

Promoting collaborative governance to integrated halal tourism development in Bukittinggi city, Indonesia

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Abstract

This study addresses the potential of halal tourism as a promising revenue sector in Bukittinggi City, which has a majority Muslim population with the philosophy of life "Adat Basandi Syarak, Syarak Basandi Kitabullah." Bukittinggi was chosen as a tourism destination based on its strong local culture, customs, and religion, which are aligned with the vision of halal tourism. Bukittinggi City has potential, but also has to face problems including limited infrastructure, halal tourism awareness, and contention over the socio-cultural impact of the arrival of foreign travelers. This research uses a qualitative method with an explanatory approach and data collection through participant observation, in-depth interviews, and documentation studies. The results of this study indicate that the community, tourism businesses, and the government contribute to integrating halal tourism development in Bukittinggi City by providing services, regulations, supervision, training, socialization, assistance, capacity building, and promotion of halal tourism. An active collaboration is also required to ensure inclusive, authentic, and sustainable growth of the tourism industry, which makes Bukittinggi a desirable halal tourism destination for Muslim visitors from all over the world. Moreover, the effective implementation of collaboration strategies between the local government, business actors, and local communities is expected to increase local economic growth and tourism image.

Keywords: collaborative governance, halal tourism, integration

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Introduction

Indonesia, as a country with cultural diversity and abundant natural resources, has great potential in the tourism sector. Its natural beauty, supported by a tropical climate and extensive coastline, has contributed to an increase in the number of tourists, both domestic and foreign. In 2022, Indonesia will experience significant progress in the global tourist attraction ranking, jumping from 44th to 32nd among ASEAN countries, with an increase in foreign tourist visits reaching 336.50%. This development has the potential to have a positive impact on the national economy, especially in major tourist areas such as Bali and Lombok (Pew Research Center, 2010).

However, in the midst of rapid tourism development, it is important to consider cultural aspects and local values that can enrich the tourist experience. One of the philosophies that is strongly held by the Minangkabau people in West Sumatra is "Adat Basandi Syarak, Syarak Basandi Kitabullah," which emphasizes balance in life between humans, nature and their creator. This philosophy supports the development of halal tourism that is in line with Islamic values, making it relevant in a modern context. The city of Bukittinggi, as one of the tourism centers in West Sumatra, was chosen as the

focus of this research because of its rich tourist destination potential, as well as the challenges faced in implementing halal tourism. (CNN Indonesia, 2015).

In the context of tourism development in Bukittinggi, it is important to understand that the success of halal tourism depends not only on adequate infrastructure and facilities, but also on harmony between local cultural values and tourist needs. The people of Bukittinggi, who are predominantly Muslim, have the hope that tourism developed will not only be economically attractive, but also reflect their cultural and spiritual identity. This creates its own challenges, especially in terms of providing facilities that meet halal tourism standards, such as places of worship, halal certified food, and services that comply with sharia (BPS Sumbar, 2023).

Apart from that, the development of halal tourism in Bukittinggi requires strong support from all parties, including the government, business actors and local communities. Effective collaboration between these actors is essential to create a sustainable and inclusive tourism ecosystem. By utilizing the philosophy of "Traditional Basandi Syarak, Syarak Basandi Kitabullah," tourism development can be integrated with the noble values of society, thereby providing an authentic and meaningful experience for visitors. Through this research, it is hoped that concrete strategies will be revealed that can help Bukittinggi realize the vision of halal tourism that is not only economically profitable, but also strengthens local cultural identity.

Tourism branding in Bukittinggi focuses on main objects such as the Clock Tower and Wildlife Park and Kinantan Culture. Despite focused marketing, more intensive promotional efforts are needed, including diversification of souvenir products, to attract foreign tourists. The following figure shows the number of tourists in Bukittinggi City:

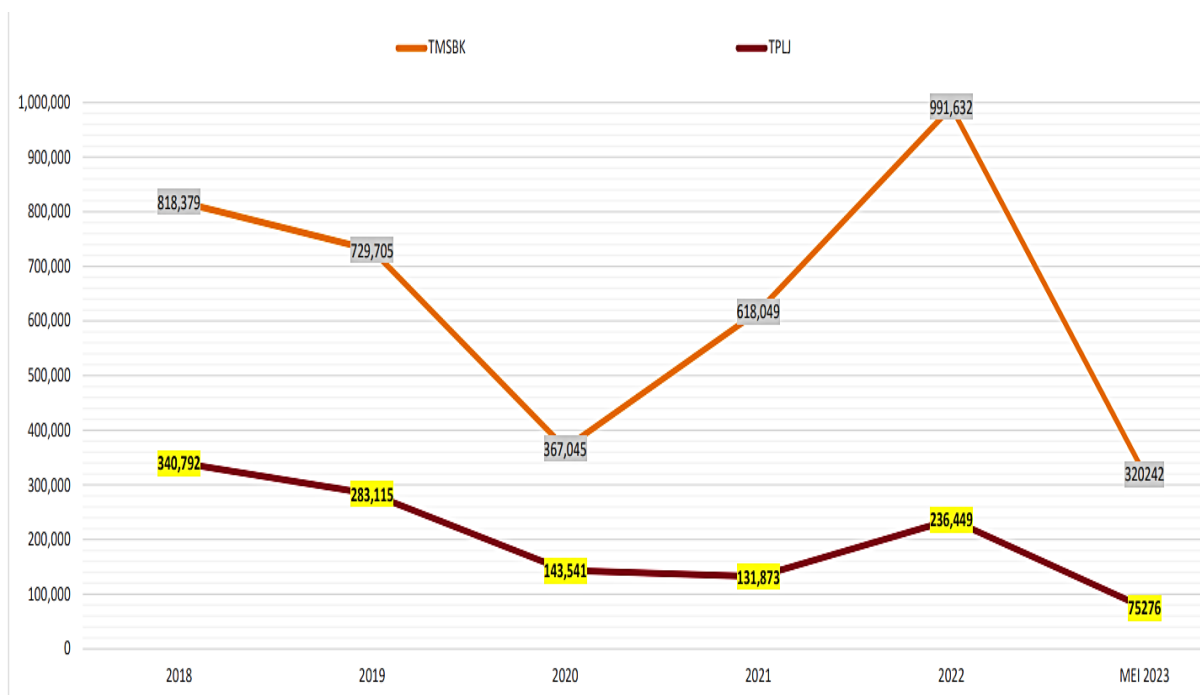


Figure 1. Tourist Visits Over The Past 5 Years
Source: Bukittinggi City Tourism Office

According to data from the Bukittinggi City Tourism Office in 2023, 395,518 tourists visited the Japanese Tunnel Panorama Park and the Kinantan Wildlife and Cultural Park until May 2023 (*Dinas Pariwisata Bukittinggi, 2023*). An increase is shown in the graph between 2020 and 2022, particularly in the Kinantan Wildlife and Cultural

Park. Even though the security and facilities of these two tourist destinations have been enhanced, improvements are still needed in the areas of restrooms and places of worship. Based on observations, there is only one prayer room that can fit 20–25 people, and there is only one restroom and four water pipes each for Wudhu'. This leads to an overabundance of visitors in that location, particularly during prayer time.

