

Analysis of Halal Tourism Destination Development in Madura

Bambang Haryadi*¹, Hery Purwanto², Merry Satya Angraini³,
Fachrur Rozi⁴, Allyvia Camelia⁵

^{1,2,3}Faculty of Economic and Business, University of Trunojoyo Madura

^{4,5}Faculty of Social and Cultural Sciences, University of Trunojoyo Madura

E-mail: bambang.haryadi@trunojoyo.ac.id¹, herypurwanto@trunojoyo.ac.id²

Article History	Abstract
Accepted: 24 September 2024 Revised: 25 November 2024 Published: 05 December 2024	<p><i>The purpose of this study is to analyze the carrying capacity and the development of halal tourism destinations using the Business Model Canvas approach. The study was conducted in ten halal tourism destinations from August to November 2023. Primary and secondary data were used in this research. The results of the study indicate that the carrying capacity for halal tourism development is quite adequate. The results of the BMC element mapping, ten halal tourism destinations in Madura have provided value to tourists. All efforts fulfill the nine BMC elements. The results of the BMC mapping with SWOT show the strategies that can be carried out: 1) support for marketing development, 2) support for destination development, 3) support for the development of small and medium industries (IKM) in tourist destinations, and 4) institutional support. Based on the SWOT analysis, there are strategies that can be carried out, namely: 1. Integrating infrastructure development by building linkages with halal tourism destinations, 2. Establishing laws and regulations in the region, and 3. Providing ease of doing business for the community, 4. Tourism destination managers can take advantage of their advantages.</i></p> <p>Keywords: Development, Destination, Halal tourism, BMC, SWOT</p>



This work is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/)

INTRODUCTION

According to Rahman et al (2011) and Hamdan et al (2013), along with the increasing knowledge and awareness of halal products, the growth of the halal economy is increasing. Halal tourism, which refers to travel that is in accordance with Islamic law, is a significant part of this growth (Battour and Ismail, 2016). According to Bhuiyan et al (2011), Yusof En Shutto (2014), El-Gohary (2016) and Henderson (2016), this increase is consistent with the increase in Muslim tourists every year.

The publication of Samori et al.2016 shows that the growth of the halal economy is a new phenomenon, especially in the tourism sector. This makes sense because according to Battour et al. (2010), Battour et al. (2012), Jafari and Scott (2014), muslim tourists are increasingly concerned about consuming products and services that are not sharia-compliant when visiting tourist destinations.

Madura is one of the regions in east java that is rich in natural, artificial, and cultural tourism potential. the majority of madura's population is muslim, so it has great potential to become a halal special economic zone (SEZ). The following table shows the possibilities to support the development of halal special economic zones in Madura.

Table 1. Islamic Boarding Schools, Places of Worship, Islamic Schools, and Ulama's Graves in Madura

Regency	Islamic boarding school	Mosque & Prayer Room	Elementary Madrasah	Madrasah Tsanawiyah	Madrasah Aliyah	Tomb of the Ulama
Bangkalan	208	1.224	143	128	56	5
Sampang	351	3.715	490	226	87	7
Pamekasan	204	5.585	317	191	96	2
Sumenep	263	5.710	542	306	137	7
Jumlah	1.026	16.234	1.492	851	376	21

Source: Central Statistics Agency 2023.

Many halal destinations in Madura are still poorly managed. Halal tourism destinations in Madura face internal and external obstacles in their development process. The ongoing obstacle to the development of halal tourism in Madura is the low public awareness of the term halal tourism. Many people still do not know the terms and factors that differentiate halal tourism from regular tourism. This different understanding can be one of the obstacles to the development of Madura as a halal destination. There needs to be an agreement on halal tourism among various stakeholders in the country of Madura.

