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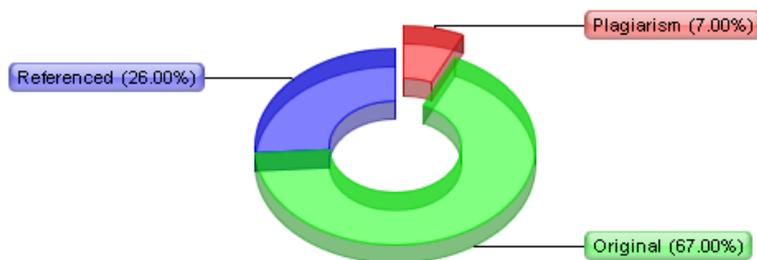
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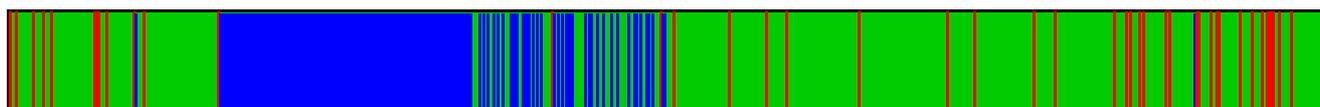
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MADURA DEVELOPMENT PLAN AS A DESTINATION SYARIAH INDONESIA TOURISM

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ABSTRACT
This study aims to analyze the

potential of attractions in Madura to become sharia

tourism destinations. Next will measure the level of community readiness and development strategies for Islamic tourism in Madura.

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To analyze the potential of sharia tourism

objects
in Madura, they use observational analysis and public perceptions about the suitability of tourism objects with sharia tourism criteria according to

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the National Sharia Council of the Indonesian

Ulema Council (DSN-MUI). To measure people's understanding of sharia tourism, it is done through questionnaires. As for the analysis of the development of Islamic tourism on the island of Madura using the Analytical Hierarchy Process (AHP) method. The results showed that, Madura has the potential to become a sharia tourist destination in Indonesia, because Madura has a potential tourist attraction to be developed into an Islamic tourist attraction. Second, the Madurese people already have an understanding of sharia tourism, this will be a big capital for Madura to become sharia tourism destinations in Indonesia. Citizen Branding Strategy can be a top priority in efforts to develop Islamic tourism on the island of Madura.

Keywords: Sharia Tourism, Development, Madura

I. Introduction

The Ministry of Tourism has

established 13 (thirteen)

provinces in Indonesia that are prepared to

become sharia tourist destinations, namely

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West Nusa Tenggara

(NTB), Nangroe Aceh Darussalam, West Sumatra, Riau, Lampung, Banten, DKI Jakarta, West Java, Central Java, Yogyakarta, East Java,

South

Sulawesi, and Bali (Indonesia Travel,

2013). The Sharia tourism destination is

determined based on the readiness

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of

human resources, community culture, regional touris

m products, and tourist

accommodation.

Based on the social characteristics

of society should Madura including East

Java Province with the most potential to

become a tourist destination Indonesian

sharia. This , because the eyes of the

public national identi Madura is a

region with the characteristics of his

Islam. However, the characteristics or

identity of Madura as an Islamic region or

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<mailto:sutikno@trunojoyo.ac.id>

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ISSN:2540-8402 | ISSN: 2540-8399 id: 8
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resources!

even having the nickname

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"Serambi
Madina"

does not guarantee Madura has

competitiveness and resource readiness,

community culture, regional tourism

products, and tourist accommodation to

support

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the development of Islamic
tourism i

n Madura.

Therefore, we need a research that

is able to map the potential of sharia

tourism destinations in Madura

and measure the understanding of

Madurese people towards sharia

tourism and plans and strategies for

developing Madura to become sharia

tourism destinations in Indonesia. Based

on this needs, this research formulates

the objectives : (a) Describe the potential

of sharia tourism destinations in four

districts on the island of

Madura ; (b) Analyzing the perception of

the Madurese community towards Sharia

tourism on the island of Madura; (c)

Analyze the planned development of

Madura as an Indonesian sharia tourism

destination.

