

Management Strategy of Aer Mata for Sustainable Tourism Development

Suryo Tri Saksono¹, Ulvia Ika Surya², Fatimatus Zahroh³

{ suryo.saksono@trunojoyo.ac.id¹, ulviaika@gmail.com², zfatim925@gmail.com³}

Universitas Trunojoyo Madura¹, Universitas Trunojoyo Madura², Universitas Trunojoyo Madura³

Abstract. The purpose of this research is to find the best strategy of *Aer Mata* management for sustainable tourism development with the Analytical Hierarchy Process approach. This process will be started by data collection from stakeholders related to the management of religious tourism in *Aer Mata*, both from the department of tourism and community groups who care about religious tourism development. All information is included in the tables to ease observation and evaluation. After several analyses, the Management Strategy of *Aer Mata* for Sustainable Tourism Development can be finished. Aspects that are considered in this strategy include facilities, accessibility, human resources, and promotion. This strategy is handed over to the management of *Aer Mata* to be implemented for Sustainable Tourism Development.

Keywords: *Aer Mata*, Religious Tourism, Madura Culture, Sustainable Development

1 Introduction

Religious tourism in Bangkalan, Madura is one of the manifestations of Madura folk culture which is thick with Islamic nuances. These Islamic nuances are a typical attraction for tourists visiting Bangkalan. Each destination has different historical, socio-cultural, and economic values for both tourists and local community groups. These values must be studied and used as a source of tourist education and promotion. Moreover, the trend of religious tourism is not only in demand by parents but young people are also starting to flock to visit religious tourism.

Related to religious tourism, there are popular and thriving destinations in Bangkalan, such as the Tomb of Syarifah Ambami Aer Mata. In the development so far, tourist attractions in Bangkalan are increasingly known for elements of religiosity, especially Islam. This needs to be utilized by the local community through the right strategy to realize sustainable tourism development in Bangkalan, Madura, especially religious tourist attractions.

Based on this background, it seems that the management of tourist attractions has several problems that must be considered. The lack of information about religious tourism in Bangkalan causes tourists to visit famous destinations only. Tourism management has not paid attention to the balance of aspects of economic development, natural environment, and socio-culture for the long term. In addition, the managers do not yet have the right strategy as a reference in the management of religious tourism to realize sustainable tourism development in Aer Mata Bangkalan, Madura. This is the main problem in this study.

Based on these problems, the main objective of this study is to find the best strategy for managing Aer Mata for sustainable tourism development with the Analytical Hierarchy Process (AHP) approach which was initiated by researchers by collecting data from stakeholders, such as tourist attraction managers, local communities, and the Bangkalan district government, especially the Tourism and Creative Economy Department. The benefits of this research are to realize sustainable tourism development in the Tomb of Syarifah Ambami Aer Mata.

2 Literature Review

2.1 Tourism

Definition of Tourism. Tourism is a trip from one place to another where a person or group temporarily, seeks pleasure or harmony, or happiness with the environment in the dimensions of social, cultural, and natural [1].

Meanwhile, according to the Presidential Regulation of the Republic of Indonesia No. 63 of 2014 concerning Tourism Supervision and Control, the definition of tourism is a variety of tourism activities that are supported by facilities and services provided by the government, local governments, entrepreneurs, and the community.

From the explanation of the meaning of tourism above, it can be concluded that tourism is a travel activity carried out by a person or group from one place to another where there are facilities and services from related parties to enjoy travel and seek happiness.

Tourism Component. Each tourist attraction has components that support each other for the development of tourist attractions. With that tourists have a satisfying experience and can attract their attention to visit again. According to Cooper et al [2], the tourist component consists of a) Objects and Attractions, including the main attractions to natural, cultural and artificial wealth; b) Accessibility, including transportation support such as transportation lines, terminal facilities, and other transportation capital; c) Amenity, including supporting and supporting facilities for tourism such as accommodation, restaurants, souvenir shops, and other comfort facilities; d) Supporting Facilities, including supporting facilities needed by tourists such as telecommunications, post, hospitals and so on as well as; e) Institutions, namely related to the existence and role of each element in supporting the running of tourism activities including the community as the host.

