the quality is not important in the form of ticket prices to tourist sites and vehicle parking fees in the tourist area. The final calculation was obtained with a weighted total for the halal tourism industry in West Sumatra, which amounted to 3.08 which means that the halal tourism industry in West Sumatra is in good condition to be able to utilize strengths and minimize existing internal weaknesses..

EFAS is external factors related to Opportunities (O) and Threats (T). O and T are obtained from various real cases from the results of interviews and distribution of questionnaires with the tourism agency, business people, travel agencies, tourists, and lodging / hospitality. In terms of O, the most important opportunity factors are the development of print, electronic, internet, and social media which can be used as media for publicizing tourism objects, sharia tourism has an impact on the preservation of religious and cultural values adopted by the community, sharia tourism enhances the economy community, and an increase

²² Oni Yulfian, Direktori Objek & Atraksi Wisata Sumatera Barat, Padang: Dinas Pariwisata Provinsi Sumatera Barat, 2017.

in the number of tourists to attractions. However, overall from the lowest opportunity weighting factor, the cultural attractions displayed are in accordance with sharia principles. In terms of T, the threat factor of the highest weight is minimal regarding restaurants and culinary companies in tourist locations that are halal certified or not. However, overall from the lowest threat weighting factors are the perception of tourists who are not good about security around tourist sites, road access to the location of tourist objects is not so good, natural disasters hamper halal tourism sector, low hospitality of business actors in tourist areas, the low level of friendliness of the people around the tourist attraction, and unfavorable tourist competition between attractions. The final calculation shows that the weighted total for the halal tourism industry in West Sumatra is 3.02, which means that the halal tourism industry in West Sumatra is in good condition to take advantage of opportunities and avoid existing external threats..

2. SWOT Matrix

After carrying out IFAS and EFAS analysis the next step is to implement it in SWOT matrix so that the strategies can be formulated consisting of SO, WO, ST and WT as illustrated in the table below.

Table 1 : SWOTMatrix

IFAS	STRENGTHS (S)	WEAKNESSES (W)
EFAS	<ol style="list-style-type: none"> 1. Beautiful natural scenery 2. Good condition of tourist attractions 3. Full support from the government in developing halal tourism 4. Delicious restaurant food / drink 5. The availability of religious facilities at the hotel 6. Good quality and service of hotels around tourist attractions 7. The availability of religious facilities in hotel rooms 8. The availability of facilities for places of worship at tourist sites 9. Satisfying quality and service of restaurant 	<ol style="list-style-type: none"> 1. Lack of road directions to tourist sites 2. Prices of food, drinks and souvenirs are not yet standard 3. Parking area in tourist parking locations is not yet regular 4. Information about attractions is not yet available 5. Regulation on halal tourism does not yet exist 6. Public facilities are inadequate around tourist attractions 7. Not every tourist attraction has regulations around tourism objects 8. Public transportation to tourist sites 9. Understanding of the public and tourists about halal tourism is still

		<p>minimal</p> <p>10. Low socialization to the public and tourists about halal tourism</p> <p>11. Cleaning officers are not enough at tourist sites</p> <p>12. Security personnel are still few in tourist locations</p> <p>13. Awareness of tourists on the cleanliness of tourist sites</p> <p>14. There are not many tour guides</p> <p>15. Cleanliness of toilets and residents in tourist sites is still lacking</p> <p>16. Irregular traders around tourist sites</p> <p>17. Still lack of cleanliness at tourist sites</p> <p>18. The price of admission to several tourist locations is not standard and has not been managed by the government</p> <p>19. Vehicle parking levies in the tourist area are not standard and irregular</p>
<p>OPPORTUNITIES (O)</p> <p>1. The sharia tourism sector is growing and increasingly in demand</p> <p>2. Increasing the number of tourists to tourist attractions</p> <p>3. Tourists state that tourist sites are comfortable to visit</p>	<p>STRATEGY OF SO</p> <p>1. Conducting training for business actors in the development of halal tourism. (S3, O1, O4)</p> <p>2. Making new innovations in developing the creative economy. (S6, O1, O6)</p> <p>3. Improving regional characteristics. (O6)</p>	<p>STRATEGY OF WO</p> <p>1. The government facilitates halal certificates for restaurant businesses, accommodation, and culinary. (W4, O7, O8)</p> <p>2. The Provincial / District / City tourism office conducts socialization to halal tourism-related</p>