II. Discussion

A. Foundation Theory

According to Sofyan (2012), the definition of sharia tourism is broader than religious tourism, namely tourism based on Islamic sharia values. As recommended by the World Tourism Organization (WTO), consumers of sharia tourism are not only Muslims but also non-Muslims who want to enjoy local wisdom. The Sofyan Hotel network owner explained, the general criteria for sharia tourism are; first, have an orientation to the public good. Second, have an orientation of enlightenment, refreshment, and calmness. Third, avoid polytheism and khurafat. Fourth, free from immorality. Fifth, maintain safety and comfort. Sixth, protecting the environment. Seventh, respect for socio-cultural values and local wisdom. In addition to the term sharia tourism, also known as Halal tourism.

At the launch of sharia tourism which coincided with the 2013 Indonesia Halal Expo (Indhex) activity and the Global Halal Forum, President of the

 **Plagiarism detected: 0,16%** <https://travel.detik.com/travel-new...> + 2 resources!

id: 11

Islamic

Nutrition Council of America, Muhammad

Muni

r Caudry, said that,

” Quotes detected: **20,58%** in quotes:

id: **12**

"Halal tourism is a new concept of tourism. This is not religious tourism such as Umrah and pilgrimage. Halal tourism is tourism that caters to holidays, by adjusting the vacation style to suit the needs and demands of a Muslim traveler. In this case hotels that carry the principles of sharia do not serve alcoholic drinks and have Amwaluna Vol. 4 No. 1 (Januari, 2020) 3 EISSN:2540-8402 | ISSN: 2540-8399 separate swimming pools and spa facilities for men and women (Wuryasti, 2013). According to Pavlove in Razzaq, Hall and Prayag, Halal or Islamic tourism is defined as tourism and hospitality which are also created by consumers and producers in accordance with Islamic teachings. Many countries in the Islamic world are taking advantage of the increasing demand for Muslim-friendly travel services (Razzaq, Hall, and Prayag, 2015). While Demeiati Nur Kusumaningrum's research results (2017), regarding South Korean Halal Tourism Trend, shows the results of her research that the interests of South Korea to build

an image of a Muslim-friendly country by considering the following matters: 1) increasing people's income and investment, 2) looking for alternatives development of the domestic market so as not to depend on China as an export destination, and 3) strengthen cooperation and diplomatic relations with non-traditional countries.

B. Research Methods

Based on the objectives, this research is a descriptive study using a quantitative approach. This research will describe the potential of every tourist attraction on the island of Madura to be developed into an Islamic tourist attraction based on public perception.

In this study the population is unknown, so to facilitate the determination of the number of samples taken is determined by the formula

$$(Riduwan, 2004): n = 0.25 \left(\frac{Z_{\alpha/2}}{\epsilon} \right)^2$$

Where: N = number of samples; $Z_{\alpha/2}$ = value obtained from the normal table for the level of confidence; ϵ = sampling error. The level of confidence in this study was determined at 95%, then the value of $Z_{\alpha/2}$ was 1.96.

The sampling error rate is set at 10%. Then from the calculation of the

formula, it can be obtained the samples needed for each district, namely: $n = 0.25 (1.96 0.1)^2$, $n = 96.04$. So based on the formula above, the sample taken was 96.04 people multiplied by four districts, totaling 400 people.

There are two measurement variables in this study , namely (1) Attraction and, (2) Amity. Of each variable is determined sub variables and indicators for each - each sub variables. Assessment of indicators uses intervals with Strongly Agree (SA), Agree (A), Doubtful (D), Disagree (DA), and Strongly

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Disagree (SD). Data analysis techniques using data quality testing.

Whereas to plan the development of Islamic tourism in Madura , the Analytical Hierarchy Process (AHP) method is used. This method is a decision support model developed by Thomas L. Saaty whose decision will break down complex multi-factor or multi-criteria problems into one hierarchy.

C. Result And Discussion

a. Potential Sharia Tourism Destinations in Madura

The results of this study resulted in

two findings, namely the potential of Islamic tourism objects in each district on Madura Island and the perception of the Madurese community towards Sharia tourism. These two findings will conclude whether the Madura island is ready or not ready to become a Sharia tourist destination in Indonesia.