Moreover, Wardi, Abror, & Trinanda (2018) stated that Islamic facilities include the availability of places of worship such as a mosque or prayer rooms as well as the audible call to prayer made at these locations as a sign of prayer time. The concept of halal tourism may encounter challenges due to insufficient cleanliness and the lack of worship facilities. This may result in a poor level of satisfaction among visitors to Bukittinggi City. Tourist satisfaction includes satisfaction with sharia facilities provided by tourist destinations, halal tourist attractions, and Islamic morality (Wardi et al., 2018). Therefore, support from a variety of parties is necessary for the implementation of halal tourism, and factors like enhancing Muslim-friendly infrastructure and transportation for Muslim travelers can draw more tourists, particularly those traveling for halal tourism in Bukittinggi City. However, challenges in implementing the halal tourism concept arise due to the lack of worship facilities and cleanliness, which can reduce visitor satisfaction.

The importance of halal food and drinks is one of the key components in halal tourism, alongside accommodation and transportation. Even though Bukittinggi has many accommodation options, the government still faces difficulties in implementing halal tourism due to resistance from some communities towards foreign tourists. Ineffective socialization and tourist non-compliance are also inhibiting factors. In addition, government efforts to promote tourism through digital media and word-of-mouth marketing need to be supported by increasing public awareness about the importance of halal certification. The halal label is considered crucial for Muslim consumers, but the complicated registration process often becomes an obstacle for producers in obtaining halal certificates (Davidson et al., 2021).

The purpose of this research is to mapping the roles and involvement of various actors, identifying challenges and collaborative strategies that are prospective to be adopted in the development and integration of halal tourism in Bukittinggi city. This research is expected to provide valuable input for the development of tourism that is in accordance with local values and the various needs of the travelers.

Research Methods

This research uses qualitative research methods with a explanatory approach. Through descriptive qualitative research, the researcher intends to describe events or phenomena according to what happens in the field which produces data in the form of written and verbal wording from people related to the form of collaboration between government, private sector and community in realizing halal tourism in Bukittinggi. . The research location was carried out in West Sumatra Province with the observation location being Bukittinggi City. West Sumatra Province. The informants used in this research were 13 informants consisting of the Head of the Destination and Tourism Industry Division of the Bukittinggi City Tourism Office, the Head of the Trade and Industry Division of the Bukittinggi City Industry and Trade Service, the Head of the Islamic Mass Guidance Section of the Ministry of Religion of the City of Bukittinggi, the Chair of the Bukittinggin Homestay Association (AHB), Marketing Manager of Al-Barra Syariah Hotel, Owner of Homestay Syariah One, MSME Center for Curry Souvenirs, IKM Souvenirs Tujin Abati Nuts, Manager of the Kinantan Bukittinggi Wildlife and Cultural

Park tourist attraction, Tourguide at the Japanese Lobang Struggle Park and the Community or visitors to tourist attractions in the City of Bukittinggi.

The selection of informants from various sectors, namely government, business and society, aims to obtain a comprehensive and holistic perspective regarding the dynamics of halal tourism development. Each sector has a unique role and perspective where the government provides policies and regulations, the business world reflects practices and challenges in the field, while the community provides insight into the acceptance and social impact of tourism. By involving informants from these three sectors, research can identify diverse needs and expectations, as well as challenges that may not be revealed if relying only on one sector.

Results and Discussion

Government, tourism companies, and the community all play important roles in the development of halal tourism in the City of Bukittinggi. These roles include regulation, supervision, training, outreach, mentoring, capacity building, and promotion of halal tourism, as well as active collaboration to ensure inclusive growth of the tourism industry. The result is authentic and sustainable tourism that draws both domestic and foreign Muslims to Bukittinggi. The Halal tourist Theory by Wardi et al. and the Collaborative Governance theory by Ansell and Gash (Ansell & Gash, 2008) were used to study the integration of halal tourist development in Bukittinggi City. The following explains the data analysis used to integrate halal tourist development in Bukittinggi City:

Possibility of Developing Halal Tourism in Bukittinggi City

The opportunities and potential for creating tourist locations that are welcoming to Muslims are referred to as the potential for halal tourism development. This includes offering amenities and services that adhere to Islamic religious precepts, such as halal cuisine, lodging that encourages prayer, and culturally appropriate tourism. The growing market demand from Muslim travelers looking for travel experiences that honor their wants and values is what is driving this potential. One major factor is the rise in demand from Muslim travelers looking for travel experiences that honor their religious convictions. Travel locations that are aware of this potential can create plans and initiatives to draw in and please Muslim travelers while also fostering the expansion of the travel and tourism sector as a whole. Halal travel differs from non-halal travel in that it follows the guidelines of Islamic sharia, which include eating halal food, staying in accordance with Islamic law, and engaging in non-religious activities. Non-halal travel, on the other hand, is unrestricted by any particular religious laws and provides a vacation experience free from limitations on activities, accommodations, or food. While non-halal tourism offers a variety of experiences without according to particular religious rules, halal tourism seeks to give experiences that Muslims can enjoy in accordance with Islamic sharia. To meet market demands and make tourist locations more appealing, the government and participants in the tourism industry must create distinct plans for each form of tourism.

Halal tourism attractions are places that adhere to Islamic values, particularly with regard to food, lodging, and activities that do not violate halal regulations. Mosques, halal-food restaurants, halal-product traditional markets, family-friendly recreation centers, and family-friendly attractions are all included. Halal tourism in Bukittinggi include mosques that have sufficient spaces for prayer, halal-friendly eateries that keep their dishes clean, and tourist destinations that honor Islamic

religious and cultural norms. These locations allow Muslim travelers to have a peaceful vacation in line with their religious beliefs.

