



# Development of Sharia Tourism in Riau Province Indonesia

Zulkifli Rusby\* & Muhammad Arif  
Faculty of Islamic Studies  
Universitas Islam Riau  
Jl. Kaharuddin Nasution No.113  
Marpoyan, Pekanbaru  
Riau, Indonesia 28284  
E-mail: [zulkifli\\_rusby@fis.uir.ac.id](mailto:zulkifli_rusby@fis.uir.ac.id)

Corresponding author\*

## Abstract

This study sought to determine the Culinary Tourism Potential in the Development of Sharia Tourism in Riau Province. Data were obtained by distributing questionnaires to 250 respondents. The data analysis technique used a SWOT analysis followed by an Internal Factors Analysis Summary (IFAS) and External Factors Analysis Summary (EFAS) matrix. The analysis of priority strategies used the Quantitative Strategy Planning Matrix (QSPM). Based on the results of the Internal External (IE) matrix (IFAS and EFAS), it shows that there is a positive and significant influence on the culinary tourism potential in the development of Sharia tourism in Riau Province. The results showed that based on the IFAS matrix, the total value of the effect was greater than the EFAS matrix value. Based on the IFAS and EFAS matrices, it can be said that the culinary tourism potential in the development of Sharia tourism in Riau Province has the potential to be "good". Based on QSPM analysis, the first priority strategy that must be carried out is to hold a Sharia tourism and culinary event in Riau, Indonesia, by promoting it not only through brochures and banners, but also using social media while using Islamic hotels as a the venues. The second priority strategy was to combine the development of Sharia tourism with Riau culinary tourism by collaborating with the development of Sharia hotels and also entrepreneurs to preserve Riau's culinary traditions. Based on the IFAS and EFAS matrix, it can be said that the potential of culinary tourism in the development of Islamic tourism in Riau Province has the potential to be of a good standard.

**Keywords:** Sharia Tourism, SWOT, IFAS, EFAS, QSPM.

## Introduction

The tourism sector is important in supporting rapid economic growth in providing employment. Tourism is also as a socio-cultural development to promote the image of the nation at both the local and international levels. Tourism is also a sector that is easy to develop even a lot of tourist attractions that are owned by Indonesia and can be used as a mean of triggering the desire of domestic or foreign tourists to visit. The development of Sharia tourism is a necessity that cannot be denied. The direction of Sharia tourism development is intended to provide services and inner satisfaction to tourists in general as well as Muslim tourism. Specifically if Islamic normative and historical values are represented by, or in, the tourist objects offered, Sharia tourism will automatically be formed while several tours include culinary tours favored by tourists every time they visit the areas. It is important then that future chefs be trained in food types that would be suitable for Sharia cuisine (Kesa & Melani, 2015).



Culinary tourism is one of the attractions sought by foreign and local tourists alike. Cuisine is one one part of life that is very closely related to daily food consumption ranging from simple food to luxurious food all that requires good management and qualities. Culinary activity can also describe an area that has its own characteristics and distinguishes the characteristics of its food with other regions (Mnguni & Andrea Giampiccoli, 2019). In addition, strategic culinary attractions are also the final component in determining the desired culinary location so that local tourists or foreign tourists are interested in visiting these culinary attractions. Riau Province is a multicultural province and also a trade province.

Riau Province is quite different from other regions because the population is diverse and has different cultures, and as we already know the Indonesian population consists of various kinds and dominant tribes that are very common in Riau including the Malay tribe, Minangkabau tribe, Java tribe, Batak tribe, and Chinese ethnic groups of various cultures living side by side. This diversity becomes social capital in achieving common interests in addition to a variety of different tribes and their customs. There are also various kinds of cuisines found in Riau.

One of the interesting tourism potentials to be developed and become a plan for the Riau government is culinary tourism. This type of tourism has an attraction potential that is one with very unique culinary tours in Riau. Satisfaction of taste and uniqueness of a food or dish regardless of natural beauty or other knick knacks, local and foreign tourists will add insights and knowledge about special foods, and customs that exist in Indonesia. One of which is in Riau Province which prioritizes Malay people with all kinds of modern foods and traditional foods.

The Ministry of Tourism stated that there are nine regions that have great Sharia tourism potential and were created as the initial areas for the development of Sharia tourism in the region. West Sumatra, Riau, Lampung, Banten, Jakarta, West Java, East Java, Makassar and Lombok (Sucipto et al., 2014). Using the SWOT analysis the potential will hopefully be seen from the opportunities, threats, strengths and weaknesses as well as the description of the various potentials and challenges that will be faced in the development.