This section will describe the results of research related to public perceptions related to the potential of attractions in each district on the island of Madura to be developed into sharia attractions. The community assessment is based on the nine characteristics of Sharia Tourism based on the DSN MUI, namely: (1) Oriented to general welfare ; (2) Presentation on enlightenment, refreshment, and calmness ; (3) Can avoid polytheism and khurofat ; (4) Can avoid immorality such as adultery, pornography, porn action, liquor, drugs & gambling ; (5) Maintaining ethical behavior, noble human values such as not hedonic and immoral ; (6) Can maintain the mandate, safety, and comfort ; (7) Universal and Inclusive ; (8) Protecting the environment ; (9) Respect for socio-cultural values and local wisdom .

Madura Island is administratively divided into four districts namely Bangkalan, Sampang, Pamekasan, and Sumenep. The four districts have tourism potential that can be developed into Islamic tourism destinations. Based on the identification results show that Bangkalan Regency has 16 attractions that can be developed to become sharia attractions. Sampang Regency has 9 attractions that can be developed to become sharia attractions. Pamekasan Regency has 13 attractions that can be developed to become sharia attractions. Sumenep Regency has 21 attractions that can be developed to become sharia attractions.

Amwaluna Vol. 4 No. 1 (Januari, 2020)

5

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If the attractions in each regency are seen based on nine characteristics of sharia tourism , it will be seen which characteristics are superior to each of these attractions according to public perception . The following table describes the average response of respondents based on the characteristics of halal tourism in each district in Madura .

Table 1

Characteristics of Tourism Objects

in Each District

Based on the Nine Characteristics

of Syriah Tourism

Source: Primary Data, processed

Tabel above explains that,

attractions in

Bangkalan have characteristics with the

number of scores the highest average on

the characteristics to -

2 namely "

Oreintation enlightenment,

refreshment and tranquility

” Quotes detected: **0,37%** in quotes:

id: **13**

" that the

average respondent's answer is 3.95,

meaning that almost all of the public

Bangkalan "

Agree

” Quotes detected: **0,12%** in quotes:

id: **14**

" that 16 attractions in

Bangkalan "

Oriented to enlightenment,

refreshment, and calmness

” Quotes detected: **0,39%** in quotes:

id: **15**

" . The second

advantage of tourism objects in Bangkalan

Regency is in the 9th Halal criteria, namely:

"

Respecting social cultural values and local

wisdom

” Quotes detected: **0,35%** in quotes:

id: **16**

" with an average score of 3.94

respondents' answers, meaning that

almost all Bangkalan people "

Agree

” Quotes detected: **0,12%** in quotes: id: **17**

" that

16 the tourist attraction "

Respects social

cultural values and local wisdom

” Quotes detected: **0,3%** in quotes: id: **18**

". While

the total value of the lowest for the

characteristics to -4 , namely "

Can avoid

immoral as adultery, pornography, sexually

explicit, alcohol, drugs and gambling

” Quotes detected: **0,85%** in quotes: id: **19**

" with

an average of 3.80 of respondents, but

even the lowest figure, but the figure is

approaching masi value of 4 means that

almost all of the public Bangkalan , Agree

that the 16 attractions of the "

Can avoid

immoral as adultery, pornography, sexually

explicit, alcohol, drugs and gambling

” Quotes detected: **0,76%** in quotes: id: **20**

".

While the characteristics

of attractions in Sampang Regency based

on nine criteria of sharia tourism, can be

explained as follows. The highest

average score value is found in the -

1 characteristic, which is "

Oriented to

general welfare

” Quotes detected: **0,32%** in quotes: id: **21**

" ie the average

respondent's answer is 4.05, meaning that almost all Sampang people "

Agree

” Quotes detected: **0,21%** in quotes: id: **22**

" that the 9 tourism objects in Sampang Regency are "

Oriented to the benefit of

general

” Quotes detected: **0,39%** in quotes: id: **23**

". The second advantage of the attractions in the district of Sampang is the criteria to- 2, namely: "

Oreintation

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enlightenment, refreshment and serenity