In response to these differences in perception, the local government should formulate a strategy for developing halal tourism destinations in Madura. This strategy is expected to be able to solve existing problems and, of course, encourage the development of halal tourism in Madura. The objectives of this study are 1. To analyze the feasibility of developing halal tourism in Madura. 2. To analyze the development of halal tourism destinations using the Business Model Canvas (BMC) approach. 3. To formulate a strategy for developing halal destinations in Madura.

RESEARCH METHOD

The survey was conducted in ten halal tourism destinations in Madura. The locations were selected with special consideration of the representation of halal tourism destinations in four districts in the state of Madura. Tourist destinations in Harar include the Tomran Lighthouse and Gua/Gua Bintang, Buju Sala, Aen Kolla, Amboina Culinary, Panjang Sampan Malang Beach, Pamekasan Garam Educational Tourism, and Ekasogi Beach in Sumenep. The respondents were destination managers, tourists, and informants from the tourism office. Data collection for this study was carried out through surveys, interviews, and questionnaires. Data analysis methods include: 1. Business Model Canvas (BMC) analysis for business analysis, and 2. SWOT analysis to determine halal tourism development strategies.

RESULT AND DISCUSSION

Supporting Capacity for Halal Tourism Development in Madura.

Madura has great potential to be designated as a Halal Special Economic Zone because the majority of its population is Muslim. The following potential feasibility is related to efforts to develop a Halal Special Economic Zone in Madura.

Table 2. Potential Supporters of Tourism Villages in Madura

Regency	Number of Potential Tourism Villages (Village)	Number of DTWs (locations)	Number of DTW Visitors (People)	Number of UMKM (units)	Islamic Financial Institutions		Potential Money Turnover (Rp/million)	Potential of Village Original Income (Rp/miln)
					BM T	Bank of Syariah		
Bangkalan	39	20	1.851.956	22.500	5	3	343.284,09	12.475,33
Sampang	27	13	842.241	30.830	7	3	70.970,87	2.909,24
Pamekasan	28	26	158.084	59.551	7	3	42.197,08	2.074,22
Sumenep	56	30	1.498.411	68.120	17	3	343.275,07	17.090,72
Number	150	89	4.350.692	181.001	36	12	799.727,12	34.549,51

Source: Tourism Research Center LPPM UTM, 2021.

The potential of the carrying capacity must be developed properly according to regulations. The development stage of halal tourism in Madura focuses on global standards through the use of information and communication technology.

Table 3. Halal Tourism Potential in Madura

Regency	Historical Tourism	Natural Tourism	Cultural Tourism	Religious Tourism
Bangkalan	Museum of Cakraningrat, Mercusuar Sembilangan, , Castle of ERFPRINS, Castle of Tjakraningrat IV Tanjoeng Piring, Patirtan Tjakraningrat IV Tanjoeng Piring	Jaddhih limestone hill, Arosbaya limestone hill, Siring Kemuning beach, Sembilangan Island, Labuhan Mangrove, Segara Ayu Mangrove, Martajasah Mangrove, Bintang Cave, etc.	kerapan sape, saronen music, Madurese sinden dance, macapat, sandhur, arokat culture, pellet bladder ritual,	Mosque of Syaikhona Kholil, astaratu ebuh
Sampang	1. Pababaran Trunojoyo Site 2. Ratu Ebu (Madegan) Eating Site 3. Daksan Well 4. Prince Santo Merto Grave Site 5. Bangsacara and Ragapadmi Grave Site 6. Sayyid Ustman Bin Ali Bin Abdullah Al-Habsyi Grave Site	Potre Koneng Baths, Toroan Waterfall, Magruve Forest, Monkey Forest, 1. Camplong Tourist Beach 2. Sumber Oto' Swimming Pool Tour 3. Klampis Reservoir Tour 4. Toroan Waterfall Tour 5. Nepa Monkey Forest Tour 6. Nipah Reservoir Tour 7. Lebar Cave Tour 8. Macan Cave Tour 9. Kelelawar Cave Tour	1. Kerapan Sapi Attractions 2. Sonok Sapi Attractions 3. Roket Tase' Cultural Attractions 4. 4. Traditional Dances and Arts	Mosque of Agung Sampang, Queen Mother Tomb Tour, Mosque of Madegan Polagan
Pamekasan	Monument of Arek Lancor, Api Abadi	Batu Kerbuy Beach, Tamberu limestone tourism, marble palace, love hill		Asta buju batu kerbuy, asta batu ampar

