

Tourism Development Based On Sharia Models On Tourist Destinations In Padang City

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Submission date: 17-May-2023 02:26PM (UTC+0700)

Submission ID: 2095269184

File name: ecoadmin,_7._FINAL.pdf (456.64K)

Word count: 6688

Character count: 37037

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Tourism Development Based On Sharia Models On Tourist Destinations In Padang City

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Abstract: This study aims to make a description of attractions to tourist destinations in North Sumatra. Sharia area is in the object of observation in West Sumatra province. The research subject is a tourist destination in the city. Sharia description analysis method (comparing between reality and expectations) the potential of sharia tourism is carried out through, a tourism manager survey of tourists on visits to tourism sites, and local government. This research was conducted by spreading, questionnaire, interview, and observation. The method of analyzing of data-fired different methods than Levene's test for equality of SPSS variances and software. The result of the research proved that all tourists' variables attraction, amenities, accessibility and ancillary shows of the values were lower than the hope Levene's Test for equality of variances proved which are considerable.

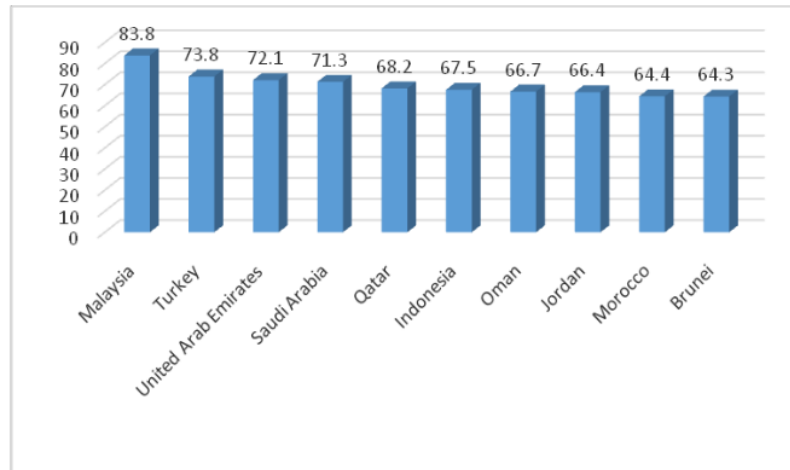
Keywords: sharia, tour the tourist potential, tourist attraction, tourist facilities, destinations.

INTROCUATION

The development of Sharia tourism has become a trend throughout the world. This product has been widely offered in many countries with a major non-Muslim population. Therefore Sharia tourism provides greater opportunities for countries with a majority Muslim population. To attract the purchasing power of the Muslim population of the Islamic Cooperation Organization, each country offers various attractions, especially the halal concept of the various products and services they have. Indonesia as a country with the largest Muslim population in the world, this potential provides great expectations for developing sharia-based tourism, because it has a very varied and widespread tourist destination.

Sharia tourist visits by Muslim countries which spread in various destination countries. Figure 1 shows Malaysia over the past five years ranked first in the country as the most desirable Muslim world tourists until 2015 with 83.8. Then followed by Turkey with a score of 73.8, the United Arab Emirates with a score of 72.1 and Saudi Arabia with a score of 71.3, while Indonesia is ranked 6th with a score of 67.5.

Figure 1. Distribution of Sharia Tourism Visits in Muslim Population Countries



Source: (Gmti, 2015)

Every month the development of ⁴⁹ the number of foreign tourists visiting Indonesia in 2017 ²³ fluctuated and reached the highest number in August of 2.40 million tourists and fell to 1.06 million tourists in November 2017. The total number of foreign tourists in the year 2017 is a total of 14.04 million people. When viewed from ²³ the country of origin the largest percentage of tourists (tourists) is from China, namely 13.36 percent, Singapore 12.25 percent, Malaysia 11.30 percent and India 3.77 percent. The room occupancy rate at star classification hotels in Indonesia is 57.88 percent. Furthermore, the length of stay for the average foreign guest in Indonesia at hotels with an average star classification is 1.80 days. While the occupancy rate of star hotel classifications is 57.88 percent. This number is below the target set by the government for 2017, namely 15 million foreign tourists (BPS, 2018) The potential of Islamic tourism in West Sumatra is very large, because of its majority Muslim population, ²⁸ there is also a philosophy of community life that relies on Islam. This philosophy states "Adat Basandi Syarak, Syarak Basandi Kitabullah". Syarak symbolized by ^{the} mosque and ^{and} custom symbolized by the Gadang house. The diversity of tourism owned by West Sumatra is also precisely large, such as nature tourism from the sea to the mountains, culinary diversity, and culture (Kompas, 2016).

