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The 9th International Conference on Marketing and Retailing**MADURA COASTAL TOURISM PROBLEM: A STAKEHOLDER
PERSPECTIVE**

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Abstract

Madura possesses significant potential to be developed into a thriving tourist destination, particularly on its coast. Hence, the phenomena play as the challenge faced by village business entities in promoting sustainable tourism in a particular region. However, the current reality shows that Madura's tourism industry is not compatible due to a range of challenges. Therefore, this research endeavors to investigate the diverse problems related to coastal tourist destination development in Madura, particularly those managed by government institutions and village business entities. The research uses a case study method with primary data collection through in-depth interviews and observations. Moreover, the research gathers secondary data from relevant documents. The study findings indicate that tourism entities face multiple obstacles in developing tourism destinations such as financial constraints, human resource limitations, inadequate infrastructure, limited accessibility, and security concerns, lack of creativity, and natural disasters. Furthermore, several village leaders and religious figures in Madura still hold divergent opinions regarding the impact of tourism on religion and culture as well as concerns about potential negative impacts on local well-being. The findings of this study research provide valuable insights and recommendations for policymakers, local governments, and other stakeholders involved in Madura's tourism development. These research areas offer opportunities to contribute to a knowledge base in tourism development and address emerging challenges and trends in the industry. Further research can explore sustainable tourism practices in different destinations, strategies for effectively engaging and empowering local communities and effective marketing strategies for promoting tourism destinations.

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Keywords: Coastal tourism, economic dimensions, governance problem, infrastructure dimensions, stakeholder, social support dimensions

1. Introduction

As an archipelagic country, Indonesia has loaded with the broadest sea in the world as well as islands and beautiful coastal panoramas. Indonesia also has cultural diversity that attracts tourists and promotes national tourism development. According to Tourism Law No. 10 of 2009, tourism is a type of recreational activity supported by a variety of facilities and services provided by communities, entrepreneurs, and management agencies. Tourism is one of the most important industries and the country's main source of foreign exchange earnings. Indonesia's tourism industry has a potential contribution of about 13.139 billion USD and is expected to increase every year. Indonesia could embark on this potential for the economic, social, and strategic sectors (BPS-Statistical Yearbook of Indonesia, 2018).

Tourism activities are aimed at providing destinations, services, objects, and attractions (Azmi et al., 2023; Sugiyat, 2022). It is also referred to other related regional companies in providing leisure activities. The tourism industry is an organizational structure, public and private, concerned with developing, producing, and marketing products and services to meet travelers' needs (Charkina et al., 2022; Erol et al., 2022). Tourism regions are obligated to be involved in economic, cultural, and educational interchange to endure the possibility of overcoming welfare problems. Therefore its management must be carried out with professional qualifications.

Tourism destination establishment requires several points: adequate infrastructure, accessibility, and security guarantees. Furthermore, tourism development also entails contributions and participation from related entities such as destination managers, businesses in both public and private sectors, academics, and policymakers (Madhushika & Sivesan, 2022). Commonly, tourist destination development employs three stages. First, planning by forming supporting infrastructure. Second, mapping potential tourist visits, and third, evaluating and monitoring program achievements. The evaluation phase provides information on destination future development priorities, particularly on attractions, facilities and infrastructure, access, and management (Ataei et al., 2015; Goeldner & Ritchie, 2003). Collaboration among tourism stakeholders is needed for integration and development synergy.

The regional government can regulate the development of an area with the potential and uniqueness of each region. Research on (governance) principles is associated with various aspects and rules (Strobl & Peters, 2013), such as institutional levels, the role of management, and their impact on economic performance (Pechlaner et al., 2014; Volgger & Pechlaner, 2014, 2015), social and environmental aspects have received the attention of many researchers (Bichler, 2021; Bichler & Löscher, 2019). Previous studies found that governance needs to adopt social holistic understanding factors such as citizen participation and collaboration between stakeholders (Bichler, 2021). Recently there has been increasing interest in community-oriented and collaborative tourism governance models (Keyim, 2018; Van Bets et al., 2017).

However, most literature and research on governance has concentrated on economic indicators as well as on social factors in tourism management. Previous research assesses the processes that encourage or hinder collaborative governance (CG). The objective of collaborative governance is to identify factors influencing coastal tourism in Madura. This study uses Ansell and Gash's framework (Ansell & Gash, 2008), which combines collaborative processes such as building trust and commitment, as well as

supporting processes and factors such as leadership and design. Institutional design in Madura coastal tourism.