Sumenep	<ol style="list-style-type: none"> 1. Museum of Sumenep Palace, 2. Tomb of Sumenep King Asta Tinggi, 3. Sumenep Jami' Mosque, 4. Kalianget Old City, 5. Kalimo'ok Fort. 	Taman Sare, Salopeng beach, Lembang beach, Gili Labak, Ekasogi beach, etc		Asta Tinggi, The bed of Joko Tole and the king of Sumenep
---------	--	---	--	---

Source: Primer Data, 2022.

BMC Mapping

Mapping was carried out by identifying 9 blocks of elements forming the Business Model Canvas (BMC) in ten halal tourism destinations in Madura, as shown in Table 4.

Table 4. BMC Mapping of Ten Halal Tourism Destinations in Madura

Key Partners	Key Activities	Value Propotion	Customer Relationship	Customer Segments
1. Relationship between tourism managers and tourists 2. Non-competitive strategic alliance relationship	Activities fall into the service operations category	The main value offered is religious tourism, education and general tourism (beach, culinary, and others).	1. Types of community and non-community relationships, 2. Friendly and polite service, and 3. Providing information updates on social media.	Consumer diversification into 3 segments, namely: Religious tourism, educational tourism and general tourism (beaches, culinary, and others).
	Key Resources Key resources owned, including physical, human, and financial categories.		Channels 1. Direct marketing channels 2. Indirect marketing channels	
Cost Structure Costs of building tourist amenities, maintenance costs, promotion costs (online and offline), salaries, electricity, water, and others.		Revenue Streams 1.Sources of income from: 1) sales of processed products, sales of accessories, culinary, and others. 2) service usage fees, in the form of religious and educational tour package rates. 2.The largest source of income is obtained from culinary businesses, parking management, toilets, and others.		

Source: Primary Data, 2022.

A. Key Partners

The partnerships (key partners) in ten halal destinations in Madura have been established between destination managers and tourists. According to Osterwalder and Pigneur (2015), this partnership is a non-competitive strategic alliance. Several important business partners involved in the relationship between tourism managers and tourists are small and medium enterprises (SMEs), such as: culinary, fashion, and crafts. These small businesses play an important role in providing food and beverages, arranging food stalls, catering for tour groups, and many more. Small and medium enterprises in the culinary,

fashion, and crafts/souvenir sectors have the potential to support halal tourism. The collaboration that can be established in ten halal destinations in Madura is collaboration with tour guides and event organizers (EO).

B. Key Activities

Key Activities describe the main activities that need to be carried out in ten halal destinations in Madura state so that the business model can run well. Based on its type, the main activities of ten halal tourist destinations in Madura are included in the service industry category.

C. Key Resources

Key Resources are the main assets needed by ten Halal destinations in Madura to run their business models. Key resources include: physical resources, human resources, and funding sources. a). Physical resources, in the form of: tourism facilities/rides, buildings, and other infrastructure; b) Human resources as managers of Madura's halal tourism destinations. The HR management structure still does not have a division of labor according to position. Almost all administrative activities, both field activities, marketing, and financial activities, are managed centrally by a leader who acts as general manager (GM). Furthermore, the role of tour guides is very important, especially in educational tourism activities; c) Funding sources, in the form of: internal funds and cash from ticket sales, as well as support from other institutions (government and private), in the form of: road access, toilet/WC facilities, prayer rooms, and others.

D. Value Propositions

This value proposition is a combination of products and services offered by ten halal destinations in Madura to meet the needs of consumers (tourists). The main value of the ten halal tourist destinations in Madura is religious tourism, education, and general tourism services (beaches, culinary, fashion, crafts, and others).