Based on the data in the background, it fulfills the wishes or expectations of the tourists, but these expectations are still not fulfilled, this is shown by the data showing that sharia-base ³⁸ tourist visits in Indonesia are still lagging behind other countries. On ⁵⁰ other hand Indonesia is a country with the largest Muslim population in the world, and ^{the} potential for sharia-based tourism is quite large. The selection of Padang City as a research object is because Padang City is known as an area with a Muslim majority population and has ²⁷ many customs which are colored by Islamic law.

^{The} purpose of this study is to examine ^{the} tourist facilities that have been provided by Padang City to tourists have met tourism expectations. The facilities observed include facilities in tourist attractions, accommodation restaurants, telecommunications,

transportation, health facilities, travel agencies, and the availability of houses of worship. The result of this study is expected to provide input to the Regional Government of the City of Padang improvements that need to be improved in services to tourists who come to the City of Padang.

THEORETICAL REVIEW

The Concept of Sharia Product. Sharia products or as halal products are all goods or services that are permitted (halal) and forbidden (haram) to be consumed or utilized by a Muslim. It is the same as tourism activities. Muslims are driven by their religion to travel. In contrast to popular belief, traveling in Islam is not only limited to the Hajj or Umrah, the pilgrimage to the Muslim holy city in Mecca, Saudi Arabia. Traveling has also been encouraged in Islam to fulfill other objectives such as recreation, socialization, welfare improvement, seeking knowledge and learning and valuing the beauty of God's creation (El-Gohary, 2016; Oktadiana, Pearce, and Chon, 2016).

Besides, the definition of halal is explored in various ways because the broad meaning of the use of the language in the East and a narrow context is also used in the West. For Muslims, what makes halal or permitted is usually returned to Islamic law, which is largely certain and unchanging, and unlike secular law. Sharia is a moral system of life that is not limited to food requirements that can be consumed and continues to grow concerning the Muslim population. Therefore, the concept of halal is important to be part of the brand (Kearney, 2007)

For Muslims, there are certain obligations set by Islam to be followed while traveling (or vice versa in their daily lives). For example, in the context of food, there is a strict categorization between Haram (literally meaning not permitted) and Halal food (meaning permitted). Haram food products are products that are prohibited for consumption by Muslims (Carboni and Idrissi, 2016). These illicit products such as carcasses, pigs, alcohol and animal meat are not slaughtered in an Islamic way (Yousaf, 2018) (Battour and Ismail; 2016; El-Gohary; 2016; Mohsin *et al.*, 2016; Ryan, 2016).

Concept of Sharia Tourism. The most significant aspect of traveling for Muslims is the availability of halal cuisine. However, the majority of Muslim tourists report difficulties in obtaining halal food, especially in non-Muslim countries. Therefore, having a food outlet with appropriate and convenient Halal affirmation is identified with the choices sought by Muslim tourists. Of all foods, meat is the subject of special concern for Muslims (Yousaf and Xiucheng, 2018)(Henderson, 2016). This is because the teachings of Islam in slaughtering meat vary significantly compared to the traditional way (Henderson, 2016). This practice includes 'cutting the jugular blood vessels, carotid arteries and windpipe with a sharp knife in one swipe' while saying the phrase Bismillah-Allahu-Akbar, which means in the name of Allah SWT, draining all blood from animal carcasses (Hall *et al.*, 2003).

Although the terms Islamic tourism and halal tourism are used interchangeably by academics and practitioners when referring to the Muslim travel market, several studies have made a difference between them and prefer to use the terms halal tourism to refer to the Muslim travel market (Battour and Ismail, 2016; El-Gohary, 2016; (Henderson, 2013)(Mohsin *et al.*, 2016). Both concepts have the same basic religious dimension by agreeing that all tourism-related activities carried out by Muslims while traveling must be

by Islamic Teaching. However, Islamic tourism has limited travel motivation to be religious and tourists become appropriately interested in Islamic culture from the host's destination (Raj, 2012)(Musa *et al.*, 2016). Meanwhile, halal tourism encompasses a wider range of tourism activities than Muslim tourists, such as traveling motivation may not be entirely religious and destinations can also be non-Muslim countries (Sai, 2014)(Mukhtar and Butt, 2012). For this study, and its relevance to the tourism sector will discuss Muslims traveling in the context of halal tourism. Furthermore, discussions around halal tourism focused on cuisine with peripheral references to tourism services and other Halal hospitality (Musa *et al.*, 2016).