Madura tourism industry could perform a significant role resembling an industrial company, and destination development would impact all supporting industries (Karim, 2010). Recent studies have identified Madura tourism developing potential and impact, such as sharia tourism destinations (Sutikno et al., 2020), religious tourism (Adam et al., 2021; Bichler, 2021; Lubis et al., 2020), and spiritual marketing initiation (Fahrudin et al., 2018). Furthermore, Madura's tourist villages could encourage local com, communities' role (Rahayuningsih, 2021).

Tourism development involves diverse stakeholders such as society regardless of social class, regulators, residents, and the public (Bichler, 2021; Foris et al., 2020; Nawawi, 2013). Stakeholders are obligated to support tourism development. Communities should also be encouraged to participate in tourist destination development. The destination's development could benefit the surroundings and ensure the people's needs and interests (Singgalen et al., 2018; Singgalen & Kudubun, 2017).

Community participation is essential mainly involved in developing tourist objects and destinations. Tourism development could involve the community in cooperation in planning, implementing, and maintaining tourism destinations. Community participation is divided into several stages; 1) decision-making, 2) implementation, 3) evaluation, and 4) yield benefits (Cohen & Uphoff, 1980). Community empowerment through an active role in developing local tourism industries also supports local sustainable livelihood. In several of Indonesia's regions, tourism development shows rapid and advanced growth. This condition could be endurance as an economic equality leverage oriented towards regional development and community empowerment research Methods.

2. Literature Review

2.1. Coastal Tourism

Success in tourism development is highly dependent on the participation of relevant government and local community stakeholders. Darumurti et al., (2022) and Tubastuvi et al., (2023), clarifies that cooperation is an dynamic prepare; the activity is taken by community individuals themselves, guided by their way of considering, by utilizing implies and forms (educate and components) where they can declare control successfully. Community participation is essential in tourism development because, with local community participation, tourism development programs will run well. Pokdarwis is one of the tourism awareness groups formed to become managers of coastal tourism areas. This Pokdarwis involves all its members in managing tourist areas through participation in every activity. Cohen and Uphoff (1980) divided community participation in tourism into several stages, namely 1) The decision-making or planning, 2) the Implementation, 3) The stage of enjoying the results, and; 4) the Evaluation. The decision-making and planning stages may include the participation of Pokdarwis members in attending meetings. At the implementation stage, the actual participation of Pokdarwis members takes place in the form of contributing ideas, in the form of material contributions, and in the form of actions as members of the project. The stage of enjoying the results is a measure of the success of community participation. The evaluation phase, in the form of feedback, can help improve subsequent project execution. Tourism areas

that are developing with development carried out by Pokdarwis can also actively affect the welfare of the people around the area (Putra et al., 2023; Tobing et al., 2023). This circumstance is in line with Renaldi and Murdianto (2022), explore which states that there's a solid relationship between the level of intrigued and the level of welfare of Pokdarwis people. Exceedingly partaking individuals have a tall level of well-being as well. Social welfare may be a condition of satisfying citizens' fabric, otherworldly and social needs so that they can live enough and create themselves to carry out their social capacities. This circumstance is in line with Renaldi and Murdianto (2022), investigate which states that there's a strong relationship between the level of interest and the level of welfare of Pokdarwis individuals. Exceedingly partaking individuals have a tall level of well-being as well. Social welfare may be a condition of satisfying citizens' fabric, otherworldly and social needs so that they can live enough and create themselves to carry out their social capacities. Hapsari and Kinseng (Hapsari & Kinseng, 2018) state that a measure of the level of well-being can be in the form of the ability of individuals or groups to meet material (income) and spiritual (education, security, and peace of life) needs. According to BPS-Statistics Indonesia (2021), welfare indicators include 1) income level; 2) easy access to education; 3) easy access to health; 4) condition of residence; 5) ease of access to transportation. For this reason, it analyzes in more profundity the affect emerging from the dynamic support of the community in tourism improvement with community welfare. A higher level of participation of Pokdarwis members in tourism development will improve the welfare and lives of Pokdarwis members.