Based on the results of researchers' pre-research with marketing in the Culture and Tourism Office of Riau Province it is mentioned as a strength that there are several aspects, namely the many culinary attractions, the distinctive taste of cuisine in Riau Province, and various types of food. There are also shortcomings or Weaknesses namely the lack of support from the government regarding the small budget for the implementation of culinary tourism.

The aspect in Opportunity is the existence of Sharia tourism locations that will be visited and also many hotels that develop based on Sharia cuisine and there are some typical cakes of Riau Province that would be useful to promote. Looking at Threats, there are many fast food restaurants, culinary delicacies from other regions, and contemporary cakes that have emerged. The latter phenomenon which is one of the attractions for the outside tourist community to come to Riau Province which is culinary, because it is realized that cuisine is one part of tourism, therefore, it is hoped that through this culinary tour, we can develop the concept of Sharia tourism in Riau Province gradually begin to develop culinary tourism.



## Literature Review

Potential is the ability that has the power to be developed through planned and programmed efforts through appropriate planning strategies in order to obtain maximum results that are targeted accordingly (Sucipto, 2017). According to the international culinary tourism association (ICTA) culinary tourism is a unique eating and drinking activity carried out by every traveler who travels. In contrast to other tourism products such as marine, cultural and natural tourism which can be marketed as the main tourism products, culinary tourism is usually marketed as supporting tourism products.

Compared to neighboring countries, Indonesian cuisine is very diverse. The Indonesian culinary spread in every region of Indonesia is rich in culinary diversity, has a good taste and is known by the wider community. Indonesian cuisine has its own advantages with a variety of cultures mixed to bring the culinary of each region to blend into a variety of Indonesian cuisine recipes (Besra, 2012).

The aspects assessed in culinary tourism are as follows:

- a. Taste  
The Food served tastes delicious and feels unique so that it gives a good sense of taste to visitors.
- b. Hygiene  
The food served is clean and does not contain substances that endanger health so that visitors do not hesitate in consuming the food served.
- c. Halal  
In the process of making or serving food there are no mixtures or other substances that are prohibited in Islam.
- d. Satisfaction  
Provide and meet the needs of visitors so that visitors feel satisfied and fulfilled with the food or drinks that have been served.
- e. Convenience  
Provide good facilities and places so that visitors feel more secure and comfortable.

## Sharia Tourism Development

### Tourism

Tourism is derived from the root of the word 'tour' according to the laws of the Republic of Indonesia No. 9 of 1990 concerning tourism, which defines tourism as a travel activity carried out by a person or group of people visiting a particular place for recreational purposes, developing personal, or studying the tourist attractions that are visited. However, tourism can be interpreted more broadly. Not only creative people are called tourists and tourism also refers to everyone who moves from a new place to a place that has never been visited, or has never been visited but not often and irregularly.

Tourism is an activity related to travel for recreation, vacation, or travel. Tourism objects can be historic sites or beautiful and attractive natural locations. In other words, tourism is a journey made for this activation (Sucipto et al., 2014). Another more complete definition, is that tourism is understood as a service industry (Nicolaidis, 2008). Because interpreted as an industry, then tourism is engaged in the realm of services, ranging from transportation services, hospitality services, food and beverage



residences, to other related services such as banks, insurance, security and so on. That is, all aspects needed along the recreational trip into the tourism category (Sucipto et al, 2014).

## **Sharia**

Linguistically, Sharia means 'the road that is traversed to get to the water source' (Pradja, 2012). In its own terms, Sharia are all the rules revealed by Allah to his servants, both related to matters of faith, worship, manners, and morals and it is also related to the relationship of beings with Allah, as well as relations between fellow creatures. According to Amir Syarifuddin (2008), the meaning of Sharia etymologically is "road to the irrigation" or "the road to be followed", or the "place where the water is taken from". The last meaning is used by mainly Arabs today. In this case, the religion that has been set by the God for mankind is called Sharia. Which literally means a Muslim always goes through it in his life. The similarity of Islamic Sharia with the water way is that whoever follows the Sharia will 'flow and clean his or her soul'.

