Conference Paper

Halal Tourism Business Development with Information Technology Development

Sugiarto*, Mohammad Idhom

1Department of Informatics, Universitas Pembangunan Nasional “Veteran” Surabaya, East Java, Indonesia

Abstract

Institute of Research and Community Service wherein its development emerged an institution called Business Incubator, where Business Incubator (Inbis) is named Technopark Business Incubator has some activities that support startup that again developed outside the campus as well. From the development of this Startup also the Ministry of Research, Higher Education also has a program or scheme for Business Incubator of each Institution both private and State to bias develop innovation and application of technology in related fields. So Inbis Technopark also has a program for lecturers at UPN "Veteran" of East Java, so that the writer and some lecturers can develop knowledge in their field to be applied in some partners or that exist in incubation from Technopark Business Incubator. For this information technology will also improve some discipline of science, especially on business development in the field of travel or tourism. Marketplace This tourism is a new thing in Indonesia, tripahal pioneered this marketplace, with this marketplace is tourism business people can communicate with each other and sell services tourism with healthy. This system is a portal that can be accessed by tourism businesses or the general public.

Keywords: Halal tourism, incubator business, market, travel

INTRODUCTION

Institute of Research and Community Service wherein its development emerged an institution called Business Incubator, where Business Incubator (Inbis) is named Technopark Business Incubator has some activities that support startup that again developed outside the campus as well. From the development of this Startup also the Ministry of Research, Higher Education also has a program or scheme for Business Incubator of each Institution both private and State to bias develop innovation and application of technology in related fields. So Inbis Technopark also has a program for lecturers at UPN "Veteran" of East Java, so that the writer and some lecturers can develop knowledge in their field to be applied in some partners or that exist in incubation from Technopark Business Incubator. The information of technology will also improve some discipline of science, especially on business development in the field of travel or tourism.

Indonesia in particular and in the world, in general, the development of tourism is currently experiencing tremendous growth (Swastikayana, 2011; De, 2013; Agustini et al., 2014; Juang, 2014; Nata and Ngurah, 2017). Society has made holidays as part of his lifestyle. However, not many are aware if Halal Tourism has not been developed maximally, even the community or travel association that specifically handle this does not yet exist. Whereas the majority of Indonesia’s population is Muslim and the need for halal tourism is very high. With the

* Corresponding author
Email address: sugiarto.if@upnjatim.ac.id

How to cite this article: Sugiarto, Idhom M (2017) Halal Tourism Business Development with Information Technology Development. International Seminar Research Month Science and Technology in Publication, Implementation and Commercialization. NST Proceedings. pages 404-407.
development of tourism so rapidly, it is necessary an online platform that bridges between the community with travel and tour service providers who want a vacation. The model was termed with tourism travel and tour. A big city in Indonesia and nuanced to this tourism invites all local and foreign tourists to be able to vacation in Indonesia itself. In order to proclaim Indonesian tourism to bring Foreign Tourists into Indonesia, it needs an online media that targets visitors directly to neighboring countries of Indonesia to be able to come to this State of Indonesia.

The condition of halal tourism in the world is currently growing very rapidly from year to year, so Triphalal.id itself makes an opportunity to increase revenue from the sale of Tour and Travel packages, so Triphalal.id requires a Web Tour and Travel Target System (WT3S) to compete in this tourism industry increase, the domain of this community is also directly targeted for some areas of the city in Indonesia such as tour packages Jakarta-Bandung, Bali, and Lombok. In addition triphalal.id also targeting the Indonesian tourist market who want to look for halal tours to foreign countries such as Korea, Singapore, Thailand and package offer services umroh From the above conditions, then the activities that have been implemented will be obtained in a marketplace system as well is supported with Google AdWords ads for each of the above mentioned locations because the nature of these paid advertisements will lead to immediate goals and do not randomize as do unpaid advertisements.

METHODS

In this discussion a flow of waterfall is done, Figure 1, where the act of making this marketplace system of tourism is started with a system analysis to know from system requirement to be made, followed by a database design, when database creation have been made, then the next step is making program for making the output of a web-based tourism marketplace system, following the diagram design of the tourism marketplace system.

