

Analysis of Sharia-Based Hotels on Sustainable Tourism in West Sumatera Indonesia

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Abstract

Tourism is a potential sector in the world, especially halal tourism which is a potential market for Muslim tourists, especially Indonesia, and more specifically West Sumatera. Because this province has the potential for halal tourism because it is included in the halal destinations listed in the 2015/2025 National Tourism Development Master Plan (*Rencana Induk Pembangunan Kepariwisata Nasional/Ripparnas*). Furthermore, one of the sub-sub of halal tourism is sharia-based hotels which support tourists to stay overnight. Then, in tourism theory there is the term sustainable tourism, tourism that has an effect on economic, environmental and social aspects. The aim of this research is to scientifically determine the influence of Sharia-based hotels on sustainable tourism development in West Sumatera. This research is combination research that used mixed method. Quantitative method using questionnaires and also qualitative using analytical descriptive. The research results show that Sharia-Based Hotels have a positive influence on Sustainable Tourism in West Sumatera, including economic, environmental and social aspects. The increase in Sharia-Based Hotels is directly proportional to the increase in Sustainable Tourism.

Keywords: Sharia-based Hotel; Sustainability; Tourism

Abstrak

Pariwisata merupakan sektor yang potensial di dunia, khususnya pariwisata halal yang menjadi pasar potensial bagi wisatawan muslim, khususnya Indonesia, dan lebih khususnya Sumatera Barat. Karena provinsi ini memiliki potensi untuk pariwisata halal karena masuk ke dalam destinasi halal yang tercantum dalam Rencana Induk Pembangunan Kepariwisata Nasional (Ripparnas) 2015/2025. Selanjutnya, salah satu sub dari pariwisata halal adalah hotel berbasis syariah yang menunjang wisatawan untuk menginap. Kemudian, dalam teori pariwisata terdapat istilah pariwisata berkelanjutan, pariwisata yang berefek pada aspek ekonomi, lingkungan, dan sosial. Tujuan dari penelitian ini adalah menentukan secara scientific Pengaruh Hotel Berbasis Syariah Terhadap Pengembangan Pariwisata Berkelanjutan di Sumatera Barat. Metode Penelitian ini ialah penelitian kombinasi (*mixed methods*). Metode kuantitatif dengan menggunakan angket dan juga kualitatif dengan deskriptif analitik. Hasil penelitian menunjukkan bahwa Hotel Berbasis Syariah berpengaruh positif terhadap Pariwisata Berkelanjutan di Sumatera Barat, meliputi aspek ekonomi, lingkungan, dan sosial. Peningkatan Hotel Berbasis Syariah berbanding lurus dengan peningkatan Pariwisata Berkelanjutan.

Kata kunci: Keberkelanjutan; Hotel berbasis Syariah; Pariwisata

INTRODUCTION

Tourism is a potential sector in the world. Increasing the number of tourist destinations can boost regional income levels (PAD), employment, business and infrastructure development. So this can improve community welfare. Apart from that, tourism is also one of the largest sectors with accelerated growth compared to other sectors (UNWTO Tourism). Based on a report from the World Travel & Tourism Council (WTTC), the tourism sector has made a positive contribution to increasing GDP, economic growth and reducing the unemployment rate. The tourism sector makes the largest contribution to improving the economy in the form of gross domestic product (GDP). The Tourism and Creative Economy sectors are targeted to provide an increasing contribution to the resilience of the Indonesian economy. The foreign exchange value of the tourism sector is targeted to increase from US\$ 0.86 – 1.71 billion in 2022 to US\$ 7.38 – 13.08 billion in 2024. The contribution of tourism GDP to the national level is targeted to increase gradually from 3.6% in 2022 to 4.5% in 2024. Meanwhile, the Export Value of Creative Economy Products is targeted to increase from US\$ 25.33 Billion in 2022 to US\$ 27.53 Billion in 2024. The Added Value of the Creative Economy is targeted to increase from Rp. 1,236 trillion in 2022 to Rp. 1,347 trillion in 2024 (Kemenparekraf, 2022).

In this case, halal tourism is a potential market for Muslim tourists. This is as stated in the Global Muslim Travel Index, that the market share of Muslim tourists is growing rapidly and is expected to increase by USD 80 billion to USD 300 billion in 2026 (Masterplan Ekonomi Syariah Indonesia 2019-2024, 2018). In the 2023 Global Muslim Travel Index (GMTI) ranking, Indonesia's halal tourist destination managed to reach first place out of 138 countries, so this will be an opportunity for the development of halal tourism in Indonesia. With this success, the province of West Sumatera was appointed as a pilot project for halal tourist destinations in Indonesia. Of course, this is assessed from the potential and readiness of West Sumatera from various aspects of tourism. One of the reasons for this is because the province of West Sumatera is predominantly Muslim and has the traditional philosophy of *basandi syara', syara' basandi kitabullah* which has the potential to develop the strength of the halal sharia tourism value chain (halal tourism).

