

Potential for Sharia Tourism Development in West Sumatra

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Abstract

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The study aims to analyze the effect of internal and external factor in SWOT analysis on Islamic tourism's potency and arrange an appropriate development strategy that must to do by Islamic tourist attraction's manager Destination Sharia In Sumatra Barat. The amount of the sample in the research is 150 respondents by using convenience opportunity sampling technique. With using logistic regression, this research discover that Nagelkerke R² in amount of 0,820, so that SWOT variable on internal and external factor can give contribution in amount of 82%. Based on that result, we can conclude that internal and external factor in SWOT analysis can improve the potency of Islamic tourism's in Sumatra Barat, so that in this research, researcher would arrange strategies based on SWOT analysis.

Keywords: Potency, SWOT, Strategy.

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INTRODUCTION

The Islamic economic sector that has experienced significant growth in *lifestyle* products in the tourism sector is Islamic tourism. As a smokeless industry, tourism continues to experience tremendous development from conventional (mass, entertainment, and sightseeing) to lead to lifestyle fulfillment. (Amin & Taufiq, 2023) The trend of sharia tourism as one of the fulfillment of lifestyles today has become a world tourism force that is starting to grow rapidly. The tourism industry is one of the fastest growing service sectors in the world. Globally, it has experienced significant growth and contributed greatly to the world economy, as evidenced by several countries that put the tourism sector at the top as a sector that contributes a lot of foreign exchange to their countries. (Doni et al., 2022)

Basically, the development of sharia tourism is not exclusive tourism because non-Muslim tourists can also enjoy services with sharia ethics. Sharia tourism not only includes the existence of pilgrimage and religious tourist attractions, but also includes the availability of supporting facilities, such as restaurants and hotels that provide halal food and prayer places. Tourism products and services, as well as tourist destinations in sharia tourism are the same as general tourism as long as they do not conflict with sharia values and ethics. (Sabri et al., 2023)

According to Mariotti in Yoeti (1983) tourism potential is everything that is found in the tourist destination, and is an attraction so that people want to come to visit the place. According

to Suwanto (1997), several factors that influence the development of tourism potential are attractions, amenities, accessibility, and services. The potential for the development of sharia tourism is an important variable to be studied, because in the future it is considered promising sharia tourism. The concept of sharia tourism will be an industry that many tourism players look at. (Al-Amin et al., 2022) This is supported by the increase in the Muslim middle class community who have high awareness of the halalness of a product (Priyadi, 2016). Furthermore, Mariotti in Yoeti (1983), to develop the potential of sharia tourism requires a special strategy. The strategy that can be used is to use the SWOT analysis method. The use of SWOT analysis in tourism development according to Yoeti (1996), namely strength is knowing the tourism potential of an area, it will be able to compete in the market and be able for further development. This can be used to seize opportunities, weakness is everything that can harm the tourism sector. (Asnah et al., 2023)

The results of Wall & Collins-Kreiner (2007) found that SWOT analysis can be used as a research method to evaluate the focus of tourism potential in the Western Negev. Using SWOT analysis, Wall & Collins-Kreiner (2007) can estimate potential benefits and threats for the development of tourism potential. In contrast to this research, Ab Talib & Hamid's (2014) research found that SWOT analysis cannot show how to develop a business potential in Malaysia, because SWOT analysis can be applied there may be business environments that change constantly.

According to Law of the Republic of Indonesia No. 10 of 2009 concerning Tourism (Article 14), what is meant by the Tourism Industry is a collection of tourism businesses that are interrelated in order to produce goods and / or services to meet the needs of tourists in the implementation of tourism. Based on this, what is meant by tourism business is to include tourist attractions, tourism areas, tourist transportation services, tourist travel services, food and beverage services, accommodation provision, entertainment and recreation provision, organizing meetings, incentive trips, conferences, exhibitions, tourism information services, tourism consultant services, pretourism services, tirta tours, and spas.

Tourism is an activity of changing the temporary residence of a person, outside the daily residence for any reason other than carrying out activities that can produce wages or salaries. In addition, tourism is an activity, service and product of the tourism industry that is able to create a travel experience for tourists.²

In Indonesia, there are many areas that have enormous tourism potential. West Sumatra Province is one of the regions that has a lot of potential tourism resources to be developed. This area has a beautiful natural environment, cool air atmosphere, distinctive culture, friendly people and various other potentials so that it can be a capital for the progress of Indonesian tourism.