<p>4. Tourist perceptions of cultural attractions displayed are in accordance with sharia principles</p> <p>5. Absorbing labor in the area around tourism objects can reduce unemployment</p> <p>6. Preserving religious and cultural values that are adhered to by the community</p> <p>7. Food / drinks at halal and thayyib tourist locations</p> <p>8. Increasing the economy of the community</p> <p>9. The development of print, electronic, internet, and social media can be used as a media for the promotion of tourism objects</p>	<p>4. The existence of collaboration between tour guides and tourist attraction managers to create jobs. (S3, O5)</p> <p>5. The existence of government cooperation with travel agents that provide tour packages to attract tourist attraction. (S3, O2)</p> <p>6. The role of the government in cooperating with regional youth related to security. (S3, O5)</p> <p>7. Promotion through print media, social media. (S3, O9)</p>	<p>business actors. (W5, W9, W10, O1)</p> <p>3. Making regulations about Halal Tourism. (W5, W9, W10, O1, O4, O6, O7)</p> <p>4. Providing tour guides who are able to speak foreign languages and knowledge about halal tourism. (O5, W1, W15)</p> <p>5. The role of transportation agencies to facilitate road access, transportation, and directions. (O3, W1, W3)</p>
<p>THREATS (T)</p> <p>1. Minimal tourist knowledge about restaurants and culinary companies in tourist locations whether halal certified or not</p> <p>2. Lack of security around tourist sites</p> <p>3. Low hospitality of business people in the tourist area</p> <p>4. The low friendliness of the people around tourist attractions</p> <p>5. Access road to the location of the tourist</p>	<p>STRATEGY OF ST</p> <p>1. Improving quality, facilities and supporting facilities. (T4, S2, S5, S8)</p> <p>2. Need to list prices and food catalogs at restaurants or culinary centers. (T1, S4, S9)</p> <p>3. Efforts to implement 7 Sapta Enchantments (safe, orderly, clean, cool, beautiful, friendly, memorable). (T2, T4 T5, T6, S1, S2, S6)</p> <p>4. There is cooperation between business actors and local governments to develop halal tourism systems. (T1, S3)</p>	<p>STRATEGY OF WT</p> <p>1. Facilitating a culinary center. (T1, T5, W2)</p> <p>2. Having he government to facilitate halal guarantees for business actors. (T1, W5)</p> <p>3. Improving infrastructure to facilitate tourist accessibility such as: road access, directions, public transportation. (T3, T7, W1, W6, W14)</p> <p>4. Establishing and providing guidance for tourism conscious groups. (T6, W13, W16, W18,</p>

attraction is not so good		W19)
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Source: Questionnaire, Processed data.

3. Analysis of Quantitatif Strategic Planning Matrix (QSPM)

The last analysis used is Quantitative Strategic Planning Matrix (QSPM), which is a technique that can objectively establish priority strategies that are prioritized. The selection of alternative strategies is taken from the SWOT matrix results, determination of weights by means of the FGD (Focus Group Discussion), using the value of US attraction (Attractiveness Scores) and the total value of attraction TAS (Total Attractiveness Score). Based on the results of the alternative QSPM strategy are:

