Madura Halal Tourism Village Destinations: Strategy for Tourism Market Competitiveness and Loyalty after the Covid 19 Pandemic

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Abstract

In an increasingly saturated market, the fundamental task of tourism village destination management is to understand how the competitiveness of tourist village destinations can be improved and maintained. Thus there is a strong need to identify and explore competitive advantages and to analyze the actual competitive position (Gomezelj, Mihalji , 2008). Identifying competitors and determining the destination's advantages and disadvantages relative to competitors is an integral part of successful halal tourism destination marketing management. The purpose of this research is to conceptualize the competitiveness of Madura halal tourism village destinations, formulate strategies to manage halal tourism village destinations effectively to help management make policies and for practitioners to better understand the advantages and problems of halal tourism village destinations and the development of halal tourism in Madura. especially after the COVID-19 pandemic. Methods This research uses a mix method with triangulation (case study design and survey design). For qualitative, data were collected from a number of tourist village destinations through observation, in-depth interviews, and FGD methods. The competitiveness of Madura as a halal tourism village destination is based on 7 sub-variables including: tourist attractions, most of the respondents tend to state that they are in good condition. also seen from the aspect of accessibility, amenities and institutions, that overall, respondents tend to say they are ready. The accommodations available in Madura as a whole have implemented the halal principle in their services. need commitment and consistency in working on halal tourism in Madura in order to be competitive with other tours.

Key Word : Competitiveness, Village Destinations, Halal Tourism, Loyalty, Mix Method.

1. INTRODUCTION

The number of tourism destinations continues to grow, as destinations fight for a larger market share, there is intense competition in the tourism market. Competitiveness is increasingly seen as a critical influence on the performance of tourism destinations in a competitive world market (Enright, Newton, 2005). Crouch and Ritchie (2000, p.6) state that the competitiveness of tourism destinations "has dire consequences for the tourism industry, and is therefore of great concern to practitioners and policy makers". In addition, Enright and Newton (2005, p.340) state that "a destination is competitive if it can attract and satisfy potential tourists, and this competitiveness is determined by tourism-specific factors and much broader factors that affect tourism services. . Providers in the tourism industry, competition between territories is usually not centered on a single aspect of tourism products (environmental resources, transportation, tourism services, hotels), but on tourist destinations as a unified facility for tourists (Buhalis, 2000; Ritchie & Crouch, 2000).

In an increasingly saturated market, the fundamental task of tourism village destination management is to understand how the competitiveness of destinations can be improved and

maintained. Thus there is a strong need to identify and explore competitive advantages and to analyze the actual competitive position (Gomezelj, Mihalji , 2008). Identifying competitors and determining a destination's advantages and disadvantages relative to competitors is an integral part of successful tourism destination marketing management.

In general, consumer loyalty will be influenced by several factors, including the following:
- Satisfaction, is a measurement of the gap between consumer expectations and the reality they receive or feel.
- Emotional bonding, consumers can be influenced by products/services that have their own charm.
- Trust, namely the willingness of someone to entrust the brand to perform or carry out a function.
- Convenience (choice reduction and habit), namely consumers will feel comfortable with the quality of the product/service when they are easy to make transactions.
- Experience with the company (history with the company), namely the experience of a person in a company that can shape behavior.

2. LITERATURE REVIEW
Competitiveness
Porter (2012:14) defines it as the ability of a business to deal with various environments it faces and is very dependent on the level of its relative resources or what we call competitive advantage. Furthermore, Porter explains the importance of competitiveness because of the following three things: (1) encouraging productivity and increasing self-reliance, (2) being able to increase economic capacity both in the context of the regional economy and the quantity of economic actors so that economic growth increases, (3) the belief that market mechanisms are more efficient. create efficiency.

Ritchie and Crouch (2000) view destination competitiveness as the ability of a country to create added value and thereby increase national wealth by managing assets and processes, attractiveness, aggressiveness and proximity, and by integrating these relationships in economic and social models that take natural capital into account. a destination and its preservation for future generations (Ritchie and Crouch, 2003).