West Sumatera, as one of the provinces that won 4 awards at the 2021 Tourism Village Award, continues to complement its tourism capabilities in serving tourists. One of these features is providing the facilities needed by followers of the Islamic religion. This completeness of facilities for Muslim tourists is what we know as Halal tourism. Based on data from the Ministry of Tourism and Creative Economy in 2016, West Sumatera succeeded in winning the World Halal Tourism Award. By winning 3 award categories, namely, World's Best Halal Destination, World's Best Halal Tour Operator, World's Best Halal Culinary Destination. This success is one of the achievements towards a halal-friendly tourist destination.

West Sumatera also has the potential for halal tourism because it is included in the halal destinations listed in the 2015/2025 National Tourism Development Master Plan (Ripparnas). Tourist attractions there rely on natural beauty, such as coastal areas, hills and green nature. If we look at the condition of the community and the potential of the region, West Sumatera has the opportunity to develop halal industries in the fields of food and agriculture, tourism, MSMEs and fashion. The opportunity for developing the halal industry in West Sumatera is very large considering that 98 percent of the population is Muslim (based on BPS data from West Sumatera). This is also supported by the high awareness of the people of West Sumatera to consume halal products. West Sumatera's achievements in the field of halal industry have also been recognized worldwide by winning the award for the best halal culinary destination in Abu Dhabi, United Arab Emirates in 2016. Halal tourism is a tourist visit activity with destinations and the tourism industry preparing product, service and tourism management facilities that meet the elements sharia. The value of Islamic law as a belief and belief of Muslims as a reference/guideline in developing tourism activities. This one thing is an attraction for various countries in the world. Even though they are not predominantly Muslim, like a number of countries in Europe, they are now developing halal tourism. This is a Muslim-friendly tourism genre. West Sumatera, as one of the provinces that won 4 awards at the 2021 Tourism Village Award, continues to complement its tourism capabilities in serving tourists. One of the completeness, namely providing the facilities needed to support tourist activities, is a sharia hotel. The development of the hotel services industry has an important role in supporting the implementation of national development.

The presence of sharia hotels is a supporting factor in tourism development. The presence of sharia-based hotels is an alternative accommodation that could be an option for traveling needs. Hotel accommodation that complies with sharia principles is the application of sharia values to hotel services, including recreation and attractions, restaurants and minarets, transportation, employee uniforms, as well as room and function room services (Jurattanasan & Jaroenwisan, 2014). The presence of sharia-based hotels can contribute to added value to the economy by fulfilling the demand for the domestic halal market which is currently dominated by global players. This is in line with the momentum of development of high domestic demand for halal products. Apart from that, domestic production of halal products can also contribute to strengthening the balance of payments, especially if it is able to meet global demand for halal products. Therefore, researchers are interested in raising a research theme with the title Analysis of Sharia-Based Hotels on Sustainable Tourism Development in West Sumatera.

Previous research related to this research includes research conducted by (Al Mustaqim, 2023), in this research the researcher found that halal tourism, which integrates Islamic religious principles into the travel experience, is able to have a positive impact on the economy in a sustainable manner. This concept involves

elements of halal food, Muslim-friendly accommodation, and interactions according to religious norms, which creates an environment in accordance with *maqasid sharia* involving the maintenance of religion, soul, mind, heredity, property, and the environment. Then, research conducted by (Suci et al., 2021), in this research this researcher found that standardization is very important in managing various challenges, preparing businesses for Muslim-friendly services to attract more visitors and guests. The principle that is most considered in formulating Muslim-friendly hotel standards is spiritual values that suit the needs of Muslim guests, namely comfort and tranquility without ignoring Islamic values. Thus, the presence of Muslim-friendly hotels really supports existing tourism. Furthermore, research conducted by (Joeliaty et al., 2020), in its findings, this researcher found that the emergence of the halal hotel business has attracted the attention of many academics and practitioners. Halal hotels are needed to develop a growth or concentration strategy. Consequently, in terms of human resource strategy, halal hotels need to carry out multichannel procurement through regular programs, talent scouting, and campus recruitment, re-evaluate staff, and improve the brand reputation of halal hotels.

And finally, research conducted by (Henderson, 2010), in its findings, this researcher found that hotels that aspire to become sharia have unique characteristics regarding their development, management and marketing. When discussing eligibility, it is necessary to differentiate between property in Muslim countries and elsewhere. This may occur in societies and economies that are close to this economic concept and have high demand from Muslims, something that is ignored by Middle Eastern countries. Nevertheless, the inclusive nature of the hospitality business and the level of international tourism means non-Muslims may be a valuable market to cultivate, even among Muslim-majority cultures. In such situations, hospitality companies must consider how best to accommodate the needs of Muslims and non-Muslims in a mutually satisfying manner. These studies discuss halal tourism and especially halal hotels, only in this research the researcher focuses on analyzing the influence of sharia-based hotels on sustainable tourism development in West Sumatera. This is in accordance with the implementation of Halal Tourism was developed by the Regional Government in West Sumatera Province Regional Regulation Number 1 of 2020 concerning the Implementation of Halal Tourism by accommodating local values and the philosophy of *adat basandi syara'*, *syara' basandi kitabullah*, *syara' mangato adat mamakai*. Then, the aim of this research is to scientifically determine the influence of Sharia-based hotels on sustainable tourism development in West Sumatera.