The philosophy of West Sumatra (Minang Kabau) cultural, "Adat Basandi Syarak, Syarak Basandi Kitabullah. Syarak symbolized by the mosque and custom symbolized by the Gadang house or big house.

The renovation program for a thousand Gadang houses is the Jokowi's government program to preserve the Gadang house as a symbol of the Minang Kabau culture of the people of West Sumatra. This program will be better and more beneficial developed into Sharia Tourism.

According to (Yodhoyo, 2009) stated that tourism is a variety of tourism activities to travel that aim to obtain pleasure, seek satisfaction, know something, improve health, enjoy sports or rest, in carrying out tasks, pilgrimages, and other objectives and supported by various facilities and services provided by the community, business people, government and local government.

METHODOLOGY

This research used the description and verification methods. The data used are primary data. It obtained were primary data, distributing questionnaires. Respondents were asked to provide responses from closed statements. Variables analyzed are related to tourist visit facilities. Questionnaires were distributed to provide responses about expectations and the reality of the tourism facilities available in the city of Padang.

Tourism is a non probability technique convenience sampling is a set of magnitude samples based on the element of ease. This is done by giving questionnaires to visitors who happened to come to the location. The number of sample set based on the criterion of (Babin and Anderson, 2014) that is at least as much as 5 times the number of indicators. In this research, there are 35 indicators so that the minimum number of samples is 175 respondents and in this research was 240 people (sample).

Measurement and Analysis. The measurement of indicator variables: attraction, amenities, accessibility and ancillary uses interval scale.

Data analysis using the method of levene' s test to test the difference in value expectations and reality. Testing was performed by using SPSS software.

The variables and indicators this study can be seen in table 1.

Table 1. Variabel and Indicator

Nu	Variable	Sub Variable	Indicator	Scale
1	Attraction	1. Art	Art and cultural attractions that meet the criteria of Sharia Tourism (AABB1)	Interval
			2. Attractions	Maintain sanitation and the environment (AABB 2)
		3. Sanitation		Proper and holy place of worship for Muslim tourists in Attraction (AABB3)
			Proper and Worthiness of purification (cleanliness and availability of water forpurification) at a tourist attraction (AABB4)	Interval
			Security level at tourist sites (AABB 6)	Interval
2	Amenities	1. Hospitality/ Lodging	The proper facilities for purification (PP1)	Interval
			Facilities for easier worship (PP2)	Interval
			The availability of Halal food and drink (PP3)	Interval
			Safe facilities and comfortable and conducive atmosphere for families and businesses (PP4) dan bisnis	Interval
			Maintenance of sanitation and environmental cleanliness (PP5)	Interval
		2. Restaurant	Food and Beverage halal guaranteed with Halal MUI certification (R1)	Interval
			Halal guarantee from the local MUI, or Muslim figures or trusted parties, by fulfilling the provisions that will be determined (R2)	Interval
			Maintenance of a healthy and clean environment (R3) Syariaf tourism	Interval
		3.Travel Bureau (BPW)	Provide travel/tour packages that meet the criteria of sharia tourism (BPW1)	Interval
			Lists of accommodations by the general accommodation guidelines (BPW2)	Interval
			Lists of food and beverage provider businesses that are following Islamic tourism food and beverage providers business guidelines (BPW3)	Interval

