



# The Potency of Culinary Tourism in Development of Sharia Tourism at Pekanbaru City

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## Abstract

The aim of this research is to determine the potential of culinary tourism in development of sharia tourism at Pekanbaru city. The subject of this research is culinary tourism in Pekanbaru city, while the object is the potential of culinary tourism in Pekanbaru city. The sampling technique employs simple random sampling, while data collection techniques by distributing questionnaires and documentation. The data analysis used descriptive method and SWOT Analysis where the calculation process uses IFAS, EFAS, and IE matrices. The result of this research found that there is a positive influence on potency of culinary tourism in development of sharia tourism at Pekanbaru City. It can be seen from the metric IFAS value is 3.25, while the result of metric EFAS value is 2.82. Based on the IFAS and EFAS matrices, the final result in the IE matrix shows that there is a significant potential in the cell. In general, it can be concluded that the potential for culinary tourism in development of sharia tourism at Pekanbaru city has good potential.

**Keywords:** Culinary Tourism, Shariah Tourism, SWOT Analysis, Pekanbaru City.

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## INTRODUCTION

The development of sharia tourism is a necessity that cannot be denied. The purpose of sharia tourism development aims to provide services and spiritual satisfaction to the tourists (in general) and the Moslem tourists (in particular). Especially, if the normative values or Islamic histories are represented by (or in) the tourism objects that have been offered, the sharia tourism will be formed automatically.

A culinary travel is one of the tours that attract local or foreign tourists and it has been sought by them. Culinary is a part of life that is strongly related to the daily food consumption starting from simple food until luxurious food. All of them need a good management and quality. Culinary can also illustrate an area that has an indigenous characteristic and it is different from the characteristic of other food in other areas. In addition, the strategic place for culinary travel is also the last component that determines the culinary spot wished by the tourists. Therefore, domestic or foreign tourists are interested in visiting the culinary spot.

Pekanbaru, the capital city of Riau province, is a multicultural city. This city is usually known as a trading city, an industrial city, and a service city. This city is quite different from other areas since the local residents are plural due to the multicultural. One of the tourism potentials that is attractive to be developed and becomes a plan for the government of Pekanbaru is culinary travel (BPS, 2016).

The Ministry of Tourism of the Republic of Indonesia states that there are nine areas that have big potency for sharia tourism and it can be developed to be an initial development area for sharia tourism in Indonesia. They are West Sumatra, Riau, Lampung, Banten, DKI Jakarta, West Java, East Java, South Sulawesi, and West Nusa Tenggara.

Based on the research background above, the researcher was interested in conducting a further research entitled: "The Potency of Culinary Travel in Developing Sharia Tourism in Pekanbaru City".

## LITERATURE REVIEW

### Culinary Travel

The word of culinary travel comes from foreign language i.e. voyages culinaires (France) or culinary travel (English). It means the travel related to food and cuisine. According to the International Culinary Tourism Association (ICTA), a culinary travel is a unique activity related to eating and drinking done by travelers (tourists) who are traveling. It is different from other tourism products such as nautical tourism, cultural tourism, and nature tourism that can be offered as a supporting tourism product. A culinary travel is an alternative in supporting the potency of nature tourism, cultural tourism, historical heritage tourism, and marine tourism. This culinary travel can be a part of the existing tourism products since it will not be completed if the tourists cannot taste the indigenous cuisine from the area they visit. Even though the culinary travel is often considered as a complementary tourism product, the culinary travel has a potency to be developed due to the tourists' interests to taste the indigenous cuisine existed in the area they visit (Besra, 2012, 74).

### Tourism

All the phenomena of tourism carried out by tourists, including various facilities and services provided by entrepreneurs, the public, and the government and business related to that field are defined as tourism (Simanjuntak, Tanjung, dan Nasution, 2017:3).



Tourism can be interpreted as human activities that travel and live in destination areas outside of their daily environment (Ismayanti, 2010:4).

### Sharia Tourism

Sharia tourism is one of the kinds of culture-based tourism that promotes values and norms in Islamic law as the basic principle. As a new concept in the tourism industry, sharia tourism certainly needs a further development and a comprehensive understanding related to Islamic values collaboration that has been inserted in tourism activities. Sharia tourism is a process of integrating the Islamic values to all tourism aspects. Islamic law values are as the belief believed by the Moslems as the basic guidance in building tourism. Sharia tourism considers the basic values of Moslems in presenting the product starting from accommodation, restaurant, and other activities by referring to Islamic norms (Widagyo, 2015:73).

In the Islamic perspective, sharia tourism cannot be separated from three main pillars i.e. faith, Islam, and excellence (ehsan). These pillars become the supports and the foundations from all activities of tourism. Thus, the tourism activity in Islam is strongly related to belief values, Islamic monotheism, and the piety to the creator, Allah SWT, who has created all kind forms of beauty both on land, in the sea and in the air. All kind forms are the gift from Allah SWT for the believers and they should be thankful and contemplated (Pradja, 2012:133).