LITERATURE REVIEW

Halal Tourism

Halal tourism is considered a sub-field of religious tourism. This type of tourism is based on Islamic Sharia Law, which guides all aspects of a Muslim's life

from birth to death. In general, halal refers to anything that is allowed according to Sharia law and includes matters as diverse as food, banking, cosmetics, pharmaceutical products and vaccines, and tourism (Feizollah et al., 2021). According to (Undang-Undang Nomor 10 Tentang Kepariwisata, 2010) states that tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, the Government and Regional Government. In carrying out these activities, sharia values can be included in it, so that the concept of halal tourism or sharia tourism emerges. Sharia tourism is tourism that complies with sharia principles. This is in line with the opinion of (Mabrurin & Latifah, 2021) which states that sharia tourism is tourism that upholds Islamic culture and values and does not conflict with sharia values and ethics. Then, in sharia tourism itself there is the term Sharia Tourism Destination. According to (Saputram et al., 2018), this is a geographical area located in one or more administrative regions in which there are tourist attractions, religious and public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism. in accordance with sharia principles.

The meaning of halal tourism is related to organizing tourism in accordance with the provisions of Islamic law intended for visitors and tourists. Along with developments in time and technology, halal tourism has become a trend. The term halal tourism is used in various circles such as sharia tourism, Islamic tourism, halal friendly tourism destinations, halal travel, halal lifestyle, friendly travel destinations. Islam views tourism as a spiritual journey about interpreting a spiritual journey in achieving the guidance of the religion's own teachings and is related to spiritual values about the greatness of God's creation (Rachmiatie et al., 2020). As Allah says in the Koran, Surah Al-Mulk verse 15, which means He is the one who made the earth easy for you to explore, so explore in all its corners and eat some of His sustenance. And only to Him will you (return after) being resurrected.

By traveling according to Islamic teachings, you will gain many benefits. As explained in the history of Imam Syafi'i, the benefits obtained from the interpretation of Ibn Kasir and Quraish Sihab (Hidayati, 2017), namely leaving the country to achieve glory and traveling because there are five benefits there, namely getting rid of anxiety, gaining life, knowledge, manners and friendship with the victorious. If someone says: in traveling there are humiliations and trials or difficulties in walking the road and carrying burdens, then know that death is better than life in a despicable country among liars and enviers.

The Ministry of Tourism-Creative Economy and the National Sharia Council of the Indonesian Ulema Council set standard criteria for sharia tourism (Noviantoro & Zurohman, 2020) as follows: (1) Aiming at social welfare; (2) Aiming at refreshment, education and peace; (3) Keeping away from khurofat and polytheism; (4) Avoid bad acts (adultery, pornographic action, pornography, alcohol, drugs and gambling; (5) Pay attention to behavior, attitude and noble human values such as not being indifferent and immoral; (6) Pay attention to security, peace and trustworthiness;

(7) Having an inclusive and universal character; (8) Paying attention to environmental conservation; (9) Upholding social and cultural values and local wisdom.

Sharia-Based Hotel

Sharia hotels are part of a hotel model that is able to provide facilities in accordance with sharia values. (Basalamah, 2011) explains that the general sharia signs in carrying out economic businesses, including hotel businesses, include: (1) not producing, trading, providing, or renting products or services which in whole or in part are prohibited in sharia provisions. Such as in the case of food, containing elements of pork, alcoholic drinks, gambling, adultery, and the like; (2) does not contain elements of injustice, evil, disobedience or heresy which are prohibited by sharia rules, either directly or indirectly; (3) there are no elements of deception, cheating, lies, lack of clarity, excessive or dangerous risks; and (4) there is a comprehensive and consistent commitment to implementing the agreement agreed between the relevant parties.

Then, (Chaerodin, 2018) explained that the implementation system of a sharia hotel can be seen in hotel operations, facilities and services. All operations, facilities and services at sharia hotels must comply with the provisions of Islamic sharia, including: (1) Internal policies or management policies and hotel regulations are made based on sharia principles; (2) HR Management Recruitment and recruitment of HR (Human Resources) is carried out using sportsmanship selection, not discriminating between race, ethnicity and religion. Selection is carried out based on the qualities possessed through several stages. Management also provides guidance first through training activities or other activities; (3) Financial management is adjusted to the Islamic sharia system, partnerships with financial or insurance institutions are carried out with institutions that use the sharia system. Companies also have mandatory zakat obligations when profits are sufficient to meet the mandatory zakat ratio; (4) Services The services provided are services that are in accordance with Islamic rules which fulfill several important aspects, namely hospitality, friendly, honest, trustworthy, helpful, saying sorry and thank you and providing fast and appropriate service; (5) SOP (Standard Operating Procedure), There are differences between the SOPs of sharia hotels and conventional hotels, this can be seen in every service provided, one of which is that every employee must greet every visitor who makes a reservation either in person or by telephone and greetings are given for every guest who checks in or out of the hotel. Apart from that, places of worship are also facilities that must be available and are an important point in sharia-based hotel management.