In addition, the explanation of the components of tourism consists of a) Accessibility, namely the ease of reaching an area that is a tourist destination; b) Environmental Conditions, which are reciprocal between the influence of tourists on the environment that can be carried out through AMDAL. Such as health and safety; c) Basic infrastructure, namely absolutely available infrastructure such as roads, electricity networks, telecommunications, postal and

clean water; d) Institutional, namely policies related to the management of a tourist area carried out by stakeholders; e) Tourist facilities, namely facilities that support tourism development, such as accommodation, restaurants, bathrooms, places of worship; f) Attraction, which is an object that can attract tourists to visit tourist attractions to increase satisfaction and enjoyment [3].

The components of tourism can be grouped into a) Attractions and tourist activities, in the form of things related to the natural environment, culture, and uniqueness of an area that can attract tourists to visit; b) Accommodation, consisting of a wide variety of hotels and types of service facilities for tourists who intend to spend the night during the trip; c) Tourism facilities and services, namely those needed in the planning of tourist areas such as restaurants, health advice, information facilities, souvenir shops, and handicrafts; d) Transportation facilities and services, including transportation access to and from tourist attractions and all types of facilities related to data, water, and air transportation; e) Other Infrastructures, such as clean water, electricity, and drainage services [4].

2.2 Religious Tourism

Definition of Religious Tourism. Islam has left various important historical relics, in the form of tombs, mosques, former kingdoms, jewelry, customs and so on that can be used for tourism potential one of the activities. The tour is in the form of religious tourism (pilgrimage) for Muslims. Tourism is a travel activity or part of the activity that is carried out voluntarily and is temporary to enjoy tourist objects and attractions. Religious tourism is a journey to gain experience and lessons (*Ibrah*). Religious tourism is also a trip or visit made by both individuals and groups to places and institutions that are important in the spread of proselytizing and Islamic education [5].

From the Islamic perspective, religion is al-din which comes from the Arabic word *daana-yadiinu* which means submissive and obedient. Then religion is a system of submission and obedience or in general means a system of discipline. According to Mohammad Asad, this submission of man departs from the awareness of the presence of God (omnipresent), which has implications for the belief that our lives are observable. So we will have high confidence that our lives have meaning and purpose [6].

Religion is a cultural system. In essence, religion is the same as culture, which is a system of symbols or a system of knowledge that creates, classifies, concocts, and uses symbols, to communicate and to face its environment while according to it culture is the whole knowledge possessed by humans as social beings, the content of which are devices, models of knowledge that can be selectively used to understand and interpret the environment it faces and to encourage and create the actions it needs [7].

However, there is a difference in that symbols within the religion, are usually ingrained in the traditions of the people referred to as religious traditions. Each religious tradition contains sacred symbols by which people perform a series of Acts to shed faith in the form of performing rituals, reverences, and servitudes. One example is performing life circle ceremonies and intensification ceremonies, either those that have a source of basic religious teachings or those that are considered to have no source of basic religious teachings [8].

In general, tourism is the activity of traveling to gain enjoyment, satisfaction, and knowledge. So, religious tourism is a trip made to improve religious practice so that the desired proselytizing strategy will be felt by the entire community. Religious tourism as part of

proselytizing activities must be able to offer tourism both to objects and tourist attractions with religious and general nuances, able to arouse public awareness of the almighty Allah SWT and religious awareness [9].

There is also a definition of religious tourism as the temporary and short-term movement of people to destinations outside the place where they usually live and work and their activities during their stay in those destinations to visit religious places. The motive of religious tourism is to fill free time, have fun, relax, study, and do religious activities. Besides that, all these activities can benefit the perpetrators both physically and psychically both temporarily and for a long period [10].