- a. Making regulations on halal tourism.
- b. Disseminating halal tourism to business actors and related parties.
- c. Encouraging halal certification for restaurants / restaurants, hotels / inns, and culinary businesses.
- d. Collaborating between business actors and local governments to develop halal tourism.
- e. Having cooperation of hotel, restaurant and other business owners with travel agents in the form of tour packages
- f. Promoting through TV, print media, social media
- g. Fostering business actors in the development of halal tourism.
- h. Forming and conducting guidance on tourism conscious groups
- i. Improving infrastructure such as access roads, guides and so on at tourist sites and tourist sites
- j. Improving the quality of supporting facilities and facilities
- k. Collaborating with regional youth related to security
- l. Providing tour guides who are able to speak foreign languages and knowledge about halal tourism
- m. Innovating in developing a creative economy.
- n. Collaborating between tour guides and tourist management
- o. Maintaining regional characteristics
- p. Facilitating a culinary central place
- q. Having provision of clear price lists and menu catalogs in restaurants or culinary centers
- r. Applying 7 Sapta Enchantments (safe, orderly, clean, cool, beautiful, suave, memorable)

The highest TAS value is a strategy that needs to be implemented first by the government in developing a halal tourism industry in West Sumatra where it makes regulations on halal tourism. To support the advancement of the world of national tourism, the government has set several regulations so that the world of Indonesian tourism will advance and be competitive on the one hand and on the other hand have a juridical umbrella to create certainty for tourism sector actors. But along with the development and dynamics of the world of tourism that develops halal tourism special regulations are needed that accommodate the values and philosophies of the specificity of halal tourism which is certainly not accommodated from the tourism law. So that foreign and local tourists who include religious values in their leisure

activities feel comfortable, safe and happy because their religion is not disturbed. Besides that, each region has the uniqueness and superiority of tourist destinations and cultural values that can be adopted into regional regulations as derivatives and technical regulations of national tourism regulations. Given these conditions, Halal Tourism Regional Regulation becomes a necessity.

One logical consequence of halal tourism as a new trend in the world of tourism in Indonesia, especially West Sumatra, is the existence of legal certainty and clear direction for halal tourism management. So that halal tourism is not only names, slogans, and branding but also absolutely guaranteed and there is certainty of sharia compliant (obedient to Islamic values) in every event, facility, service, element and parties involved in the tourism.

The development of halal tourism in West Sumatra received a good response from the government, both the Provincial government and the Regency and City Governments. Provincial and district / city governments in West Sumatra have programmed halal tourism as a core program. Halal tourism development is included in the tourism industry development section work program. The provincial government has already socialized the development of halal tourism to local governments on a business basis.²³ According to Doni Hendra, Head of the Destination Office of the Tourism Office of West Sumatra Province, the government is very serious about developing halal tourism. Now the draft regional regulation on halal tourism is being compiled and already underway.

The development of halal tourism in West Sumatra is considered very prospect. The concept of halal tourism in the future will be a business that is much glimpsed by tourism businesses. Based on this, the value that suits the needs of tourists is the hope of comfort and calm in traveling without forgetting Islamic values. This value according to Haidar Tsani is supported by the increase in middle class Muslim communities who have a high awareness in the halalness of a product. That makes halal tourism has great potential to be developed following the existing market demand.²⁴ In addition, various tourist destinations in Indonesia support halal tourism including religious tourist destinations and other tourist destinations which are also supported by worship facilities.

According to Suyatno Ladiqi, halal tourism is a tourism concept that pays attention to Muslim tourist needs, including halal food, prayer facilities and privacy areas for men and women. However, the development of this type of tourism is not only popular among Muslim consumers but also non-Muslims. Because the criteria for halal are not only for Muslims.²⁵ A similar thing is also emphasized by Aan Jailani, halal tourism development was important because the benefits could not only be felt by Muslim tourists. Halal tourism puts forward halal products and is safe for consumption by Muslim tourists. However, it does not mean that non-

²³ Doni Hendra, Kabid Destinasi, Dinas pariwisata dan Ekonomi Kreatif Provinsi Sumatera Barat, wawancara, 4 September 2018