2.2. Innovation in Tourism

Season Tourism directors utilize different ways to extend the number of tourist visits. This increment within the number of visitors will have suggestions for four angles: natural, social, work, and financial. The negative affect on the environment with the best of guest sections at traveler objectives is waste. Large amounts of waste will hinder the development and renewal of natural resources (Mihajlović & Đorđević, 2022). From a social perspective, seasonal tourism's implications can disrupt local community activities when visitors increase. Unlike the low season, tourist visits can cause people to lose activities and routine work and deplorable conditions for tourist destinations to become deserted (Kuvan & Akan, 2005; Waitt, 2003).

The implications for the workforce from tourism, which tend to be seasonal, are the hazardous activity of workers in tourism. Seasonal tourism tends to hamper the ability and professional stability of providing services to tourists. This condition will impact the uncertainty of services that provide work (Foris et al., 2020). Laborers must search for other employments to balanced misplaced salary or spare cash amid top times (Cingano, 2014). At long last, regular financial suggestions are too related to action variances. The presence of a trough period suggests wasteful utilize of assets (Georgantzas, 2003; Jamal & Getz, 1995; Nadal et al., 2004), decreasing returns on venture and causing misfortune of benefits (Cuccia & Rizzo, 2011). The weight on corporate to create profit increments, which may influence costs (Niavis & Kallioras, 2021). Numerous regular goals tend not to decrease unemployment and pull in speculation (Candela et al., 2009). In the interim, at crest times, an over the top stream of sightseers can harmed administrations, coming about in a negative corporate picture (Flognfeldt jr., 2005; Koc & Altinay, 2007). Workers must search for other occupations to counterbalanced misplaced salary or spare

cash amid top times (Cingano, 2014). At last, regular financial suggestions are too related to movement variances. The presence of a trough period infers wasteful utilize of assets (Georgantzias, 2003; Getz & Nilsson, 2004; Jamal & Getz, 1995; Nadal et al., 2004), lessening returns on speculation and causing misfortune of benefits (Cuccia & Rizzo, 2011). The weight on companies to produce income increments, which may influence costs (Niavis & Kallioras, 2021). Numerous regular goals tend not to decrease unemployment and draw in speculation (Candela et al., 2009). In the mean time, at top times, an intemperate stream of visitors can harmed administrations (Candela et al., 2009), coming about in a negative corporate picture (Flognfeldt jr., 2005; Koc & Altinay, 2007).

2.3. Tourism Entity Strategy

The strategy of tourism companies in dealing with seasonal tourist visits is to attract new seasonal complementary segments, adapt to market fluctuations, and do nothing and accept the situation (Senbeto & Hon, 2021). Tourism companies and public entities carry out strategies by implementing new marketing strategies, product innovation, and new segmentation, creating new tourist destinations and extending the stay of tourists by increasing tourist activity at destinations and affordable prices (Banki et al., 2014; Getz & Nilsson, 2004; Jolliffe & Farnsworth, 2003). Among these alternatives, the most proactive requires the more significant potential for improvement. Therefore, innovation and corporate organisational culture are critical (Senbeto & Hon, 2021). The importance of tourist destination innovation encourages the creation of supply and demand for visits (Pulina et al., 2010). Indeed, Wanhill (2020), states that ponders centered only on stock, bookkeeping for as it were 9% of the entire. A particular case of such a consider is the analysis of the productivity of exercises within the tourism segment, which remains to a great extent unstudied, somewhat as a result of the intangible nature of tourism (Grönroos & Ojasalo, 2004). Because it were a few considers around have dismembered inn effectiveness (Pulina et al., 2010), without a doubt without considering customary impacts. Such considers would be useful for picking up removed better, a much way better, a better, a more grounded, an moved forward the next understanding of standard impacts and ways to contain them, as well as coordinating the first compelling techniques to combat their unfavorable impacts (Koenig & Bischoff, 2003).

3. Research Methods

3.1. Research Design

This investigate employments a case consider approach. Four destinations are the locations of research objects, namely Lon Malang Tourism Beach, Sampang Eduwisata Garam Bunder, Pamekasan, Sembilan Beach, Sumenep, and Bumi Anyar Beach, Bangkalan. The selection of these four destinations as a representation of the potential for coastal tourism in four districts in Madura. Data collection was carried out by interviews and semi-participant observation with the involvement of stakeholders in the four destinations. Informants in this study are stakeholders from the destination, namely BumDes managers. The potential of coastal tourism from economic, social and cultural aspects will be.

