

## Development of Halal Tourism with Swot Analysis: An Empirical Study in Padang, West Sumatera, Indonesia

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**Abstract:** Halal tourism has become a new tourism destination in the world. Padang has made efforts to develop this tourism industry. In Indonesia, the government prioritizes only two tourist destinations in developing halal tourism. However, Indonesia is one of the countries with the largest Muslim majority in the world, and foreign tourists often come to visit Indonesia, especially from Muslim countries such as Malaysia and other ASEAN countries. The lack of knowledge among tourism industry players is because of the underdevelopment of halal tourism in Indonesia. This research analysis uses a qualitative descriptive approach with a SWOT analysis in Padang. The qualitative research involved location in conducting the observation. The data used are literature studies and interviews. The result of the research suggested that Padang offers a strategic city and is good to be halal tourism because of the support by the government and local society.

**Keywords:** Halal Tourism, Development Tourism, Potential, Tourism Stakeholder

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### Introduction

Indonesia has again become the country with the highest Muslim population in 2022. According to The Royal Islamic Strategic Studies Centre (RISSC) report, the Muslim population in Indonesia is estimated to be 237.6 million people. Therefore, it is appropriate for the tourism sector to see this as a new potential market by combining the concept of tourism and Islamic values. Halal tourism can be the answer to this situation. Tourists from ASEAN countries such as Malaysia, Singapore, and others have dominated the number of foreign tourists visiting Indonesia in recent years. In addition, there are also tourists from several European countries, especially Russia, and from America, Australia, and Middle Eastern countries such as Saudi Arabia, Qatar, and others. From several countries the biggest potential for foreign tourist visits to Indonesia outside of ASEAN countries is from Middle Eastern countries, especially Saudi Arabia, the United Arab Emirates, and several countries in the Gulf region (Suherlan, 2011).

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Therefore, a comprehensive study is needed regarding the optimization of halal tourism development in Padang, considering Middle Eastern tourists as the main target market for foreign tourists so that marketing strategies can be more focused and attract potential tourists from Middle Eastern countries such as Saudi Arabia, Bahrain, Kuwait, Oman, Qatar, UAE, and Egypt to visit and become significant contributors to foreign tourist arrivals in Indonesia. The problem that has recently arisen is how to optimize the development of halal tourism, especially in Padang, along with its components to attract tourists to visit the city. The goal is to identify and analyze the potential of halal tourism, assess and analyze it to find a direction for development that is outlined in the form of a halal tourism development program and identify in detail the analysis of factors, opportunities, and challenges in tourism development to determine the strengths and weaknesses in that development.

West Sumatera is one of Indonesia's most important provinces with Muslim society. Indonesia has already prepared 3 provinces to develop with halal tourism; there are West Nusa Tenggara (NTB), West Sumatera, Naggroe Aceh Darussalam (NAD) (Tribunnews.com. 2016). West Sumatera is preparing for halal tourism for visiting tourists in 2023. As per information from the head of the tourism office in West Sumatera there are three destinations for halal tourism, specifically Baso Pagaruyung Palace, Kembar Lake, and Islamic Center. The religion of Islam and Al – Quran are the highest laws of tradition and society. Therefore, Islamic values have become a part of the culture in the Minang region.

The city of Padang has a strategic position, especially for tourism and culture, because of its many natural resources and is an attractive tourist destination. Historical of the city also still have valuable building and relics. This government made Padang a tourist destination, especially for halal tourism. According to data from Central Statistic Agency (BPS), this city had first ranked with 21,660 foreign tourists and 2,565,955 domestic tourists. That means Padang contributed 33 percent of the total visited tourists to West Sumatera. Based on the achievement mentioned above, no wonder that Padang was designed as a tourist destination in Indonesia. This also creates momentum for the government and society of West Sumatera to develop the halal tourism sector. Therefore, to make excellent tourism and development of tourism, it should be through with 4A (Cooper 1995:81). These components should be in the halal tourism sector as follow:

a. Attraction

This is the most important component of tourism. An area can become a tourist destination if the condition supports development. Tourism can be developed if tourists stay longer and frequently visit the destinations or attractions.

b. Accessibility

The means of this component accessibility is supporting the activities of tourists. All kinds of accessibility to visit area or destination. If facilities and infrastructure do not support the area, there will be no visited tourists and affecting the development of accessibility. Halal tourism has the potential should be supported for accessibility and must be provided.

c. Amenity

Amenities are all kinds of facilities and infrastructure during their stay in the tourist destination area. These include accommodation, restaurants, transportation, travel agent, and other supporting industries. The infrastructure supporting tourism development includes roads, water supply, electricity, and others.

d. Ancillary Service

This additional service has benefits for both tourists and stakeholders of tourism. The service provided includes marketing and all supporting aspects of tourism, such as tourist information.