RESULT AND DISCUSSION

The picture above is a database design that is used for travelmart system or tourism marketplace, there are 9 tables for data storage from each data required.

1. Table Category

In this category table required to store the category or type of tourism that will be advertised or offered to prospective buyers or prospective customers so that this table is a master data
2. Table Rating
   In this rating table is needed to store data to provide value when there are customers who have never
   order to be able to provide insert or points for each tourism product that has been in follow based on each
   agent as well.

3. Table Bookkeeping
   This bookkeeping table is used for a report of activities and amounts that have been or have been ordered
   by the customer, so at the time of making a report of each agency will make it easier for ptosesnya

4. Package Table
   In the package table is used to store data of tourism products based on certain packages of each agent.

5. Table Promo
   In this promo table used to store data, when the agent has promo package category. Promo package is
   indeed to be distinguished from regular, so this promo package must be stored and put into other data, not
   mixed with data in table package and data in table category

6. Table Admin
   In the admin table is used to store master login data, where all the login username and password will be
   stored and encrypted in this table, the existing user on this marketplace system including administrators
   (admin officer on triphalal), member (ordinary customer who cannot make a tourism product offerings), as
   well as agents (users who can post a tourism product on this triphalal marketplace)

7. Customers Table
   In the customer table is used to store data and display information from all customers who have registered
   on this triphalal system

8. Agency Table
   In this agency table is used to store master data and bias displays complete information from each of the
   tourism agents that have been registered and verified by triphalal management.

9. Table Pages
   In this page table is used to store product pages that are biased proposed and become a medium of storage
   of SEO (Search Engine Optimization).

From Figure 2 below is the result of travelmart or tourism marketplace where, there is a difference between
the display of mobile and desktop web, this template is so premium that the layout will adjust the screen of the
tool used to triphalal, then the features inside are also there such as the latest packages, popular packages, the
best agents, etc., so that the feature will help prospective customers to be more confident again choose this page
www.triphalal.id.
Figure 2. The result of travelmart or tourism marketplace

CONCLUSION
Marketplace tourism is a new thing in Indonesia, triphalal pioneered this marketplace, with this marketplace is expected tourism business people can communicate with each other and sell services travel with healthy. This system is a portal that can be accessed by tourism businesses or the general public.

ACKNOWLEDGEMENT
Thanks a lot to all of the support for this research until done.

REFERENCES
Agustini, K., Suparta, I. N., Sunarya, I. M. G., and Wirawan, I. M. A. (2014). Penerapan Sistem Terintegrasi Panduan Pariwisata Berbasis Mobile Untuk Pelaku Pariwisata Di Kabupaten Buleleng Dengan Model Tam. *Jurnal Sains dan Teknologi, 3*(1).
De, L. A. (2003). Pemodelan Sistem Dinamik Pengembangan Pariwisata dalam Pengelolaan Sumberdaya Pesisir Berkelanjutan, [online]. Available at: [http://wisatadanbudaya.blogspot.com/2010/03/pemodelan-sistem-dinamik-pengembangan.html](http://wisatadanbudaya.blogspot.com/2010/03/pemodelan-sistem-dinamik-pengembangan.html).
Juang, Z. (2014). Perancangan dan Pembuatan Sistem Informasi Pariwisata Kota Solo dan Sekitarnya Berbasis Web. Surakarta, [online]. Available at: [http://eprints.ums.ac.id/28923/](http://eprints.ums.ac.id/28923/)
Nata, M., and Ngurah, I. G. (2017). Aplikasi Virtual Tour Guide sebagai Promosi Pariwisata Bali. *Jurnal Sistem dan Informatika, 11*(2).
Swastikayana, I. W. K. (2011) Sistem Informasi Geografis Berbasis Web Untuk Pemetaan Pariwisata Kabupaten Gianyar (Studi Kasus Pada Dinas Pariwisata Kabupaten Gianyar), [online]. Available at: [http://repository.upnyk.ac.id/905/1/SKRIPTI.pdf](http://repository.upnyk.ac.id/905/1/SKRIPTI.pdf)