Sharia tourism has been introduced since 2000 from the discussion of the OIC meeting. Sharia tourism is a tourist demand based on the lifestyle of Muslim tourists during the holidays. In addition, sharia tourism is flexible, rational, simple and balanced. This tourism aims to motivate tourists to get happiness and blessings from Allah. Muslim countries tend to interpret tourism based on what the Qur'an says. The following forms of tourism based on the Quran include:

1. Hijja (حجة) involves travel and pilgrimage to Mecca. This travel is a requirement for every healthy adult Muslim. At least once in a lifetime to take Hajj.
2. Zejara (زيارة) refers to visits to other holy places.
3. Rihla (رحلة) is travel for other reasons, such as education and commerce. The emphasis is on directed movement, as a component of the spiritual journey in the service of God. Shari'ah (الشريعة)
4. The law determines what is acceptable – halal (حلال), and what is not acceptable – haram (حرام) in everyday life and during travel.

The definition of sharia tourism is an activity supported by various facilities and services provided by the community, entrepreneurs, government, and local governments that meet sharia regulations.¹⁰ Sharia tourism is utilized by many people because of the universal characteristics of its products and services. Tourism products and services, tourist attractions, and tourist destinations in sharia tourism are the same as products, services, objects and tourism destinations in general as long as they do not conflict with sharia values and ethics. So sharia tourism is not limited to religious tourism.

Based on the above understanding, the concept of sharia that does not conflict with sharia values and ethics is related to the concept of halal and haram in Islam. Halal is meant to be justified, while haram is interpreted as forbidden. The concept of halal can be viewed from two perspectives, namely the religious perspective and the industrial perspective. What is meant by a religious perspective, namely as a law on what food can be consumed by Muslim consumers according to their beliefs. This brings the consequence of consumer protection. While from an industry perspective. For food producers, this halal concept can be interpreted as a business opportunity. For the food industry whose target consumers are mostly Muslims, it is necessary to guarantee that halal products will increase their value in the form of *intangible value*. Examples of food products whose packaging bears the halal label are more attractive to Muslim consumers

The SWOT approach is used as a method in this study because it has many advantages over other approaches, namely with SWOT Analysis it can be known the situation of tourist attractions by identifying external factors and internal factors that affect tourist attractions, namely analyzing opportunities and strengths owned to determine future plans and overcome weaknesses

and threats by means of improvement plans. The author raises this topic because the culture and natural beauty in West Sumatra is very important to be introduced to the wider community so that West Sumatra in the future will be more developed in terms of tourism and help preserve Minangkabau culture with Islamic nuances in West Sumatra.

METHODS

In the process of collecting data to compile this proposal, the author uses the *Field* research method, which is a research method used to examine data by directly seeing existing phenomena and going into the field. In analyzing the data, the data provided in this study including research is descriptive using qualitative approach methods. Qualitative Method is a method that emphasizes more on aspects of in-depth understanding rather than looking at problems for generalization research. In addition, this theoretical foundation is used as a guide so that the focus of research is in accordance with the facts in the field in developing the sharia tourism industry in Garut district. While the Quantitative Method is a method that emphasizes more on the aspect of objectively measuring social phenomena.

To be able to make measurements, each social phenomenon is described into several problem components, variables and indicators. Based on the place of research, the type of research used in this proposal is *field* research, which is research whose data sources are obtained by visiting the West Sumatra Provincial Culture and Tourism Office and the West Sumatra Provincial Trade Cooperatives and Industry Office directly as research objects. What is meant by research data is the subject from which the data is obtained. If the study uses interviews in its data collection, then the source of the data is called respondents, namely those who respond or answer the researcher's questions either written or oral questions. Primary data sources are data sources obtained directly from the West Sumatra Provincial Culture and Tourism Office and the West Sumatra Provincial Cooperative and Trade Industry Office which is the data center of the research object on the sharia tourism industry.

Secondary data is data that has been collected for purposes other than solving the problem at hand. This data can be found quickly. In this study, secondary data sources are literature, articles, journals and sites on the internet related to the research conducted. In addition, it also comes from government offices and related agencies, including the number of tourist visits to West Sumatra and an overview of the research location, and some other information containing sharia tourism. The type of data used in this study is qualitative data in the form of words, sentences, schemes and images that can be described in detail and clearly to draw conclusions.

