THE CONTRIBUTIONS OF ISLAMIC TOURISM ACTIVITIES TO IMPROVE THE PEOPLE’S ECONOMIC QUALITY LIFE

Afdaleni
Sekolah Tinggi Bahasa Asing (STBA) Haji Agus Salim Bukittinggi
afdaleni_09@yahoo.com
08126761892

ABSTRACT
The quality of the people’s economic life in Bukittinggi as a tourism destination of domestic and foreign visitors can be improved by doing many economic activities. Since Bukittinggi is a tourism city with cultural and religious people, it seems that doing economic activities can give much contribution to improve the people’s economic quality life. As Bukittinggi is promoted as city of trade, education and tourism. Moreover, it seems that most of the people of Bukittinggi are religious. The study is aimed at investigating the economic activities of the people to improve the economic quality life. The study is descriptive qualitative approach. The data are collected through survey and interview with participants. The result shows that there are some economic activities done by the people and they give much contribution to the improvement of the people’s economic quality life. The economic activities are in the fields of culinary, food, and restaurants, accessories or souvenirs, and clothings.

Keywords: Islamic tourism, activities, economic life

INTRODUCTION
Economic life of the society depends on many things. Tourism is considered as one of the main points to improve the economic life of the society. There are many things or activities that can be done related to the tourism. Bukittinggi is well known as a trade city as well as a tourism and education city. It means that first, as a trade city, most people do their activities to earn some money for their lives or have profession as traders. Second, Bukittinggi is well known as a city of education. It is based on the fact that historically, the oldest and educational institution in West Sumatera was located in Bukittinggi and now there are so many higher educational institutions that located in Bukittinggi. The last, Bukittinggi is famous for the city of tourism since there are so many reasons to make it becomes one of the best destinations to be visited by domestic tourists as well as the foreigners.

Tourism plays an important role on the economic development of a country. Tourism is a kind of travel for pleasure or business, it may be international or foreign country or within the traveler’s country (domestic). Tourism (Pitana 2000) is a kind of passport to development, new kind of sugar, tool for regional development, invisible export, new kind of industry and so on. To see the better prospect of tourism industry, it makes tourism itself become one of main disciplines to be managed. Then as Bukittinggi has been decided to be a tourism city by the government, it makes it need to be managed well. The people should get positive impact to the development of tourism management. There are some definitions of the term of tourism. Weaver and Opperman (2000) states that tourism is the sum total of the phenomena and relationship arising from the interaction among tourists, business suppliers, host government, host communities, origin government, universities, community colleges and non-governmental organization, in the process of attracting, transporting, hosting and managing these tourists and other visitors. While tourism is defined as the interrelated system that includes tourists and the associated services that are provided and facilities, attractions, transportation, and accommodation) to aid in their
movement, Fannel in Petana (2009). Tourism is a kind of travel for pleasure or business, it may be international or foreign country or within the traveler’s country (domestic).

TOURISM SECTORS

There are some tourism sectors that can attract the visitors to visit the tourism objects. Marpaung (2000) states that there are two broad kinds of tourism objects. They are natural and sociocultural ones. All the objects need good management in order that they will become visited by many visitors; domestic and foreign visitors. When the objects are managed well, visitors may give contributions to the economy of the people surroundings or who have access to the tourism sectors.

TOURISM ACTIVITIES.

There are a number of activities that can be managed in relation to the development of tourism sectors that need good management of human resources. McInnorch, at all (1995) state that the activities are about involving management of human resources and they may give good opportunity or prospects to the better economic life of the surrounding people. The activities can be on transportation, accommodation, food and beverage services shopping travel, etc. In relation to this, for Bukittinggi as a tourism city, there are a number of activities that can be focussed and managed well to develop economic life of the society.

There are many kinds of resources to handle tourism. In relation to tourism resources, Wilkinson in Petana (2009) states:

“……..tourism resources is not a single “good “ or “service”, but rather a bundle of goods and service, natural and human, social and cultural, economic and spiritual, fact and fiction, systemic and contextual. From a geographier’s point of view, therefore he tourism resource could be characterized as being “the place’ – the combinaion of factors which attract tourist to a destination of factors which attract tourist to a destination and sustain their experience while they are there”

It means that in the management of tourism there are any activities can be done by the people to develop their economic life. Among the resources, doing spiritual resources is religious tourism that was done by many people around West Sumatera to Bukittinggi as a tourism destination to visit.

Then in general, there are many tourism resources to be handled such as natural, human and cultural ones.

1. Natural sciences.
   Mitchell in Pitana (2009) defines natural sciences as human perception and attitudes, wants, technological skills, legal, financial and institutional arrangement, as well as as by political system. It means all things natural resources that can attract people to visit, can be categorized as natural tourism resosources.

2. Human resources.
   Human resources are the resources that involve human in the management and in activities that need many staffs on them. They are:
   a. Travel agencies that manage many kinds of bookings fot tickets of flight, bus, hotels and so on. Then, rental companies that can help the tourists to do tourism activities.
   b. Tour companies, bus or car rents. The visitors who want to make tours, individuals or group may need service on tranelportation.
c. Hotel, motels and resort. If the tourists want to have tour for days, they may need the places to stay in.
d. Food and beverage services and culinary. Everybody needs food and beverage in their visit. Not all can prepare it for themselves to eat and need them available for them. So food and beverage and culinary ones are needed.

3. Cultural resources
Tourism cultural resources is a kind of opportunities for visitors to understand people’s feeling, about cultural buildings and history to be destination of the visitors to visit.

METHODOLOGY
The study is descriptive qualitative approach. The data are collected by using survey, questionnaire, and interview with participants. Survey is to examine the contribution of tourism on quality of life of the respondents. Then, the questionnaire was structured by using Likert Scale. The scale shows the response of five scales with 1 representing strongly disagree and 5 representing strongly agree.

DISCUSSION
Bukittinggi is one of the tourism destinations of the visitors; domestic and foreign ones. There are many activities related to tourism by many reasons. All give contributions to the people who concern with the tourism especially on economic life. Bukittinggi is a city of education, culture and tourism. As has been known also that West Sumatera especially, Bukittinggi. As religious people in around West Sumatera, Bukittinggi is also strict to the idea of religious manifestation of their life. It means that most of people who have job to earn money on tourism activities, they consider and apply their religious teaching on their activities such as in culinary, selling things, handling transportations, hotels and so on. The visit makes many effects to the people in this city, mainly on their economic life level. It can be seen by the result of the questionnaires given to the respondents selected, the analysis of the result of survey and interviews. In reality there are some weaknesses that are faced by Bukittinggi as a destination of tourists that the people still have lack of understanding about tourism, the management of tourism and many things about handling tourism activities, Moreover, it needs the understanding that most Bukittinggi people are religious ones that should be considered by tourists in Bukittinggi. As Moscardo (2008) believed, lack of understanding of tourism impacts is a factor for underdevelopment of tourism in third world countries. Hence, by the interview and survey with the participants that the understanding all things related to tourism will help them to improve their services to the tourists. Then it will make them develop their income as well as economic level of their family.

CONCLUSION
The result of this study is that the tourism give much contribution to the economy of society. There are some economic activities done by the people and they give much contribution to the improvement of the people’s economic quality life. The economic activities are in the fields of food and restaurants, selling accessories or souvenirs and clothings and serving home stays, hotels, resorts and others. Then the results of this study provided some explanation of tourism effects on quality of life. The results showed that respondents strongly agree that tourism has many effects on their quality of life.
REFERENCES


Pradnya Paramita.