²⁴ Haidar Tsany Alim, Andi Okta Riansyah, Karimatul Hidayah, Ikhwanul Muslim, Adityawarman, Analisis Potensi Pariwisata Syariah Dengan Mengoptimalkan Industri Kreatif Di Jawa Tengah Dan Yogyakarta, Semarang, 2008, h. 4-5

²⁵ Suyatno Ladiqi, Baiq Wardhani, Ismail Suardi Wekke, 'Ainatul Fathiyah Abdur Rahim, Globalization And The Rise Of Cosmopolitan Shariah: The Challenge And Opportunity Of Halal Tourism In Indonesia, Herald NAMSCA 1, 2018, h. 904-905

Muslim tourists cannot enjoy halal tourism. Halal tourism is open to everyone. Halal tourism features include halal tour packages which include Muslim tourist friendly destinations, as well as halal hotels, restaurants and spas.²⁶

The development of halal tourism is not an exclusive tour because non-Muslim tourists can also enjoy Islamic ethical services. Halal tourism not only covers the existence of pilgrimage and religious tourism sites, but also includes the availability of supporting facilities, such as restaurants and hotels that provide halal food and prayer places. Tourist products and services, as well as tourist destinations in halal tourism are the same as general tourism as long as they do not conflict with Islamic values and ethics.²⁷

Halal tourism is an activity that is supported by various facilities and services provided by the community, businessmen, government, and local governments that fulfill sharia requirements. Halal tourism is used by many people because of the universal characteristics of its products and services. Tourist products and services, tourist objects and tourist destinations in halal tourism are the same as products, services, objects and tourism destinations in general as long as they do not conflict with Islamic values and ethics. So halal tourism is not limited to religious tourism.²⁸ Tourism businesses include tourism areas, tourist transportation services, tourist travel services, food and beverage services, providing accommodation, organizing entertainment activities, organizing meetings, incentive trips, conferences, tourism consulting services, and tour guide services..²⁹

Although the concept of halal has become a lifestyle for the majority of the population in Minang, halal tourism has not developed due to inadequate facilities, halal certification, and lack of promotion. The development of halal tourism on earth based on "*adat basandi syarak, syarak basandi kitabullah*" has enormous potential, therefore promotion (introduction) through television, print media and social media must be done. Massive marketing and promotion strategies are carried out in print media, television and internet. In addition, the development of halal tourism must be strengthened by professional staff, providing guides who understand Islamic values. Certified sharia tourism guide training institute. Then, it is supported by competitive Islamic financial institutions.

Dini Andriani in the results of her research shows that Indonesia has not been aggressive in promoting halal tourism such as Malaysia and Thailand. Indonesia also has not integrated the promotion of halal tourism into national tourism programs, and has made special packages for halal tourism. This can be seen from the results of reports from the research institute and halal tourism industry ranking Crescentrating with MasterCard, 2015 Global Muslim Travel Index (GMTI), Indonesia is ranked sixth in the world halal tourist

²⁶ Aan Jaelani, *Halal Tourism Industry in Indonesia: Potential and Prospects*, **International Review of Management and Marketing**, 2017, 7(3), 25-34.

²⁷ Aan Jaelani, *Halal Tourism Industry in Indonesia: Potential and Prospects*, MPRA Paper No. 76237, 2017, h. 17

²⁸ Dini Andriani, *Laporan Akhir Kajian Pengembangan Wisata Syariah*, Asisten Deputi Penelitian dan Pengembangan Kebijakan Kepariwisata Deputi Bidang Pengembangan Kelembagaan Kepariwisata Kementerian Pariwisata, 2015, h. 5

²⁹ Aan Jaelani, *Halal Tourism Industry in Indonesia: Potential and Prospects*, **International Review of Management and Marketing**, 2017, 7(3), 25-34.