Interview method or in other words validate interview method. So that the data and information obtained become valid and accurate. In-depth interviews are data collection by direct question and answer based on the demands of interview guidelines with leaders and staff, and

program facilitators at the time of research. In-depth interview techniques are carried out to obtain data that were not found at the time of observation. Through this interview, deeper information will be obtained to be able to answer the problems to be discussed. Documentation, data obtained from various official documents both the government, in this case the Cultural and Tourism Office, as well as from private parties or agencies that are partners of the implementation of this program. Literature study, which is all efforts made by researchers to collect information relevant to the topic or problem that will be or is being researched. This information can be obtained from scientific books, research reports, scientific essays, theses and dissertations, regulations, statutes, yearbooks, encyclopedias, and other written and electronic sources. As carried out by many other researchers, in qualitative studies the collection and analysis of data is carried out simultaneously. By using qualitative data analysis, a comprehensive picture of the Islamic tourism industry in West Sumatra Province will be obtained using SWOT Analysis (*Strength, Weakness, Opportunity and Threat*). SWOT analysis is a strategic planning method used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a sharia business business. By using quantitative data analysis in the form of descriptive statistics, accurate results will be obtained about the halal tourism industry in terms of fulfilling facilities and in terms of visitor satisfaction.

RESULT AND DISCUSSIONS

West Sumatra Province, where the Minangkabau people live and is not excessive is called the last paradise. This province is blessed with culture and natural beauty that is hard to match. It is not surprising that West Sumatra has long been known as a tourist destination for tourists. Travel to Bukittinggi, a cool climate surrounded by mountains with traditional nagari nagari and life order that still lasts for centuries. Or visit Padang to explore the provincial capital with famous Padang cuisine to foreign countries. West Sumatra is located between 0o 54 North Latitude and 3o 30 South Latitude as well as 98o 36 and 101o 53 East Longitude. This province is bordered by North Sumatra Province to the North, Jambi Province to the South, Riau Province to the East, and the Indonesian Ocean to the West. The natural condition of West Sumatra is still covered by protected areas which reach 45.17% of the total area. The mainland of West Sumatra is inseparable from the cluster of mountains and mountains found in almost all regencies and cities. The highest mountain in West Sumatra is Mount Talamau with an altitude of 2,913 meters above sea level.

West Sumatra Province administratively consists of 12 regencies and 7 cities, with its capital being Padang City. This province has an area of about 42.2 thousand km² (2.20% of the total area of the Republic of Indonesia). Mentawai Islands Regency has the largest area, which is

6.01 thousand Km², while Padang Panjang City has the smallest area, which is 23 Km². The economic structure of West Sumatra Province in 2008 was dominated by the Agriculture (30%), Trade (18%) and Services (16%) sectors. For the agricultural sector, the contribution of the food crop sub-sector gave the largest percentage with 50%, then the plantation crop sub-sector by 25%, followed by the fisheries, livestock and forestry sub-sectors each provided 11%, 8% and 6%. While from the trade sector the largest contribution came from the large trade and retail sub-sector with 96%, then the restaurant and hotel sub-sector with 3% and 1% respectively. The majority of the population of West Sumatra is Minangkabau. Other tribes are: Batak, Mandailing, Mentawai, Chinese, Tamil, Nias, and Javanese. Although there are many tribes, the regional language that is often used daily is Minangkabau. Other languages, are: Batak, Malay, and Mentawai. Almost the entire population of West Sumatra is Muslim. Only a small percentage are Christians, Buddhists, and Hindus. In the royal era, in this area there were many Islamic religious education centers called *Surau*.

West Sumatra has a population of 4,846,909 people, consisting of 19 cities and regencies, located in the west-central of Sumatra Island and crossed by the Equator. Only 30% of the land can be cultivated by farmers. The rest are highlands, mountains and hill ranges, lakes, lowlands, damp, protected forests and nature reserves that are the lungs of the world. According to 2010 data, the population of West Sumatra is predominantly ethnic Minangkabau 88.35%, Batak, 4.42%, Javanese 4.15% and Mentawai 1.28%, others 1.8%. Muslims 97.4%, Catholics and Protestants 2.2%, Buddhists 0.26% and Hindus 0.01%.

The smallest unit of government in West Sumatra is Nagari (village level). Nagari is headed by a Wali Nagari who is elected by Anak Nagari (society) in direct election for a six-year term. In a Nagari there is a consultative body called Kerapatan Adat Nagari, which consists of representatives of Alim Ulama, Cadiak Pandai (intellectuals), and Niniak Mamak (tribal leaders). An important meeting of Nagari officials was held at Balairung Sari Nagari.

