

The Potential Of Hospitality Tourism In Riau (Study of Sharia Perspective)

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ABSTRACT

The purpose of this research is to find out how the potential of hospitality in Riau seen from a sharia perspective. The object of research was Riau Province for observations in 2017-2019, with a case study approach. The method used in this study consists of data collection methods and analysis methods. The study found that the potential of hospitality tourism development from the perspective of sharia is quite promising and supported by the existence of tourist attractions around the Riau region, which for the time being, has not been maximized in cultivating the existing potential, especially in every city/regency. The concept of sharia must be made according to the philosophy of the Malay people in the Riau Province.

Keywords: : Sharia tourism and hospitality.

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INTRODUCTION

Riau Province is an area with a strategic position between the triangle of ASEAN region, namely Malaysia and Singapore, where the nuances of Malay are still quite felt. It can be the basis for tourism development, especially those that are sharia. Of course, to realize this, there must be cooperation with both the government and the private sector, so that it can support government programs in the development of the tourism sector and halal tourism. Even in the co-19 condition, sharia hotels can still survive despite having to share innovations with superior in halal food with the concept of sharia (Suwardono, et al., 2020). Anshori (2010) explained that all countries in the world, including Indonesia, try to get as many tourists as possible in order to improve the economy. Hardiwinoto, Adwiani, and Akhmad (2014) added that fortunately, the number of foreign tourists choose Indonesia as one of the attractive tourism places in the world, including sharia tourism that becomes the driving force of the tourism sector, and it impacts on increasing the state foreign exchange income. Certainly, the number of foreign tourists is inseparable from the role of the Indonesian government itself. As the President's statement, he encourages and provides support for the development of tourism in Indonesia, especially sharia tourism. According to him, Indonesia has the potential to become a center of sharia economics that can provide benefits to the community in conditions of economic uncertainty that is sweeping the world. His statement is based on the fact that during the last nine years, the growth of Islamic economics has been very significant. The economic crisis that is affecting large countries can be an opportunity for the development of Islamic economics, where its mode can be one solution to reduce the impact of the financial crisis and increase national economic resilience. The President also mentioned that Indonesia has many

reasons to develop the potential of Islamic tourism. Among others, the existence of the Islamic economy is essential to reduce vulnerability between the financial system and the real sector, thereby avoiding economic bubbles; can avoid fluctuating financing; and can strengthen social security (Puskompublik, 2013). Pertiwi (2011) explained that one of the concrete steps to develop sharia tourism is to design products and destinations for sharia tourism. Sharia tourism can mean traveling to tourism destinations and attractions that have Islamic values and also which have halal food, halal hotels, available worship facilities, and others.

DEMAND AND SUPPLY FOR SHARIA HOTELS

The issues that can be raised in research regarding the potential development of hospitality tourism in the city of Riau by examining it from the perspective of the sharia perspective are as follows: What is the potential for hotel tourism development in the city of Riau by taking into account the demand of sharia tourists? At present, the demand for the sharia tourism market regarding the provision of sharia hotel accommodations in Riau City has not yet been optimally processed. Kotler (2002) stated that tourists who visit and live in tourist objects and attractions in their destinations would pamper themselves by fulfilling all their desires according to their abilities. Including one of them is to find a hotel to rest. Such needs are called demands. The demand from foreign tourists will automatically be a response from the tourism actors in the destination area to meet all the requested accommodation needs, and then the hotel accommodation providers (suppliers) emerge. Wahab (2003) stated that Pekanbaru, which is incidentally the Capital of Riau and is well-known as a tourist attraction, causes this destination to act as a provider of tourism facilities needed by foreign tourists visiting. The facilities

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include sharia hotels that can attract both sharia and non-sharia tourists to try international standard services. ICRA Indonesia (2012) explained that the demand for Islamic hotels could be made by estimating current and future market demand, which is carried out by analyzing various factors, for instance, overall economic growth, market-specific dynamics such as the ability to attract new investment (which involves business travel), or its popularity as a tourist destination (in this case, the number of sharia tourists).