” Quotes detected: **0,35%** in quotes: id: **25**

" to score an average of 3.90 respondents, meaning that almost all societies Sampang "

Agree

” Quotes detected: **0,09%** in quotes: id: **26**

" that 9 attractions the "

Oriented

enlightenment, refreshment and

serenity

” Quotes detected: **0,32%** in quotes: id: **27**

" . While the total value of the lowest for the characteristics to - 8 is "

Preserving the

environment

” Quotes detected: **0,78%** in quotes: id: **28**

" with average respondents
3.80, but although the figures were the
lowest, but the figures were masi is also
close to 4 means that almost all societies
Sampang, Agree that 9 tourist attraction
"

Protect the environment .

According to the table in the above
explained that, attractions in the District
of Pamekasan that have a score value the
highest average on the characteristics to -
1 is

” Quotes detected: **0,12%** in quotes: id: **29**

"oriented on the general
welfare "

is the average respondents 3.75,
meaning that almost all of society

Pamekasan

” Quotes detected: **0,02%** in quotes: id: **30**

"Agree"

that 13 attractions in

Pamekasan Regency

” Quotes detected: **0,09%** in quotes: id: **31**

"Oriented to general
welfare "

. The second advantage of
tourism objects in Pamekasan Regency is in
the 9th criteria, namely:

” Quotes detected: **0,16%** in quotes: id: **32**

"Respect social
cultural values and local wisdom"

with an
average respondent's answer of 3.68,
meaning that almost all Pamekasan people

Quotes detected: **0,02%** in quotes: id: **33**

"Agree"

that the 13 attractions

Quotes detected: **0,16%** in quotes: id: **34**

" Respect

for socio-cultural values and local

wisdom "

. While the total value of

the lowest for the characteristics to - 3 ,

namely

Quotes detected: **0,12%** in quotes: id: **35**

" to avoid kemusyirikan and

khurofat "

with an average respondents

3:49, Angka approached 3 means people

Pamekasan , Hesitate that 13 tourist

attraction

Quotes detected: **0,12%** in quotes: id: **36**

" to avoid kemusyirikan and

khurofat "

.

While the characteristics

of attractions in Sumenep Regency based

on nine criteria of sharia tourism, can be

explained as

follows. The highest average score is found

in the -1 characteristic, which is

Quotes detected: **0,09%** in quotes: id: **37**

"Oriented

to general welfare"

ie the average

respondent's answer is 4.33, meaning that

almost all Sumenep people

Quotes detected: **0,02%** in quotes: id: **38**

"Agree"

that 21

attractions in Sumenep Regency

” Quotes detected: **0,09%** in quotes: id: **39**

" Oriented
to general benefit "

. The second advantage

of tourism objects in Sumenep Regency is

in the 9th criteria, namely:

” Quotes detected: **0,16%** in quotes: id: **40**

"Respect social
cultural values and local wisdom "

with an

average respondent's response of 4.20,

meaning that almost all Sumenep people

” Quotes detected: **0,02%** in quotes: id: **41**

"Agree"

that the 21 attractions

” Quotes detected: **0,16%** in quotes: id: **42**

"Respect
for socio-cultural values and local
wisdom"

. While the total value of

the lowest for the characteristics to - 7 ,

namely

” Quotes detected: **0,09%** in quotes: id: **43**

"Characteristically universal and
inclusive "

with an average of 3.94

respondents, approached Angka 4 means

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7

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the people Sumenep ,

” Quotes detected: **0,02%** in quotes: id: **45**

"Agree"

that the 21

attractions of the

” Quotes detected: **0,09%** in quotes:

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" Characteristically

universal and inclusive "

b. Understanding the

Madurese Against Tourism Sharia

The level of community

understanding of Sharia tourism is very

necessary, because

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the community is one

of th

e supporters of tourism, especially the

local community. If the community

understands sharia tourism, the

community will help provide support

facilities to serve the visitors. Thus, the

tourism planned sharia in Madura one of

the major capital it is the public should be

aware of what tourism was sharia so that

the people can help develop tourism sharia

in Madura .