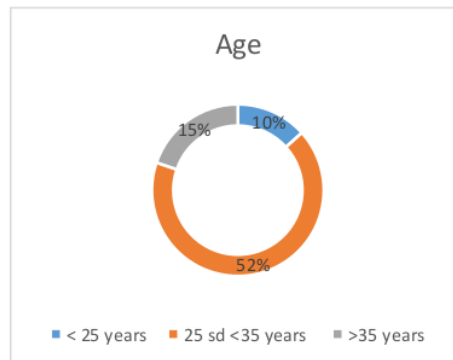
		4. Spa	Male therapist for male customers, and female therapist for women (SPA1)	Interval
			Does not contain pornographic elements of action and pornography (SPA2)	Interval
			Halal materials and not contaminated by pigs and their derivative products (SPA3)	Interval
			Facilities that make it easy to worship (SPA4)	Interval
		5. Guides	Understand and be able to carry out sharia values in carrying out the tasks (PR1)	Interval
			Have good character, communicative, friendly, honest and responsible (PR2)	Interval
			interesting in accordance with the ethical values of Islam	
			Polite and attractive following the ethical values of Islam (PR3)	Interval
			Competence of work following applicable professional standards (PR4)	Interval
3	Accessibility	1. Information	Easy access to sharia / halal tourism information (AIM1)	Interval
		2. Accessibility	Attractions easily accessible (AIM2)	Interval
			Transportation (land, Sea, air) easily obtained (AIM3)	Interval
			Cost of transportation according to affordable (AIM4)	Interval
			Halal in tourist destinations	
4	Ancillary	1. Institutional	There is a system that supports halal certification in tourist destinations (AKB1).	Interval
			Some institutions support halal certification in tourist destinations (AKB2).	Interval
			There is a system that supports halal certification in tourist destinations (AKB3)	Interval
		2. People empowerment	Absorption of labor from local communities (AKB4)	Interval
			The friendly attitude of the community (AKB5)	Interval
			The promotion of available tourist destinations is easy to obtain (AKB6)	
		3. Marketing	Proper branding (AKB7)	Interval

Source: (Kadir, 2015)

THE RESULTS OF STATISTICAL TESTS AND DISCUSSION

Profile of Respondents. The demographic profile in this study includes gender, age, and education, and occupation, area of origin, expenditure, and length of visit. Respondents who were sampled were 34 tourists who were willing to visit Padang City. The number of samples is 240 tourists. The results of the study are presented in Figure 2 through Figure 5.

Figure 2. Group of Respondents by Age



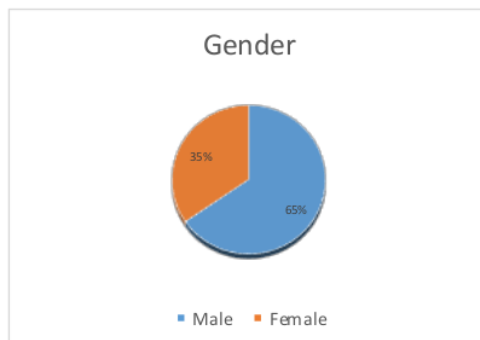
Source: (Data Processed, 2019)

The age group of respondents is grouped into three age groups. The 25-year age group or under it is based on tourists of this age often make group tourist visits with friends or their organizations. They are not accompanied by parents. This group has high hopes for entertainment objects. The number of respondents in this age group is 10%.

Respondents with age groups range from 25-35 years are the largest number of respondents, reaching 52%. Respondents in this age group are generally young families with children around 10 years and under. Respondents in this group generally traveled to find entertainment for their children. Tourist destinations that are visited a lot besides nature tourism, also at the children's park.

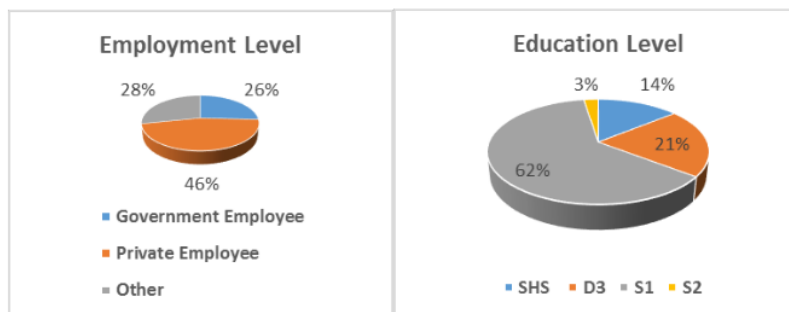
Respondents with the age group of 35 years and over were 15%. Based on the gender of most respondents are men as much as 65% and the remaining 35% are women.