## **Sharia Tourism**

Sharia tourism is a form of culture-based tourism that prioritizes Islamic Sharia values and norms as its basic foundation. As a new concept in the new tourism industry, of course, Sharia tourism requires further development and a more comprehensive understanding of the collaboration of Islamic values embedded in tourism activities. Sharia tourism is a process of integrating Islamic values into all aspects of tourism activities, the value of Islamic law as a belief adopted by Muslims is a basic reference in developing tourism. Based on the aforesaid, any hotel service providers or even tour operators, need to carefully assess the ethicality of their current service conditions from a Sharia customer's values standpoint (Nicolaiades, 2016; 2019).

## **Characteristics of Sharia Tourism**

There are factors that measure the standard of Islamic tourism in terms of administration and management for tourists. It becomes a distinct characteristic (Chookaew, 2015) namely:

1. Services to tourists must match the principles of Islam as a whole.
2. Guides and employees must have discipline and must respect Islamic principles.
3. Organize all activities so that they do not conflict with Islamic principles.
4. Buildings must be in accordance with Islamic principles
5. Restaurants must follow international standards for halal services
6. Transportation services must have a protection system security
7. There are places provided for all tourists to do religious activities, and
8. Traveling to places that are not contrary to Islamic principles.

From the characteristics of Sharia tourism described (Chookaew, 2015) there are four important aspects that must be considered to support Sharia tourism:

1. Location: the application of the Islamic system in the area of tourism, the chosen tourism location is permissible in the Islamic way and can increase the spiritual values of tourists.
2. Transportation: the application of the system, such as the separation of seats between men and women who are not *muhram* so that the Islamic Sharia continues and the comfort of tourists is maintained.



3. Consumption: Islam is very concerned about the halal aspect of consumption., It is stated in Q.S Al-Baqarah verse 173. The halal aspect here is both in terms of its nature, acquisition and processing. In addition, a study shows that tourist interest in meaning plays a central role in choosing tourist destinations.
4. Hotel: all work processes and facilities provided are in accordance with Sharia principles. According to Rosenberg (2009), services here are not limited to the scope of food or drinks, but also in the facilities provided such as spa, gym, swimming pool, living room, and functional for men and women should be separated.

## **Methodology**

This research used a descriptive research approach. This type of research is a type of research organized in order to provide a systematic description of scientific information coming from the subject or object of research (Sanusi, 2011). The sampling technique in this study was to use simple random sampling where the sample members got the same opportunity to be sampled. The number of samples in this study were 250 respondents. Data analysis was done by collecting secondary data from a range of sources and primary data, then the researchers performed using a basic SWOT analysis. The SWOT analysis was simply an analysis of the external and internal environment. The external environment included opportunities and threats which will likely affect the utilization of culinary tourism potential, internal analysis included strengths and weaknesses of the internal environment (Rangkuti, 2014). Next to determine the priority strategy used was a Quantitative Strategy Planning Matrix (QSPM). To define and determine the best and most appropriate strategy was thus done through Quantitative Strategic Planning Matrix (QSPM) approach. According to David (2006), the steps for using the QSPM Matrix in the decision-making process are as follows:

1. Make a list of key external opportunities or threats and key internal strengths or weaknesses of effort in the left column of QSPM.
2. Give weight to each external and internal factor.
3. Evaluate matrices at the matching and identify alternative strategies that the company must consider to apply.
4. Determine the Attractiveness Score (AS) which is defined as a number that shows the relative attractiveness of each strategy in a particular alternative set.
5. The range for the value of Attraction is 1 = not attractive, 2 = somewhat interesting, 3 = quite interesting, 4 = very interesting. Calculate the Total Value of Attraction or Total Attractiveness Score (TAS). TAS is obtained from the multiplication of weights with US values.
6. Calculate the Sum of the Total Value of the Attraction or Sum of the Total Attractiveness Score (STAS) The highest STAS value represents a more interesting strategy than each of the alternative set of existing strategies.

## **Result and Discussion**

### **Formulation of the IFAS AND EFAS matrix**

The Strength indicator or to know the average weight of the strength indicator is seen from the summation of the entire weight indicator divided by the amount of weight. The average result of the weight indicator with a total of 3.99 as shown in table 1.