### SWOT

SWOT analysis is a method of strategic planning used for evaluating Strengths, Weaknesses, Opportunities, and Threats in a project or a business/company or a business speculation. The four factors can form an acronym called SWOT (Strengths, Weaknesses, Opportunities, and Threats). The SWOT analysis method is a correct instrument for finding out the problem from four different sides. The application is 'strengths' can take the benefits from the available 'opportunities'; then, how to mitigate the 'Weaknesses' that prevent profit and how the 'Strengths' can deal with the available 'Threats'. The last is about how to mitigate the 'Weaknesses' that can cause 'Threats' to happen or to create a new threat (Agustin, 2017:45)

### Relevant Studies

There were some relevant studies about the potency of culinary travel in developing sharia tourism in Pekanbaru city. They are: First, Fajri Kurniawan (2010) investigated "The Potency of Culinary Travel in Developing Tourism in Jogjakarta". This research aimed at finding out how far the potency of culinary travels in developing tourism in Jogjakarta. Secondly: Ainun Zaibah (2015) examined "The SWOT Analysis in Managing Tourism Sites in Rokan Hulu Regency by Department of Culture & Tourism of Rokan Hulu". This research aimed at finding out the suitability of tourism sites management in Rokan Hulu Regency by Department of Culture & Tourism of Rokan Hulu by using SWOT analysis.

### METHODOLOGY/MATERIALS

#### Research Design

This research was a descriptive research. It means that this research was composed for giving an illustration of scientific information from the subject or the object of the research systematically (Sanusi, 2011).

#### Data Analysis Method

The table below was used for determining/observing the result of a comparison between the external factors and the internal factors. Table of EFAS (External Factors Analysis Summary) contains :

1. The first indicator (opportunities): The rating for positive opportunity factor or when the opportunity was increasingly

great was +4, but the rating would be +1 if the opportunity was increasingly decreased.

2. The second indicator (Threats): The way to give the rating was contrar to the first indicator. For negative factors, if the threat value was very great, the rating value was +1. However, if the threat value was not great, the rating value would be +4.
3. After the weighing and rating were multiplied, it could result in the total value that was not more than 4. The table of EFAS had potential toward the object of the factor that was being analyzed. In contrast, if the table of EFAS was less than 4 or the value was low, either the object or the factors that were being analyzed had no potency.

**Table 1: External Factors Analysis Summary (EFAS)**

| Factors of Strategy External | Weight | Rating | Weight Rating X | Comments |
|------------------------------|--------|--------|-----------------|----------|
| Opportunities:               | 0.4965 | 3.64   | 1.8075          |          |
| Threats:                     | 0.5012 | 2.00   | 1.0025          |          |
| Total                        |        |        | 2.8100          |          |

The table of IFAS (Internal Factors Analysis Summary) contains:

1. The first indicator (weaknesses): The rating for negative factor or the factor with many weaknesses was +1. However, if the weakness was not extremely great, the rating would be +4.
2. The second indicator (Strengths): The rating for positive factor i.e. all variables included in the strength category would have a rating of +1 to +4; it means very good.

After the weighted score and rating were multiplied, the total value would be obtained. The total value was not more than 4, so the table of IFAS had strong potency towards the object of the factor that was being analyzed. In contrast, if the table of IFAS was less than 4 or lower, the object or the factor that was being analyzed had no potency. After collecting the total value of both tables, it could be seen whether the external factor had higher potency or the internal factor had strong potency.

**Table 2: Internal Factors Analysis Summary (IFAS)**

| FACTORS OF INTERNAL STRATEGY | WEIGHT | RATING | WEIGHT x RATING | COMMENTS |
|------------------------------|--------|--------|-----------------|----------|
| STRENGTHS:                   | 0.5013 | 3.75   | 1.8802          |          |
| WEAKNESSES:                  | 0.4983 | 2.75   | 1.3704          |          |
| TOTAL                        |        |        | 3.2506          |          |

### RESULT AND FINDING

#### The Matching Stage of SWOT Matrix and IE Matrix

Based on the table of IFAS/EFAS, it can be elaborated as follows.

#### SO STRATEGY (STRENGTH AND OPPORTUNITY)

This strategy was conducted to use the potency of strength to take the available opportunities and to mitigate the strategy from the strengths and opportunities. It could be done by combining sharia tourism and culinary travel and collaborating with the developer of sharia hotel and the businesspersons to preserve the indigenous cuisine of Pekanbaru city.

#### WO STRATEGY (WEAKNESSES AND OPPORTUNITY)

This strategy is conducted to mitigate the weaknesses of opportunity by conducting an event containing indigenous culinary of Pekanbaru city, and promoting it by distributing brochures, installing a banner, and doing promotion via social media.