In addition to halal tourism destinations, Bukittinggi provides Muslim visitors with a range of halal accommodations. In Bukittinggi, hotels and other lodging establishments embrace the idea of halal lodging by offering amenities like prayer rooms, halal toiletries, prayer mats, rooms facing the direction of the Qibla, and Al-Quran. Halal-compliant cuisine is also served at restaurants within halal hotels. Along with hosting religious events like lectures and recitations, some halal hotels also offer amenities that honor the demands and religious principles of its Muslim visitors. Muslim visitors can feel secure and at ease when visiting Bukittinggi thanks to the range of halal accommodation options available, guaranteeing a vacation that adheres to Islamic religious beliefs. The findings of the researchers' observations indicate that a number of well-known halal tourist destinations and hotels in Bukittinggi City

Table 1. Halal Tourist Attractions and Accommodation in Bukittinggi City

No.	Tourist Attractions	Lodging
1	Ngarai Sianok	Aedo Hotel Syariah
2	Benteng Fort de Kock	Grand Bunda Hotel Syari'ah Bukittinggi
3	Museum Rumah Kelahiran Bung Hatta	Mulia Hotel Syariah
4	Benteng Martello	Hotel Mersi Bukittinggi
5	Taman Panorama	Zulyan Homestay Syariah
6	Jembatan Limpapeh	RedDoorz Syariah near Jam Gadang Bukittinggi 2
7	Lobang Jepang	Hotel Graha Muslim RedPartner
8	Air Terjun Lembah Anai	a. RedDoorz Syariah at D'Ostha Residence b. OYO 90506 Bunga Sonsang Homestay Syariah c. Arro Hotel Bukittinggi d. OYO 2903 Putri Residence Syariah e. RedDoorz Syariah Plus near Padang Luar Bukittinggi

Source: research result 2024

The table above shows a list of halal tourist attractions and accommodation in the city of Bukittinggi, Indonesia. This table includes eight halal tourist attractions, including the Nagari Sianok Mosque, Fort de Kock Fort, Bung Hatta Birth House Museum, Fort Martello, and Limpapeh Bridge. Apart from that, this table also lists several halal accommodation options, such as Aedo Hotel Syariah, Grand Bunda Hotel Syariah, Mulya Hotel Syariah, Hotel Mersi Bukittinggi, Zuljian Homestay Syariah, RedDoorz Syariah near Jam Gadang Bukittinggi, Hotel Graha Muslim RedPartner, and several homestay options other sharia. The information presented in this table can assist Muslim tourists in planning their trip to Bukittinggi and ensure they can access facilities and services that suit their halal needs.

On the other hand, there are tourist attractions that are not halal, which are places or activities that do not adhere to Islamic teachings whether it comes to food, beverages, or other activities. This includes non-halal dining establishments like pig joints and bars that serve alcoholic beverages, as well as entertainment centers that go against Islamic principles like casinos and nightclubs. This includes lodging that serves

alcohol, treats non-halal cuisine, or pays little regard to the source of the meat. When searching for non-halal lodging, travelers typically want to locate a location that is not constrained by any religious laws on what they may and cannot eat or drink while there. According to the findings of the researchers' observations, a number of well-known non-halal tourism destinations.

Table 2. Non-Halal Tourist Attractions and Accommodation in Bukittinggi City

No.	Tourist Attractions	Lodging
1	Jam Gadang	Grand Rocky Hotel Bukittinggi
2	Pasar Atas	Hotel Santika Bukittinggi
3	Chinese Food Monalisa	Royal Denai View Bukittinggi
4	Kampung Cina	a. Hotel Yuriko b. Grand Gallery Hotel Bukittinggi c. Hotel Hello Guest House Bukittinggi d. Treeli Boutique Hotel e. Lima's Hotel f. Grand Royal Denai Hotel g. Campago Resort Hotel

Source: Research result 2024

The table above shows a list of non-halal tourist attractions and accommodation in the city of Bukittinggi, Indonesia. There are four non-halal tourist attractions mentioned, namely Jam Gadang, Pasar Atas, Chinese Food Monalisa, and Kampung Cina. Apart from that, the table also lists several non-halal accommodation options, such as Grand Rocky Hotel Bukittinggi, Hotel Santika Bukittinggi, Royal Denai View Bukittinggi, Hotel Yurico, Grand Gallery Hotel Bukittinggi, Hotel Hello Guest House Bukittinggi, Treeli Boutique Hotel, Lima's Hotel, Grand Royal Denai Hotel, and Campago Resort Hotel. This information can help tourists in planning their trip to Bukittinggi and choosing accommodation that suits their preferences, both halal and non-halal.

The framework for sustainable tourism development includes the halal tourism strategy plan in Bukittinggi City Regional Regulation Number 1 of 2020 covering the Bukittinggi City Tourism Development Master Plan for 2019–2025. Sustainability in the economic, environmental, social, and technological spheres is taken into account in this approach, and policies and programs that are suggested must adhere to sustainable planning principles. The following factors are crucial for Bukittinggi's sustainable tourist development. Economic sustainability focuses on creating tourism that positively impacts the local economy, ensuring financial benefits for the community. Environmental sustainability emphasizes preserving natural resources and maintaining the environment without depleting them, fostering long-term ecological health. Social sustainability ensures that tourism development is welcomed and beneficial to nearby communities, promoting harmony and inclusivity. Lastly, technological sustainability involves the efficient and effective technology implementation to support sustainable tourism practices.

These guidelines must also consider the demands of the local population and visitors, the preservation of natural resources, and the advantages they offer to nearby towns. Additionally, this development needs to adapt to changes and monitor ongoing procedures. The 1995 Sustainable Tourism Charter, which prioritizes ecological, economic, ethical, and social growth for the community, is cited in Bukittinggi's sustainable tourism policy. This calls for the community, business sector, and government to all actively participate in the integration of good governance systems.

The idea of sustainable development in the tourism industry tackles not just environmental problems but also democratic, human rights, and other more general issues, making it the ideal "recipe" for development that raises local populations' standard of living.

Interviews with different informants from the community and government sector have led to the conclusion that Bukittinggi City has a lot of potential for halal tourism, which is in line with Islamic religious beliefs. Bukittinggi has a lot of potential to develop into a halal tourism hotspot since Muslim travelers are looking for experiences that align with their religious convictions. The Minang people's "Adat Basandi Syarak, Syarak Basandi Kitabullah" living philosophy unites Islamic principles with customs to promote the growth of halal tourism. The Bukittinggi City Tourism Development Master Plan for 2019–2025 calls for enhancing digital infrastructure to facilitate halal travel. "Halal Digital Tourism" highlights Bukittinggi's endeavors to enhance its digital infrastructure for halal tourist, encompassing halal booking and information websites.

Bukittinggi has a lot of potential for halal tourism that adheres to Islamic principles. Regional laws are intended to control public services, infrastructure development, and tourism governance in accordance with the "Adat Basandi Syarak, Syarak Basandi Kitabullah" concept. This seeks to incorporate these ideals into daily living in accordance with the values and tenets of the neighborhood. Bukittinggi will concentrate on creating Halal Digital Tourism till 2025, fusing digital technology with cultural and religious principles. Together with restaurants and food vendors, the government and associated organizations offer high-quality halal cuisine and train cooks and servers. This partnership enhances service quality and raises awareness about halal travel. In order for halal tourism in Bukittinggi to grow, offer Muslim travelers a comfortable experience, and have an effect on bringing in more tourists.