**Table 1. Strength Indicator**

No	Indicator	Total	Quality	Item quality	Rating	Item Quality X Rating
1	Culinary attractions in Riau Province	997	3.99	0.1325	4	0.5301
2	Taste of cuisine available suit all people	997	3.99	0.1325	3	0.3976
3	Culinary is easily found in Riau Province	993	3.97	0.1320	4	0.5280
4	There are very many halal culinary in Riau Province	1002	4.01	0.1332	4	0.5328
<b>Quality Average</b>		<b>3.99</b>				

The Weakness indicator or the average weight of weakness indicator is seen from the summation of the entire weight indicator divided by the amount of weight. The average result of the weight indicator with a total of 3.53 is shown in table 2.

**Table 2. Weakness Indicator**

No	Indicator	Total	Quality	Item quality	Rating	Item Quality X Rating
1	The Riau Provincial Government does not provide support for culinary tourism	912	3.65	0.1212	3	0.3637
2	Riau Provincial Government has not made an official account or website about culinary tourism	861	3.44	0.1144	2	0.2289
3	There is no culinary tourism event	877	3.51	0.1166	3	0.3497
4	Lack of promotion of culinary tourism in Riau Province	884	3.54	0.1175	3	0.3525
<b>Quality Average</b>		<b>3.53</b>				

The Opportunity indicator to know the average weight of opportunity indicator is seen from the summation of the entire weight indicator divided by the amount of weight. The average result of the weight indicator with a total of 4.04 is shown in table 3.

**Table 3. Opportunity Indicator**

No	Indicator	Total	Quality	Item quality	Rating	Item Quality X Rating
1	One of the Islamic tourism that can be visited in Riau Province is good	1005	4.02	0.1768	3	0.5305
2	It is very good having increasing number of Islamic hotels in Riau Province	1020	4.08	0.1795	4	0.7179
3	The Typical cake is Kemojo sponge which is very famous in Riau Province	1005	4.02	0.1768	4	0.7074
<b>Quality Average</b>		<b>4.04</b>				

Threat indicator to know the average weight of the threat indicator is obtained from the summation of the entire weight indicator divided by the amount of weight. The average result of the weight indicator with a total of 3.54 is shown in table 4.





**Table 4. Threat Indicator**

No	Indicator	Total	Quality	Item quality	Rating	Item Quality X Rating
1	Fast food restaurants thrive in Riau Province	876	3.50	0.1541	2	0.3083
2	Food from other regions has sprung up in Riau Province	897	3.59	0.1578	2	0.3157
3	The number of emerging cakes in Riau Province	880	3.52	0.1548	2	0.3097
<b>Quality Average</b>		<b>3.54</b>				

IFAS matrix to know the results of the strength and weakness indicators seen from the quality of the items multiplied by the rating and see the final total results for determination in the IE matrix. The total result of the item weight is multiplied by the item with a total of 3.28 as shows in table 5.

**Table 5. IFAS matrix**

Internal Strategy Factors		Quality	Item Quality	Rating	Item Quality X Rating
<b>Strengths</b>					
1	Culinary attractions in Riau Province	3.99	0.1325	4	0.5301
2	Taste of cuisine available to suit all people	3.99	0.1325	3	0.3976
3	Culinary places are easily found in Riau Province	3.97	0.1320	4	0.5280
4	There are many halal culinary places in Riau Province	4.01	0.1332	4	0.5328
<b>Weaknesses</b>					
1	The Riau Provincial Government does not provide support for culinary tourism	3.65	0.1212	3	0.3637
2	Riau Provincial Government has not made an official account or website about culinary tourism	3.44	0.1144	2	0.2289
3	There is no culinary tourism event	3.51	0.1166	3	0.3497
4	Lack of promotion of culinary tourism in Riau Province	3.54	0.1175	3	0.3525
<b>Total</b>		<b>3.28</b>			

EFAS matrix to find out the results of the Opportunities and Threat indicators seen from the quality of items multiplied by the rating and to see the final total results for determination in the IE matrix. The results of the item weight multiplied by the rating is a total of 2.89 as shows in table 6.