3.2. Data Collection and Analysis

The researchers visited the areas that resulted in the development of salt tourism in Madura. Data collection was through observation and in-depth interviews with coastal tourism stakeholders in Madura (e.g., the community and managers of BUMDes Coastal Tourism). The interview method was semi-structured, meaning that the informant had a free opportunity to provide insights not asked explicitly by the researcher. Usually, what is done by researchers provides direction to respondents, especially on the purpose of social research carried out. Researchers use Indonesian to get a dynamic approach with informants. Interview questions on respondents' perceptions about the problems of developing coastal tourism in the Madura region, such as 1) human resource potential, 2) lack of financing; 3) local government policies; 4) infrastructure; 5) accessibility; 6) community support; 7) promotion and branding; and 8) security.

Four BUMDes managers are research informants related to this research. Interviewees were selected based on their participation, knowledge, and familiarity with managing coastal tourism in the Madura region (Table 1). In analysing the data obtained from the informants, the researcher recorded it using a mobile phone and then transcribed it into a paperless draft. Furthermore, researchers make analytical choices in identifying, analysing, and reporting. Then, the researcher also did coding using an inductive strategy. Based on the code chosen by the researcher, patterns and themes are recognized. Furthermore, after obtaining the output of the analysis, it is followed by a report according to the research question.

The problems in the sustainability of coastal tourism development from the perspective of coastal tourism managers (BUMDes managers) are physical and non-physical. Researcher conducted interviews enduring between 30 and 45 minutes, and all members were ensured secrecy. Four BUMDes directors are investigate sources related to this investigate. Interviewees were chosen based on their support, information, and recognition with overseeing coastal tourism within the Madura locale (Table 1)

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Table 1. Informant profile

Informants	Profile	Characteristic
1	Director BUMDes Putra Mandiri	Lon Malang Beach, Sampang
2	Director BUMDes Mutia Saghara	Edutourism, Garam Bunder, Pamekasan
3	Director BUMDes Serunai Jingga Bringsang	Sembilan Beach, Sumenep
4	Business Operator	Bumi Anyar Beach, Bangkalan

4. Findings

4.1. Governance Dimensions

Local Government support in Madura through its policies in supporting coastal tourism activities is urgently needed. The power of the legal umbrella in the realm below allows one to try this tourism activity. Understanding that the government can support local tourism activities through local policies is essential (Tavárez & Barriga, 2023; Vieira et al., 2016). Local Government and Village Government have a big responsibility to ensure effective and efficient governance in the success of the tourism sector of each district in Madura. The reality of tourists in tourist destinations in Madura is still seasonal, so the use of human resources is not efficient and professional (Georgantzias, 2003; Getz & Nilsson, 2004). Coastal tourism in Madura is mainly managed by BUMDes (Village Owned Enterprises) because the village government develops tourist destinations. From the human resources perspective, creativity and innovative tourism managers in providing tourist services are still lacking. The Regional Government in Madura has yet to make the tourism sector a priority program including the Village Government. Tourism activities are ultimately handed over to BUMDes to manage and regulate them. Personnel who need to be more qualified in their fields (creativity and innovation issues) are a problem for the development of the coastal tourism sector. The average food and beverage seller, or café place, does not yet have a business entity with legal status. Coastal tourism managers claim that all sellers or stalls at tourist sites do not have business licences. Under the legal regulation of copyright law, people who have businesses or businesses that are SME's scale can have legal recognition as individual companies. Previous research found that local governments fail to manage and regulate tourist destinations due to inappropriate administration, need of advancement stores, and shortcomings in tourism foundation (Ho et al., 2017; Islam et al., 2017). Throughout the interviews, Informants claimed that the Madura region's coastal tourism still needed certified tourism competencies. Managers admit they have learned much from YouTube to design blueprints for coastal tourism destinations. They learn without understanding the essence, especially visitors' safety and security, while in coastal tourist spots. The manager must pay attention to visitor safety which is very important, apart from innovation and creativity. The local government must also be able to support health facilities to handle emergencies. Several of these factors can lead to the potential for coastal tourism in the less developed region of Madura.