The Minang people of Bukittinggi City are renowned for their spirit of entrepreneurship, which they view as a badge of bravery and self-reliance (Cipta, 2019). They contend that entrepreneurship will be encouraged by a favorable environment, which includes government assistance and training initiatives, and that this will enhance the variety of firms in the area while also generating jobs and boosting the local economy (Sutanto & Nurrachman, 2018). Minang ethnic entrepreneurship is characterized by a kind, self-assured, diligent, and instrumental personality. They operate in retail, wholesale, e-commerce, and manufacturing. They also provide a range of creative and traditional Malay dishes and promote Malaysian cultural heritage through homestays, boutique hotels, and travel agencies. This spirit of entrepreneurship helps Malaysia's economy flourish, culture thrive, and draw in foreign tourists. Developed business infrastructure, which fosters overall business growth, Malaysia is a more appealing destination for entrepreneurs (Sutanto & Nurrachman, 2018). While this is going on, Minangkabau may face challenges in growing its business due to its weaker commercial infrastructure and less supportive policies than Malaysia, while having a strong entrepreneurial tradition. Nonetheless, the Minangkabau culture's emphasis on economic independence and entrepreneurship continues to be the primary motivator for local business owners to keep trying and growing.

The Role and Involvement of Halal Tourism Development Actors

The role and involvement of halal tourism development actors in Bukittinggi City is a key aspect of comprehending the dynamics of developing tourist destinations that are focused on needs and sharia principles. Identification of the roles of

stakeholders based on the main elements and areas in implementing the halal tourism concept will be followed by concrete steps. These steps primarily derive from the principles of initiative, participation, and awareness of each stakeholder (Syahrial, 2020). Furthermore, all actors carry out and engage in every activity aimed at developing halal tourism in Bukittinggi City. In addition, there are several main actors in the development of halal tourism, including the government, halal tourism businesses, and the community.

The Government Sector

Stakeholder involvement is closely associated with the development of sustainable tourism. To have long-term effects on the economic, ecological, and sociocultural aspects of tourism development, it is necessary to enhance the involvement of actors in this regard (Fatmawati et al., 2023). The development of halal tourism in Bukittinggi City is affected by the work governance of government institutions. The Ministry of Religion (Kemenag) is responsible for registering halal certificates, and the Tourism Office is responsible for providing facilities and promoting MSMEs and culture. Meanwhile, the Department of Industry and Trade (Disperindag) is responsible for guidance and training for small and medium industries (IKM) towards halal tourism.

Stakeholder involvement in the development of sustainable tourism in Bukittinggi City is very important to create long-term positive impacts in various aspects. For example, research by Fatmawati et al. (2023) shows that the active participation of all actors, from the government to the community, plays a key role in achieving sustainable tourism development goals. In the context of halal tourism, the working procedures of government institutions are the main determinant, where the Ministry of Religion (Kemenag) is responsible for registering halal certificates which is crucial to guarantee the halalness of products and services. On the other hand, the Tourism Office has the task of providing facilities that support tourism and promote micro, small and medium enterprises (MSMEs) that are oriented towards halal tourism. The Ministry of Industry and Trade (Disperindag) also plays an important role in providing guidance and training to small and medium industries (IKM), so that they can adapt and meet the standards required to participate in the halal tourism sector. With good collaboration between various ministries and institutions, it is hoped that the development of halal tourism in Bukittinggi can run more effectively and sustainably.

a. The Provision of Regulations and Supervision of Halal Tourism Implementation

The Bukittinggi Municipal Government has regulated halal tourism based on clear regulations, including Regulation of the Minister of Religion Number 20 of 2021 concerning Halal Certification for Micro and Small Business Actors, the Governor Regulation of West Sumatra Number 19 of 2022 concerning Implementing Regulations of Regional Regulation Number 1 of 2020 concerning the Implementation of Halal Tourism, and Bukittinggi Municipal Regional Regulation Number 1 of 2020 concerning the Bukittinggi City Tourism Development Master Plan for 2019-2025. The primary focus of place branding is on popular halal tourist destinations such as Jam Gadang and Sianok Canyon Geopark. The significance of place branding as a marketing strategy was outlined by Hermawan and Fahmi et al. in that it supports the development of identity through names, logos, symbols, word marks, or other graphic elements ((Fahmi et al., 2023; Hermawan, 2019). It aims to identify and set apart the destinations, convey the unique promise of the travel experiences, and bolster pleasant memories for visitors.

The Bukittinggi City Government has taken significant steps in regulating the implementation of halal tourism through various structured regulations. Among these are the Minister of Religion Regulation Number 20 of 2021 which regulates halal certification for micro and small business actors, as well as the Governor of West Sumatra Regulation Number 19 of 2022 which functions as the implementer of Regional Regulation Number 1 of 2020 concerning the Implementation of Halal Tourism. In addition, Bukittinggi City Regional Regulation Number 1 of 2020 stipulates a Tourism Development Master Plan for the 2019-2025 period, which is a strategic guide for tourism development in the region. The main focus of place branding is on popular halal tourist destinations such as Jam Gadang and Geopark Ngarai Sianok. In this context, the importance of place branding as a marketing strategy is explained by Fahmi et al. (2023) and Hermawan (2019), who emphasize that effective branding can help identify and differentiate destinations, convey unique experiences to visitors, and strengthen their positive memories. With clear regulations and the right branding strategy, Bukittinggi seeks to strengthen its position as an attractive and sustainable halal tourism destination.

Halal Tourism Services and Training

The Bukittinggi Municipal Government has implemented several programs and provided services to aid in the development of halal tourism in the region. Halal certification may currently be obtained more easily through online services and a counter at a public service mall, owing to a collaboration between the Department of Tourism, the Department of Industry and Trade, and the Ministry of Religion. This action is in line with the decree of the Head of the Halal Product Assurance Organizing Body Number 12 of 2020, which regulates the streamlining of the affordable halal certificate service procedure and engages business actors, including BPJPH, the Halal Inspection Institute (LPH), and the Indonesian Council of Ulama (MUI). The research conducted by Yuwana and Hasanah highlighted that MSME operators need to prioritize moral principles while running their businesses in compliance with Islamic law (Yuwana & Hasanah, 2021). This is being carried out to ensure that MSMEs do not violate Islamic principles as they expand and meet rising customer demand. In addition, the primary objective of the training provided by related parties is to equip local business actors to deal with the strong competition in the market. This includes marketing products overseas and adhering to halal standards that are accepted by Muslim communities both domestically and internationally.

The Bukittinggi City Government has implemented programs to support the development of halal tourism, including making it easier to access halal certification through online services and counters at public service malls. This initiative is the result of collaboration between the Department of Tourism, the Department of Industry and Trade, and the Ministry of Religion, and is in line with the Decree of the Head of the Halal Product Guarantee Organizing Agency Number 12 of 2020 which simplifies certification procedures. Research by Yuwana and Hasanah (2021) emphasizes the importance of micro, small and medium enterprises (MSMEs) to implement moral principles in accordance with Islamic law, in order to meet increasing customer demand. In addition, the training provided aims to equip local business actors to face market competition, including marketing products abroad and complying with halal standards accepted by the Muslim community both domestically and internationally.