Hong (2008, p.6) defines tourism competitiveness as the ability of a destination to create, integrate and provide tourism experiences, including value-added goods and services that are important to tourists. This experience sustains a destination's resources, and helps it maintain a good market position relative to other destinations.

Competitiveness has been linked in the tourism literature as an important factor for the success of tourist destinations (Kozak and Rimmington, 1999; Crouch and Ritchie, 1999; Mihalic, 2000; Buhalis, 2000; Dwyer and Kim, 2003; Gooroochurn and Sugiyarto, 2005; Enright and Newton, 2005). 2004; Mangion et al., 2005; Mazanec et al., 2007; Chen, 2008). Tourism studies, in general, seem to imply that becoming a competitive tourist destination can expand the tourism industry and the quality of life of residents (Crouch and Ritchie, 1999; Dwyer and Kim, 2003; Sahli, 2006; Kim et al., 2006).

In the tourism business, competition between destinations is now more intense than ever, as countries around the world are constantly placing various meeting places and facilities on the market. Variables that affect the competitiveness of tourism village destination businesses should be discussed to explain the development of the model used in this study.

According to the WTO (2007, p.18), tourism business is seen as "a trip to attend an activity or event related to business interests". The main components of business tourism are: meetings, incentives, conventions and exhibitions. Similar to the WTO (2007), Davidson and Cope (2003) classify four sectors: meetings, incentive travel, exhibitions and hospitality companies, as tourism businesses. Davidson (1994). states that the tourism business deals with people traveling for purposes related to their work. According to Swarbrook and Horner (2001), business tourism brings great benefits to destinations and has a number of advantages over recreational tourism. Hence, every year, destinations around the world compete to attract business events such as conventions, exhibitions, incentive trips.

According to Crouch and Weber (2002), the services provided at a destination and its facilities are very important for the success of the meeting destination. A business tourism destination must offer a suitable place for meetings, adequate accommodation (if the place is not a place of residence), attractions, good accessibility to the generating market and an efficient transportation system within the destination (Swarbrooke and Horner, 2001).

Tourist

In the Law of the Republic of Indonesia Number 10 of 2009 it is explained in article 1 that tourism is a travel activity carried out by a person or group of people by visiting certain places for recreational purposes, personal development, or studying the uniqueness of tourist attractions visited for a temporary period. Meanwhile, according to the tourism law, tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government and local governments.

According to Hasan (2015: 4) tourism is a human, cultural and hospitality business, requiring human resources with the right positions, skills, and jobs. The main challenge of tourism is the development of quality staff. Tourism requires a network (tourism network) with a level of order that is able to display the character of the zone. In this zone, tourists can move smoothly and freely to satisfy their consumption desires.

Tourism according to Marpaung in Isvananda (2015: 7) is a temporary movement carried out with the aim of routine work, out of his place of residence. Tourists carry out activities during their stay in tourist destinations and facilities are made to meet the needs of tourists. The conclusion from the various understandings above, tourism is a journey carried out by a person or group to visit an area that is not the place of origin, which aims only for recreation and enjoy the facilities that have been provided in the tourist destination.

In tourism, it is known as Sapta Pesona, based on the Decree of the Minister of Tourism, Post and Telecommunication Number 5/UM.209/MPPT-89 concerning Guidelines for Organizing Sappa Pesona. Sapta Pesona is defined as a condition that must be realized in order to attract tourists to visit an area or region in Indonesia. Sapta Pesona consists of seven elements, namely safe, orderly, clean, cool, beautiful, friendly, and memorable. In connection with the increasing performance of tourism development, the Sapt Pesona Program was then perfected and became a part of the Tourism Awareness Group concept (Sapta Pesona 2012 as Pedomana 16). In this manual, each element of charm is defined as follows:

a. Safe . An environmental condition in a tourist destination that provides a sense of calm, free from fear and anxiety for tourists.

b. Orderly. An environmental condition and service at a tourist destination that reflects a high disciplined attitude as well as physical quality and consistent, regular and efficient service.

c. Clean. An environmental condition and quality of products and services at a tourism destination that reflects a healthy/hygienic condition.
d. Cool. An environmental condition in a tourist destination that reflects a cool and shady condition that will provide a comfortable and "at home" feeling for tourists.
e. Beautiful. An environmental condition in a tourist destination that reflects a beautiful and attractive situation that will give a deep sense of admiration and impression for the tourist.
f. Friendly. An environmental condition that stems from the attitude of the people in tourist destinations that reflects a friendly, open and high-acceptance atmosphere for tourists.
g. Memories. A form of memorable experience in a tourist destination that gives tourists a sense of pleasure and fond memories that linger on.