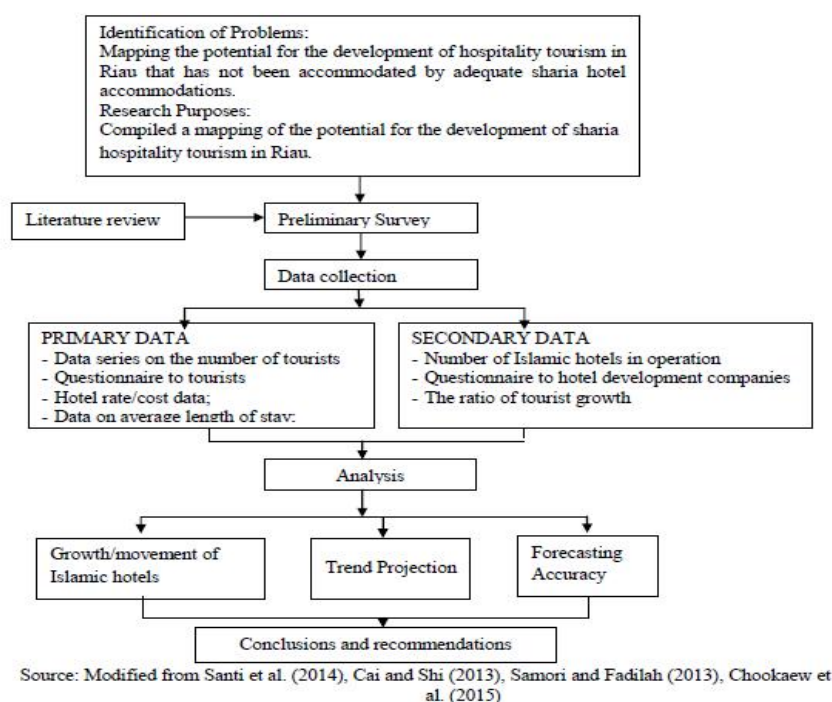
SHARIA TOURISM

Sharia tourism is a new tourist destination in the world today. United Nations World Tourism Organization (UNWTO) showed that foreign Muslim tourists contributed 126 billion US dollars in 2011. The number beats tourists from Germany, the United States, and China. According to Global Muslim Traveler data, Indonesian Muslim tourists are in the top 10 countries who do the most travel. However, Indonesia is not included in the 10 Muslim destinations (Saefudin, 2015). Ironically, Indonesia has not yet become a destination, and the majority of Muslim tourists are just consumers. The Ministry of Tourism and Creative Economy of the Republic of Indonesia has so far developed and promoted service businesses in the fields of hospitality, restaurants,

travel agents, and spas in 12 Islamic tourist destinations. The development was carried out in a number of cities, including Aceh, West Sumatra, Riau, Lampung, Banten, Jakarta, West Java, Central Java, Semarang, East Java, NTB, and South Sulawesi (Alamsyah, 2014).

CHARACTERISTICS OF SHARIA TOURISM

According to Chookaew (2015), there are eight standard factors for measuring sharia tourism in terms of administration and management for all tourists, which can be a distinct characteristic. They are (1) Services to tourists that must be in accordance with overall Muslim principles; (2) Guides and staff must have discipline and respect Islamic principles; (3) All activities are arranged so that they do not conflict with Islamic principles; (4) Buildings must be in accordance with Islamic principles; (5) Restaurants must follow international halal service standards; (6) Transportation services must have a protection system security; (7) There are places provided for all Muslim tourists to do religious activities; and (8) Places to travel are not contrary to Islamic principles. The following is a framework that explains the flow of research, which is summarized based on the theoretical framework and previous research.



RESEARCH METHODS

The methodology comes from the word, method, which means the right way to do something, and logos, which means science or knowledge (Indrintoro, 2002). Thus, research methodology is an assessment in studying the rules in research. The method in this study consisted of data collection methods and analysis methods. Data collection methods were divided into two methods, namely primary data collection and secondary data. Primary data collection aimed to obtain data directly from field observations so that researchers could determine the condition of the research object. Meanwhile, secondary data collection was done by

researchers to obtain secondary data needed for completeness of analysis in research.