Minangkabau music consists of traditional musical instruments, such as: saluang, bansi, talempong, rabab, and gandang tabuik. Traditional dances include: Pasambahan, Piring, Payung, Indan, and Randai. There is also Turuk Laggai which is a typical dance of the Mentawai tribe.

The Concept of Sharia Tourism and Sharia Business in West Sumatra

Tourism development is essentially a process in order to improve and improve something that already exists. Tourism development can be in the form of development, maintenance and preservation of plants, facilities and infrastructure as well as other facilities. Tourism development is also a community and regional development activity based on:

1. Advancing the level of life of the community while preserving local identity.

2. Increase the level of income economically and distribute evenly to the community
3. Oriented to the development of small and medium-scale tourism with large labor absorption and oriented to cooperative technology.
 1. Making the most of tourism as possible as a contributor to the country's traditions.

Here are 5 concepts of tourism potential in West Sumatra

1. Natural Tourism in Minang Realm

The natural topography in the province traversed by the Bukit Barisan mountains makes this area rich in mountain formations, valleys, lakes, waterfalls. In addition, its location on the edge of the Indian Ocean makes the beach tourism very attractive. Well, here's it... haven't touched the beach and island hopping here. There are several beautiful lakes in the Minang Realm, the most extensive Singkarak lake enriched with typical bilih fish fauna that has become one of the identity foods, the calm blue Maninjau lake like a mirror and 44 winds that are horrified deliciously, twin lakes of Above lake and Bottom lake (at certain spots these two lakes can be seen at once). In this province there are waterfalls and canyons called Harau Valley with vertical rock walls and 4 waterfalls called sarasah, Sianok Canyon plus Taruko and Janjang Koto Gadang, and Anai Valley waterfall with fast water. Beach Tourism and Island Hopping can also be done here. Many beautiful beaches and beautiful small islands such as Pasumbahan island, etc..

2. Historical and Cultural Tourism of Minang Realm

Historical and Cultural Tourism in the Minang Realm is also complete. There are all historical tours ranging from the era of the kingdom to the era of independent Indonesia. Call it Istano Baso Pagaruyung, Batu Batikam, Ransoem Sawahlunto Warehouse Museum, Hatta Birth House, Buya Hamka House, Taufik Ismail Poetry House, Chinatown area in Padang City, Tabuik event in Pariaman etc. Another one that I wanted to visit was Kota Tua / Chinatown in Padang, because at that time I was just staring from a distance, from the top of the Siti Nurbaya Bridge.

3. West Sumatra Culinary Tour

This Padang cuisine is already everywhere. Then why not try the original culinary concoction of Minang padussi? The world-famous meat rendang is not the only type of rendang, there are lokan rendang from Painan to fern rendang which is equally delicious. Don't forget to taste Nasi Kapau at Los Lambuang Bukittinggi which is delicious even to the point of making you not shy about licking your fingers, guaranteed to be addictive. Also try Katupek Pical, Dadiyah yoghurt from buffalo milk, and also jerky baracik and jerky batokok Muara Kalaban.

4. *Shopping Tour*

Do not want to be outdone by tourists from neighboring countries who deliberately come to shop for various types of beautiful embroidered fabrics, and gold thread songket. If all the handicrafts are bought by all of them, then what do we get? There are embroidered fabrics in the form of scarves, mukena to ready-to-wear clothes. Songket craft center is in Pande Sikek, and hand woven glove craft center in Silungkang.

5. *Sports Tourism*

West Sumatra has several times successfully held the Tour de Singkarak bicycle race which was attended by international athletes. In addition, surfing hobbyists have also glanced at West Sumatra. On airplanes to Padang, many tourists bring surfboards to surf off the coast of the islands of West Sumatra. One of the surfing spots, Sipora Island, has entered the list of the 20 best surfing spots in the world owned by CNN Travel.

Analysis of Sharia Business Potential on the development of Sharia Tourism in West Sumatra

Tourism development can only be developed using a special strategy and supported by surrounding sharia businesses or businesses. The strategy that can be used is to use the SWOT analysis method. SWOT is a very common method and widely used in all aspects of business development including tourism, this strategy is carried out by evaluating the *strengths*, weaknesses, opportunities (*opportunities*), and threats (*threats*) in a project. SWOT is an effective and efficient analytical tool as a fast tool in finding possibilities related to the initial development of new innovation programs in tourism.