Tourist Village

According to dyatanti (1993:2-3) tourism village is a form of integration between attractions, accommodations and supporting facilities which are presented in a community-living structure. Referring to the definition of a tourist village, the determination of a village to be called a tourist village must meet several requirements. Priasukmana and Muyadin (2001:38) explain several points that can be concluded as follows: 1. Have good accessibility. There is a tourist attraction in the form of nature, cultural arts, legends, local food, and so on that can be developed as a tourist object. There is support from the community around the tourist village.

Halal Tourism Concept

Indonesia as a Muslim-majority country and Madura as a port of Medina have many advantages to increase the tourism sector in the halal tourism industry. There are several tourism products that can be popularized such as culinary tourism, nature tourism, and cultural tourism, which put forward the principles of halal and Muslim-friendly.

Considering the purpose of halal tourism itself is to provide Muslim-friendly tourism by paying attention to products (food, drinks, lodging) that are halal and clean, activities or activities that do not interfere with worship and do not conflict with Islamic values.

However, along with the rise of halal tourism in non-Muslim majority countries, the concept of halal tourism only focuses on halal certification from certain institutions. Different beliefs and cultures make understanding the concept of halal not comprehensive, is it only limited to halal food or also pay attention to the process of making the food?

Based on the Indonesia Muslim Travel Index 2019 Report, Muslim travelers have needs based on their beliefs, for example certain areas that must be separated between men and women. Providers of halal tourist attractions need to pay attention to three keys to meet the needs of Muslim travelers;
• Need to have halal food and places of worship.
• Good to have bath and clean water for washing.
• Nice to have recreational areas (swimming pool and gym) which are separate for men and women, and there are no activities or activities that violate Islamic values.

Not only making halal certificates as a selling point, it is an important point that needs to be considered by tourism sector providers who target Muslim tourists. On the occasion of a presentation at the Rianto Sofyan International Seminar which is a Pioneer Sharia Hotel, namely Sofyan Hotel "Strengthening Halal Tourism", he emphasized that there are three main keys in the halal industry;

1) Focus on providing quality and halal products
2) Taking examples of the halal lifestyle in all aspects to be implemented in each of these business sectors
3) Innovate to have a unique selling proposition.

By paying attention to these three aspects, the halal tourism strategy is not only trying to increase the interest of Muslim tourists, but also a friendly and comfortable place for non-Muslim tourists.