Sustainable Tourism

Tourism can be interpreted as something that has a multidimensional nature in a series of development processes (Subagyo, 2019). Since the 1990s, discussions have emerged about sustainable development issues among experts. The concept

of sustainable development is defined as an optimal development process in the utilization of natural and human resources. Sustainability in this context includes not only physical aspects, but also social aspects. To achieve a sustainable development pattern, three policy stages are needed, namely natural resource management, management of the impact of development on the environment, and human resource development (Sulistiyadi et al., 2019). Historically, there was a declaration of a "sustainable tourism charter" in 1995 which emphasized that tourism development must consider long-term ecological sustainability criteria, while still paying attention to the economic, ethical and social aspects of society (Eta, 2023). Sustainable tourism, as defined by the World Tourism Organization (UNWTO), refers to tourism that fully considers the impact on current and future economic, environmental and social aspects (Anggraini, 2016). This aims to meet the needs of visitors, the tourism industry, the environment and local host communities.

The first aspect is the economic aspect. The economic aspect in developing tourism destinations aims to optimize and market pristine natural and cultural potential. The tourism industry is growing rapidly in line with increasing public interest in enjoying nature again, progress in accessibility to tourism objects, and increased income and welfare of the community, especially at the local level. (Arief, 2018) explained that indicators for sustainable tourism development planning include the role of tourism as a tool for community economic empowerment, creating jobs, and becoming a source of income for the community. The tourism industry is also considered capable of increasing economic growth in areas that are still developing and have not been touched by development. Furthermore, (Sulistiyadi et al., 2019) explained that from the research conducted they found that tourism activities in several locations could have a positive economic impact on the surrounding community, even increasing their income. The potential of natural resources, such as flora, fauna, ecosystems, natural phenomena and the cultural life of local communities, is a unique and potential tourist attraction. However, this natural environment is also vulnerable to damage if its management does not follow the rules and principles of sustainable tourism. Therefore, it is necessary to implement appropriate guidelines to maintain the sustainability of the natural environment which is a tourist attraction.

The second aspect is the environmental aspect. Environmental aspects in natural tourism areas always offer the potential for unique, original and diverse natural resources, such as flora, fauna, ecosystems, natural phenomena and the culture of the surrounding community (Sulistiyadi et al., 2019). This potential is the main attraction as a tourism object and destination. Even though it is an opportunity for the development of the tourism industry, this potential is also a challenge in achieving integration between sustainable use and conservation. This challenge arises with the aim of controlling possible damage and reducing the potential attractiveness of tourist attractions. Sustainable tourism development

planning requires wise management of the identification of potential attractions, the carrying capacity of the natural environment, and potential disturbances that can affect important ecological processes. Regional governments and stakeholders in the region are required to make wise decisions in developing tourist destinations, which are based on integrated use and sustainable conservation. In managing natural potential in vulnerable tourist areas, such as groups of islands, it is necessary to identify potential that can be attractive and understand environmental impact indicators. The comprehensive relationship between conservation aspects and the utilization of tourism potential in several tourist areas in Indonesia is still not fully described. Therefore, identification of the carrying capacity, sensitivity and vulnerability of wild life species and natural environmental habitats needs to be carried out as a basis for determining tourist attraction and as the main basis for the nature conservation aspect of tourism development. The success of developing sustainable tourist destinations depends on the ability to interpret the natural environment as a potential attraction. This capability not only increases attractiveness and selling value, but also has an important impact on tourist education in maintaining nature and environmental conservation. Visitor infrastructure and facilities, such as information centers, accommodation, signage and visitor information, must pay attention to the use of environmentally friendly materials and provide clear and complete information (Ardiwidjaja, 2018).