destinations, under Malaysia and Thailand. Crescentrating assesses Indonesia must try harder if they want to bypass Malaysia and Thailand in developing halal tourism. According to Crescentrating founder and CEO Fazal Bahardeen, Indonesia has not been aggressive in promoting halal tourism such as Malaysia and Thailand. Indonesia also has not integrated the promotion of halal tourism into national tourism programs, and has made special packages for halal tourism.³⁰ The Ministry of Tourism has also involved industries to develop halal tourism markets in Indonesia. In November 2015, a Muslim Visitors guide was launched to Indonesia. This is a promotional program with influencers of social media to present Indonesia as a Muslim-friendly destination.³¹

For the development of halal tourism in this area, the government of West Sumatra also provided information on halal certification to business actors. This is evidenced by the regional government facilitating halal certification for restaurant businesses, accommodation, and culinary.³² At least there are currently 8 hotels³³ and 11 restaurants³⁴ in West Sumatra that have obtained halal certification. So, the West Sumatra Provincial Government has a role in optimizing halal tourism by building and preparing infrastructure facilities, conducting socialization, conducting promotions, cooperating with MUI and with other industry players..

Basically the provision of places of worship and facilities, halal food and drinks in tourist locations in West Sumatra has long been carried out because the majority of the population in the Minang area is Muslim. In West Sumatra, various tourist attractions, restaurants and cafes that provide halal food and beverages are still new at the level of self claim, not yet certified. This means that halal food and drinks served are the recognition of the owner of the restaurant and cafe itself, because the owner is a Muslim, the ingredients for food production and drinks are sourced from halal substances.. Therefore, in developing the halal concept there must be cooperation between the local government and the health department and the Food and Drug Study Institute of the Indonesian Ulema Council. This is needed to confirm halal labeling in the development of halal tourist destinations. So that Muslim visitors in particular will no doubt make a visit to this province.

The presence of halal tourism in West Sumatra can also have an influence on the application of shari'ah economic principles in West Sumatra, as well as in production and consumption. Industrial players in West Sumatra have so far been very concerned about the products they produce by ensuring cleanliness, and the halalness of the products they have. Because the majority of the people of West Sumatra adhere to Islam and almost all entrepreneurs in West Sumatra are Muslim. This is no doubt if the owners of restaurants, restaurants, restaurants and cafes maintain the halality of their products, as Ismail

³⁰Dini Andriani, *Laporan Akhir Kajian Pengembangan Wisata Syariah*, Asisten Deputi Penelitian dan Pengembangan Kebijakan Kepariwisataan Deputi Bidang Pengembangan Kelembagaan Kepariwisataan Kementerian Pariwisata, 2015, h. 5

³¹ Muslim Friendly Tourism: Understanding the Demand and Supply Sides In the OIC Member Countries, Comcec Coordination Office, February 2016, h. 4

³² Doni Hendra, Kabid Destinasi, Dinas pariwisata dan Ekonomi Kreatif Provinsi Sumatera Barat, wawancara, 4 September 2018

³³Tourism Department of West Sumatra Province, 2018

³⁴Tourism Department of West Sumatra Province, 2018

acknowledged that the owners of Simpang Raya Bukittinggi restaurants are very concerned about the halal products of their restaurants and are halal certified.³⁵ Therefore, the management of halal certification for industry players is a top priority because the presence of halal certification will be more convincing Muslim visitors to taste and enjoy West Sumatra cuisine, especially visitors from Malaysia and the Middle East.

Actually West Sumatra has great potential to develop a halal tourism industry with a variety of tourism products that can be developed. However, poor infrastructure remains the biggest obstacle to the growth of the halal tourism industry in this area. Government efforts, coupled with private sector investment to develop the tourism industry, will be the key to making West Sumatra an attractive halal tourist destination. Providing cultural experience is a force in Muslim friendly tourism offers. Thus some facilities must be addressed to ensure the province of West Sumatra is ready to welcome Muslim foreign tourists.