How to Get Loyal Visitors
1. Giving member cards to consumers
Member card program is one of the best strategies to bind visitors, as a means to provide different services for those who have a member card. By providing a member card, visitors will get special services, special prices, and will get more rewards compared to consumers who do not have a member card.
2. Get to know consumers and let them recognize the business Consumers will tend to be loyal easily if they feel valued. For example, remembering their birthday, the last item they bought, managers use an email program that will send a special email containing birthday wishes to consumers and discounts -Discounts during the month of birth of the consumer. This will make consumers feel valued.
3. Reward loyal customers
Because the most important thing when you get loyal customers is to maintain good relationships. One of them is to provide rewards through a loyalty program. Rewards can be awarded through points system assessments, VIP programs and others.
4. Give loyal customers a convenience
Can send new customers a user guide by email after they have purchased a product or service. In addition, you can use an automated system that saves time and keeps loyal visitors in your business circle.
5. Provide the best service and be the best
In order for consumers to trust and be loyal, we must become trusted experts in the field of business that we are running. Don't forget to make sure the employees have extensive knowledge and have more experience than other consumers.
6. Provide service innovation and create new variants
A service that continues to innovate will automatically build visitor loyalty. Needs will always change and want to get more, so managers must innovate products or services.
7. Asking for reviews from consumers
The response of visitors is very important to develop a better service. For example, by filling out questionnaires, online surveys, or from emails sent to visitors and giving prizes if visitors are willing to fill out the questionnaire.
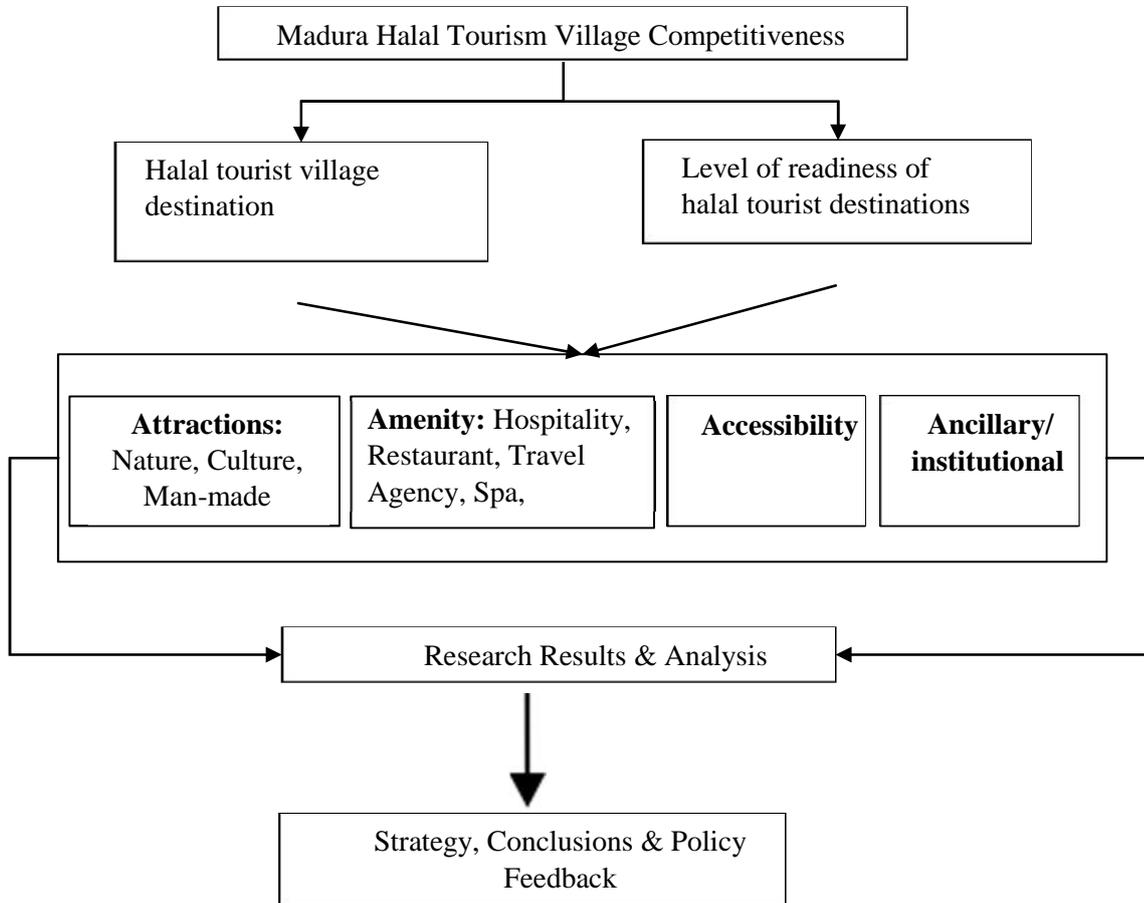
Problem Solving Thinking Framework

Figure 1 Framework for Halal Tourism in Madura

3. RESEARCH METHOD

This research uses a mix method method with triangulation (case study design and survey design). Jick [1983: 144] that the process of preparing research materials based on the mix method is beneficial whether there is convergence or not, can seek explanations for different results, researchers can reveal results that do not appear or contextual factors that are not visible [Jick, 1983: 144]. So, triangulation can be used not only to examine the same phenomenon from various perspectives. case studies, when integrated with surveys in research designs can be useful:

i. As a detailed and rich resource to aid in the interpretation of quantitative findings from surveys (internal validity and interpretation of observed relationships);

ii. As a further triangulation tool, by testing the pattern with case samples as well as with quantitative survey data.

iii. To develop close relationships with multiple samples for piloting survey instruments and as cross-testing of questionnaire responses to assist in validating survey instruments;

iv. As a contextual relevance test of the variables of interest.