Figure 3. Group of Respondents by Gender



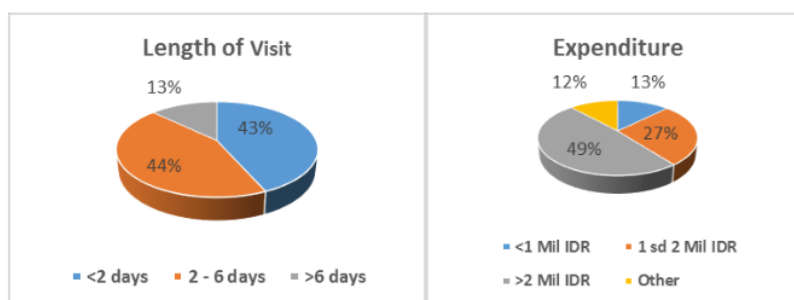
Source: ((Data Processed, 2019)

Figure 4. Education and Employment Level



Source: (Data Processed, 2019)

Figure 5: Length of Visit and Expenditures by Length Tourist Visits



Source: (Data Processed, 2019)

Analysis of the Expectations and Realities of Tourist Facilities. To find out how the readiness of the City of Padang in providing services to tourists on a sharia basis is done by looking at the assessment of respondents through expectations and the reality of the facilities that have been provided when tourists visit attractions. This approach is based on that the tourist attraction facilities are the main objects that will be accepted by tourists and become the main target for the object providers themselves. This research will give conclusions to tourists whether they are satisfied or not. To have the decision of the tourist coming back becomes the basic decision for the tourist attraction.

Table 2. Statistical Test Result of Various Tourism Facilities in Padang City

Variabel & Indicator		Mean	Equal Variance	Significance	Summary
AABB1	Actual	8.30	.008	.000	Differences
	Hope	9.16			
AABB2	Actual	8.34	.063	.000	Differences
	Hope	9.19			
AABB3	Actual	8.71	.035	.000	Differences
	Hope	9.41			
AABB4	Actual	8.55	.000	.000	Differences
	Hope	9.49			
AABB5	Actual	8.55	.000	.000	Differences
	Hope	9.47			
AABB6	Actual	8.58	0.000	0.000	Differences
	Hope	9.51			
PP1	Actual	8.71	0.000	0.000	Differences
	Hope	9.48			
PP2	Actual	8.72	0.000	0.000	Differences
	Hope	9.55			
PP3	Actual	8.84	0.000	0.000	Differences
	Hope	9.57			
PP4	Actual	8.72	0.000	0.000	Differences
	Hope	9.54			
PP5	Actual	8.61	0.000	0.000	Differences
	Hope	9.53			
R1	Actual	8.69	0.000	0.000	Differences
	Hope	9.53			
R2	Actual	8.60	0.000	0.000	Differences
	Hope	9.45			
R3	Actual	8.65	0.000	0.000	Differences
	Hope	9.49			
BPW1	Actual	8.55	0.000	0.000	Differences
	Hope	9.43			
BPW2	Actual	8.59	0.000	0.000	Differences
	Hope	9.48			
BPW3	Actual	8.52	0.000	0.000	Differences
	Hope	9.36			
	Actual	8.55			

PR1	Hope	9.46	0.000	0.000	Differences
PR2	Actual	8.71			
	Hope	9.55	0.000	0.000	Differences
PR3	Actual	8.70			
	Hope	9.55	0.000	0.000	Differences
PR4	Actual	8.67			
	Hope	9.60	0.000	0.000	Differences
	Hope	9.60			

Sourch: (Data Processed, 2019)

Hence, the tourist attraction facility is the key to the success of the government in facilitating tourists when it comes to attractions. The facilities assessed are related to tourism object requirements based on sharia criteria and the ease of tourists carrying out their worship while traveling. The tourist attraction facilities assessed are facilities which the government has a stake in being involved in facilitating them. The facilities assessed include (1) Art and Culture Show and attractions that do not conflict with the general criteria of Sharia Tourism, (2) Ease of access to information on sharia / halal tourism, (3) Institutional access. (4) Tourist travel agencies, (5) Hotel and lodging facilities, (6) Tour guides, (7) Restaurants, and (8) Spa facilities (SPA). Statistical test results are presented in Table 2.

Art and Culture (AABB)

Art and cultural attractions that meet the criteria of Sharia Tourism (AABB1).

Performing arts and culture is one of the interesting factors in tourist attractions, these performances are usually very unique in each region, and become an icon of the area that is not found in other regions. But often the performing arts and culture are not under sharia. It is shown such as take-off participant clothes, cultural activities that are mystical and shirk.

The result of the test of art and cultural attraction indicators (AABB1) are presented in Table 2. From Table 2, the actual value (mean 8.30) of art and cultural performances and attractions that are not contrary to the general criteria of sharia tourism (AABB1) has lower expectation values (mean = 9.16). The result of the statistical hypothesis test for AABB1 proved significant.