E. Customer Relationships

Customer relationships are relationships built by halal tourist destination managers in Madura with customers (tourists). These ten halal tourist destinations in Madura have consumer (tourist) relationships, local and non-local community relationships, friendly and polite service, and the latest (latest) information on social media.

F. Channels

Ten halal destinations on Madura Island have two types of marketing channels, namely direct channels and indirect channels. Wijaya and Indriani (2016) stated that direct channels are a form of direct interaction between halal tourism destination managers and consumers (tourists), starting from the process of accessing information to the final transaction. Consumers receive information through direct channels, through the promotion process (word of mouth) from one consumer to another. Through indirect channels, consumers receive information from third parties or connection partners who are halal partners of travel agencies, such as: Tours, event organizers, and website operators. Third parties or stakeholders are responsible for connecting consumers with halal tourism managers. The marketing series of ten halal tourism destinations in Madura consists of five phases, namely: awareness, review, purchase, delivery, and after-sales. The channel phase is shown in Figure 1.

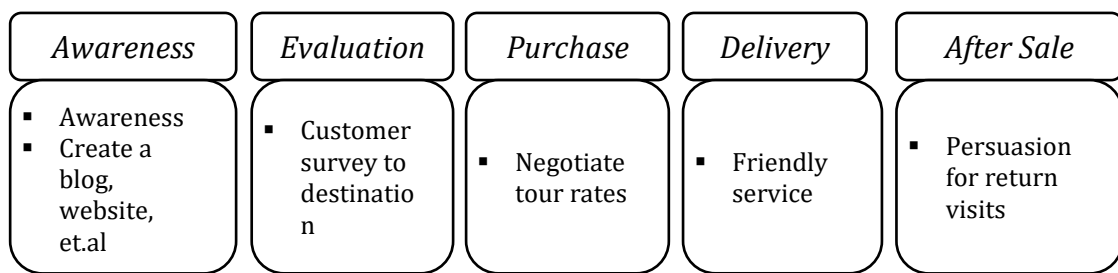


Figure 1. Marketing Channel Phases Implemented

The stages of the marketing channel for ten halal destinations in Madura include: (1) Awareness: Management to increase consumer (tourist) awareness of the existence of the destination through online and offline advertising. (2) Evaluation: This phase helps consumers (tourists) evaluate the destination's value proposition. Tourists can conduct a survey first at the destination to obtain detailed information about the tourism facilities offered when consumers choose a destination. (3) Purchase: If consumers decide to purchase the halal destination service, the management will provide consumers with the opportunity to negotiate according to their wishes and ability to pay, and renegotiate the actual price, points of agreement can be found. 4) Delivery. At this stage, the goal is to serve tourists in a friendly manner. 5) At this post-sales stage, destination managers communicate again with consumers (tourists) to ensure that consumers accept the value proposition and make repeat visits.

G. Customer Segments

This element includes consumers and organizations that want to serve ten halal destinations in Madura. The type of market segmentation used is the diversification type. The ten halal tourist destinations have different needs and concerns for different types of consumers. The ten halal tourist destinations divide consumers into three segments, namely: (1) Religious tourism. Religious travelers usually travel in groups. These tourists usually use the services of travel agencies, organizations, communities, and family groups inside and outside the Madura region. (2). Educational tourism. Consumers of educational travel usually travel in groups. Tourists who use educational tourism services come from schools, organizations, communities and family groups inside and outside the Madura region. 3. General tourism. Tourists can enjoy the tourist attractions they visit by simply paying the entrance ticket.

H. Cost Structure

The cost structure represents all costs incurred in running the tourism business model. The cost structure of the ten halal destinations in Madura includes: tourism facility development costs, maintenance costs, advertising costs (online and offline), salaries, electricity, water, and others.