**Table 6. EFAS matrix**

External Strategy Factors		Quality	Item Quality	Rating	Item Quality X Rating
<b>Opportunities</b>					
1	The Islamic tourism sites that can be visited in Riau Province is good	4.02	0.1768	3	0.5305
2	It is very good having increasing number of Islamic hotels in Riau	4.08	0.1795	4	0.7179



	Province				
3	The Typical cake is Kemojo sponge which is very famous in Riau Province	4.02	0.1768	4	0.7074
<b>Threats</b>					
1	Fast food restaurants thrive in Riau Province	3.50	0.1541	2	0.3083
2	Food from other regions has sprung up in Riau Province	3.59	0.1578	2	0.3157
3	The number of emerging cakes in Riau Province	3.52	0.1548	2	0.3097
<b>Total</b>		<b>2.89</b>			

Based on the information from Internal Factors Analysis Summary (IFAS)/External Factors Analysis Summary (EFAS) table, this can be described as follows:

**Table 7. SWOT matrix**

<b>External Factor</b>	<b>Strength – S</b> 1. Culinary attractions in Riau are good 2. Taste of cuisine available to suit all people 3. Culinary is easily found in Riau Province	<b>Kelemahan – W</b> 1. Riau government does not provide support for culinary tourism 2. Riau government has not yet created an official account on culinary tourism 3. The culinary tourism event does not exist 4. Lack of promotion of culinary tourism
<b>Internal Factor</b>	<b>SO – Strategy</b> 1. Combining the development of Sharia tourism with Riau culinary tourism by collaborating with the development of Sharia hotels and also entrepreneurs to preserve Riau's culinary	<b>WO - Strategy</b> 1. Organizing Sharia and culinary tourism events in Riau by promoting them not only through brochure banners, but also using social media accounts and making Islamic hotels as a means of organizing event locations
<b>Opportunity – O</b> 1. One of the Sharia tourism that can be visited in Riau Province is quite good 2. Increasing number of Islamic hotels in Riau Province 3. Kemojo Bolu cake which is very famous in Riau	<b>ST – Strategy</b> 1. Develop more culinary tourism typical of Riau so as not to lose to fast food restaurants	<b>WT – Strategy</b> 1. More active to do promotions and events to better introduce people to the culinary specialties of Riau Province by making new breakthroughs and new innovations to make Riau's culinary more up-to-date and become the target of travelers visiting Riau Province.
<b>Threat – T</b> 1. Fast food restaurants thrive 2. Food from other regions has sprung up a lot 3. The number of contemporary cakes		

IE Matrix (IFAS and EFAS) is the determination of the total results of the IFAS and EFAS matrix that determine the value of potential or not of the results of the total value of IFAS and EFAS tables as shows in table 8.



**Table 8. IE Matrix**

		IFAS value		
		strong 4.0	average 3.0	weak 2.0
EFAS Value	High	Sel I	Sel II	Sel III
	medium	Sel IV	Sel V	Sel VI
	Low	Sel VII	Sel VIII	Sel IX

The IE Matrix above shows that based on the total quality of the IFAS value is 3.28 and the EFAS quality value is 2.89. So if drawn X axis (IFAS) and Y axis (IFAS), the potential of culinary tourism in the development of Islamic Tourism in Riau Province is in cell 4. It means that the culinary potential in the development of Sharia tourism is "GOOD" but it needs even greater efforts in its development. And in addition new development and innovation is needed to support this from the Riau Province government.

### Quantitative Strategic Planning Matrix Analysis (QSPM)

The final stage after the matching stage is the decision stage. At this stage, strategy selection can be done by ranking the strategies on a scale 1 through 4, thus a priority list of the best strategies can be generated. Voting and determining the best and most appropriate strategy through the Quantitative Strategic Planning Matrix (QSPM) analysis approach is possible. Based on the steps above, the Quantitative Strategic Planning Matrix (QSPM) matrix was obtained as follows and shows in table 9.

**Table 9. Quantitative Strategic Planning Matrix Analysis (QSPM)**

Strategic Factor	Quality	Strategy 1		Strategy 2		Strategy 3		Strategy 4	
		AS	TAS	AS	TAS	AS	TAS	AS	TAS
S1	0.1325	4	0.5301	2	0.2651	3	0.3976	2	0.2651
S2	0.1325	3	0.3976	2	0.2651	4	0.5301	4	0.5301
S3	0.1320	4	0.5280	4	0.5280	3	0.3960	4	0.5280
S4	0.1332	4	0.5328	4	0.5328	3	0.3996	3	0.3996
W1	0.1212	3	0.3637	3	0.3637	4	0.4849	2	0.2425
W2	0.1144	2	0.2289	2	0.2289	2	0.2289	2	0.2289
W3	0.1166	3	0.3497	3	0.3497	2	0.2332	2	0.2332
W4	0.1175	3	0.3525	3	0.3525	3	0.3525	2	0.2350
1.00									
O1	0.1768	3	0.5305	3	0.5305	3	0.5305	3	0.5305
O2	0.1795	4	0.7179	2	0.3590	4	0.7179	2	0.3590