In addition, the results of this study prove that the government does not pay attention to the problems of structuring, maintenance, assets and tourism potential. One of them can be seen in the tourist area of Diatas Lake and Dibawah Lake in Solok Regency. The same thing was also found in the results of Henny Ferniza's research stating that "let alone for the construction of new tourism facilities and infrastructure, maintenance for the facilities carried out was not carried out, please discuss the concept / planning of the tourism sector for".³⁶ The role of the government as the second determinant is not able to become the driving force for tourism development in West Sumatra. This is important considering that tourism affairs are a matter of regional government as regulated by Law No. 23 of 2014 concerning Regional Government. For that governments need to improve infrastructure such as access roads, signposts and other tourist location as well as to the tourist sites and improve the quality of facilities and means of support.

The results showed that tourism management in West Sumatra still posed problems such as lack of good security around tourist sites, lack of friendliness of business people in the tourist area, low friendliness of the people around tourism objects and still lack of cleanliness at tourist sites. Ticket prices to enter several tourist locations are not standard and have not been managed by the government. Vehicle parking fees in tourist areas are not standard and irregular. All of this is certainly an obstacle to the development of halal tourism in this country. This finding is not different from the results of Henny Ferniza's research stating that the development of West Sumatra tourism did not occur because it was caused by three main obstacle aspects. First, the mindset of local communities in understanding tourism is not as expected, especially in tourist destinations, so that attitudes and behaviors that are not good in treating visitors / tourists occur (attitude of population toward foreign visitors). This behavior arises because of a lack of awareness, knowledge and understanding of the community towards tourism. Deteriorating public behavior such as bullying against tourists such as parking, food

³⁵Ismail, owner of Simpang Raya Bukittinggi restaurant, interview, August 18, 2018

³⁶Henny Ferniza, *Antara Potensi Dan Kendala Dalam Pengembangan Pariwisata Di Sumatera Barat*, Jurnal Pembangunan Wilayah dan Kota, Volume 13 (1): 56-66 Maret 2017, pg. 64-65

and drink, and others will form a perception of friendliness (perceived hospitality), which ultimately will affect the next visit.³⁷

Based on a survey conducted by PKSBE UNP, it was also revealed that residents were not fully friendly to visitors, while this was a factor that was considered important by travelers. According to PKSBE UNP researcher Doni Satria, the lack of friendly community acceptance of tourists can appear everywhere, ranging from markets, public transportation and others, which raises unfavorable judgments from visitors. People's lack of friendliness towards tourists is allegedly because they did not benefit directly from the visit. From the survey, it was also revealed that most tourists considered the worship facilities and toilets in the tourist attraction in West Sumatra to be inadequate. "Most tourists are not satisfied with the facilities of worship houses and toilets, even though these two aspects are considered important by visitors,". The availability of a tourist information center is incomplete even though it is important for tourists. Responding to this condition, of course the regents and mayors must eradicate the practice of thuggery in tourist areas, such as illegal parking, sales of food and beverages with strangling prices until the fees are unclear. Because tourism will never progress if the regional head does not dare to curb the actions of thuggery. Therefore, the perpetrators of thuggery in tourist objects must be cleaned and disciplined.³⁸ To overcome this, the strategic steps taken are the establishment and development of tourism conscious groups from the community itself and in collaboration with local youth regarding security issues.

Besides that halal tourism will develop if a good perception is formed about the meaning of halal tourism in the community. However, currently not all people know and understand the nature of halal tourism. Some people already know and understand the concept of halal tourism. They knew from reading journals or print and television media.³⁹ This means the concept of halal tourism, or sharia tourism or with terms of Islamic tourism, halal friendly tourism destinations, halal travel, Muslim-friendly travel destinations, halal lifestyle has been going on for a long time and has been practiced in several countries such as Malaysia. However, in Indonesia this discourse has not been socialized at all levels of society. This inappropriate definition of shari'a tourism is due to lack of education. The availability of information that is lacking is the main cause of the lack of understanding about halal tourism. This is in accordance with the results of the questionnaire, on average respondents felt they were not well informed about halal tourism (2.88%). Then when interviewed the respondents admitted that they did not understand about halal tourism, because they had never received socialization regarding halal tourism, both from the government and the media.⁴⁰ From the point of view of business people, they already understand halal tourism because they have received information on halal tourism from tourism and creative economy. In terms of food and drink they are very concerned