The results of the respondents'

answers to understand whether or not

about sharia tourism are measured using a

Likert scale that is if the respondent

answers very well understand then gets a

score of 5, if the respondent answers

understanding then gets a score of 4, if the

respondent answers doubtfully then gets a

score of 3, if the respondent answers do not understand then get a score of 2, if the respondent answers do not understand once then get a score of 1. One hundred respondents per district in Madura are sampled and counted or measured using a Likert scale, the results are:

$$\begin{aligned}
 Me &= \left(\frac{\sum_{i=1}^k f_i \cdot x_i}{\sum_{i=1}^k f_i} \right) + \left(\frac{\sum_{i=1}^k f_i \cdot x_i}{\sum_{i=1}^k f_i} + 1 \right) \\
 &= \frac{(200 + 201)}{2} \\
 &= \frac{(4 + 4)}{2} \\
 &= 4
 \end{aligned}$$

So the median results are as large as 4, so that the median results of respondents' answers to the understanding of whether or not about sharia tourism is equal to 4. So

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[resources!](#)

it can

be concluded that th

e Madurese

community can be said to understand

about sharia tourism . With this

understanding, it will become a great

capital for Madura to become an

Indonesian sharia tourist destination.

Because based on the experience of

regions that develop Islamic tourism such as West Nusa Tenggara, the trust must also have the support of the community.

The results of this study have similarities with the research conducted by Lalu Adi Permadi (2018), who examined the perceptions and attitudes of the people towards the planned development of sharia tourism (halal tourism) in West Nusa Tenggara Province (NTB). The results of his research concluded that the people of West Nusa Tenggara have a good

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perception of the planned implementation of halal tourism in this area. The people of West Nusa Tenggara have a positive attitude towards the planned implementation of halal tourism in this area. From the Cartesian diagram it is known that the results of the planned implementation of halal tourism are perceived and responded very highly by the NTB community.

c. Analysis of Syraiah Tourism Development in Madura

Analysis of

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the development

of Islamic tourism in Madura

Island uses

the Analytical Hierarchy

Process (AHP) method which is a decision

support model developed by Thomas L.

Saaty whose decision will describe the

complex multi-factor or multi-criteria

problem into one hierarchy. In the AHP

Method, data processing begins by

compiling a hierarchy based on data

development criteria that will be

implemented. The preparation of the

hierarchy must first determine the goals or

objectives, criteria, sub-criteria and

alternatives in achieving those

objectives. The following results of

the analysis in an effort to

develop Islamic tourism in Madura

Island, based on the Analytical Hierarchy

Process (AHP) .

Figure 1.

Hiraki Structure Sharia Tourism

Development Policy in Madura

Information:

1. Regional Regulation 8. Restaurant / Restaurant
2. Promotion 9. Sharia Travel Services
3. Budget Provision 10. Sharia Fin. Institution Services
4. Understanding of Islamic Tourism 11. Sharia Health Services
5. Community Support

for Sharia Tourism 12. Sharia Internet Network

6. Worship Facilities 13. Sharia Entertainment Places

7. Accommodation Facilities

Alternative (Output) Development:

- a. Branding Products
- b. Citizen Branding
- c. Branding Event
- d. Place Branding

Based on the results of the AHP analysis, it shows that the greatest weight of the policy that is prepared is the readiness of services consisting of: (a) Sharia Travel Bureau Services; (b) Islamic Financial Institution Services; (c) Sharia Health Services, this service readiness has a value of 0.365. After the readiness of Amwaluna Vol. 4 No. 1 (Januari, 2020)

9



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services is followed by the readiness of facilities which have an amount of 0.259, the readiness of the facilities in question consists of: (a) Worship Facilities; (b) Accommodation Facilities; (c) Restaurant / Restaurant. The results of this study confirm the results of previous studies by Elpa Hermawan (2019), who examined the strategy of the Indonesian tourism ministry in increasing halal tourism branding. The results of his research concluded that the Indonesian government had built three aspects of appropriate strategies to

improve the quality of world-class halal tourism, namely in the aspect of destinations, by providing halal tourism facilities and services in accordance with the needs of Muslim tourists and Islamic law. Then by utilizing a digital system that can be reached anywhere easily so that travel deals can reach the international scene; as well as improving the quality of human resources both from the curriculum concept, certification to show the competencies possessed by each person or halal tourism services and also the concept of tourism offered.