**WT STRATEGY (STRENGTHS AND THREATS)**

This strategy was conducted to mitigate the strengths of the available threats. It could be done by developing more culinary travel so that it would not be defeated by the rapid development of a fast-food restaurant or the culinary from other areas.

**WT STRATEGY (WEAKNESSES AND THREATS)**

This strategy was conducted to mitigate the strength from the threats by doing culinary promotion actively and conducting events to introduce the indigenous culinary of Pekanbaru city to the society. There should be a new breakthrough and innovation to make the indigenous culinary of Pekanbaru city to be a target for the travelers who visit the city.

**Table 3 : SWOT Matrix**

|                         |                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                    |
|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>External Factors</b> | <b>Strengths – S</b>                                                                                                                                                                                                                                                          | <b>Weaknesses – W</b>                                                                                                                                                                                                                                                                                                                                                              |
|                         | <ol style="list-style-type: none"> <li>The object of culinary travel in Pekanbaru is in 'good' condition.</li> <li>The taste of the available food is appropriate for all groups of people.</li> <li>The culinary can be found easily in Pekanbaru city</li> </ol>            | <ol style="list-style-type: none"> <li>The government of Pekanbaru gives less support toward culinary travel</li> <li>The government of Pekanbaru has not made an official account about culinary travel yet</li> <li>There is a culinary travel event.</li> <li>Less promotion about culinary travel</li> </ol>                                                                   |
| <b>Internal Factors</b> | <b>Opportunities – O</b>                                                                                                                                                                                                                                                      | <b>SO – Strategy</b>                                                                                                                                                                                                                                                                                                                                                               |
|                         | <ol style="list-style-type: none"> <li>One of the sharia tourisms that can be visited in Pekanbaru city is quite good.</li> <li>The increasing number of sharia hotel in Pekanbaru city</li> <li>'Bolu kemojo' as the indigenous snack is very famous in Pekanbaru</li> </ol> | <ol style="list-style-type: none"> <li>Combining the sharia tourism development with the indigenous culinary of Pekanbaru</li> <li>Collaborating with the developer of sharia hotel and the businessmen to preserve 'bolu kemojo' as the indigenous culinary</li> </ol>                                                                                                            |
|                         | <b>Threats – T</b>                                                                                                                                                                                                                                                            | <b>WT – Strategy</b>                                                                                                                                                                                                                                                                                                                                                               |
|                         | <ol style="list-style-type: none"> <li>The fast-food restaurant is growing fast</li> <li>Various food from other areas occurs</li> <li>There are modern/ up-to-date cake/food</li> </ol>                                                                                      | <ol style="list-style-type: none"> <li>Doing promotion and conducting event actively to introduce the indigenous culinary of Pekanbaru city to the community.</li> <li>There is a new breakthrough and innovation to make introduce the indigenous culinary of Pekanbaru city more up-to-date and make it become the target for the travelers who visit Pekanbaru city.</li> </ol> |

**Tabel 4: IE Matrix**

|                     |          | <b>Strong Moderate Weak</b> |            |            |            |
|---------------------|----------|-----------------------------|------------|------------|------------|
|                     |          | <b>4.0</b>                  | <b>3.0</b> | <b>2.0</b> | <b>1.0</b> |
| Table of EFAS Score | High     | 3.0                         | Cell I     | Cell II    | Cell III   |
|                     | Moderate | 2.0                         | Cell IV    | Cell V     | Cell VI    |
|                     | Low      | 1.0                         | Cell VII   | Cell VIII  | Cell IX    |

The IE matrix above shows that based on the total weighted score of IFAS is 3.25 and the weighted score of EFAS is 2.81. Thereby, if we draw the X-axis (IFAS) and Y-axis (IFAS), the potency of culinary travel in developing sharia tourism in Pekanbaru city was in cell 4. It means that the potency of culinary in the development of sharia tourism has 'good' potency. However, it needed more efforts in developing it and it needed a new innovation and development attempt from the municipal government of Pekanbaru.

**CONCLUSION**

From the result of IE matrix (IFAS and EFAS), it can be found out that there is a significant and positive impact on the potency of culinary travel in developing sharia tourism in Pekanbaru city. Meanwhile, the result of IFAS matrix shows that the total score has a greater impact than the score of EFAS matrix has. Thus, based on the matrix of IFAS and EFAS, it can be said that the potency of culinary travel in developing sharia tourism in Pekanbaru city is 'good'. Suggestion, The municipal government of Pekanbaru should make a website contained culinary travel in Pekanbaru city so that the society can recognize the indigenous culinary of Pekanbaru city more. In addition, they should conduct some events on culinary travel with sharia hotels as the facility to launch an up-to-date innovation in the culinary field.

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**IE Matrix ( IFAS and EFAS )**

IE matrix is the determination of total result from the matrix of IFAS and EFAS that determine the score showing whether it had potency or not. It could be seen from the total score of IFAS and EFAS tables.