The Provision of Information Dissemination and Assistance in Halal Certification

The Tourism Office conducts field inspections to verify that products meet halal requirements and actively educates business actors about the importance of halal certification. In order to carry out the information dissemination, an organization is needed from the implementer under the rules or direction of superiors as the implementer of halal tourism development, with the objective of ensuring that the community is aware of the fundamentals of halal tourism (Lubis & Meldawati, 2022). In order to assist business actors in obtaining Halal certificates, the Department of Industry and Trade provides support with the registration process and potential problem-solving. This can raise awareness of the significance of Halal certification and make the price of MSME products more competitive.

The Ministry of Religion of the Bukittinggi City, through the Community Empowerment and Protection Development Center (P3H), provides assistance and information dissemination to business actors to obtain free halal certificates. This will result in prices for MSME products reaching a more competitive level as the importance of halal certification becomes more widely acknowledged. This is an overview of Indonesian consumers' religious behavior and demonstrates the seriousness with which they respond to religious concerns (Davidson et al., 2021). Therefore, everyone, especially MSMEs, must possess knowledge about the halal label in order to be cautious while consuming products and avoid inadvertently consuming forbidden products (Yuwana & Hasanah, 2021).

The Bukittinggi City Tourism Office actively carries out field inspections to ensure that products meet halal requirements and provides education to business actors about the importance of halal certification. This socialization is carried out through organizations established according to the direction of superiors, with the aim of increasing public understanding of the basics of halal tourism (Lubis & Meldawati, 2022). The Ministry of Industry and Trade also contributes by providing support in the halal certificate registration process, which has an impact on increasing awareness and price competitiveness of MSME products. Apart from that, the Ministry of Religion through the Community Empowerment and Protection Development Center (P3H) offers assistance and outreach to help business actors obtain halal certificates for free. With increasing awareness of the importance of halal certification, MSME products are becoming more competitive, reflecting the religious behavior of Indonesian consumers who are increasingly serious about considering halal aspects (Davidson et al., 2021). Therefore, it is important for MSMEs to understand the halal label to avoid accidentally consuming haram products (Yuwana & Hasanah, 2021).

Halal Tourism Capacity Improvement

The Department of Industry and Trade of Bukittinggi City has initiated initiatives to enhance the potential for halal tourism by incorporating best practices from popular destinations. For example, they have adapted cloth craftsmen from Borobudur Temple to produce products that adhere to modesty norms and cover the private parts. Moreover, travelers will always need additional products and services, such as clean water, transportation, etc., when they visit a tourist destination (Ismayanti, 2020). Meanwhile, the Tourism Office serves as a facilitator and monitor when it pertains to managing and developing facilities funded by the municipal government. This includes monitoring projects and updating needs during the construction of facilities (Avrilian, 2018). According to Fahmi (Fahmi et al., 2023), to establish perception, local governments should prioritize the construction of infrastructure that serves as the

primary means of ensuring the sustainability of tourism to enhance public awareness of halal tourism. Hermawan added that creating halal tourist destinations in Indonesia entails providing tourist facilities and services that accommodate Muslim travelers' demands and create an atmosphere that is compliant with Islamic principles in each tourist destination (Hermawan, 2019).

The Bukittinggi City Department of Industry and Trade has launched an initiative to increase halal tourism capacity by implementing best practices from popular destinations, such as adapting Borobudur Temple fabric craftsmen to create products that comply with modesty norms. Apart from that, tourists also need additional products and services such as clean water and transportation when visiting (Ismayanti, 2020). The Tourism Office plays a role as a facilitator in the management and development of facilities funded by the city government, including monitoring projects and updating needs during construction (Avrilian, 2018). Fahmi et al. (2023) emphasized that to build positive perceptions, local governments must prioritize infrastructure development that supports the sustainability of halal tourism. Hermawan (2019) added that creating halal tourist destinations in Indonesia requires providing facilities and services that suit the needs of Muslim tourists as well as creating an atmosphere that is in line with Islamic principles at each tourist location.

Promotion Improvement

The Tourism Office and the Department of Industry and Trade of Bukittinggi City regularly organize festivals, exhibitions, and promotions of MSME products and local culture in compliance with principles of Islamic law. Furthermore, halal-tourist destinations are promoted through digital media, such as websites and social media, in order to increase local revenue and strengthen the halal tourist industry in Bukittinggi City. Websites and social media platforms, among other electronic media, need to be extensively employed for promotion (Zitri et al., 2023). Therefore, information on halal tourism is expected to reach other nations in addition to Indonesia.

Efforts to preserve the strong local culture in compliance with Islamic law are among the promotional activities undertaken by tourism development actors. For example, sharia economic festivals, the Thursday traders' traditional clothing uniform, and cultural events like the Cultural, Arts, Exhibitions, Trade, and Industry Festival (PEDATI) of the anniversary of Bukittinggi City. This is an effort on the part of the government to promote halal tourism and the culture of Bukittinggi City. Alfarizi emphasized that the existence of community events and the promotion of local products have a favorable effect on local economic growth, generating new employment, and enhancing the well-being of local communities (Alfarizi, 2021).

The Tourism Department and the Bukittinggi City Department of Industry and Trade regularly hold festivals, exhibitions and promotions of MSME products and local culture that are in line with the principles of Islamic law. Promotion of halal tourist destinations is also carried out through digital media, including websites and social media platforms, which aims to increase local revenue and strengthen the halal tourism industry in the region. According to Zitri et al. (2023), widespread use of websites and social media is expected to reach international audiences. Apart from that, efforts to preserve local culture are also an integral part of promotion, as can be seen from the holding of sharia economic festivals and cultural events such as the Festival of Culture, Arts, Exhibitions, Trade and Industry (PEDATI) which celebrates the anniversary of Bukittinggi City. Alfarizi (2021) emphasizes that these community events and promotion

of local products contribute positively to local economic growth, the creation of new jobs and increasing the welfare of local communities.

Tourism Business Sector

The development of halal tourism has become the main focus for all parties through contributions and initiatives from the tourism business sector. Measures have been implemented to guarantee that tourism experiences, services, and infrastructure comply with halal principles, hence increasing the attractiveness to Muslim tourists.