RESEARCH DESIGN

As referred to Johannes, Ruslin, and Eddi (2012), this research is generally field research with case studies that used descriptive designs or was designed by describing data, identifying the situation and phenomena of problems that existed in the sharia tourism accommodation system in Riau that specifically addressed the potential for the development of sharia hotels in the region.

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DISCUSSION

Magnet tourist destinations in Riau are still a tourist attraction. Not only from local, foreign tourists also make several Riau tourist destinations as a vacation choice. This appreciation can be seen from the calculation of the number of foreign tourist arrivals in 2018 to Riau Province jumped up 30 percent, namely 146,935 foreign tourists. This figure exceeded the achievements of the previous two years. In 2016, there were 66,130 people, and in 2017, it reached 91,484 foreign tourists. It was from the recapitulation of data on foreign tourist visits compiled by the Riau Provincial Tourism Office, starting from January 1 to December 31, 2018. Based on the main entrance, namely the Sultan Syarif Kasim (SSK) II Riau international airport, there were 127,639 people, 12,909 people from the port of Dumai City, 5,225 from Bengkalis Regency, and Kepulauan Meranti Regency was 1,162 people. The total reached 146,935 tourists. Head of the Riau Tourism Office, Fahmizal Usman, explained the number of foreign tourists entering through the main gate of the SSK II airport. In January there were 12,511, February of 9,847, March of 12,052, April of 10,068, May of 9,262, June of 12,714, July of 10,983, August of 9,768, September of 9,260, October of 9,558, November of 11,996, December of 9,620, and the total number was 127,639 foreign tourists. Then, from the entrance of the port of Dumai City, January was 765, February was 1,122, March was 968, April was 720, May was 560, June was 3,107, July was 684, August was 1,461, September was 801, October was 544, November was 716, December was 1,461, totaling 12,909 visitors. Furthermore, from Bengkalis port, in January, it was recorded 524, February was 532, March was 349,

Bulan	Average Length of Stay of Guests (Days)	
	Foreign guests	Domestic guests
	2018	2018
January	13 017	109 849
February	13 091	101 959
March	13 484	116 613
April	13 049	121 642
May	12 891	102 803
June	12 535	115 847
July	13 322	122 434
August	14 285	119 199
September	13 519	128 716
October	13 844	129 996
November	13 710	123 134
December	13 740	132 360

April was 301, May was 349, June was 1,044, July was 433, August was 383, September was 236, October was 234, November was 319, December was 521 people, with a total of 5,225 foreign tourists. Besides, through the port of Meranti Islands Regency, January recorded 34, 168 in February, 91 in March, 61 on April, 36 in May, 353 in June, 47 in July, 113 in August, 45 in September, 53 in October, 77 in November, 84 in December, and the total reached 1,162 people. "The total number of foreign tourists visiting Riau in 2018 reached 146,935

foreign tourists. There was a significant increase of around 30 percent compared to the previous year," Fahmizal Usman explained. Further, it was said that this number exceeded the target of Riau's Regional Medium-Term Development Plan (RPJMD) of 79 thousand people. In 2017, the number of foreign tourists visiting Riau was recorded 91,484, with a target of RPJMD 54,388. Then, the number of domestic tourist movements in Riau Province was based on the recapitulation of tourist visit data from the regency/city tourism office throughout Riau Province. Starting from January, there were 545,096, February was 453,031, March was 454,833, April was 506,210, May was 489,505, June was 643,147, July was 666,396, August was 501,662, September was 1,031,836, October was 416,310, November was 413,724, December was 701,926, and the total number was 6,823,676 visitors (Fahmizal Head of Riau Tourism Office, 2019).

AVERAGE LENGTH OF STAY

In 2018, the number of attractions/recreational parks in Riau was listed as follows:

Average Length of Stay

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Source: BPS of Riau
In total, both foreign and domestic tourists, on average, hotel stays in 2018, experienced a special increase for domestic tourists by 20%.