The third aspect is the social aspect. In the social aspect, the impact of tourism on the social and cultural situation of local communities should not be ignored. The impact can be positive or negative. (Sulistiyadi et al., 2019) that the sustainable tourism approach is designed to encourage the positive impact of tourism development on local social and cultural values, and recognize and manage any negative impacts. Tourism development may increase cultural degradation and invite crime, especially related to illegal drugs and prostitution. Problems may also arise if local communities have to fight for their own resources and are alienated from the comfort enjoyed by tourists and also by tourist behavior that is not in accordance with local values. A sustainable approach in tourism development offers a better environment for society and creates mutually beneficial relationships by placing local culture as part or even the core of the tourism product. By adding a sustainability approach to tourism development, empowerment of local communities through education, communication, strengthening tolerance and respect, cultural exchange, cooperation and peace can be achieved. At the same time, it is also possible to gain stronger pride in local culture and also revitalize traditions. When society strengthens its tolerance and respect for its guests, there is no shortage of Sustainable Tourism Development Planning Indicators for the importance of education for tourists aimed at ensuring that they respect the host's local culture and all its attributes. Sustainable tourism is also committed to improving people's lives by maximizing tourism's contribution to the prosperity of destinations and local communities. The influence on local people's concern for the

environment will strengthen cultural activities which will then have a positive impact on both local residents and tourists. Implementing sustainable tourism is not a simple thing to do, it requires continuous empowerment of local communities through education, communication and positive persuasion so that tolerance and respect can be strengthened, socio-cultural exchange, cooperation and peace can be achieved. At the same time, stronger pride in local culture and the revitalization of traditions are expected to become top priorities as well.

RESEARCH METHOD

This research is combination research that used mixed method. In this research, researchers combined quantitative methods and qualitative methods which were used together to obtain more comprehensive, valid, reliable and objective data (Sugiyono, 2020). In quantitative research, researchers measure or look for whether or not there is an influence between the independent variable X, namely Sharia-Based Hotels and the dependent variable Y Sustainable Tourism in West Sumatera. In determining the sample, the researcher used purposive sampling, where in this research the sample was determined based on the criteria that the researcher had determined (Sugiyono, 2019a). So, the considerations used are samples taken with the following criteria: 1. Management and employees from hotels in West Sumatera; Management and employees of these hotels which are close to tourist attractions; 2. management and employees of these hotels who claim they manage them according to sharia. Then, in this study the number of samples studied was 30 respondents taken at random. The data source comes from a questionnaire (research instrument) that the researcher has created and validated which is distributed to samples/respondents so that the data collection carried out can provide data which is then analyzed to answer the problem that has been formulated (Purwanto, 2012).

Before being distributed, the research questionnaire was validated by two instrument experts. The validation of the questionnaire refers to the opinion (Jannah & Sari Rudiwati, 2019) which explains that content validity consists of appearance validity and logical validity. And derived from this validity, the aspects that need to be assessed in an instrument are clarity, accuracy of content, relevance, content validity, absence of bias, and accuracy of language. And processed using the Aiken's V statistical formula:

$$V = \sum s / [n(c - 1)] \quad (1)$$

V : Validity Index

S : $r - l_o$

N : Number of validators or assessment panels

l_o : Lowest validity rating number (in this case = 1)

c : Highest validity assessment number (in this case = 5)

After data from respondents was collected, tabulated, the researcher then carried out data analysis using SPSS software. The first test carried out is the

normality test, this aims to test whether the regression model, confounding variables or residuals have a normal distribution. When testing this regression analysis, the method used is a normal probability plot which compares the cumulative distribution of actual data with the cumulative distribution of normal distribution data. If the residual data distribution is normal, then the line depicting the actual data will follow the diagonal line. The second test is the Multicollinearity Test. In this test, it is seen whether there are symptoms of high multicollinearity or not, the standard error of the regression coefficient will be larger and result in the confidence interval for parameter estimation becoming wider, thus opening up the possibility of errors and accepting the wrong hypothesis. The multicollinearity test can be carried out by clearly regressing the analysis model and conducting a correlation test between independent variables using the variance inflating factor (VIF). The VIF limit is 10. If the VIF value is greater than 10, multicollinearity occurs.

The last test is the Simple Linear Regression Test. Here researchers analyze whether or not there is an influence between Sharia-Based Hotels (X) on Sustainable Tourism in West Sumatera (Y). This analysis is used to determine the basis for predictions from a data distribution consisting of a criterion variable (Y) and one predictor variable (X). In testing this analysis with SPSS, a decision will be made later. If the significance value is < 0.05 , it means that variable X has an effect on variable Y, and if the significance value is > 0.05 , it means that variable X has no effect on variable Y. Apart from that, researchers also use analytical descriptive research. The data obtained are the results of observations, interviews, photography results, document analysis and field notes.

RESULTS AND DISCUSSION

Results

This quantitative research was conducted in West Sumatera Province. The first stage is Focus Group Discussion (FGD). This FGD was carried out with related parties, namely the West Sumatera Tourism Expert Team, the Indonesian Halal Tourism Association (PPHI) in the West Sumatera region. From the FGD and discussions, researchers got several points, as shown in Table 1.

Table 1. FGD Results and Discussion

Number	FGD Results and Discussion
1	There are no sharia-certified hotels in West Sumatera, but there are many hotels that state that they manage sharia-based management in West Sumatera.
2	Taking several cities and districts in West Sumatera as sampling points for representation of Sharia-Based Hotels in West Sumatera

Source: Authors' data processed, 2023

From the results of the FGD, the discussion and the in-depth research carried out by the researcher, the researcher obtained hotel data which stated that they manage hotels according to sharia in several cities and districts in West Sumatera

which were immediately used as sampling points for distributing research questionnaires, including Padang City with 5 hotels, Solok City with 1 hotel, Agam Regency with 1 hotel, Bukittinggi City with 2 hotels, and Payakumbuh City with 1 hotel.