The use of SWOT analysis in tourism development scenarios is as follows:

1. Strengths is knowing the tourism potential of an area, it will be able to compete in the market and be able to further development. It can be used to seize opportunities.
2. Weakness is anything that can harm the tourism sector. In general, weaknesses that can be identified are lack of promotion, not optimal service, lack of professionalism in procuring tourism in the field, and difficult locations to reach
3. Opportunities are all opportunities that exist as a result of government policies, applicable regulations or economic conditions.
 1. Threats are in the form of things that can bring losses to tourism, such as regulations that do not facilitate business, environmental damage and others.

West Sumatra is currently one of the favorite tourist destinations. Development of tourism potential, tourism promotion and infrastructure development in the tourism sector is able to attract both domestic and foreign tourists to visit West Sumatra. Tourism in West Sumatra is also supported by diverse tourism potentials ranging from natural tourism to distinctive culture. The concept of *sharia tourism is not limited to religious tourism, but it extends to all forms of tourist except those go against islamic values.*"

To develop sharia tourism in West Sumatra, several special strategies are needed. In this case, the Government of West Sumatra conducts tourism promotion using print media and the use of outside media with a program of installing billboards, banners, posters and billboards containing the schedules of each event held. The events held in developing sharia tourism in West Sumatra are "Minangkabau Fashion Festival; Muslimah Fashion Workshop; Minangkabau Fashion Carnival; Selection of West Sumatra Tourism Ambassadors; Islamic Fashion Festival; Sumarak Syawal; Mecca Porch Festival; Sawahlunto International Songket Carnival; Payakumbuh Fashion Week; Tabuik Cultural Feast; Potang Balimau; Carnival 1 Muharram.

The following are the steps that have been taken in developing sharia tourism in West Sumatra:

1. Making Tourism a leading sector
2. Implemented through an integrated movement for tourism development.
3. Coordination Meetings with Province, District/City Governments and Related Stakeholders
4. Agreement of the Provincial, Regency / City Governments to make West Sumatra as a Halal Wista Destination
5. West Sumatra was chosen as the Best National Halal Destination.
6. West Sumatra Chosen as the Best National Halal Culinary Destination
7. West Sumatra was chosen as the World's Best Halal Destination.
8. West Sumatra was chosen as the World's Best Halal Culinary Destination.
9. Halal Tourism Socialization for Tourism Stackholders
10. Provide subsidies for the management of Halal Certification for industries (restaurants / restaurants)
11. Drafting Halal Tourism Ranperda

The concept of tourism makes tourists feel "*welcome*" in tourist destinations. Sharia benchmarks in Acehese society itself are difficult to accept, because it means that sharia law is in force and applied so that there is still its own fear in the community, especially tourists. The label sharia is not just a word but its meaning is very deep. Based on the results of the study, "*halal*"

branding is the main choice in West Sumatra tourism branding compared to the use of "sharia" branding, or Islamic tourism. If sharia branding is used, it is feared that it will eliminate the concept of syar'i itself, which will only revive conventional tourism. For West Sumatra, you can use *the branding "Religious and Culture-Based Tourism Destinations"*. Thus, halal content that must be turned on ranging from food products to facilities / facilities
Tourism Supporters.

Advantages of the concept of Halal Tourism

1. **For Muslims, the goal of all life activities is to worship Allah as the word of Allah.**

وَمَا خَلَقْتُ الْجِنَّ وَالْإِنْسَ إِلَّا لِيَعْبُدُونِ

"And I did not create jinn and men, but that they might serve me." (QS. Adz Dzariyat: 56)

"Say: verily my prayers, my worship, my life and my death are only for Allah, the Lord of hosts. There is no ally unto Him; And so that is what I was commanded to do and I was the first to surrender (Muslim)" (Q.S Al-An'am ayat 162-163).

Mosques are the main halal tourism facilities in Indonesia. If those who have prayed in congregation at the mosque will feel uncomfortable traveling if it is difficult to find a clean and comfortable mosque or musola, we find many tourist attractions that are in poor condition.

Mosques or musollas are very limited both the availability of water for mck and ablution as well as internal hygiene. This is because the way of thinking that prioritizes material service over spiritual, this actually has no direct correlation with economic ability, because clean and comfortable does not have to be luxurious.