HOSPITALITY TOURISM FROM THE SHARIA PERSPECTIVE ASPECT IN RIAU

PROMOTION INFORMATION

Where there is demand, there must be an offer. The most important supply element regarding the potential for tourism development in Riau that examines in terms of the perspective of sharia is Promotion Information. This discussion focuses on respondents' responses in order to react whether they come to sharia objects related to

Month	Percentage Rate of Room Occupancy (Percent)	
	Starred Hotels	Non-star hotel
	2018	2018
January	44.16	35.05
February	49.74	39.27
March	50.5	37.13
April	54.64	38.01
May	44.66	32.67
June	41.65	30.33
July	47.83	39.62
August	48.02	34.96
September	48.83	38.68
October	48.61	37.54
November	52.39	37.21
December	52.46	39.84

Province (processed) promotions carried out by government promotions, sharia hotel promotions, travel agency tours, promotion of private tourist attractions, reference from friends/relatives, or random choices. In connection with this promotion information as many as 20 people (20%) chose the government promotion, the promotion of sharia hotels was answered by 8 people (8%), the promotion of the travel agency/travel agency was answered by 50 people (50%), and the promotion of private tourist attractions was stated by 3 people (3%), reference from friends/relatives was stated by 16 people (16%), and random choices were answered by 1 person (1%).

Promotion Information

No.	Promotion Information	Respondents	Percent
1.	Government Promotion	20	20
2.	Promotion of Sharia Hotels	8	8
3.	Promotion of Travel Agencies / Tourist Travel	50	50
4.	Promotion of Private Tourist Attractions	5	5
5.	Friends / relatives reference	16	16
6.	Random Choice	1	1

Source: Results of Analysis, 2019

THE NUMBER OF AVAILABLE ROOMS

The assessment of this variable took data from BPS Riau in the book "Riau dalam angka (Riau in numbers)", which can be downloaded from the official website of BPS Riau.

The results of the study are presented in the following table per 2018: Percentage Rate of Occupancy of Hotel Rooms and Other Accommodations in Riau Province by Hotel Type and Month, 2018.

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Source: BPS of Riau Province (processed)

In total, both foreign and domestic tourists for the room occupancy rate, in 2018, it experienced fluctuations but continued to increase from January to December for star hotels, from 44.16% to 52.46%. Meanwhile, for non-star hotels, it was from 35.05% to 39.84%.

ROOM ACCOMMODATION IN RIAU

Number of Accommodations, Rooms, and Beds Available at Non-Star Hotels and Other Accommodations in Riau Province by Regency/City, 2017–2019

Regency/City	2017			2018			2019			
	Number of Non-Star Hotel Accommodations			Number of Non-Star Hotel Accommodations			Number of Non-Star Hotel Accommodations			
	Bed	Accommodation	Room	Bed	Accommodation	Room	Bed	Accommodation	Room	Bed
Kuantan Singingi	734	20	341	598	20	351	660	22	395	68
Indragiri Hulu	1 230	37	698	1 264	38	692	1 258	36	650	174
Indragiri Hilir	1 422	76	1 189	1 635	69	1 101	1 559	85	1 293	710
Pelalawan	548	19	401	611	18	396	606	18	396	06
Siak	895	17	518	905	16	503	890	16	536	49
Kampar	314	10	188	326	12	189	327	9	177	01
Rokan Hulu	1 018	23	575	1 027	25	552	942	25	534	84
Bengkalis	1 718	43	912	1 493	42	925	1 516	38	831	362
Rokan Hilir	1 044	40	1 184	1 596	40	1 135	1 419	40	1 067	537
Kepulauan Meranti	485	19	419	601	18	389	561	16	357	06
Pekanbaru	3 622	75	2 772	3 835	82	2 917	3 981	82	2 413	346

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Dumai	1 019	2 7	1 227	1 845	2 8	718	1 091	26	682	0 4 8
RIAU	14 049	4 06	10 424	15 736	4 0 8	9 868	14 810	413	9 331	4 1 9 1

Source: BPS of Riau Province (processed)

Overall, from the data above, the number of accommodations, rooms, and beds available at non-star hotels and other accommodations from 2017-2019 has increased, where 2018 was the highest.