The government and society should arrange halal tourism development per the above guideline for developing halal tourism. These strategies will be solution problem and improve halal tourism development in Padang. Therefore, the research aims to explain the development of halal tourism and the strategy to increase the revenue of the government and societies in Padang.

## Problem Statement

Based on Regional Regulation No. 1 of 2020 regarding the implementation of halal tourism in West Sumatra as a legal basis for managing and developing halal tourism in West Sumatra. In line with the goals of the Padang City Tourism Office for 2019-2024, which is to emphasize the tourism sector's contribution to the economy. Meanwhile, the target is to make Padang City a competitive halal tourism destination, increase the length of stay of tourists, and increase the tourism sector's contribution to local revenue. Therefore, a comprehensive study is needed regarding the optimization of the development of halal tourism in Padang, taking into account several aspects so that the marketing strategy can be more focused and attract tourists to visit Padang City. (The strategy of the Padang City Tourism Office in organizing halal tourism. Kompas, 11 Dec 2022). The problem of this research is to explain the development of halal tourism and the strategy to increase the revenue of the government and society in Padang due to this city being the most extensive support tourist in West Sumatera, then looking with 4A theory by Cooper. The government, stakeholders, and society should know the process to be halal tourism.

## Literature Review and Hypotheses

Tourism theory is important to comprehend tourism activities (Stergiou & Airey, 2018; Buhalis, 1998; Hassan, 2000). Tourism will never become an autonomous field of science because, practically, it will involve many disciplines, like sociocultural (Wyllie, 2011). Tourism first emerged from the habits of wealthy people in England who sent their young men to study throughout Europe (Leiper, 1979). The term has involved almost all aspects of human life (Ma & Law, 2009). According to Chadwick (1994), tourism is a human activity outside of the environment where the individual has lived for some time in which the primary purpose is to learn or feel the experience of new places. Although Graf and Ossig (2002) claim that travel types do not correlate with tourist motivation, other studies reveal that the recognition of sociocultural travel can motivate tourists (e.g., Rinschede, 1992; Wyllie, 2011). Tourists are culturally influenced by others who inform them that the travel should be undertaken, desirable, and worthy. Therefore, tourism marketers must be able to recognize every tourist's motive. Understanding consumers is the key to success in the tourism industry (Goeldner & Ritchie, 2009). Moreover, tourism has become a global phenomenon with various types, environments, cultures, and tourist types (Goeldner & Ritchie, 2009). Some of them even lead to a particular niche tourism market (special interest) targeting a particular segment, one of which is the most dynamic is halal tourism.

According to Rinschede (1992), the concept of religious travel is identified with the type of travel driven by religious reasons. Religious travel might be the oldest form of tourism (Sigaux, 1996; Vukonic, 1996). Dogan (2011) proposes that Islamic tourism includes activities undertaken by Muslims in tourist destinations for relaxation and entertainment purposes, presented by hospitality companies that apply Islamic principles. These principles include implementing halal concepts in every travel managed or known as halal or travel tourism. The concept of halal in the context of tourism is evidence of Islamic teaching's involvement in every aspect of a Muslim since Islam is a comprehensive religion (Samori *et al.*, 2014). The fundamental beliefs of Muslims are that Islam has a holistic and comprehensive concept and provides solutions to many problems and needs of Muslims through the implementation of various values contained therein (Battour *et al.*, 2010; Kamran *et al.*, 2019). Halal terminology has a range of implementations, including human relations, dress and behavior ethics, social and business transactions, trade, services and investments, and other aspects following the principles and directives outlined in Islam (Samori *et al.*, 2014), including the needs to travel that does not violate provisions regulated in Islam.

Sharia tourism or more commonly known as halal tourism is tourism that prioritizes Islamic values in every activity carried out. The term "halal tourism" is still relatively unfamiliar among tourism practitioners. Many still interpret or equate halal tourism with religious tourism, a visit to places of worship for pilgrimage or other religious activities. However, halal tourism is focused on the objects of visitation, the behavior during the journey, and other supporting facilities. The emergence of the term "halal tourism" or "halal travel" initially referred to

activities carried out by tourists to cultivate religious motivation or values within themselves by visiting places of worship, cemeteries, or historical sites that have religious values related to their religion. Initially, this tourism was also referred to as religious tourism. Religious tourism was first introduced by the United Nations World Tourism Organization (UNWTO) in 1967 during a meeting themed “Tourism and Religions: A Contribution to the Dialogue of Cultures, Religions, and Civilizations.”

International tourism, emphasizing the exploitation of free resources (sun, sea, sand, and friendly people), became an attractive option for economic development for less developed countries. Unlike other development options such as manufacturing, mining, and forestry, tourism was widely perceived as a clean and renewable industry. Because it drew upon free natural, historical, social, and cultural resources, it was thought to be less capital-intensive in its requirements for development. As early as 1973, the potential negative impacts of tourism were being considered. These early critiques of tourism as a development tool focused primarily on the negative sociocultural impacts, but as international tourism continued to grow exponentially, it became apparent that negative impacts were affected on the environment and economy as well.