4.2. Economic Dimensions

The economic impact of tourism usually leads to seasonality due to unstable tourism activity. This condition causes job stability for tourism managers and business operators, contributing to uncertain jobs. Workers temporarily leave the profession as tour managers or operators by compensating for other jobs. When Madura coastal tourism reduced interest in visiting tourists, there were several reasons. First, the offered coastal tourism destinations were good with sufficient financial conditions but needed more promotion and branding to the public. Second, the offered coastal tourism destinations could be better with financial difficulties, but promotion and branding to the public are perfect on social media. As with the Salt Bunder Edutour, the facilities are good when there is a learning-based tour about the salt-making

process. The manager offers this salt tourist program during the dry season. The facilities are sufficient, but PR promotion and branding on social media still need to be improved. In contrast, the condition of Bumi Anyar Beach tourism has less attractive tourist destinations, but on social media, the promotion and branding are very intense. Informant, as the operator of the Bumi Anyar Beach tourism business, admitted that the condition of the facility was due to the manager's financial difficulties in improving tourism destinations.

This condition is due to the mindset that travelling is expensive from local products and services. Increasing ticket prices and selling expensive products to get profits because building tourist destinations costs a lot. Based on observations, sellers at tourist sites sell food and beverage products that are more expensive than market prices due to significant fees and profits. Add photo spots without any other business facilities offered by coastal tourism to attract visitors. Prices for food and drinks also vary significantly from one seller to another. Informant stated that the mindset of food and beverage sellers from the condition of the surrounding community always has a high price range.

ATV motorbike driving destination on the coast. International tourists are taboo when swimming and just sitting around the coast. Limited capital and financing conditions can lead to a potential reduction in tourist visits to coastal tourism in the Madura region. The socio-cultural conditions of the Madurese people must also be a concern in the development of coastal tourism destinations. As a majority and devout Muslim, the values of Islamic sharia are always a consideration in developing tourist destinations. Halal coastal tourism is highly recommended and will become a capital force in tourism development in the future.

4.3. Infrastructure Dimensions

The Village Government, with Village Funds (DD), can support public facilities such as village access roads, Poskesdes (recommended health centre), places of worship, and public toilets to achieve infrastructure towards coastal tourist destinations. Likewise, the government level above can provide tourism infrastructure in tourist areas. Precisely the conditions in the Madura coastal area are challenges and issues with tourism infrastructure problems. However, many challenges and issues exist regarding maintaining tourism infrastructure (Anuar et al., 2013). The challenges that occur from the infrastructure aspect include the malfunctioning of existing infrastructure, a situation of coastal tourism far from health facilities, and no close access to worship facilities. Therefore, continuous procurement is needed to improve public facility services available for proper use. Researchers conducted in-depth interviews with several. Informants admitted that many international tourists come to this beach which sometimes causes problems for the coast and sea. Awareness of long-distance tourists still needs to be improved regarding waste problems, especially plastic waste. When long-distance tourists come to coastal tourism (Lon Malang Beach, Sembilan Beach, Bumi Anyar Beach), there is too much trash scattered at the mouth of the beach, and sometimes it is also dumped into the ocean waves. In expansion, most long-distance sightseers got to stop their cars on the side of the road. Informants admitted that the car park is limited, and visitors park their cars on the main road. In the end, these visitors caused congestion problems on the north coast of Madura Island. Sometimes some traders use motorbikes to use the parking lot to sell, and this situation can make matters worse.

All participants stated that the local Government did not provide access to tourist destinations. Tourist destinations, such as the Garam Bunder Edutours destination, still need to be completed. Tourism Awareness Youth Bunches have impediments in terms of get to and foundation advancement to extend the number of long-distance sightseers and remote sightseers entering our area.

Moreover, access to hotels and inns is very far from tourist sites, in contrast to the Nine Beach tour, where, around the beach, visitors can enjoy some lodgings. BUMdes administrators engaged in the tourism sector should be able to follow the example and learn from the youth in Bringsang Village, Sumenep. Does not maintain the Kemang Bay area as promised to the Government.