Number of Accommodations, Rooms, and Beds Available at Star Hotels in Riau Province by Regency/City, 2017-2019

Regency/ City	2017			2018			2019		
	Number of Star Hotel Accommodations			Number of Star Hotel Accommodations			Number of Star Hotel Accommodations		
	Accommodation	Room	Bed	Accommodation	Room	Bed	Accommodation	Room	Bed
Kuantan Singingi	-	-	-	-	-	-	-	-	-
Indragiri Hulu	-	-	-	-	-	-	-	-	-
Indragiri Hilir	1	36	60	1	36	56	1	36	60
Pelalawan	1	109	165	1	109	166	1	109	166
Siak	4	185	325	4	185	325	4	185	325
Kampar	4	343	515	4	343	515	4	343	515
Rokan Hulu	1	68	109	1	68	109	1	68	109
Bengkalis	4	354	495	5	396	567	5	361	502
Rokan Hilir	2	100	314	2	100	314	2	168	314
Kepulauan Meranti	3	157	235	3	157	235	3	157	235
Pekanbaru	63	5 987	8 398	66	6 228	8 728	63	5 932	18 237
Dumai	7	501	754	6	479	684	6	479	685
RIAU	90	7 840	11 370	93	8 101	11 700	90	7 838	21 148

Source: BPS of Riau Province (processed)

Overall, from the data above, the number of accommodations, rooms, and beds available at star hotels and other accommodations from 2017-2019 experienced a significant increase of around 95% for beds in star hotels.

CONCLUSION

This research is intended to analyze the potential for the development of hospitality tourism through testing the supply-demand balance in the city of Riau. The results of this study are expected to provide an accurate picture of the needs of sharia hotels for sharia tourists and sharia hotel development companies in providing an optimal number of rooms, in terms of the number of rooms sold

and the average length of stay. From the results of research conducted using primary and secondary data, it can be concluded that: In terms of demand component of Islamic hotels in the city of Riau, it experienced a pretty good increase, as a model for future development. Whereas, the total visits of domestic and foreign tourists to Riau also experienced a significant increase, where the places that caught the attention of visitors were *air kepanasan* (overheated water), *cintateluk jering* island, *muara takus* temple, *datuk laksamana raja dilaut* site, the *sakai* traditional house, *tembulun berasap* waterfall, the tomb complex of the *Indragiri* kings, *Mayang* natural tourism park, Grand Mosque of *An-Nur*, Grand Mosque of

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Madani National Islamic Center, Raja Rokan Palace, Siak Palace, and the old city of Selat Panjang.

THE AVERAGE LENGTH OF STAY

In total, both foreign and domestic tourists, the average length of stay at hotels in 2017 to 2019 increased by around 20%. The highest average length of stay of tourists occurred in 2018.

In terms of components of sharia hotel deals in Riau:

- a. Promotion Information
In connection with this promotion information, as many as 20 people (20%) chose the government promotion, the promotion of sharia hotels was answered by 8 people (8%), the promotion of travel agencies/tourist trips were answered by 49 people (50%), and the promotion of private tourist attractions was stated by 5 people (5%), reference of friends/relatives was stated by 16 people (16%), and random choices were answered by 1 person (1%).
- b. Number of rooms available
The availability of rooms was assumed that only from Rauda Syariah hotel, which for the time being, is the only sharia concept hotel in Riau. The total room was 87 rooms. Several small hotels came up with sharia concept recently.
- c. Number of room nights available
Similar to the availability of rooms, the number of room nights available was assumed to be only available in Rauda Islamic hotels, so the number was only 87 nights.
- d. Service
The data showed a high level of dissatisfaction with services that were already available to Islamic tourists. It was indicated by the total number of respondents 'answers that were disappointed was higher than the respondents' answers that indicated satisfaction.

SUGGESTION

Based on the conclusions above, this research provides suggestions as follows:

1. There needs to be an increase in the number of sharia hotels in Riau, by collaborating with local governments and hotel development companies.
2. It is necessary to increase the number or volume of rooms in five-star hotels and efforts to change non-starred hotels from conventional to sharia in order to create an equilibrium point. Therefore, minimum operating costs will be obtained with optimal income, in accordance with the Malay atmosphere, which is characteristic of Riau Province.

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