2.3 Sustainable Religious Tourism Management

Definition of Sustainable Management. the definition of management is the same as management, namely planning, organizing, directing, and supervising human efforts in utilizing all resources owned efficiently to achieve predetermined goals [11].

Meanwhile, sustainable management is a strategy for utilizing natural resources that pays attention to capacity and does not interfere with natural resources that exist in it, and provides sustainable benefits for human life [12].

In the management of tourist areas, it aims to protect the authenticity of the value system of an area that has been developed such as the development of accommodation facilities, Human Resources, products, and services. The leadership of an area is carried out by adopting native values and involving residents.

Sustainable tourism development is a process and system of tourism development that can ensure the sustainability or existence of natural resources and social life and provide economic benefits to current to future generations. It aims to alleviate poverty. So that the impact of tourism activities is 1) opening up job opportunities and expanding job opportunities, 2) growing community economic activities, and 3) increasing people's economic income [13].

3 Methodology

The method used in this research is development research. Development research is used to produce certain products and test their effectiveness [14]. This research focuses on all parties involved in the management of tourist attractions in Bangkalan, Madura, especially the religious tourism Tomb of Syarifah Ambami Aer Mata. The units of analysis used in this study are institutions and individuals. The institution used as an analysis unit in this study is the Department of Tourism and Creative Economy Office. Meanwhile, the individuals who are used as the analysis unit are tour managers, community leaders, and the local community. The data in this study were collected through observation (questionnaire), interviews, and documentation. Data validation is carried out using data source triangulation techniques, namely comparing the results of observational data with data from interviews then comparing the results of interviews with related documents, and data analysis through data reduction, data presentation, and conclusion.

4 Findings

4.1 Respondent's Identity

Table 1. Respondent's Identity

Identity	Respondents
Gender	
Male	1
Female	2
Age	
18-30 Years	1
30-45 Years	-
> 45 Years	2
Status	
Institutions	1
Tour Manager	1
Tourist	1
Local Community	1

4.2 Questionnaire

Table 2. Questionnaire Results in Comparison Between Elements

Respondent	Element												Total			
	X	Y	X	Y	X	Y	X	Y	X	Y	X	Y	A	B	C	D
	A	B	A	C	A	D	B	C	B	D	C	D				
Institutions	-	9	-	8	-	9	9	-	8	-	7	-	0	26	15	9
Tour Manager	9	-	-	6	1	1	6	-	6	-	6	-	10	12	12	1
Tourist	9	-	9	-	-	8	-	9	-	8	9	-	18	0	18	8
Local Community	7	-	-	8	8	-	-	8	-	8	8	-	15	0	24	8
	Total												43	38	69	26

Descriptions:

X: Left Element

Y: Right Element

A: Facility as a Priority

B: Accessibility as a Priority

C: Human Resources as a Priority

D: Promotion as a Priority

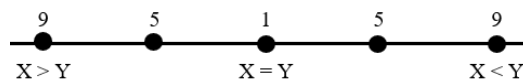


Fig. 1. Priority Scale

Table 3. Questionnaire Results Comparing Each Element

Respondent	Element						Priority		
	X	Y	X	Y	X	Y	1	2	3
	1	2	1	3	2	3			
A (Facility)									
Institutions	9	-	-	-	-	7	9	-	7
Tour Manager	9	-	9	-	8	-	18	8	-
Tourist	9	-	9	-	9	-	18	9	-
Local Community	8	-	8	-	8	-	16	8	-
Total							51	25	7
B (Accessibility)									
Institutions	-	8					-	8	
Tour Manager	-	9					-	9	
Tourist	-	8					-	8	
Local Community	-	8					-	8	
Total							0	33	
C (Human Resource)									
Institutions	-	8					-	8	
Tour Manager	-	8					-	8	
Tourist	-	9					-	9	
Local Community	-	8					-	8	
Total							0	33	
D (Promotion)									
Institutions	-	9					-	9	
Tour Manager	-	9					-	9	
Tourist	9	-					9	-	
Local Community	-	7					-	7	
Total							9	25	