Table 2. Regional Data and Hotel Names for Research Locations

Number	Regional	Nearby Tourist Attractions	Hotel Name
1	Kota Padang	Pantai Padang, Pantai Air Manis	1. Rangkayo Basa Hotel 2. Alifa Syariah Hotel 3. The Sriwijaya Hotel 4. The Abidin Hotel Syariah 5. Bunda Hotel
2	Kota Solok	Pulau Belibis	1. Taufina Solok Hotel
3	Kabupaten Agam	Danau Maninjau	1. Sakura Syariah Hotel
4	Kota Bukittinggi	Jam Gadang, Kebun Binatang	1. Fahira Hotel 2. Grand Bunda Hotel
5	Kota Payakumbuh	Kapalo Banda	1. Mangkuto Syariah Hotel

Source: Authors' data processed, 2023

From the research conducted on 30 research samples, the researchers broke it down into the characteristics of the respondents.

Table 3. Respondent's Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	17	56,7	56,7	56,7
Female	13	43,3	43,3	100,0
Total	30	100,0	100,0	

Source: Authors' data processed, 2023

Based on gender, it is known that 56.7% (17 people) are male and 43.3% (13 people) are female. Then, the researchers detailed the characteristics of research respondents based on age in the table below.

Table 4. Respondent's Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1) 18 years old - less than 25	5	16,7	16,7	16,7
2) 25 years old - less than 30	6	20,0	20,0	36,7
3) 30 years old - less than 40	11	36,7	36,7	73,3
4) More than 40 years old	8	26,7	26,7	100,0
Total	30	100,0	100,0	

Source: Authors' data processed, 2023

Based on age, it is known that 16.7% (5 people) are in the age range of 18 – 25 years, 20% (6 people) are in the age range of 25 – 30 years, 36.7% (11 people) are in the age range of 30 – 40 years, and 26.7% (8 people) with an age range of more

than 40 years. Then, the researchers detailed the characteristics of research respondents based on graduates/last education in the table below.

Table 5. Respondent's Last Graduation/Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1) SMA/MA	10	33,3	33,3	33,3
2) SMK	1	3,3	3,3	36,7
3) D3	4	13,3	13,3	50,0
4) D4	1	3,3	3,3	53,3
5) S1	13	43,3	43,3	96,7
6) S2	1	3,3	3,3	100,0
Total	30	100,0	100,0	

Source: Authors' data processed, 2023

Based on recent graduates/education, it is known that 33.3% (10 people) are SMA/MA graduates, 3.3 (1 person) are vocational school graduates, 13.3% (4 people) are D3 graduates, 3.3% (1 person) are graduates D4, 43.3% (13 people) were S1 graduates, and 3.3% (1 person) were Masters graduates. Then, the researchers detailed the characteristics of research respondents based on position/job title in the table below.

Table 6. Respondent's Position/Title

Number	Respondent's Position/Title	Amount
1	Owner	2
2	General Manager	1
3	Manager	2
4	Directors	1
5	Assistance General Manager	1
6	Head Chef	1
7	Head Security	1
8	Human Resource Development (HRD)	1
9	Resepsionis	13
10	Marketing	5
11	Room Attendance	1
12	Engineering	1
Amount		30

Source: Authors' data processed, 2023

Based on position/title, it is known that there are 2 Owners, 1 General Manager, 2 Managers, 1 Director, 1 Assistant General Manager, 1 Head Chef, 1 Head Security, 1 Human Resource Development (HRD), 13 people Receptionist, 5 Marketing people, 1 Room Attendant, and 1 Engineering person.

The instrument in this research is a questionnaire. When creating the research instrument, the researcher referred to the opinions of experts and put it into a grid as explained in the literature review. After the instrument was created, the researchers then validated it by two instrument experts, namely two lecturers from

STEI Ar Risalah Sumatera Barat. Among them is one lecturer who teaches Research Methodology courses and one lecturer who has been a reviewer. The validation results obtained from the validator's assessment of the research instrument have several revisions. In general, the changes contained in the research instrument based on the recommended validator revision are as follows:

Table 7. Suggestions and Revisions to Research Instruments

Suggestion	Before Revision	After Revision
Making one variable statement of Sustainable Tourism (Y), not separated by labeling aspects.	Previously, the Sustainable Tourism (Y) variable statement in the instrument was separated into 3 aspects, namely Economic, Environmental and Social aspects	The statements on the Sustainable Tourism variable (Y) are combined into one
There are several points that are more suitable using a rating scale with the word "Agree"	Scoring scale 5=Very Good, 4=Good, 3=Fair, 2=Poor, 1=Very Poor	Scoring scale 5=Very Good/Agree, 4=Good/Agree, 3=Fair, 2=Poor/Agree, 1=Very Poor/Agree
There is some heavy language that can be simplified to make it easier for respondents to understand	1. Statement number 1 is "This hotel does not produce, provide, trade and/or rent products or services which in whole or in part are prohibited by Islamic sharia. As in the case of food, it contains elements of pork, alcoholic drinks, gambling, adultery, and the like. Or providing lodging packages that contain elements of prostitution." 2. Statement number 26 is "This hotel seeks to carry out sustainable empowerment of local communities through education, communication and positive persuasion so that tolerance and respect can be strengthened, socio-cultural exchange, cooperation and peace can be achieved"	1. Statement number 1 is "This hotel does not provide products or services that violate Islamic sharia, such as food containing pork, alcoholic drinks, gambling, adultery and accommodation packages that involve prostitution" 2. Statement number 26, so "This hotel seeks to empower local communities through education and positive communication to increase tolerance, cultural exchange, cooperation and peace"

Source: Authors' data processed, 2023

Based on the suggestions given by the validator, revisions were carried out to obtain a valid and suitable instrument for use as a Research Questionnaire regarding Analysis of Sharia-Based Hotels on Sustainable Tourism in West Sumatera. Analysis of research instruments was carried out using the Aiken's V formula explained in Research Method. The validation results according to the validity instrument validation questionnaire developed can be seen in the following table:

Table 8. Instrument Validation Results

Number	Item	Evaluator		S1	S2	ΣS	n(c-1)	V	Information
		I	II						
1	1	5	4	4	3	7	8	0,875	Valid
2	2	4	4	3	3	6	8	0,75	Valid
3	3	5	5	4	4	8	8	1	Valid
4	4	4	4	3	3	6	8	0,75	Valid
5	5	5	4	4	3	7	8	0,875	Valid
6	6	5	4	4	3	7	8	0,875	Valid
7	7	5	5	4	4	8	8	1	Valid
8	8	5	5	4	4	8	8	1	Valid
9	9	4	5	3	4	7	8	0,875	Valid
10	10	4	5	3	4	7	8	0,875	Valid
11	11	4	5	3	4	7	8	0,875	Valid

Source: Authors' data processed, 2023

From the results of the instrument validation test analysis, it is known that the average assessment by two validators for the entire questionnaire was 0.88636 and received the "Valid" category. This means that the instrument created by the researcher is suitable for use in this research.

Table 9. Validator Assessment of Product Validation Instruments

Item	Evaluator		S1	S2	ΣS	V	Information
	1	2					
1-11	50	50	39	39	78	0,88636	Valid

Source: Authors' data processed, 2023

From the data obtained from respondents, researchers carried out tests via SPSS, the first test was the Normality Test.

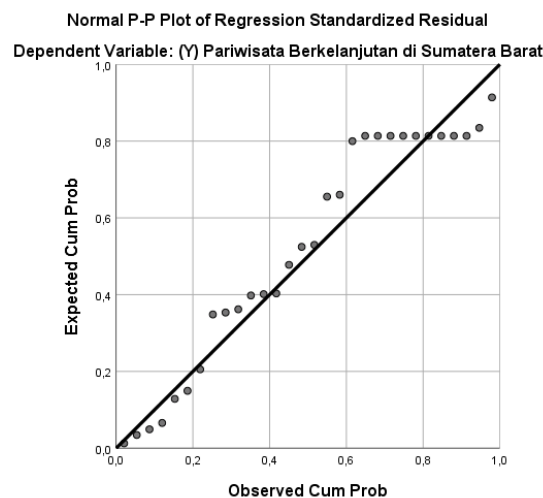


Figure 1. Normality Test Results Via SPSS

Source: Authors' data processed, 2023

Based on the Probability Plot (P-Plot) graph, it shows that the data is spread around the diagonal line and follows the direction of the line, so the regression model meets normal assumptions. So, it can be concluded that the data is normally distributed. Then, the next test is the Multicollinearity Test, because a good regression model should not have correlation between independent variables (Imam Ghozali, 2012), then do this test.

Table 10. Multicollinearity Test Results via SPSS

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	21,859	22,618		,966	,342		
(X) Hotel Berbasis Syariah	,695	,239	,482	2,909	,007	1,000	1,000

a. Dependent Variable: (Y) Pariwisata Berkelanjutan di Sumatera Barat

Source: Authors' data processed, 2023

Based on the table above, it can be seen that the VIF value for the variable has a value of 1, which means the VIF is no more than 10.00 or <10.00, so it can be said that there are no symptoms of multicollinearity in the data. So that there is no correlation between independent variables, the regression model meets the multicollinearity assumption. Then, the next test is Simple Linear Regression Analysis using SPSS.