³⁷Henny Ferniza, Antara Potensi Dan Kendala Dalam Pengembangan Pariwisata Di Sumatera Barat, Jurnal Pembangunan Wilayah dan Kota, Volume 13 (1): 56-66 Maret 2017, pg. 64-65

³⁸Ikhwan Wahyudi, Meramu Strategi Jitu Pengembangan Pariwisata Sumbar, <https://sumbar.antaranews.com/berita/219388/meramu-strategi-jitu-pengembangan-pariwisata-sumbar>, 28 Januari 2018

³⁹M. Nur, Lecturer, interview, Bukittinggi, August 18, 2018

⁴⁰Megi, tourists, Padang beach attractions, August 11, 2018, Rina, tourists, Padang Beach attractions, August 12, 2018

about aspects of halal food. In terms of worship facilities they also provide it. Likewise, in terms of clothing and service, they have practiced the Shari'a provisions. If there are visitors who exceed the decency limit, they admonish and warn.⁴¹ However, the guidelines in the form of brochures or rules related to halal tourism have not been obtained. In the development of halal tourism, the introduction of a clear halal tourism market is very important to invite tourism businesses to enter the industry.⁴²

Halal tourism in West Sumatra has good economic prospects as part of the national tourism industry. This tourism industry has a contribution in increasing government revenues. Halal tourism is not exclusive, but is inclusive of all tourists (Muslims and non-Muslims). The essence of halal tourism emphasizes shari'ah principles in managing tourism and polite and friendly service for all tourists and the surrounding environment. Therefore, to realize West Sumatra as a halal tourist destination, the development strategy is directed at fulfilling the tourism competitiveness index, including improving infrastructure, promoting, preparing human resources, especially increasing the capacity of tourism business actors. To realize halal tourism development in the national tourism industry, it is time for the Tourism Department's Marketing Section of the Ministry of Tourism and Economics in the provinces and regencies / cities in West Sumatra to program HR training, capacity building, and socialization related to halal tourism management and development. Ministry of Tourism and Creative Economysocializes with tourism organizations in Indonesia, for example the Association of Indonesian Hotels and Restaurants (PHRI) and the Association of the Indonesia Tours and Travel (ASITA). PHRI can ensure its hotels meet the needs of Muslim tourists, while ASITA can make tour packages to religious and pilgrimage attractions.⁴³

Provision of guides who understand Islamic values, sharia spas, sharia salons, and the emphasis on travel ethics in Islam during tours through sharia travel agencies. The creative industry in supporting halal tourism is based on the use of information in the form of Islamic rules governing all human life. In terms of facilities, many business opportunities have not been developed, such as sharia spas, sharia salons, and product halal guarantee during tours. Optimizing transit areas, such as hotels and restaurants, can support this facility. In addition, tourists are accompanied by guides who always remind and provide understanding of halal tourism.

In terms of tourist destinations, maids provide explanations regarding tourist locations so that they avoid harm and error. For family tourism or groups, creative industries can be poured into the implementation of sharia travel agencies that put forward the journey of Islam in Islam. This travel agency can provide a snowball effect for halal tourism by providing halal tour packages with tourist location business partners, sharia hotels, and other halal tourism

⁴¹Risna, owner of the Tiram Sejahtera restaurant, tourist attraction of Tiram Beach, August 17, 2018, Ita owns Nasi Sek Lubuk Salero Pariaman, August 17, 2018,

⁴²Haidar Tsany Alim, Andi Okta Riansyah, Karimatul Hidayah, Ikhwanul Muslim, Adityawarman, Analisis Potensi Pariwisata Syariah Dengan Mengoptimalkan Industri Kreatif Di Jawa Tengah Dan Yogyakarta, Semarang, 2008, pg. 4-5

⁴³Aan Jaelani, *Halal Tourism Industry in Indonesia: Potential and Prospects*, **International Review of Management and Marketing**, 2017, 7(3), 25-34.

businesses. Finally, sharia tourism gives meaning to tourists in the form of travel etiquette and manners in accordance with Islamic rules.