4. RESULTS AND DISCUSSION

Table 4. 2 Analysis of the existing condition of Halal Tourism in Madura

Internal factors	Streeng (S)	WEAKNESS (W)
	1. Madura has various potentials to become one of the strategic halal tourism village destinations not because of its accessibility, but because of the availability of facilities such as accommodation options and natural, cultural, religious and special interest tourist attractions. 2. Madura has emerged as one of the tourist village destinations targeted by foreign tourists and domestic tourists 3. Islamic law or halal products have become part of the daily life of the Madurese community 4. Madura has started to hold annual events based on religion and tradition 5. Madura also has an airport that is directly connected to several big cities	1. Most of the industry players in Madura have not included a certified halal label from MUI 2. Madurese human resources are not ready to develop halal tourism, especially in hospitality, although in Madura there is the term "AMoljeaghi Tamui" (glorifying guests), but from that sector it is seen that there are still shortcomings, tour guides who have not fully implemented Islamic principles in accompanying tourists, for example not accompanying Friday prayers/congregation, travel and bus drivers, both from the aspect of cleanliness, tidiness and friendliness. order, like the habit of breaking through the lights 3. Negative views from the community / community leaders / scholars that tourism only emphasizes sun, sand, sea, smile, and sex 4. Some of the complaints of tourists when visiting Madura are the lack of tourism facilities, such as toilets and prayer rooms, the prices of goods and food in the market are not standard, because in each location the price is different.
Opportunity (O)	**SO Strategic**	**WO Strategic**
1. Madura is an area with a majority Muslim population and many	1. Packaging of sharia tour packages that are more attractive according to the	1. Both central and regional governments Provide incentives to business actors,

natural attractions with sharia nuances such as sites of Islamic empire heritage and Islamic boarding schools. 2. The potential for increasing PAD that can be generated is also quite large 3. The halal industry and awareness of the importance of halal products continues to grow, marked by the increasing demand for halal certification 4. The middle class in Madura is allegedly increasing. This has a significant impact on the level of consumption, especially from the middle class to spend their money, especially in the consumptive sectors such as culinary, fashion and lifestyle.	target market. For example, the market with historical and religious tour packages. 2. Develop sharia-standard tourism facilities such as hotels, restaurants, spas 3. Madura tourism branding must be connected to Madura's local wisdom and clear guidelines for tourism business actors in Madura, and informative for tourists starting from product types, schedules, prices, accessibility, accommodation and others.	for example the ease of filing and free financing of halal certification, providing free shuttle buses specifically for tourists to take them to every tourist attraction 2. HR: Fostering halal/Muslim friendly tourism awareness groups (Pokdarwis), holding seminars with the theme "Halalan Toyyiba" Halal, clean and healthy", and sanctions for business actors who do not have halal certification 3. Creation of an established and transparent halal product certification system under the Madura MUI and the UTM Halal Center Laboratory.
THREAT (T)	**ST Strategic**	**WT Strategic**

1. There is no clarity on the concept of halal tourism that can be applied in Madura and in Indonesia in general. 2. The development of halal tourism in Madura is still less fast than other regions that have already worked on the halal tourism industry. including West Nusa Tenggara (Lombok), Sumatra and other areas. 3. There is no regulation in the form of national legislation, PERDA related to sharia/halal tourism. A slow bureaucracy is characteristic of slowing down the development of halal tourism. The absence of regulations also makes business actors nervous in implementing halal tourism. 4. Tourism promotion related to halal tourism is not as intensive as general/conventional tourism 5. Lack of socialization and coordination about halal tourism in East Java	1. Inventory/audit/quick assessment of each destination, product, restaurant that is given halal certification, readiness of facilities and infrastructure, as well as other supporting elements. as well as the concrete needs of halal tourism in Madura 2. Improve coordination and socialization of halal tourism by cooperating with the community and other institutions. 3. Cooperating with other regions and national institutions that have an interest in developing halal tourism for 4. Develop joint promotions so that Madura becomes a national tourism destination.	1. Continue to pay attention to and maintain the characteristics of the authenticity and uniqueness of Madura 2. Increasing tourism promotion and providing tourist information Based on communication technology that understands the needs of tourists (customer-friendly) 3. Encouraging tourism businesses in Madura to learn English, Arabic and other foreign languages to attract tourists from Muslim-majority countries.