Table 11. Correlation Coefficient Via SPSS

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,482 ^a	,232	,205	9,641

a. Predictors: (Constant), (X) Sharia-based Hotel

b. Dependent Variable: (Y) Sustainable Tourism in West Sumatera

Source: Authors' data processed, 2023

The R value is a symbol of the coefficient. In the Correlation Coefficient Table via SPSS, the correlation value is 0.482. This value can be interpreted to mean that the relationship between the two research variables is in the medium category.

Through the Correlation Coefficient Table via SPSS, the R Square value or coefficient of Determination (KD) is also obtained which shows how good the regression model formed by the interaction of the independent variables and the dependent variable is. The KD value obtained was 23.2%. So it can be interpreted that the independent variable X has a contributing influence of 23.2% to variable Y.

It is also known that the calculated F value = 8.465 with a significance level of $0.007 < 0.05$. Meanwhile, according to (Fajar Mulana, 2021) the interpretation of the results of a simple regression test via SPSS can be seen by comparing the

significance value of 5% (if the significance value is <0.05 , it means that variable X has no effect on variable Y). So, it can be concluded that the regression model in this research can be used to predict the Sustainable Tourism variable in West Sumatera (Y) or in other words, Sharia-Based Hotels (X) influence Sustainable Tourism in West Sumatera (Y).

It is known that the Constant (a) value is 21.859, while the value of the Sharia-Based Hotel variable (b /regression coefficient) is 0.695, so the regression equation can be written: $Y = a + bX$, namely: $Y = 21.859 + 0.695X$. This equation means a constant of 21.859, which means that the consistent value of the Sustainable Tourism variable in West Sumatera (Y) is 21.859. Then, the regression coefficient for the Sharia-Based Hotel variable (X) of 0.695 states that for every 1% increase in the value of the Sharia-Based Hotel variable (X), the value of the Sustainable Tourism variable in West Sumatera (Y) increases by 0.695. The regression coefficient is positive, so it can be said that the direction of influence of variable X on Y is positive.

Discussion

This research aims to analyze Sharia-Based Hotels on Sustainable Tourism in West Sumatera. From the Simple Linear Regression Analysis carried out, numbers 1 - 11 in the questionnaire are statements for the Sharia-Based Hotel variable (X) with numbers 12 - 26 statements for the Sustainable Tourism variable which consists of 3 aspects, namely, economic, environmental and social aspects. Then, from the questionnaire filled in by 30 respondents, and after testing, the Signification Test table shows that the calculated F value = 8.465 with a significance level of $0.007 < 0.05$. This means that there is an influence between Sharia-Based Hotels on Sustainable Tourism in West Sumatera which consists of these 3 aspects. Then, based on the regression coefficient table, the variable Sharia-Based Hotels on Sustainable Tourism is $Y = 21.859 + 0.695X$.

Based on the results of this research, there is a positive influence between Sharia-Based Hotels on their impact on Sustainable Tourism of 23.2% (seen in the coefficient table), the higher the Sharia-Based Hotels, the higher the impact on Sustainable Tourism. This is in line with the opinion of (Anggraini, 2016) who explains that there are at least 3 aspects that must be fulfilled by a tourist destination, which in this case is a supporting place for the tourist destination, namely a Sharia-Based Hotel to support Sustainable Tourism, namely that it must have an impact on economic and environmental aspects, and social.

The presence of sharia-based hotels as a service business can change people's lifestyles and living arrangements. Sharia-based hotels as one of the existing tourism supporters are able to implement 3 aspects which are the basis for tourism development, namely attractions, amenities and accessibility. This element will become the core for tourists' continuity in enjoying tourism.

The progress of the sharia hotel business will be reflected in the number of hotels that apply sharia principles. The presence of the hotel has a social, economic and environmental impact. The impact in the economic sector can be seen in the absorption of labor and business opportunities. The environmental impact is in the form of waste products from the process. From these results, the author recommends that hotels which are the object of research create a program in the form of waste processing. So that environmentally friendly conditions will be created to support sustainable tourism.

The existence of West Sumatera Province Regional Regulation Number 01 of 2020 concerning Halal Tourism Violations really supports the development of halal tourism in West Sumatera. So that the halal value chain that supports halal tourism is in a sustainable relationship. The existence of sharia hotels that support this implementation needs to be empowered and provided guidance in managing hotels in accordance with sharia values and increasing the number of hotels that comply with sharia values for their existence in the Minang area.

CONCLUSION

From the analysis carried out, the statements in the questionnaire for the Sharia-Based Hotel and Sustainable Tourism variables consist of three aspects, namely, economic, environmental and social. After testing, the Signification Test table shows that there is an influence between Sharia-Based Hotels on Sustainable Tourism in West Sumatera which consists of these three aspects. Based on the regression coefficient table, if Sharia-Based Hotels increase it will increase Sustainable Tourism. Based on the results of this research, there is a positive influence between Sharia-Based Hotels on their impact on Sustainable Tourism, the higher the Sharia-Based Hotels, the higher the impact on Sustainable Tourism.

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