We see how an example of a large mall mall that is so comfortable when shopping because the room is very clean, cold and comfortable what happens when azan, the musolla is narrow ablution place is very limited, the place for male and female prayers is put together, it can even be said that it is not worth dirty stuffy because it is placed in the parking lot for various reasons, mainsets like this should not exist in halal tour managers.

Halal tourism provides a place of worship for Muslims in particular. Not only related to locations that are easy to reach but the place of worship must also be comfortable and

sufficient in providing clean, comfortable and clean water in the place aka clean from unclean and providing proper sanitation facilities.

1. **Food and drinks provided at Sharia tourist attractions are halal food and drinks according to Islamic law.**

The halal tour menu must be sure that it is on the spot. Other alcoholic and bad drinks are kept away from the destination. Usually in places of Islamic minorities such as Korea, Singapore, Taiwan also in Bali. They have collaborated with the Food Halal Insurance Agency such as MUI. So that Chef or restaurant managers are Muslims who have received training and are MUI certified, so there is no more anxiety in consuming their culinary products.

2. **Halal tourism must be family-friendly**

Because it greatly impacts the inner satisfaction of family members, the facilities provided by halal tourism are family friendly tours. Halal tourism facilities and infrastructure are very friendly for children as well. For example, non-alcoholic hotels and restaurants, pornography, promiscuity and violence should not be seen by children and families. So this tour is very suitable if used as an option for family travel.

2. **Increase Obedience to God by Relaxing.**

The essence of halal tourism is still to be able to enjoy traveling by observing Islamic law. So don't worry about choosing halal tourism, because it will not limit our movement and desire to explore. And this halal tourism certainly protects its subject. For example, sharia hotels and halal tourist transportation providers that provide separate services for male and female tourists. This definitely makes female travelers and families comfortable without worrying about being disturbed by their activities.

Or the provision of halal facilities ranging from clean and suitable tourist attractions, or adequate sanitation. With this halal tourism, non-Muslim travelers will grow a sense of tolerance and religious awareness. For Muslim travelers can increase their religious spirit. And most importantly we get it all in a fun way. So we not only get a pleasant vacation in the world but also reward as provisions in the afterlife. Establishing Friendship.

SWOT Analysis on Sharia Tourism in West Sumatra	Weakness Analysis:
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<p style="text-align: center;">Strength Analysis:</p> <ol style="list-style-type: none"> 1. Can enjoy 3 views at once, namely mountains, beaches, and cities. 2. Ticket prices are affordable. 3. There are supporting facilities (prayer room, ablution place, toilet, food court, wifi etc.). 4. The information center is easy to find. 5. Legality of tourism. 6. Location available on google maps. 7. There are billboards available at tourist attractions and directed to tourist attractions. 8. There are cottages with halal certificates. 9. Halal food. 10. There are signs (toilets, prayer rooms, parking, food courts, rides). 11. There is just garbage in every corner of the tourist attractions. 12. Prospering the community around tourism 13. There was the sound of the call to prayer. 14. There are Qibla directions. 15. Worship equipment is available and clean. 	<ol style="list-style-type: none"> 1. There is no public transportation to get to tourist attractions. 2. Less spacious parking. 3. Lack of attention from the government and no government interference. 4. Water is not clear. 5. No traveller data. 6. Long distance. 7. No ATM Center.
<p style="text-align: center;">Opportunity Analysis:</p>	<p style="text-align: center;">Threat Analysis:</p>

<p>1. Access road does not have potholes.</p> <p>2. The distance between attractions is on average far from the airport</p> <p>3. The distance between Puncak Mas tourism to Bandar Lampung city is 20 minutes (9.7 km).</p> <p>4. Increase Regional revenue.</p> <p>5. The halal industry and awareness of the importance of halal products continue to increase, marked by the increasing demand for halal certification to the LPPOM MUI agency.</p> <p>6. Open opportunities for investors to invest.</p> <p>7. There is no refusal from tourists to be used as sharia tourism</p>	<p>1. There is a lot of competition between tourist attractions.</p> <p>2. The average visitor visits only once.</p> <p>3. The road to the tourist spot is winding and uphill.</p> <p>4. Solid cross traffic</p> <p>5. Far from health facilities.</p> <p>6. Tribunnews has news about peak mas tourism allegedly does not want to pay taxes.</p> <p>7. It is possible for unmarried couples to stay in cottages</p> <p>8. Tourism promotion related to sharia tourism is not as well-known as public / conventional tourism.</p>
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Strategi SO, WO, ST, WT