I. Revenue Streams

The income of the ten halal destinations in Madura comes from various sources such as; 1) Sales of crafts, processed products, culinary and so on. 2) Service fees in the form of religious and educational tourism packages. The main source of income comes from the operation of destination rides, management of parking lots, toilets, and others. Regarding pricing, the ten halal tourism destinations have implemented a dynamic pricing mechanism.

Halal Tourism Destination Development Strategy in Madura

Opportunities in developing halal destinations in Madura include: 1) Tourism industry, 2) Development of Muslim-friendly facilities (hotels, restaurants, and others) has begun. 3) Developing halal tourism infrastructure in collaboration with financing institutions. On the other hand, future challenges include the following. (1) Industry market prospects and level of awareness, commitment, and ability to handle halal lifestyles. (2) tourism infrastructure and lifestyle status (standardization, certification, capacity building, and others); (3) Scope of branding and promotion activities for Indonesia as a halal tourism destination.

Table 5. SWOT Analysis of Halal Tourism Destination Development in Madura

Strengths:	Weaknesses:
<ol style="list-style-type: none"> 1. Has a majority Muslim population. 2. Region with various natural resources, arts and culture. 3. Has 16,234 mosques and prayer rooms 4. Has 1,026 Islamic boarding schools 5. Has a history of Islamic civilization (producing great scholars). 6. There is a Halal Inspection Institution (LPH) Halal at UTM 7. Halal lifestyle has become the behavior of the Madurese community in their lives. 	<ol style="list-style-type: none"> 1. Multi-party understanding that is not yet the same regarding halal tourism. 2. Commitment is still not strong from the local government regarding regulations for halal tourism development 3. Differences in treating tourists. 4. Does not yet have a concrete strategy in developing halal tourism.
Opportunities:	Threats:
<ol style="list-style-type: none"> 1. Halal tourism industry (hotels, restaurants, etc.) is growing rapidly 2. Halal is becoming a lifestyle choice. 3. National support (central government) in developing halal tourism. 4. International support in developing halal tourism is quite open. 	<ol style="list-style-type: none"> 1. Other countries are serious and competing to work on the market prospects of the halal tourism industry 2. The condition of halal tourism infrastructure (standardization, certification, capacity building) in other countries has been well integrated. 3. Readiness of other countries in branding and promoting halal tourism destinations

Based on the results of the research team's discussion and support from various literatures, a SWOT analysis of the Development of halal tourism destinations in Madura can be compiled by assessing strengths, weaknesses, opportunities and threats (Table 5).

Referring to the results of the SWOT analysis in Table 5, the 4 regional governments in Madura can take a halal tourism development strategy, including: (1) Socialization to the community and stakeholders to develop a common mindset. The socialization of halal tourism developed by the regional government aims to provide understanding and awareness to the local community and improve services and hospitality. (2) Combining government-led infrastructure development with increased connectivity to tourist destinations. (3) Enforcement of legal regulations based on research and development results that are the legal basis for the development of halal tourism in Madura. This is also a form of regional government initiative and a benchmark for the development of halal tourism in Madura. (4) Guidance to the community and ease of doing business in responding to opportunities arising from the development of halal tourism in Madura.

The main strategies that must be implemented are: (1) Promoting ten halal destinations in Madura to domestic and foreign tourists with the hope of increasing the number of visitors and length of stay. (2) Implementing community economic empowerment training to support the halal tourism industry, such as transportation, small and medium enterprises (crafts, souvenirs, fashion, catering, and other creative industries) that support the implementation of halal tourism projects. (3) Increasing comfort and reducing administrative costs. Halal certification continues to be introduced to support the promotion of Madura as a halal tourism destination. 4) Guidelines for developing halal destinations in Madura are replicated as a whole apart from the ten destinations.