O3	0.1768	4	0.7074	4	0.7074	2	0.3537	4	0.7074
T1	0.1541	2	0.3083	4	0.6166	3	0.4624	2	0.3083
T2	0.1578	2	0.3157	4	0.6314	4	0.6314	3	0.4735
T3	0.1548	2	0.3097	3	0.4645	2	0.3097	3	0.4645
	1.00		6.1728		6.1950		6.0284		5.5055

The final stage in the analysis of the development strategy of Potential Culinary Tourism in the Development of Sharia Tourism in Riau Province is the selection of an appropriate strategy and can be carried out by the company. The analytical tool used in determining the strategy is the Quantitative Strategy Planning Matrix (QSPM). This last stage is the QSPM preparation stage that will produce a priority order of the proposed strategy, based on the results of the previous SWOT Matrix.

The results of the questionnaire about the selection of alternative strategies showed the alternative strategies that were most desired by respondents. Alternative strategies with the highest Sum Total Attractiveness Score (STAS) were strategies that were a top priority for the company. Based on the results of the analysis using the QSPM Matrix, we obtained the priority level of development strategies for Culinary Tourism Potential in Sharia Tourism Development in Riau Province, namely:

1. Organizing Sharia and culinary tourism events in Riau by promoting them not only through brochures and banners, but also through using social media accounts and making Islamic hotels as the means to do so. The value of this strategy TAS 6,195.
2. Combining the development of Sharia tourism with Riau culinary tourism by collaborating with the development of Sharia hotels and also entrepreneurs to preserve Riau's culinary. This strategy scored TAS 6,173.
3. Developing more culinary tourism which is typical of Riau so as not to be inferior to fast food restaurants. This strategy received a TAS score of 6,028.
4. More activity required to do promotions and events to better introduce people to the culinary specialties of Riau Province by making new breakthroughs and new innovations to make Riau's culinary more up-to-date and become the target of travelers visiting Riau Province. This strategy received a TAS score of 5,506.

## Discussion

Based on the SWOT analysis, the researcher conducted this research so that it can be explained that there is a positive influence that can be seen from the IE matrix, from the four SWOT indicators between indicators of strength, weakness, opportunity, and threat. The potential of culinary tourism is able to create opportunities for the development of Sharia tourism in Riau Province well, from culinary aspects that are easily sought, and via the existence of typical culinary products and services of Riau Province. This has been proven from the IFAS matrix table with a total value of 3.28 and the EFAS matrix table with a total value of 2.89. This has also been supported by various studies conducted by Zaibah (2015) which showed that the results that the SWOT analysis in the management of tourist attractions in Rokan Hulu Regency by the Culture and Tourism Office is "quite good".

The author has also conducted testing between the IFAS matrix and EFAS matrix is another form used to determine the value or cell in the IE matrix to determine the intermediate results of the potential of culinary tourism in the development of Sharia tourism in Riau Province. It is known that the total value of the IFAS table in the IE



matrix is in cell 4 with a value of 3.28 greater than the EFAS table in the IE matrix in cell 4 with a value of 2.89, indicating that the results of the weighting of the factors that influence obtained the results that IFAS internal factors (strengths and weaknesses) with a value of 3.28 have greater influence compared to external factors EFAS (opportunities and threats) with a value of 2.89.

Thus, the theoretical explanation of the results of calculations using the IFAS and EFAS matrices with the final results using the IE matrix has a positive and significant influence on the potential of culinary tourism in the development of Sharia tourism in Riau Province "good" so as to increase the potential of culinary tourism and development Sharia tourism.

Based on QSPM analysis, the first priority strategy that must be carried out is to hold a Sharia tourism and culinary event in Riau by promoting it not only through brochure banners, but also using social media accounts while making Islamic hotels as a mean. The second priority strategy is to combine the development of Sharia tourism with Riau culinary tourism by collaborating with the development of Sharia hotels and also entrepreneurs to preserve Riau's culinary.