SO Strategy	WO Strategy
<p>1. Make tour packages more attractive.</p> <p>2. Developing sharia-standard tourism facilities such as hotels and restaurants.</p>	<p>1. Expanding parking lots in general and separating parking lots for two-wheeled and four-wheeled vehicles.</p>

<p>3.Create a price scale for lodging that is quite affordable from all walks of life.</p> <p>4. Opening special job vacancies for local residents and training for employees to improve service quality that can have an impact on customer satisfaction, so as to create return visits.</p> <p>5.Employees recruited must be Muslim.</p>	<p>2.Maintain the quality of tourism so that it remains an attraction and can increase revenue.</p> <p>3.Provide alternative routes to break down congestion</p>
<p>ST Strategy</p> <p>1.Create a visit voucher package.</p> <p>2. Create sharia promotions on social media, print and electronic.</p> <p>3. Empowering the surrounding community who have a low level of education to make crafts whose materials are from recyclable waste, so that they can be resold.</p> <p>4.Require every visitor who comes in a couple to show an identity card before staying.</p> <p>5. Inns or rides that become tourist centers can make briefing and socialization events about sharia tourism to the surrounding community and tourists.</p>	<p>WT Strategy</p> <p>1.Innovating both in terms of appearance, service and photo spots.</p> <p>2. Provide health facilities around tourist attractions such as clinics or nearby pharmacies.</p> <p>3.Pay taxes on time.</p> <p>4.Create a database of travellers.</p> <p>5. Cooperate with online motorcycle taxis to facilitate tourist access to tourism. 6.Provide ATM Center in tourist areas.</p>

CONCLUSION

Based on the results of the study, it can be concluded: Based on the results of the study, it can be concluded that internal factors, namely strengths and weaknesses and external factors, namely opportunities and threats, have a positive effect on the potential and strategy of sharia tourism development in West Sumatra. The addition of SWOT variables to internal and external factors can improve the potential of Sharia tourism in West Sumatra, so in this study researchers will develop strategies based on SWOT. SWOT variables on internal and external factors can contribute to the potential of Sharia tourism in West Sumatra by 82%, as much as 18% can be influenced by other factors, such as promotion, development of tourism products, improving the quality of human resources, and national tourism awareness campaigns (Priyadi, 2016). The existence of good tourism potential, the public and tourists agree with the concept of sharia tourism. The community considers that the potential of sharia tourism has a high opportunity in its development. The majority of Indonesia's Muslim population makes the community agree to be developed as sharia tourism with religious values and existing regulations. This condition makes sharia tourism has great potential to be developed seeing the current market demand

The strategy for the development of sharia tourism in West Sumatra is as follows:

1. Making Tourism a leading sector
2. Implemented through an integrated movement for tourism development.
3. Coordination Meetings with the Provincial, District/City Governments and relevant Stakeholders.
4. Agreement of the Provincial, Regency / City Governments to make West Sumatra as a Halal Wista Destination
5. West Sumatra was chosen as the Best National Halal Destination.
6. West Sumatra was chosen as the Best National Halal Culinary Destination.
7. West Sumatra Selected as World's Best Halal Destination
8. West Sumatra was chosen as the World's Best Halal Culinary Destination.
9. Halal Tourism Socialization for Tourism Stackholders
10. Provide subsidies for the management of Halal Certification for industries (restaurants / restaurants).
11. Drafting Halal Tourism Ranperda

Sharia tourism is still interpreted as spiritual tourism. This understanding is caused by the lack of sharia tourism intelligence. In fact, the potential of sharia tourism is getting better with the

level of understanding of people who prefer sharia tourism. In the development of sharia tourism, the creative industry can provide ideas related to the implementation of planning, publications, programs, and existing tourist destinations so as to add to the selling value of sharia tourism. Therefore, the reconstruction of sharia tourism in the form of sharia tourism guidelines is needed to clarify the implementation of sharia tourism so that sharia tourism will develop better. The government does need to give special emphasis related to sharia tourism. Many tourism players have not been interested in this industry because of their lack of understanding related to Islamic tourism. In addition, business people can also increase sharia tourism by bringing up the creative industry by Islamizing tourism from the start of the trip and until the end of the trip. This will give its own attraction from sharia tourism. Finally, the government and related sharia tourism institutions can develop sharia tourism by making the application of sharia tourism guidelines.

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