CONCLUSION

Based on the results of the identification of the potential and carrying capacity of the development of halal tourism destinations in Madura, including: areas with diverse natural, artistic and cultural wealth, there are 16,234 mosques and prayer rooms, 1,026 Islamic settlements, 1 Halal Inspection Institution (LPH) at Trunojoyo University Madura (UTM). Madura has a noble and noble history of Islamic civilization, where there are great scholars (Syaichona Kholil), and halal has become a lifestyle in people's lives.

Based on the results of the identification of the Business Model Canvas (BMC) elements, ten halal destinations in Madura have implemented value-added business models including religious, educational, and general tourism. Overall, the management has fulfilled the nine elements of the Canvas business model, but a new strategy is still needed for the business model because the number of tourist visits has not reached the expected target. Considering that Madura has very large halal tourism potential, the regional government (Pemda) must have three main strategies to develop halal tourism in Madura, namely: 1) Destination marketing development; 2) Destination Development; 3) Industrial and institutional development.

REFERENCES

- Battour, M., Ismail, MN, dan Battor, M. 2010. "Toward a Halal Tourism Market. Tourism Analysis". 15(4): 461-470.
- Bhuiyan, MAH., Siwar, C., Ismail, SM, dan Islam, R. 2011. "Potentials of Islamic Tourism: A Case Study of Malaysia on East Coast Economic Region". Australian Journal of Basic and Applied Sciences. 5(6): 1333-1340
- Dewobroto, Wisnu. 2012. "Penggunaan Business Model Canvas Sebagai Dasar Untuk Menciptakan Alternatif Strategi Bisnis dan Kelayakan Usaha". Jurnal Teknik Industri, 3(3):1-12
- El-Gohary, H. 2016. "Halal Tourism, is it Really Halal?". Tourism Management Perspective. 19: 124-130.
- Hamdan, H., Issa, ZM., Abu, N, dan Jusoff, K. 2013. "Purchasing Decisions among Muslim Consumers of Processed Halal Food Products". Journal of Food Products Marketing. 19(1): 54-61.
- Henderson, JC. 2016. "Halal Food, Certification and Halal Tourism: Insight from Malaysia and Singapore". Tourism Management Perspective. 19: 160-164.
- Jafari, J, dan Scott, N. 2014. "Muslim World and its Tourism". Annals of Tourism Research. 44: 1-19.
- Rahman, RA., Rezei, G., Mohamed, Z., Shamsudin, MN, dan Sharifuddin, J. 2013. "Malaysia as Global Halal hub: OIC Food Manufacturers' Perspective". Journal of International Food

- and Agribusiness Marketing. 25: 154-166.
- Samori, Z., Md Salleh, NZ, dan Khalid, MM. 2016. "Current Trends on Halal Tourism: Cases on Selected Asian Countries". *Tourism Management Perspective*. 19: 131-136.
- Satriana, Eka Dewi dan Faridah, Hayyun Durrotul. 2018. "Wisata Halal: Perkembangan, Peluang, dan Tantangan". *Journal of Halal Product and Research (JHPR)*, Vol. 1, No. 02, Mei-November.
- Subarkah, Alwafi Ridho. 2018. "Potensi dan Prospek Wisata Halal dalam Meningkatkan Ekonomi Daerah (Studi Kasus: Nusa Tenggara Barat)". *Jurnal Sospol*. Vol. 4, No. 2, Juli-Desember.
- Survei GMTI. 2018. "Indonesia Destinasi Wisata Halal Favorit". (*online*), (<https://www.wartaekonomi.co.id/read177252/survei-gmti-2018-indonesiadestinasi-wisata-halal-favorit.html>, diunduh pada tanggal 20 November 2018).
- Yusof, SM, dan Shutto, N. 2014. "The Development of Halal Food Market in Japan: An Exploratory Study". *Procedia-Social and Behavioral Sciences*. 121: 253-261.
- Wijaya, Laurentius Evan, dan Indriyani, Ratih. 2016. "Analisis Business Model Canvas Pada CV. Kayu Murni Surabaya". *Agora Jurnal*, 4(2): 304-313