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Spatial Modelling of Religious Tourism Development Strategy with Special Reference of Aer Mata Cemetery Bangkalan Madura, Indonesia

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Abstract – The development of tourism in Indonesia can be classified based on the type of tourism attraction preferred. Bangkalan Regency determine religious tourism as a major tourism destination. This is as affected by the existence of a number of historical relics which are related to the spread of Islam on Madura Island. , It also asserts this Cemetery as urban heritage that must be protected in Bangkalan. This study explores Cemetery Aer Mata, this religious tourism destination layout has not been arranged properly. For this reason, formulation of the zone mapping in the area is needed, in order to be developed as tourism destination that contains a historical value and consistent with regional policy for conservation. An spatial modeling can be develop as tourism strategy by using cognitive mapping techniques.

Index Terms- cultural heritage, cognitive map, religious tourism, spatial modelling

INTRODUCTION

Aer Mata Cemetery or Pesarean Aer Mata is located in Arosbaya, Bangkalan Regency. It's also known as one of religious tourism destinations in Bangkalan. Cemetery Aer Mata is a cemetery area where the kings and their descendants of Kraton Bangkalan are buried. It has become a sacred place among Madura societies. Cemetery Aer Mata is listed as a cultural heritage conservation area by the attractiveness of cemetery including the beauty of terraced hillside cemetery. The design contains three beliefs influence from Islam, Hinduism, and Buddhism. The combination of these three beliefs produces a unique and great architectural style. It also asserts this Cemetery as urban heritage that must be protected in Bangkalan.

So far this religious tourism destination layout has not been arranged properly. It becomes a great problems for the visitors who visited Aer Mata Cemetery. As a public spaces and one of the famous tourist attraction, this cemetery must be develop to revive the existing cemetery and conserve the heritage area with regulation.

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Figure 1. The Outer Gateway To The Aer Mata Cemetery In Arosbaya, Bangkalan.

For this reason, formulation of the zone mapping in the area is needed, in order to be developed as tourism destination that contains a historical value and consistent with regional policy for conservation. Thus, the research purpose of this paper is to formulate the tourism development strategy by using spatial modeling.

METHODS

The research method applied to the study was descriptive qualitative. It discussed existing data of Cemetery Aer Mata related to the spread of tourism attractions, circulation diagrams (flow) of visitors, accessibilities, and the supporting facilities for tourism activities. The data was presented and analyzed by using cognitive mapping techniques..

FINDING AND ARGUMENTS

The aim of this research is identify and analyze existing condition of Aer Mata Cemetery. This Cemetery consists of two areas, there are private area and public area. The private area contains the cemetery cluster in three levels, museum, mosques and security shelter to help the visitors and guide them around cemetery area. The public area contains several public facilities such as parking area, art market, shelter, and the main gate. By identify the existing data, we can identify some potentials spot which can be develop or can be maintain as the tourist attraction.

After that, we classify all information with the cognitive mapping techniques, information such as circulation, the spread of tourism attractions, accessibilities, and the supporting facilities. All the information will be trace to graphic data that consist of

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main map (Aer Mata cemetery map), key plan, and also layout explanation.
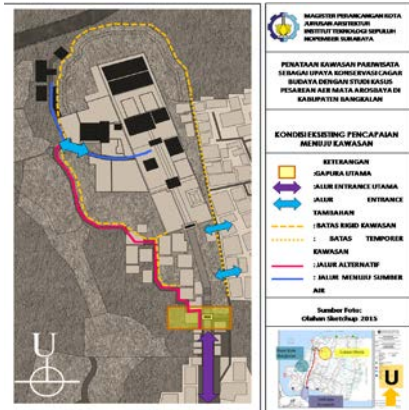

Figure 2. Sample of cognitive mapping data explaining the accesibilities around aer mata cemetery in arosbaya.

The sample of cognitive mapping describes a brief explanation about the problems such as the crossing spot because the visitors circulations has not been arranged properly, other problem such as the damaged of supporting facilities, a blank spot, and potential tourist attractions. The brief explanation about the Aer Mata Cemetery can be developed as the development strategy of Aer Mata Cemetery as religious tourism object.
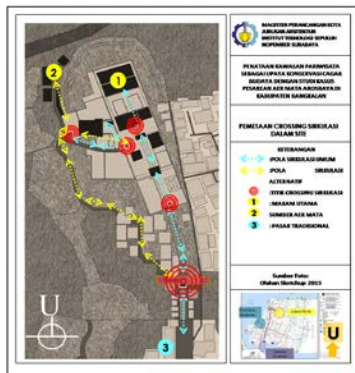

Figure 3. Sample of cognitive mapping data explaining the CROSSING SPOT around aer mata cemetery in arosbaya

CONCLUSION

Spatially, the outcome of this research is a strategy to determine potential spots in Aer Mata Cemetery.. This potential spots hopefully can be used as spatial solution to settle existing problems and increase tourism value. Further, this solution represented as spatial modelling of Aer Mata Cemetery.

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