Descriptions:

X: Left Element

Y: Right Element

A1: Accommodation Elements as a Priority

A2: Infrastructure Elements as a Priority

A3: The Souvenirs Seller Element as a Priority

B1: Transportation Element as a Priority

B2: Information Board Element as Priority

C1: Elements of Tour Guide Education and Training as a Priority

C2: Elements of Coaching for the comfort of tourists as a Priority

D1: Elements of Promotion through Routine Activities as a Priority

D2: Elements of Cooperation with Outside Parties for Promotion as a Priority

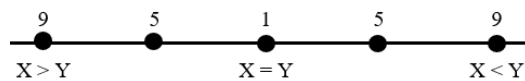


Fig. 1. Priority Scale

Table 4. Alternative Strategies Applied

Respondent	Element												Priority				
	X	Y	X	Y	X	Y	X	Y	X	Y	X	Y	P1	P2	P3	P4	
	P1	P2	P1	P3	P1	P4	P2	P3	P2	P4	P3	P4					
Institutions	1	1		8		7		8	1	1	1	1	1	2	17	9	
Tour Manager		8		9		8		9		8	9		0	0	27	16	
Tourist	9		8		8		8		8		8		25	16	8	0	
Local Community	8			8		8		7		7	7		8	0	22	13	
													Total	34	18	74	40

Descriptions:

X: Left Element

Y: Right Element

P1: Planning as a Priority

P2: Organizing as a Priority

P3: Human Resource Utilization as a Priority

P4: Briefing and Supervising as a Priority

4.3 Priority

According to findings, the most preferred priorities for Aer Mata Religious Tourism are prioritized sequentially as follows:

- C2 – Coaching to provide a sense of comfort and security to tourists
- C1 – Education and training to local society to become a Tour Guide
- A1 - Rest areas and homestays (accommodation)
- A2 - Infrastructure (Clean Water, Electricity, Drainage, and Parking)
- A3 - The Souvenirs Seller and other needs
- B2 – Information Board related to the location of tourist attractions
- B1 – Transportation to ease tourists
- D2 – Cooperation with outside parties to promote tourist attractions
- D1 – Routine activities in tourist attractions

5 Result

The three main priorities for the development of religious tourism at the Tomb of Syarifah Ambami Aer Mata, it is focused on developing human resources, especially coaching to provide a sense of comfort and security to tourists. The tomb of Syarifah Ambami Aer Mata alternative strategies are prioritized sequentially as follows:

5.1 Coaching to provide a sense of comfort and security to tourists

Utilization of human resources around tourist attractions for coaching → Briefing and supervision after the implementation of coaching → Organizing residents and local traders who have not received coaching → Planning for further coaching.

5.2 Training for local society to become a Tour Guide

Briefing and supervision for Tour Guides → Utilization of human resources around tourist attractions to be used as Tour Guides → Organizing residents and local traders who have not received Education and Training Tour Guide → Planning for advanced training.

5.3 Development of rest areas and homestays (accommodation)

Planning for the construction of rest areas and homestays → Organizing homestays around the Aer Mata tourist attractions → Briefing and supervising the owners of the homestays so as not to be disadvantaged → Utilization of human resources around tourist attractions to socialize accommodation needs

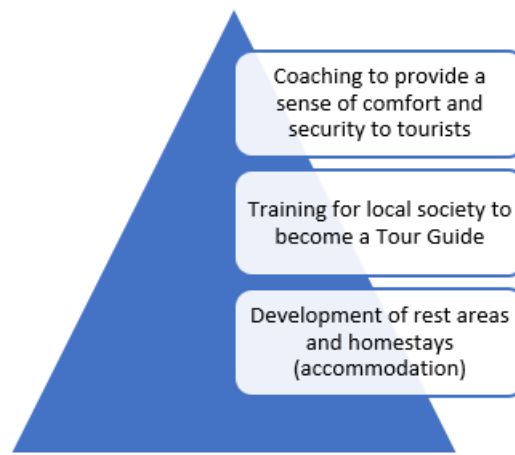


Fig. 2. The three main priorities for the development of religious tourism at the Tomb of Syarifah Ambami Aer Mata