The implementation of halal tourism in Bukittinggi City reflects a strong commitment by business actors, especially in the hospitality sector, to adhere to halal regulations. Their efforts include verifying guests' marital status and closely monitoring hotel products and activities, ensuring the integrity of halal tourism. This commitment is crucial for delivering an excellent experience and satisfaction to tourists. According to Abror et al., essential factors in developing halal tourism include Islamic facilities, halal food and beverages, Islamic morality, alcohol-free options, tourist satisfaction, and word-of-mouth marketing (Wardi et al., 2018). To support halal tourism, business actors prioritize providing the necessary infrastructure and facilities. Comprehensive and integrated travel information is essential, including details on tourist destinations, transportation, healthcare, security, accommodation, gastronomy, and costs (Ismayanti, 2020). Notable improvements, such as enhanced digital animal signage and additional historical information at Kinantan Wildlife and Cultural Park, illustrate the focus on enriching the halal tourism experience. These enhancements cater to tourists' desires for attractions that offer "something to see, something to do, and something to buy" (Silvandi & Mandalia, 2022).

Capacity-building initiatives also play a vital role in supporting halal tourism. Business actors actively participate in training and dissemination events to improve their understanding of halal tourism principles, products, and services, as well as the application of relevant technologies. Developing an integrated halal industry ecosystem that involves all stakeholders is essential for addressing challenges and identifying solutions. This approach can accelerate Indonesia's position as a leading global producer of halal products (Santoso & Tri Cahyani, 2022). Digital marketing significantly influences tourists' interest in visiting attractions, as social media content aligned with consumer preferences encourages engagement and exploration (Ningrum et al., 2023). By making information readily accessible, digital platforms contribute to the increased visibility and appeal of Bukittinggi as a halal tourism destination.

The development of halal tourism in the City of Bukittinggi is the main focus of all parties, especially the tourism business sector, which is committed to ensuring that experiences, services and infrastructure comply with halal principles. Business actors, especially in the hotel sector, take steps to verify the marital status of guests and monitor hotel products and activities to maintain the integrity of halal tourism. According to Wardi et al. (2018), important factors in developing halal tourism include the provision of Islamic facilities, halal food and drinks, as well as tourist satisfaction. In supporting halal tourism, business actors also prioritize infrastructure and provide comprehensive travel information, including details regarding tourist destinations, transportation and accommodation (Ismayanti, 2020). Improved facilities, such as digital animal markers and historical information at the Kinantan Wildlife and Cultural Park, demonstrate efforts to enrich the halal tourism experience, fulfilling tourists' desires for interesting and interactive attractions (Silvandi & Mandalia, 2022).

Communities Engaged in the Tourism Sector

The development of halal tourism in Bukittinggi City involves actors from various levels of society, including local communities, business actors, and tourists. The Bukittinggi community has actively engaged in providing training for tourism actors on halal principles and technological mastery. This training focuses on services aligned with Islamic law, the use of technological applications, and the enforcement of visitor regulations, showcasing the community's dedication to maintaining halal standards. Such initiatives positively influence the motivation of employees at tourist attractions, ultimately enhancing their performance (Slamet & Yusuf, 2023). Improved job training contributes significantly to the overall quality of services offered to tourists.

Promotion plays a vital role in introducing Bukittinggi's tourist attractions. The community has actively promoted environmentally friendly homestays, local cuisine, and unique cultural offerings through word-of-mouth and digital media. Effective marketing strategies not only attract more tourists but also stimulate local economic growth. Enhancing halal tourism facilities can lead to higher visitor satisfaction, which boosts national revenue from the tourism sector. Satisfied visitors are more likely to share their positive experiences, driving word-of-mouth marketing. Studies suggest that halal tourism attributes significantly influence tourist satisfaction and their willingness to recommend attractions to others (Wardi et al., 2018). Tourists also provide valuable input on the development of halal tourism in Bukittinggi, emphasizing the need for better transportation facilities, environmental preservation, and enhancements to make attractions more Muslim-friendly. Suggestions include expanding prayer room capacities and ensuring cleaner restrooms. However, the growth of halal tourism faces challenges such as limited halal-certified culinary options, inadequate security and road infrastructure, and unwelcoming attitudes from some local communities near tourist sites. Addressing these issues is crucial for unlocking the economic and tourism potential of halal tourism (Rozalinda & Nuhasnah, 2021).

The development of halal tourism in Bukittinggi City involves active participation from various levels of society, including local communities, business actors and tourists. The local community plays a role in providing training to tourism actors regarding halal principles and mastery of technology, with a focus on services that comply with Islamic law and the use of technological applications. This initiative shows the community's dedication to maintaining halal standards and has a positive effect on employee motivation at tourist attractions, which in turn improves their performance (Slamet & Yusuf, 2023). Improved on-the-job training not only strengthens understanding of halal services, but also makes a significant contribution to the quality of services offered to tourists, ensuring a satisfying experience and in line with visitors' expectations.

Collaborative Strategy of Halal Tourism Development Actors in Maximizing Halal Tourism Development in Bukittinggi City

The local government, business actors, and local communities all need to be involved in the development of halal tourism. Halal tourism development facilities depend on coordination efforts and synergistic collaboration to accomplish shared objectives. Furthermore, the government, the private sector, and the community are examples of actors involved in halal tourism development. Collaboration among communities, tourism businesses, and the government demonstrates that integration has been realized in the development of halal tourism in Bukittinggi City. Actors work together to develop halal tourism in Bukittinggi City with their respective roles and

responsibilities, which can be examined through the collaborative governance theory developed by Ansell and Gash (Ansell & Gash, 2008). According to this theory, there are several stages that can be carried out, which are explained as follows:

Face to Face Stage

To accomplish the objectives of the halal tourism program, stakeholders in the development of halal tourism in Bukittinggi City engage in dialogue stages where they discuss the preparation of work plans, regulations, budgets, and vision and mission. This is consistent with the statement made by Destiana and Astuti (Destiana & Astuti, 2019) about the necessity of forming an agreed-upon comprehension of the concept of halal tourism among all parties involved to prevent different interpretations of the term. The Bukittinggi City prepared a work plan in accordance with Bukittinggi Municipal Regional Regulation Number 1 of 2020 regarding the Bukittinggi City Tourism Development Master Plan for 2019–2025. This plan involves the development of tourist attractions, restaurants, and souvenir shops, in addition to tourist-accessible worship facilities. According to Hermawan (Hermawan, 2019), creating halal tourist destinations in Indonesia entails providing tourist facilities and services that accommodate Muslim tourists' demands and establish an atmosphere that upholds Islamic principles in each tourist destination.

Following the establishment of plans and regulations, information dissemination on halal tourism implementation is provided, beginning with the possession of halal certificates for certain products. This information dissemination involves related agencies, including Disperindag, in collaboration with the local village head office. Furthermore, to gather data on business actors directly in the field, development actors collaborated. This stage facilitates the gathering of data on Bukittinggi City business actors and provides a precise image of the distribution of business actors who have and do not have a halal label. Moreover, Syahrial (2020) stated that stakeholders expect that the growth of halal tourism will be realized by regional leadership, which requires leadership capable of fostering collaboration with surrounding areas. In addition, Wardi (Wardi et al., 2018) added that the development of halal tourism requires consideration of Islamic facilities, halal food and drinks, Islamic morality, alcohol-free, tourist satisfaction, and word-of-mouth marketing. It is imperative to emphasize the importance of synergistic tourism programs by ensuring stable long-term development for the tourism sector as a whole.