Maintain sanitation and the environment (AABB 2). Environmental hygiene factor is an important factor in all tourist visit areas around the world. Table 2 presents the test result. The statement about maintained sanitation and the environment (AABB2) has an actual value (mean 8.34), lower than its expected value (mean = 9.19).

Different test result proved there is a significant difference between the actual value and the expected value of the question about maintained sanitation and environmental hygiene at alpha = 10%, but not significant at alpha = 5%. From these findings, it can be concluded that sanitation and environmental hygiene problems do not meet tourist expectations.

Proper and holy place of worship for Muslim tourists in Attraction (AABB3). Sharia tourism is inseparable from the convenience of tourists to pray during their tourist activities. A statement about a proper and holy place of worship for Muslim tourists in a

tourist attraction (AABB3) is presented in Table 2 with actual (mean = 8.81) while the expected value (mean = 9.41).

A different test for this indicator presented in Table 2. shows that there is a significant difference between the actual value and expectation in the statement There is a proper and holy place of worship for Muslim tourists in tourism objects.

Proper and Worthiness of purification (cleanliness and availability of water for purification) at a tourist attraction (AABB4). The statement of the availability of proper washing facilities (cleanliness and availability of water for washing) at a tourist attraction (AABB4), in Table 2 showed the actual value (mean = 8.55) and expected value (mean 9.49). Test result differs between reality and expectations for the statement that there are appropriate means of washing (cleanliness and availability of water for washing) at tourist attractions (AABB4). This test proved that there is a significant difference between reality and expectations in the statement about the availability of proper washing facilities (cleanliness and availability of water for purification) in tourist attractions.

Security level at tourist sites (AABB 6). The proper value (mean 8.58) and expectation value (mean 9.51) are to the level of security at tourist sites. From the result of the test of the difference between the proper value and expectations for the level of security at tourist sites (AABB6), there is a significant difference.

Security level at tourist sites. The proper value (mean 8.58) and expectation value (mean 9.51) are to the level of security at tourist sites. From the result of the test of the difference between the proper value and expectations for the level of security at tourist sites (AABB6), there is a significant difference.

Hospitality/ Lodging (PP)

The proper facilities for purification (PP1). The proper value (mean = 8.59) and expectation value (mean = 9.48) Tourist attitudes towards: Facilities available for purification (PP1). Test the difference between the proper value and expectations of the statement: some facilities are suitable for purification. Test result proved there are significant differences.

Facilities for easier worship (PP2). Average rating of tourist attitudes towards statements: Available facilities that make it easy to worship (PP2), proper value (mean = 8.55) and expected value (mean = 9.43). Test the difference between the proper value and expectations of the statement: available facilities that make it easy to worship. Test result proved there are significant differences.

The availability of Halal food and drink (PP3). Actual value (mean = 8.84) and expectation value (mean = 9.57) attitude of tourists towards: halal food and beverages (PP3). Test the difference between the actual value and expectations of the statement: halal food and drink are available. Test result proved there are significant differences.

Safe facilities and comfortable and conducive atmosphere for families and businesses (PP4). The average rating of tourist attitudes towards statements: facilities and atmosphere

4 that are safe, comfortable and conducive for families and businesses (PP4), actual values (mean = 8.72) and expected values (mean = 9.54). Test the difference between the actual value and expectations of the statement: facilities and a safe, comfortable and conducive atmosphere for families and businesses. Test result proved there are significant differences.

Maintenance of sanitation and environmental cleanliness (PP5). Actual value (mean = 8.61) and expectation value (mean = 9.53) attitude of tourists towards: maintained sanitation and environmental cleanliness (PP5). Test the difference between the actual value and expectations of the statement: maintained sanitation and environmental cleanliness. Test result proved there are significant differences.

Restaurant (R)

Food and Beverage halal guaranteed with Halal MUI (R1) certification. The average value of tourist attitudes toward the statement: Guaranteed Halal Food and Beverage with MUI Halal certification (R1), actual value (mean = 8.69) and expectation value (mean = 9.53). Test the difference between the actual value and expectations of the statement: Food and Beverage halal guaranteed with Halal MUI certification. Test result proved there are significant differences.

6 **Halal guarantee from the local MUI, or Muslim figures or trusted parties, by fulfilling the provisions that will be determined (R2).** Actual value (mean = 8.60) and expectation value (mean = 9.45) attitude of tourists towards There is a Halal guarantee from the local MUI, or a Muslim figure or trusted party, by fulfilling the conditions to be determined (R2). Test the difference between the actual value and expectations of the statement: There is a Halal guarantee from the local MUI, or a Muslim figure or trusted party, by fulfilling the conditions that will be determined next. Test result proved there are significant differences.