In terms of education, guides who master Islamic law, whether in travel agents or in tourist destinations, are urgently needed. In providers of human resources, tourism actors can focus on specific training on halal tourism. This is considered important because the main task of this tour guide is to provide guidance to tourists in tourism that cannot be separated from Islamic values.⁴⁴

Australia as a majority non-Muslim country through the Queensland Tourism Institute issued a sharia tourism program in August 2012 through cooperation with renowned hotels to hold joint iftar, providing comfortable and easily accessible prayer centers in shopping centers, giving Qibla direction and al-Quran in the hotel room, to provide officers at the Visitor's Information Offices who are able to speak Arabic. South Korea through the Representative of the South Korean Tourism Organization in Jakarta (KTO Jakarta) acknowledged that it is ready to become a sharia tourist destination by providing tourism packages for Muslims and supporting facilities. Similarly, Germany provides clean and comfortable prayer rooms at Terminal 1 of Munich Airport, Germany since June 2011.⁴⁵

West Sumatra as a region that has great tourism potential has received various awards such as World's Best Halal Tour Operator: Ero Tour, West Sumatra Indonesia. World's Best Halal Destination: West Sumatra, Indonesia. World's Best Halal Culinary Destination: West Sumatra, Indonesia. With this potential this region seeks to continue to develop halal tourism in the country. The Ministry of Tourism develops sharia tourism including four types of tourism business components, namely hotels, restaurants, bureaus or tourist travel services, and spas. There are thirteen provinces that Indonesia has prepared to become sharia tourist destinations, namely West Nusa Tenggara (NTB), Nangroe Aceh Darussalam, Sumatera Barat, Riau, Lampung, Banten, DKI Jakarta, West Java, Central Java, Yogyakarta, East Java, South Sulawesi, and Bali. The sharia tourist destination area is determined based on the readiness of human resources, community culture, regional tourism products, and tourist accommodation.⁴⁶

CONCLUSION

West Sumatra has a very potential halal tourism destination. Tourist attractions in West Sumatra are one of the most popular tourist destinations in Indonesia because of the many tourist destinations that can be visited. This natural wealth has been supported by various facilities supporting the halal tourism industry including the availability of good sharia-compliant

⁴⁴ Haidar Tsany Alim, Andi Okta Riansyah, Karimatul Hidayah, Ikhwanul Muslim, Adityawarman, Analisis Potensi Pariwisata Syariah Dengan Mengoptimalkan Industri Kreatif Di Jawa Tengah Dan Yogyakarta, Semarang, 2008, h. 4-5

⁴⁵ Dini Andriani, *Laporan Akhir Kajian Pengembangan Wisata Syariah*, Asisten Deputi Penelitian dan Pengembangan Kebijakan Kepariwisata Deputi Bidang Pengembangan Kelembagaan Kepariwisata Kementerian Pariwisata, 2015, h. 5

⁴⁶ Dini Andriani, *Laporan Akhir Kajian Pengembangan Wisata Syariah*, Asisten Deputi Penelitian dan Pengembangan Kebijakan Kepariwisata Deputi Bidang Pengembangan Kelembagaan Kepariwisata Kementerian Pariwisata, 2015, h. 5

hotels, comfortable worship facilities, and the availability of halal culinary centers that can satisfy tourists.

The strategic steps that can be taken in the context of developing halal tourism in the Minang realm are by making regulations regarding halal tourism to socialize it to the public and business actors. In addition, fostering business actors in halal tourism development, facilitating business actors in the halal certificate process, cooperating with business actors related to halal tourism development, forming and conducting guidance for tourism conscious groups, and improving infrastructure such as road access, road signs and at tourist sites and tourist locations, carry out promotions (introduce) through print media, social media.

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