Stakeholders in the development of halal tourism in Bukittinggi City regularly hold dialogue meetings to achieve the goals of this program. Meetings are held on a monthly basis, involving around 30 participants from various sectors, including government, business actors and local communities. Topics discussed include the preparation of work plans, regulations, budgets, as well as the vision and mission of developing halal tourism. The results of this meeting included an agreement regarding the importance of a uniform understanding of the concept of halal tourism, as stated by Destiana and Astuti (2019), to prevent differences in interpretation. The Bukittinggi City Government has also prepared a work plan in accordance with Bukittinggi City Regional Regulation Number 1 of 2020, which includes the development of tourist attractions, restaurants, souvenir shops and worship facilities that are easily accessible to tourists. According to Hermawan (2019), the success of creating halal tourist destinations in Indonesia depends on providing facilities and services that meet the needs of Muslim tourists and creating an atmosphere that is in accordance with Islamic principles at each tourist location.

Trust Building Stage

Building confidence and raising awareness of the importance of halal certification requires collaboration between the government, tourism businesses, and the community in order to further develop halal tourism in Bukittinggi City. This collaboration involves a variety of activities engaging business actors and the community, in which P3H counselors and the tourism office play a significant role in providing training and information dissemination on halal certification requirements and procedures. Furthermore, in an effort to increase tourist trust in tourism services, the government sector arranges training and information dissemination about products that must have a halal certificate. According to Yuwana dan Hasanah (Yuwana & Hasanah, 2021), halal certification guarantees Muslim customers that the food served is halal and compliant with sharia law. Customers are assured by this that the food is halal and healthy and that the facility's sanitation and hygiene standards are reliable.

The government collaborates with the community, particularly to assist small and medium industries (IKM) in registering their products as halal-certified. Moreover, the government sector actively facilitates the halal certification registration procedure, while the community assists in raising awareness among SMEs about the need to register their products. The halal logo, which is a requirement for halal certificate holders to put on their product packaging, reassures Muslim customers that the product is safe and appropriate for them. Purchase decisions for products are significantly affected by halal labeling, particularly in nations where the majority of the population is Muslim. Additionally, effective halal certification and labeling processes can enhance the performance of the halal supply chain. According to Davidson (Davidson et al., 2021), halal labeling significantly affects product purchasing decisions, particularly in nations where the majority of the population is Muslim. This statement is supported by Zainuddin (Zainuddin et al., 2019), who claimed that halal certification and the labeling process affect the performance of the halal supply chain. An effective halal certification and labeling process will contribute to halal supply chain performance. It is expected that stronger collaboration between the community, business actors, and government would raise awareness and trust in halal certification in the tourism industry in Bukittinggi City.

Building trust and increasing awareness of the importance of halal certification in Bukittinggi City requires close collaboration between the government, tourism businesses and the community. This collaboration involves various activities, where instructors from the Center for Community Empowerment and Protection (P3H) and the tourism office play an active role in providing training and outreach regarding halal certification requirements and procedures. To increase tourists' trust in tourism services, the government also organizes training regarding products that must have a halal certificate. According to Yuwana and Hasanah (2021), halal certification provides a guarantee to Muslim customers that the food served meets halal requirements and complies with sharia law, so that they feel confident that the food is not only halal and healthy, but also meets acceptable sanitation and hygiene standards. reliable.

Commitment-to-Process Stage

The collaboration of many stakeholders in the development of halal tourism in Bukittinggi City demonstrates a strong commitment to establishing an environment for tourism that is compliant with Islamic principles. The Bukittinggi Municipal Government has established halal tourism regulations in Bukittinggi Municipal Regional Regulation Number 1 of 2020 concerning the 2019-2025 Bukittinggi City Tourism Development

Master Plan, which comply with sharia principles and the philosophy of the Minangkabau people, "*Adat Basandi Syarak, Syarak Basandi Kitabullah.*" Furthermore, tourism actors demonstrate their commitment to halal tourism implementation by taking actions that are in line with their respective roles. Additionally, the government's efforts to successfully support business actors are demonstrated by the government sector's responsibility to disseminate information to the community about the importance of products that must obtain a halal certificate. Moreover, the Department of Industry and Trade, in particular, conducts field inspections as part of the government's supervision to verify ownership of halal certificates for MSME and IKM products. The purpose of this activity is to guarantee compliance with regulations and halal product standards and raise business actors' awareness of the importance of halal certification.

To guarantee sharia standardization and visitor comfort, collaboration among actors also includes managing facilities in tourist attraction areas and providing worship facilities. Moreover, stakeholders expect halal tourism development to be realized through the efforts made by the regional leadership (Fithriyah, 2022). As part of an integrated effort to raise awareness and understanding of the importance of validating halal certificates, particularly in homestays and hotels, the government collaborates with tourism businesses by providing training and information dissemination regarding halal certification. In order to maintain security, order, cleanliness, and halal aspects in the tourism business, this collaboration also includes the community, Islamic culture experts, and the waste management community. Furthermore, an important aspect of raising public awareness is being able to create a source of revenue for the local community (Amri et al., 2022). It is expected that this collaboration will generate revenue for the local community and raise awareness and understanding of halal tourism in Bukittinggi City.

Collaboration between various stakeholders in the development of halal tourism in Bukittinggi City reflects a strong commitment to creating a tourism environment that is in accordance with Islamic principles. The Bukittinggi City Government has established halal tourism regulations through Regional Regulation Number 1 of 2020 concerning the 2019-2025 Master Plan for Bukittinggi City Tourism Development, which is in line with sharia principles and the philosophy of the Minangkabau people, "*Adat Basandi Syarak, Syarak Basandi Kitabullah.*" Tourism actors also show their commitment by implementing actions that support the implementation of halal tourism. The government's efforts to support business actors can be seen from its responsibility to socialize the importance of halal certification to the public. In addition, the Ministry of Industry and Trade carries out field inspections to verify ownership of halal certificates for MSME and IKM products, with the aim of ensuring compliance with halal product regulations and standards as well as increasing business actors' awareness of the importance of halal certification.

Shared Understanding Stage

The halal tourism industry in Bukittinggi City covers various facilities, from sharia-compliant hotels to halal culinary centers that satisfy tourists (Rozalinda & Nuhasnah, 2021). Moreover, strategic efforts have been undertaken to promote halal tourist destinations by establishing halal cuisine, culinary culture, restaurants, and public services in a number of countries, including South Korea, Japan, and Thailand, with the aim of drawing Muslim visitors (Yousaf & Xiucheng, 2018). Additionally, the government is collaborating with the community to implement modern marketing

strategies using digital media hosted on the website <https://halaltourism.visitbeautifulwestsumatra.id/>, which highlights Muslim-friendly destination areas such as Jam Gadang and Sianok Canyon Geopark. Furthermore, the Creative Economy Sector of the Bukittinggi City Tourism Office uses social media platforms like Instagram and Facebook in addition to the official website, <https://visitbeautifulwestsumatra.id/>, to promote craftsmen and typical Minang products such as songket and baju kurung bordir (embroidered tunic clothing).