In addition to the two readinesses above, to develop Islamic tourism in Madura also required several other readiness namely: infrastructure readiness with a value of 0.200, Government policy readiness with a value of 0.133, and community readiness with a value of 0.043. The infrastructure readiness in question is (a) Sharia Internet Network and (b) Sharia Entertainment Place. Whereas what is meant by the readiness of government policies are: (a) Regional Regulations, (b) Promotion, and (c) Provision of budgets. And what is meant by community readiness is: (a) Understanding of Syraiah Tourism; and (b) Community

Support for Sharia Tourism. The need for government policy in the development of sharia tourism policies in Madura, in line with the results of Rimet's research (2018), which examines sharia tourism development strategies in West Sumatra



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using a SWOT

(Strength, Weakness,

Opportunit

y, Threat) analysis. The results

of his research conclude that the sharia

tourism development strategy in West

Sumatra is to make tourism a leading

sector, implemented through an

integrated movement of tourism

development, Coordination Meetings with

Provincial Governments, Regencies/Cities

and Related Stakeholders, Provincial

Government Agreements, Regencies/Cities

making Sumatra West as Halal Wista

Destinations, selection of West Sumatra as

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the Best National Halal Destination,

selection of West Sumatra as the Best

National Halal Culinary Destination,

selection of West Sumatra as World's Best

Halal Destination, selection of West Sumatra as World's Best Halal Culinary Destination, Socialization of Halal Tourism for Tourism Stackholders, providing subsidies for arranging Halal Certification for industry (restaurants / restaurants), compiling Halal Tourism Local Regulation.

Weight of Inter-Alternative Final Values
After knowing the weight of each alternative based on sub-criteria, then the next is to determine the overall alternative weight or find the final weight of the alternative value. How to determine the final weight between alternatives is by multiplying the weight of each sub-criterion by the alternative weight . Following are the results of the calculation of the weight of the final value of each alternative policy.

Table 2
Weight of Final Value of Each Criteria and Policy Sub-Criteria

Source: Primary Data, processed (2019)

Based on the results of the final weighting assessment of alternative priorities, a high final weighting is found in the second alternative, Citizen Branding with a weight of 0.225 so that it becomes a top priority in efforts to develop syraiah tourism on Madura

Island. Then, the second highest

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value is

found in the fourt

h alternative, Place

Branding with a weight of 0.214 making it

the second priority. After that, the third

highest value is found in the first

alternative, Product Branding with a

weight of 0.187. And the lowest final

weight is in the third alternative, Event

Branding with a weight of 0.177, this is the

fourth priority in the development

of Islamic tourism on Madura Island.

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So, the assessment with a paired

comparison system using the Analytical

Hierarchy Process (AHP) method results

shows that the second alternative

or Citizen Branding is the right alternative

to be chosen or become the main priority

because it has the highest final weighting

of 0.225.

III. CONCLUSION

Madura Island has the potential to

become a sharia tourism destination for

Indonesia, because Madura has a potential

tourist attraction to be developed into an Islamic tourist attraction. The second reason is, Madurese people already have an understanding of sharia tourism, this will be a big capital for Madura to become sharia tourism destinations in Indonesia. Citizen Branding Strategy can be a top priority in efforts to develop Islamic tourism on the island of Madura.

Based on the findings of this potential, several Madura sharia tourism development strategies are needed as follows: (a) Conducting socialization on the concepts and objectives of the development of sharia tourism to government officials, the public and tourism (industrial) business operators in Madura; (b) Incorporate sharia tourism content in the PERDA concerning tourism; (c) Determine the appropriate branding related to the promotion of Madura as an Islamic tourist destination; (d) Creating a website-based

Frequently Asked Questions forum

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as a

source of information fo

r grassroots

people who want to get information about

sharia tourism; (e) Promoting Madura as a

destination for Islamic tourism to the target market; (f) Prepare competent guides to handle Muslim tourists .

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