Table 4.3. SWOT Policy Analysis for Research Variables

Internal factors	Streeng (S)	WEAKNESS (W)
	1. Madura has complete tourist attractions, both natural, cultural and man made 2. From the aspect of accessibility, there is already a national airport. 3. There is access to telecommunication networks, with various operators. telecommunication. 4. Has a unique and diverse culinary wealth. 5. Have many types of accommodation (hotels) 6. There is a halal certification body 7. Have strong social capital in the form of inter-religious harmony.	1. The government, business actors and the Madurese community do not yet understand the concept of halal tourism. 2. Not all DTWs provide places of worship for Muslim tourists. 3. There are no hotels that are certified halal/sharia. 4. The number of halal-certified restaurants is still very small. 5. There is no BPW that provides sharia/halal tourism 6. There is no special guide for sharia tour packages. 7. Not yet available sharia/halal SPA 8. Access by sea is not ready for cruise 9. There is no access to information for sharia tourism.
External Factors		
Opportunity (O)	SO Strategic	WO Strategic

1. The Indonesian population, which is predominantly Muslim, is a potential market for halal foreign tourists in Madura. 2. The concept of developing halal tourism is supported by the Ministry of Tourism.	1. Every tourist destination should provide a place of worship (mushola) to make it easier for foreign tourists and foreign tourists 2. Make halal tour packages to attract foreign tourists and Muslim tourists. 3. Cooperating with the Ministry of tourism to create a halal certification system for tourism businesses in Madura. 4. Using all media including internet for promotion.	1. Improvement of facilities and supporting facilities for halal tourism such as the provision of Muslim houses of worship, clean toilets, hospitals, restaurants, etc 2. Facilitate halal certification for restaurants and restaurants in Madura 3. Encourage and facilitate halal certification for hotel restaurants in Madura 4. Provide tour guides who are able to speak English and Arabic and understand sharia principles through training and debriefing. 5. Facilitating halal/certification for other tourism businesses such as BPW, SPA.
THREAT (T)	**ST Strategi**	**WT Strategic**
1. Several other regions in Indonesia are more ready to become sharia tourist destinations, for example: NTB Province. 2. Countries with non-Muslim majority populations are preparing to become sharia/halal tourist destinations	1. Making Madura as a benchmark in the development of halal tourism in East Java and Indonesia. 2. Develop product differentiation with different and unique halal tourist attractions compared to other halal tourist destinations in Indonesia.	1. Conduct promotions for regional tourists and other provinces that have the 5 largest outbound (Jakarta, Bandung, Surabaya, Jakarta, etc.) 2. Carry out branding that shows the advantages of Madura as a halal tourist destination compared to other regions in Indonesia.

In addition to using closed questions with 5 answer choices, the questionnaire is also equipped with open questions as follows:

1. Do you use a halal travel agency

Respondents stated that they did not use a sharia travel agency. The reason: 44% of respondents said they did not know sharia travel, 16% said there was no sharia travel, 14% said they were accustomed to using general (non-sharia) travel and 11% said they were used to traveling or traveling without using travel assistance.

2. Do you prioritize "halal" in traveling?

All respondents stated that they prioritized halal in traveling. 75% of respondents stated that halal is in accordance with the teachings of Islam, 9% stated that halal creates a sense of comfort in traveling and 3% because in Madura there are a lot of halal food.

3. Visitor Suggestions

The suggestions submitted by respondents regarding halal tourism in Madura are quite diverse and are divided into ten categories. Namely those relating to the development of halal tourism, sharia travel, promotion, halal certification, amenities, accessibility, tour guides, SPA, sanitation (cleanliness), and prices.