The government sector carries out strategies such as arranging exhibitions at the Jam Gadang Court and a bicycle race event, the Minang Geopark Cycling, to increase the popularity of tourist destinations and provide opportunities for local traders to sell their products. The purpose of the halal tourist promotion event held by the Bukittinggi Municipal Government is to promote local products and halal tourism as well as increase public awareness of the importance of halal tourism (Adistira, 2022). Furthermore, to preserve Bukittinggi City's culture and draw tourists, every event will begin with a traditional dance performed by the Minangkabau people. This was done by the Aceh Government to draw tourists with its rich historical heritage, which includes carrying out Islamic trips to the Baiturrahmah Mosque and the Aceh Tsunami Museum (Adistira, 2022). The excellent experience that visitors have in Bukittinggi serves as the primary draw for word-of-mouth promotion, which is another example of collaboration between various parties. Bukittinggi's image as a halal tourist destination will be strengthened by visitors who feel safe and comfortable during their stay as a result of sharing this information on social media or through word-of-mouth promotion methods. When Muslim tourists believe a tourist destination substantially upholds Islamic morality, they will suggest it to others with great enthusiasm (Wardi et al., 2018).

The halal tourism industry in Bukittinggi City includes various facilities, ranging from hotels that comply with sharia to halal culinary centers that satisfy tourists (Rozalinda & Nuhasnah, 2021). Strategic efforts are also being made to promote halal tourist destinations by building culinary culture, restaurants and public services in several countries, including South Korea, Japan and Thailand, to attract Muslim visitors (Yousaf & Xiucheng, 2018). The government is working with the community to implement modern marketing strategies through digital media that can be accessed on the West Sumatra Halal Tourism website, which highlights Muslim-friendly destination areas such as Jam Gadang and the Ngarai Sianok Geopark. In addition, the Creative Economy Sector of the Bukittinggi City Tourism Office utilizes social media platforms such as Instagram and Facebook, in addition to the official Visit Beautiful West Sumatra website, to promote craftsmen and typical Minangkabau products, such as songket and embroidered clothes brackets.

Intermediate Outcomes Stage

Providing intensive assistance in the process of issuing halal certificates is required for developing halal tourism in Bukittinggi. In order to ensure that the city becomes an attractive and reliable halal tourist destination for Muslim tourists, a number of halal tourism development actors collaborate to maximize tourism services and facilities in accordance with Islamic sharia principles. This collaboration enables tourism actors to harmonize halal standards, improve worship facilities, and provide services that prioritize Islamic sharia principles. In addition, Syahrial (2020) grouped five main actors—the government, academics, tourism businesses, communities involved in the tourism sector, and the media—who are essential in promoting the concept of halal tourism in West Sumatra.

According to Kayikci (Kayikci, 2018) , integration may be classified into two types: vertical integration and horizontal integration. Vertical and horizontal integration are the main pillars of developing halal tourism in Bukittinggi. Vertical integration involves the government's role in providing supervision and regulation, while the tourism business is crucial in providing the facilities needed to support halal tourism. Meanwhile, horizontal integration involves collaboration between the government, tourism businesses, and communities to accelerate the growth of an inclusive and authentic tourism industry. As a result of the strong collaboration between all parties engaged, Bukittinggi can expand its tourism potential as an attractive halal destination for Muslim tourists, both local and global.

Providing intensive assistance in the process of issuing halal certificates is very important to develop halal tourism in Bukittinggi. To ensure that this city becomes an attractive and trusted halal tourist destination for Muslim tourists, various halal tourism development actors collaborate in maximizing tourism services and facilities in accordance with Islamic sharia principles. This collaboration enables harmonization of halal standards, improvement of worship facilities, and provision of services focused on sharia principles. Syahrial (2020) identified five main actors, namely government, academics, tourism business actors, communities involved in the tourism sector, and the media who have an important role in promoting the concept of halal tourism in West Sumatra, ensuring that all aspects of tourism meet the needs and expectations of Muslim tourists.

Conclusion

A crucial component of comprehending the dynamics of creating sharia-oriented tourist destinations is the role and involvement of halal tourism development actors in the Bukittinggi City, such as the government, tourism businesses, and local communities. The government is an essential actor in the formulation of regulations as well as providing halal certification facilities and training business actors. The tourism business sector demonstrates a commitment to complying with halal tourism principles by providing appropriate facilities, expanding its capacity, and promoting halal products and services. Meanwhile, the community contributes significantly to the development of halal tourism by providing training and essential inputs, as well as encouraging word-of-mouth promotion. The Bukittinggi City emphasizes its commitment to developing sharia-compliant tourist destinations, increasing attractiveness to Muslim tourists, and strengthening the local economy sustainably through the active collaboration of these three sectors.

The development of halal tourism in Bukittinggi City demonstrates that collaboration between the local government, business actors, and local communities is essential to establishing an environment for tourism that complies with Islamic principles. To accomplish shared objectives in the development of halal tourism, various actors, including the government, private sector, and community, collaborate in various stages, from the dialogue stage to the formation of a common understanding. In addition, by examining both the vertical and horizontal integration perspectives, it was revealed that the government provides regulations and supervision, tourism businesses provide facilities, and communities actively support halal tourism programs.

The results of this research indicate that the government and tourism businesses in Bukittinggi City need to strengthen their collaboration in developing halal tourism. The government can take further steps to improve regulations and simplify the halal certification process, as well as provide more training for business actors.

Meanwhile, business actors must continue to improve their facilities and services to comply with halal standards, as well as utilize digital platforms to promote their products and services. Local communities should also be encouraged to actively participate in training and promotion programs, so as to increase awareness and interest of Muslim tourists in this destination.

Limitations of this research include its focus only on Bukittinggi City, so the results may not be fully generalizable to other regions in Indonesia or other countries with different halal tourism contexts. Apart from that, this research places more emphasis on aspects of collaboration between the government, business actors and the community, and does not delve into the direct experiences of Muslim tourists who visit these destinations.

For further research, it is recommended to conduct a more comprehensive study involving the perspective of Muslim tourists directly, including an analysis of their experiences during their visit to Bukittinggi City. Research can also explore the impact of digital promotions and marketing strategies on tourists' decisions to choose halal destinations. In addition, longitudinal studies that observe the development of halal tourism over time will provide deeper insight into the effectiveness of collaboration between the government, business actors and the community in developing halal tourism.

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