6 Conclusion

Sustainable tourism development with an Analytical Hierarchy Process (AHP) approach to the religious tourism in Bangkalan, Madura can be created. The strategy is made based on the circumstances of each religious tourist attraction. The main components of the strategy are planning, organizing, utilizing human resources, and supervising. The main components of the religious tourism development strategy of tourist attraction are detailed in each element. These elements are divided into 4 major elements, such as facilities, accessibility, human resources, and promotion.

The main priority for the development of religious tourism at the Tomb of Syarifah Ambami Aer Mata is focused on developing human resources, especially coaching to provide a sense of comfort to tourists and training local society to become Tour guides. This strategy will be handed over to religious tourism managers and policymakers to be used as a reference for sustainable tourism development in the Tomb of Syarifah Ambami Aer Mata, Bangkalan.

References

- [1] Trianggoro, D.: Potensi dan Pengembangan Pantai Drini Sebagai Objek Wisata Andalan di Kabupaten Gunungkidul. Vol.6, Jurnal Usaha Perjalanan Wisata (2011)
- [2] Itamar, H.: Strategi Pengembangan Pariwisata di Kabupaten Tana Toraja. pp 15-16. Jurnal Ilmu Pemerintahan (2016)
- [3] Musenaf: Manajemen Usaha Pariwisata Indonesia. Gunung Agung, Jakarta (1995)
- [4] Hidayat, M.: Strategi Perencanaan dan Pengembangan Objek Wisata (Studi Kasus Pantai Pangandaran Kabupaten Ciamis Jawa Barat). pp. 37. Tourism and Hospitality Essentials (THE) Journal (2011)
- [5] Shihab, M. Q.: Pengantin Al-Qur'an: Kalung Permata Buat Anak-Anakku (A. S. Dj & W. Hizbullah, eds.). pp. 549. Lentera Hati, Jakarta (2007)
- [6] Anas. A.: Paradigma Dakwah Kontemporer Aplikasi Teoritis Dan Praktis Sebagai Solusi Problematika. Pp. 171. Semarang (2006)
- [7] Suparlan: Kebudayaan, Masyarakat, dan Agama Sebagai Sasaran Penelitian Antropologi. pp. 87. Jurnal of Cultural Studies (1987)
- [8] Syam, N.: Islam Pesisir. pp. 14-17. LKiS, Yogyakarta (2005)
- [9] Fathoni, A.: Makalah Simulasi Profesionalisme Guide Wisata Religi. pp. 3 (2007)
- [10] Chaliq, A.: Manajemen Haji dan Wisata Religi. pp. 59. Mitra Cendekia, Jakarta (2011)
- [11] Irawan: Manajemen Pemasaran Modern. Pp. 5. Liberty, Yogyakarta (1997)
- [12] Somov, A.: Wildfire safety with wireless sensor networks. EAI Endorsed Transactions on Ambient Systems. pp. 1-11 (2011)
- [12] Tuwo, A.: Pengelolaan Pesisir dan laut Pendekatan Ekologi, Sosial Ekonomi, Kelembagaan, dan Sarana Wilayah. Brilian Internasional, Sidoarjo (2011)
- [13] Suryani, N. L., etc.: Analisis Kelembagaan Pengelolaan Objek Wisata Dalam Mewujudkan Pembangunan Pariwisata Yang Berkelanjutan Melalui Badan Usaha Milik Desa Adat (Bumda) (Studi Kasus Objek Wisata Pantai Pandawa Kuta Selatan Kabupaten Badung). pp. 3-5 (2016)
- [14] Sugiono: Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Alfabeta, Bandung (2011)