The improvement in amenities that was most highlighted was the availability of separate toilets and ablution places for men and women, especially in tourist attraction locations. Halal certification from MUI is also required for restaurants and other food and beverage service providers because halal certification provides a sense of comfort for Muslim tourists.

Other suggestions related to the promotion of halal tourism were also highlighted by many respondents, the lack of information made some respondents not understand the technical implementation of halal principles in traveling. The problem of cleanliness in tourist attraction locations and transportation costs that are in accordance with standards are also problems that are highlighted by tourists who are respondents.

5. CONCLUSION

a) The readiness of Madura as a halal tourism village destination from 7 sub-variables including: tourist attractions, most of the respondents tend to state that they are in good condition. also seen from the aspect of accessibility, amenities and institutions, that overall, respondents tend to say they are ready. The accommodations available in Madura as a whole have implemented the halal principle in their services. However, there are no hotels that have officially been certified halal and there are no homestays in working on halal tourism. need commitment and consistency in working on halal tourism in Madura in order to be competitive.

b) For the competitiveness of halal tourism village destinations in Madura, there needs to be a synergy between the three main actors of tourism, namely: the government, the private sector, and the community. Each actor has a different role and function in accordance with what has been regulated in the Indonesian tourism law no. 10 of 2009 (attached to the 2012 Tourism Awareness Group Guidebook published by the Ministry of Tourism and Creative Economy)

c) In relation to the management of tourist villages, the strengthening of the three stakeholders above has an important role not only in increasing the capacity of HR managers through training, education, and others but also strengthening from the institutional side with support from the government (permits, and decrees for the formation of Pokdarwis).), the private sector (participating in funding the activities of the Pokdarwis work program), and the community.

d) Visitor loyalty continues to increase in line with government policies that have started to open access to tourism while still implementing health protocols and supported by the readiness of tourism managers who continue to improve in the field of human resources and destination infrastructure facilities.

SUGGESTION

VARIABLE	SUGGESTION
Institutional	1. Include the content of halal tourism villages in the PERDA on tourism
	2. Prepare a PERDA or Regent's regulation regarding the implementation of halal tourism villages for the tourism industry in Madura

	3. Optimizing the function of the UTM and MUI Halal Centers as halal certification bodies in Madura
	4. Develop guidelines for the implementation of Madura halal tourism business
	5. The commitment of the Madura Regency government in developing halal tourism villages, in the form of: incentives for reducing costs and processes for business actors who use halal certificates
Accessibility and Information	1. Disseminate the concept and purpose of developing a halal tourism village to the community and tourism managers in Madura, for example through ToT (Training of Trainers)
	3. Create an internet-based FAQs (frequently Asked Questions) forum as a source of information for grassroots communities who want to get information about halal tourism.
	3. Determining the right branding related to the promotion of tourist villages as halal tourist destinations.
	4. Promoting Madura as a halal tourism village destination to the main target market
Tourist attraction	1. Optimizing proper worship facilities in all Madura tourist village destinations
	2. Providing halal-certified restaurants and restaurants in tourist destinations
Accommodation (hotels)	1Encouraging hotels in Madura and the construction of family friendly/Muslim friendly homestays by equipping them with proper worship facilities.
	2. Increase the number of halal-certified hotels and home stays
	3. Provide halal-certified restaurants in hotels/ homestays.
	4. Facilitate halal certification for hotel/homestay restaurants
Restaurant and Diner	1Calling on restaurant and restaurant managers to take part in halal certification
	2. Facilitate the halal certification process for restaurants and restaurants in Madura
	3. Supervision of food management from upstream to downstream
Travel Agency	1. Calling on BPW in Madura to provide halal tour packages
	2. Calling on BPW in Madura to make a list of halal accommodation and restaurants
	3. Making tour packages and Madura-scale events related to halal tourism that are more attractive and in collaboration with local governments
tour guide	1. Develop competency standards for tourist guides for Muslim tourists.
	2. Prepare competent tour guides to handle Muslim tourists

SPA, Sauna and Massage	1. Provides SPA, sauna and massage packages that are Muslim friendly.
	3. Completing SPA practice with sharia-compliant therapists (male therapists for male customers and female therapists for female customers)

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