Stakeholders have been defined as any group or individual who can affect or is affected by the achievement of an organization’s objectives (Freeman, 1984:46), and their involvement has been argued as necessary for the achievement of sustainable tourism (see Hardy & Beeton, 2001; Hardy *et al.*, 2002; Marien & Pizam, 1997; McKercher, 1993; Ritchie, 1993; Simmons, 1994; Twining-Ward & Butler, 2002; Yuksel *et al.*, 1999). Moreover, Butler articulated that stakeholders themselves should define what they believe is sustainable tourism: The key problem, in my mind, is” the current inability to define to the satisfaction of all, or even most, of the stakeholders in tourism, exactly what is meant by sustainable tourism (Butler, 1999: 19). When considering the effects that tourism may have upon communities and the ‘tourism culture,’ stakeholder analysis provides a tracking tool but which those affected by tourism are recognized and may be consulted with regularly, thus recognizing and possibly preventing undesirable cultural shifts from occurring. (Anne Hardy, 2005)

## Research Method

The research method uses qualitative descriptive research to describe a situation, process, or event. The researcher conducted an identification study, which is a method of an in-depth analysis of a phenomenon, in this case, the development of halal tourism, with a SWOT analysis in Padang, West Sumatra, Indonesia. The selection of a qualitative descriptive analysis approach is intended to obtain the most appropriate way to collect data so that accurate data can be obtained according to the conditions in the field. In qualitative research, the researcher is directly involved in the research location to conduct observation (participatory observation). The research object is the tourism department of Padang City, stakeholders of tourism, attraction or destination, tourist who already visit Padang City from another city, and other potential supporting. The research managed to interview 50 respondents from the interview session.

## Discussion

Indonesia has great potential to develop halal tourism, making it a major destination worldwide. In addition to being a country with a majority Muslim population, Indonesia’s vast and diverse natural landscapes, strategic geographic locations, and high biodiversity make it a promising country for advancing halal tourism. According to Gilang Widagdyo (2015), Indonesia’s strategic geographic location and tropical climate make it home to diverse flora and fauna. To develop halal tourism, according to Noviantoro and Zurohman (2020), Indonesia has started to develop a halal tourism program through the Ministry of Tourism, one of the ministry’s priority programs (Jaelani, 2017).

Tourism practitioners from various backgrounds and the local government followed the research results. Activity preparations were carried out by literature reviews on the latest knowledge related to halal tourism. The participants who became the audience of this research were government officials, tourists from another city who already visited Padang, hoteliers, transportation providers, tour guides, travel agencies, and others. These stakeholders were invited to provide optimization for the development of halal tourism in Padang that can compete with global halal tourism competition. In this case, there are three elements of marketing concepts, namely, customer orientation, integrated marketing activities, and customer satisfaction. Based on feedback from stakeholders, the weakness of tourism is the underutilization of existing tourism assets and inadequate service for tourists. Addressing these issues can optimize the development of halal tourism, particularly in Padang and generally in Indonesia. The term “halal tourism” is considered more appropriate because it is more specific to the needs of Muslim tourists, such as the need for prayer facilities and halal food and beverages. The term “halal” is preferred because it directly refers to products/services in the tourism industry, such as halal food, halal restaurants, halal destinations, and other tourism products. Efforts to optimize the development of halal tourism in Padang can be made in several ways, including destination readiness (tourist attractions), accommodation, restaurants, travel agencies, tour guides, institutions, and halal certification systems.

As per problem from a background that we know for tourism being good should be supported by 4A and as per data already interview with respondent as follow:

Component 4A	Status			Comment
	Poor	Good	Excellent	
Attraction			√	As per data, attraction in Padang has already been good; it just needed the packaging to be better when selling the attraction to tourists, such as when an event, local society should be performed with maximum and more creativity.
Accessibility		√		As per data, accessibility in Padang is still not good, but overall, the way to destination or attraction is good.
Amenity		√		As per data, amenity in Padang is good and already supported by the government for facilities and infrastructure. Nevertheless, at some point in the suburb, it is challenging to find local transportation if a group or FIT is traveling independently.
Ancillary Service	√			As per data, ancillary service in Padang, it is not easy to find restaurants that are open 24 hours. In addition, there is no automatic teller machine nearby the hotel.

Tourists who have visited Padang mostly said this city is strategic and good enough to be halal tourism because halal-certified restaurants are available everywhere. Most tourists mentioned that they want to return to this city because we can learn and look at so many attractions.

## Conclusion

Tourism stakeholders prioritize service and providing the best service to tourists because there are three elements in the marketing concept, namely customer orientation, integrated marketing activities, and customer satisfaction. As a result, the local government must have guidelines for organizing businesses or halal tourism business standards in Padang. Thus, it is concluded that Padang has the prospect of being branded as a Halal tourism destination in Indonesia.

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