Maintenance of a healthy and clean environment (R3). The average rating of tourist attitudes towards statements: Maintaining a healthy and clean environment (R3), actual value (mean = 8.65) and expected value (mean = 9.49). Test the difference between the actual value and expectations of the statement: Maintain a healthy and clean environment. Test result proved there are significant differences.

Travel Bureau (BPW)

Provide travel/tour packages that meet the criteria of sharia tourism (BPW1). The average value of tourist attitudes towards the statement: providing travel packages that fit the criteria of sharia tourism (BPW1), actual value (mean = 8.55) and expectation value (mean = 9.43). Test the difference between the actual value and expectations of the statement: provide travel/ tour packages that meet the criteria of sharia tourism. Test result proved there are significant differences.

Lists of accommodations by the general accommodation guidelines (BPW2). Actual value (mean = 8.59) and expectation value (mean = 9.48) attitude of tourists towards having a list of accommodations following the general accommodation guidelines (BPW2). Test the difference between the actual value and expectations of the statement:

have a list of accommodations following the general accommodation guidelines. Test result proved there are significant differences.

Lists of food and beverage provider businesses that are following Islamic tourism food and beverage providers (BPW3) business guidelines. The average value of tourist attitudes towards the statement: **have a list of food and beverage provider businesses that are following** the guidelines of **Islamic** tourism food and beverage providers (BPW3), actual value (mean = 8.55) and expected value (mean = 9.43). Test the difference between the actual value and the expectation of the statement: **Have a list of food and beverage providers** that are following **the business guidelines of** food and beverage providers for sharia tourism. Test result proved there are significant differences.

Spa Facilities (SPA)

Male therapist for male customers, and female therapist for women (SPA1). Actual value (mean = 8.40) and expectation value (mean = 9.31) attitude of tourists towards **Male therapists for male customers, and female therapists for women (SPA1).**

Test the difference between the actual value and expectations of the statement: **Male therapist for male customers, and female therapist for women.** Test result proved there are significant differences.

Does not contain pornographic elements of action and pornography (SPA2). Average rating of tourist attitudes towards statements: **Does not contain pornographic action and pornography (SPA2),** actual values (mean = 9.02) and expected values (mean = 9.53). Test difference between actual and expected values of statements: **Does not contain pornographic elements of action and pornography.** Test result proved there are significant differences.

Halal materials and not contaminated by pigs and their derivative products (SPA3). Actual value (mean = 8.73) and expectation value (mean = 9.61) attitude of tourists towards: **Using halal material and not contaminated by pigs and their derivative products (SPA3).** Test the difference between the actual value and expectation of the statement: **Use halal material and not contaminated with pigs and their derivatives.** Test result proved there are significant differences.

Facilities that make it easy to worship (SPA4). Average rating of tourist attitudes towards statements: **Available facilities that make it easy to worship (SPA4),** actual values (mean = 8.83) and expected values (mean = 9.50). Test the difference between actual values and expectations towards statements: **Available facilities that make it easy to worship.** Test result proved there are significant differences

Guides (PR)

Understand and be able to carry out sharia values in carrying out the tasks (PR1). The average value of tourist attitudes towards the statement: **Understand and be able to carry out sharia values in carrying out the task (PR1),** actual value (mean = 8.55) and expectation value (mean = 9.47). Test the difference between actual value and expectations towards statement: **Understand and be able to carry out sharia values in carrying out the task.** Test result proved there are significant differences.

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Have good character, communicative, friendly, honest and responsible (PR2). Actual value (mean = 8.71) and expectation value (mean = 9.55) attitude of tourists towards Good behavior, communicative, friendly, honest and responsible (PR2). Test the difference between the actual value and expectations of the statement: Good behavior, communicative, friendly, honest and responsible. Test result proved there are significant differences.

Polite and attractive following the ethical values of Islam (PR3). Average rating of tourist attitudes towards statements: Look polite and attractive following Islamic ethical values (PR3), actual values (mean = 8.70) and expected values (mean = 9.55). Test the difference between actual values and expectations towards statement: Appear polite and attractive following Islamic ethical values. Test result proved there are significant differences.