## Conclusion

Based on the results of the discussion that has been described in previous chapters that discuss the potential of culinary tourism in the development of Sharia tourism in Riau Province, the researcher can draw some conclusions as follows:

1. Results of the IE matrix (IFAS and EFAS) show that there is a positive and significant influence on the potential of culinary tourism in the development of Sharia tourism in Riau Province.
2. Results of the IFAS matrix show that there is a greater total value of the effect compared to the value of the EFAS matrix.
3. Based on the IFAS and EFAS matrix, it can be said that the potential of culinary tourism in the development of Islamic tourism in Riau Province has the potential to be "good".
4. Based on the QSPM analysis, the first priority strategy that must be carried out is to hold a Sharia tourism and culinary event in Riau by promoting it not only through brochures and banners, but also using social media accounts while making Islamic hotels the means. The second priority strategy is to combine the development of Sharia tourism with Riau culinary tourism by collaborating with the development of Sharia hotels and also entrepreneurs in order to preserve Riau's culinary traditions.

## References

- Bawazir, Tohir. (2013). *Panduan Praktis Wisata Syariah*. Pustaka Al-Kautsar, Jakarta.
- Bagyono. (2014). *Pariwisata dan Perhotelan*. Alfabeta, Bandung.
- Besra, Eri. (2012). Potensi Wisata Kuliner Dalam Mendukung Pariwisata di Kota Padang. *The journal riset akuntansi dan bisnis*. 12, 74-101.
- Chookaew, Sureerat. (2015). Increasing Halal Tourism Potential at Andaman Gulf in Thailand For Muslim Country. *The journal of Economic, Business and Management*, 3, 739-741.
- David, F. R. (2009). *Manajemen Strategis*. Salemba Empat, Jakarta.



Kesa, H. & Melani, A.N. (2015). Foodservice employees' knowledge on healthy alternative meals, *African Journal of Hospitality, Tourism and Leisure*, 4 (2).

M, Yuowe, Damaris. (2014). Analisis Potensi Wisata Retribusi Objek Wisata Pantai Base-G Dikota Jaya Pura, *The Journal of Ekonomi dan Studi Pembangunan*, 1, 14-28.

Mnguni, E.M. & Andrea Giampiccoli, A. (2019). Proposing a model on the recognition of indigenous food in tourism attraction and beyond, *African Journal of Hospitality, Tourism and Leisure*, 8(3).

Narbuko, Cholid dan Achmadi, Abu. (2013). *Metodologi Penelitian*. PT Bumi Aksara. Jakarta.

Nicolaides, A. (2019). Ethical leadership in a morally driven hospitality organisational culture, *African Journal of Hospitality, Tourism and Leisure*, 8(5)

Nicolaides, A. (2016) Moral Intensity and Service Delivery in the Hospitality Industry: The Value of Codes of Ethics, *Journal of Economics*, 7(2-3), 73-84.

Nicolaides, A. (2008). Service Quality, Empowerment and Ethics in The South African Hospitality and Tourism Industry and The Road Ahead Using ISO9000/1. Unpublished PhD theses, University of Zululand, KwaZulu-Natal.

Pradja, J. S. (2012). *Ekonomi Syariah*. Pustaka Setia, Bandung.

Pratiwi, A. E. (2016). Analisis Pasar Wisata Syariah di Kota Yogyakarta. *Jurnal Media Wisata*, 14(1).

Rangkuti, F. (2014). *Teknik Membedah Kasus Bisnis Analisis SWOT*. PT Gramedia Pustaka Utama. Jakarta.

Rahman, M.K. (2014). Motivating Factors of Islamic Tourists Destination Loyalty : An Empirical Investigation in Malaysia. *Journal of Tourism and Hospitality Management*, 2(1).

Sanusi, A. (2011). *Metodologi Penelitian Bisnis*. Salemba Empat, Jakarta.

Sucipto, H. & Fitria, A. (2014). *Karakter, Potensi, Prospek, dan Tantangannya Wisata Syariah*. Grafindo, Jakarta.

Sucipto, H. & Fitria, A. (2017). Data Jumlah Rumah Makan/Restoran Terdaftar, Dinas Kebudayaan dan Pariwisata Kota Pekanbaru.

Syarifudin, A. (2014). *Ushul Fiqih Jilid I*. Prenada Media Group. Jakarta.

Widagdyo, Kurniawan Gilang. (2015). Analisis Pasar Wisata Halal Indonesia. *The Journal of Tauhidinomics*. 1(1).

Widagdyo, Kurniawan Gilang. (2016). *Data Kependudukan Kota Pekanbaru*. Badan Pusat Statistik, Pekanbaru.