4.4. Social Support Dimensions

Social support from the local community is the initial foundation for the sustainability of tourism. This tour's impact will directly affect the local community's social conditions, which will result in community welfare (Hapsari & Kinseng, 2018). Additionally, government support that gives trust to Pokdarwis can increase internal control in tourism management (Darumurti et al., 2022; Rahman Hamid et al., 2023; Tubastuvi et al., 2023). Including a sense of security and comfort when entering the tourist area. The feeling of security and comfort when visiting coastal tourist destinations is a challenge for the local government and the community in the Madura region because there is a stigma of being unsafe at tourist destinations, such as robbers, thieves, or other crimes to tourist attractions. Tourist destination managers also maintain the security of tourists. In contrast, coastal tourism is very important in tourist areas when people swim, the latest wave currents, sea animal attacks, and other accidents. Informants revealed that there needed to be lifeguard operators to monitor the safety and security of visitors approaching the beach area, such as swimming or just walking at the mouth of the beach. Informants also admitted that accidents such as drowning or attacks by marine animals could also occur over time. Moreover, around Bumi Anyar Beach, many visitors still think there will be robberies. The management here is also trying to break that stigma through social media, even though there are many villages around Bangkalan whose areas are still not safe when long-distance visitors enter. The police have become a safe place for visitors to visit Bumi Anyar Beach if we change ourselves.

5. Conclusion

Coastal tourism in Madura has attractive destinations and has yet to be touched by the local government. In line with the development of coastal tourism destinations in Madura, the village government contributes capital participation through the Village Fund (DD). BUMDes essentially manage coastal tourism in Madura. Many management personnel are competent, creative, and innovative in managing tourism. This article comprehensively examines several previous studies on coastal tourism management. The results show a narrower understanding of the problems of developing coastal tourism in Madura. This research dedicates and classifies them into two problematic coastal tourism development categories: technical and non-technical constraints. Technical constraints from the development of coastal tourism include the need for more availability of infrastructure, difficulties in accessing financing, promotion (branding), and low competence of managers in managing coastal tourism potential.

Awareness of coastal tourism that instals a love for the sea can become a potential economic opportunity to improve welfare and a better standard of living (Sulaiman et al., 2018; Sulaiman, 2021). The non-technical constraints of developing coastal tourism in Madura include the following: the need for more support in government policies, acceptability of tourist destinations, a sense of security and safety while travelling, and support from the surrounding community. Community support around tourist destinations can avoid the negative stigma about travelling to beaches which are seen as haram if managed with halal travel guidelines (Sutikno et al., 2020), religious tourism (Adam et al., 2021), and spiritual marketing initiatives (Fahrudin et al., 2018).

Exploration and potential for coastal tourism significantly impact the income and welfare of the surrounding community. This study looks at the problems of managing tourist destinations from the perspective of managers and operators as executors of tasks that manage Village-Owned Enterprises in charge of developing and managing tourist destinations. BUMDes that manage tourist destinations arise from the awareness and natural beauty of the village. Based on the values of good governance, the BUMDes manager manages coastal tourism destinations well so that it has an impact on increasing the number of visitors. In addition, a business idea emerged from the BUMDes manager in developing tourist destinations to increase the village's original income and economic independence. The governance theme includes the limited competency of managing human resources and the absence of policies from the local government on coastal tourism. On economic themes related to BUMDes, such as the legitimacy of tourist destination legal entities, the legality of traders who are not legal entities, food and drinks tend to be expensive. Furthermore, the infrastructure theme includes unlicensed sellers, lack of security and safety, and the absence of public facilities such as health centres, toilets, road access, parking lots, lodging, trash cans, and infrastructure that supports coastal tourism. The last theme is social support which includes the low support of the local community and the lack of a sense of security, safety, and comfort while travelling. Based on in-depth interviews with informants, researchers found that coastal tourism in Madura faced technical and non-technical obstacles. The two problems in coastal tourism destinations in Madura can be solved using the triple helix concept approach (government, business people, and academics). Thus, well-coordinated efforts between the government, business entities, local communities, and academics can undoubtedly reduce practices that can hinder the sustainability of the development of tourist destinations in the Madura region.

This research offers a collaborative concept between the Government, Businessmen (Managers), and academics known as Triple helix in managing coastal tourism that has sustainable values. By instilling the value of love for the sea, a form of accountability to the environment and the socio-cultural conditions of the local community for the sustainable development of Madura tourism destinations. Continuous learning and collaboration between stakeholders in coastal tourism development will provide hope for developing attractive tourist destinations. Future research can focus on stakeholder assessment (triple helix) and visitor perceptions of coastal tourism in the Madura region.

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