Competence of work following applicable professional standards (PR4). Actual value (mean = 8.67) and expectation value (mean = 9.60) attitude of tourists towards Having work competence following applicable professional standards (PR4). Test the difference between the actual value and expectation towards statement: Having work competency according to applicable professional standards. Test result proved there are significant differences

Access to Information (AIM)

Easy access to sharia / halal tourism information (AIM1). Actual value (mean = 8.58) and expectation value (9.51) about tourist attitudes towards easy access to sharia/ halal tourism information (AIM1). A difference between actual and reality values for easy access to sharia halal tourism information proved that there is a significant difference between actual value and expectations.

Attractions easily accessible (AIM2). Actual average value (mean = 8.55) and expectation (mean = 9.48) tourist attitudes towards attractions easily accessible (AIM2). Test result differs between the actual value and expected value of attractions easily accessible to give the result it can be concluded a significant difference.

Transportation (land, sea, air) easily obtained (AIM3). The attitude of tourists to the items Transportation statement (land, sea, air) is easily obtained (AIM3): actual value (mean = 8.51) and expectation value (9.56). Test the difference between the actual value and expectations of transportation (land, sea, air) easily and affordable transportation costs (AIM4).

Cost of transportation according to affordable (AIM4). The average value of the attitude of scientists towards the statement: Transportation costs according to affordable (AIM4). Actual value (mean = 8.63) and expected value (mean = 9.60). Test results differ between the actual value and the expected value gives significant results. This means that the attitude of tourists towards appropriate and affordable transportation costs there is a significant difference.

There is a system that supports halal certification in tourist destinations (AKB)

There is a system that supports halal certification in tourist destinations (AKB1).

Actual value (mean = 8.51) and expectation value (mean = 9.50) attitude of tourists towards there is a system that supports halal certification in tourist destinations (AKB1). Result of the test of differences in the actual value and expectations of the attitude of tourists there is a system that supports halal certification in tourist destinations. There is a significant difference between the actual value and expected value.

Some institutions support halal certification in tourist destinations (AKB2).

Average rating of tourist attitudes towards statements: some institutions support halal certification in tourist destinations (AKB2), actual value (mean = 8.58) and expectation value (9.50). Test result differs between the actual value and expected value of the statement: some institutions support halal certification in tourist destinations. Test result proved there are significant differences.

There is a system that supports halal certification in tourist destinations (AKB3).

Actual value (mean = 8.52) and expectation value (mean = 9.51) attitude of tourists towards there is a system that supports halal certification in tourist destinations (AKB3). Test result differs between the actual value and expected value of the statement: there is a system which supports halal certification in tourist destinations. Test result proved there are significant differences.

Absorption of labor from local communities (AKB4).

The average value of tourist attitudes toward statements: employment from local communities (AKB4), actual value (mean = 8.56) and expectation value (mean = 9.47). Test difference between the actual value and expectation towards statement: absorption workforce from the local community. Test result proved there are significant differences.

The friendly attitude of the community (AKB5).

Actual value (mean = 8.70) and expectation value (mean = 9.51) attitude of tourists towards: friendly community attitudes (AKB5). Test the difference between the actual value and expectations of the statement: employment of local people. Test result proved there are significant differences.

The promotion of available tourist destinations is easy to obtain (AKB6).

Actual value (mean = 8.53) and expectation value (mean = 9.43) attitude of tourists towards: friendly community attitudes (AKB6). Test the difference between the actual value and expectations of the statement: employment of local people. Test result proved there are significant differences.

Proper branding (AKB7).

Actual value (mean = 8.48) and expectation value (mean = 9.21) attitude of tourists towards: appropriate branding (AKB7). Test the difference between the actual value and expectations of the statement: employment of local people. Test result proved there are significant differences

CONCLUSION

The result of this study proved the attitude of tourists towards all indicators of the variables: Attraction, Amity, Accessibility, and Ancillary showed the real value is lower than the expected value. This showed the attitude of tourist dissatisfaction towards the above variables.

Based on these findings, the provision of sharia-based tourism facilities needs to be improved and improved so that it can meet the desires of tourists. It is hoped that by fulfilling tourists' desires the sharia-based tourist visit in Padang will be increased. If this can be realized, it is expected to be able to improve the economy of Padang City.

Suggestion. To increase the satisfaction of tourists visiting the city of Padang, facilities and products and services need to be improved concerning variables: The result of this study proved the attitude of tourists towards all indicators of the variables: Attraction, Amity, Accessibility, and Ancillary show lower reality values from the expectation value.

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