

STUDY OF THE POTENTIAL OF HALAL TOURISM DESTINATIONS IN TEMAJUK VILLAGE BASED ON 3A (ATTRACTIONS, ACCESSIBILITY, AMENITIES) IN THE INDONESIA–MALAYSIA BORDER REGION

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ABSTRACT

Halal tourism is an important strategy to enhance the competitiveness of destinations, especially in border areas that have market differentiation and cross-border tourism opportunities. Temajuk Village, Paloh District, Sambas Regency, is a coastal destination on the Indonesia–Malaysia border with strong natural attractions, but the readiness of halal-friendly services still faces structural destination constraints. The purpose of this study is to map the potential and gaps in the 3As (Attractions, Accessibility, Amenities) of Temajuk Village to support the strengthening of competitive and sustainable halal tourism destinations. The method used was a qualitative descriptive case study through in-depth interviews, field observations, and documentation, analyzed using reduction-presentation-verification and a thematic 3A (Attractions, Accessibility, Amenities) matrix. The results of the study show that the attractions of Temajuk Village's tourist destination are very diverse (marine, ecotourism, and cultural), making it halal-compatible, but accessibility is a bottleneck due to low travel reliability (long travel times and seasonal influences), while amenities are not yet stable (limited electricity, internet, information centers, and transaction support). These findings emphasize that the development of halal tourism in border areas needs to prioritize the stabilization of access and minimum amenities as prerequisites for converting attraction advantages into a consistent halal tourism experience.

Keywords: Halal tourism; temajuk village; attractions; accessibility; amenities

1. INTRODUCTION

Halal tourism has developed in response to Muslim tourists' need for services that ensure a comfortable travel experience without compromising religious principles. This type of tourism not only offers a spiritual experience but also accommodates the specific needs of Muslim tourists, such as the availability of halal food and worship facilities (Rashid, 2024). This phenomenon is also supported by teachings in the Qur'an that encourage travel to learn from historical sites, inspiring Muslims to explore the world (Rahmi, 2020). In line with the increase in the Muslim population, the halal tourism sector has experienced significant growth, with an annual growth rate of 34.24% (Misbah & Johari, 2024).

The global Muslim tourist market is projected to reach 230 million by 2026, a dramatic increase from 140 million in 2018, indicating the enormous economic potential of this industry (Azizuddin & Ainulyaqin, 2022). In 2019, the number of international Muslim tourist arrivals reached 160 million, and despite a decline due to the COVID-19 pandemic, the figure recovered to 145 million in 2023, with projections reaching 164–168 million in 2024 and 230 million in 2028 with an estimated expenditure of USD 225 billion (Sumardi et al., 2025). These projections indicate that Muslim tourist spending on halal tourism will continue to increase, estimated to reach USD 274 billion in 2023 and USD 180 trillion in 2026, particularly for online travel bookings (Destiana & Kismartini, 2020).

The Indonesian government, through the Ministry of Tourism and Creative Economy, has expressed a strong ambition to develop halal tourism throughout the archipelago, given the large Muslim population and the diversity of tourist destinations (Dewi, 2023). Indonesia even ranked first in global halal tourism development in 2019, demonstrating the success of the government's priority programs over the past five years (Casum & Bawono, 2023). Strong natural or cultural attractions do not automatically result in a satisfying tourist experience if they are not supported by reliable accessibility and adequate amenities. This is in line with the destination system perspective, where the success of tourism is determined by the integration of attractions, accessibility, and amenities (3A).

The 3A framework (Attractions, Accessibility, Amenities) is an analytical tool commonly used in destination planning studies to map readiness and competitiveness levels. *Attractions* discuss the portfolio of tourist objects and activities as well as the differentiation of experiences; *accessibility* assesses connectivity, travel reliability, safety, route information, and risk factors for disruption; while *amenities* represent the availability of tourist facilities and basic services, such as accommodation, cuisine, sanitation, security, electricity, and telecommunications. In the context of halal tourism, amenities receive special attention because they are directly related to worship services (prayer rooms, places for ablution, prayer time information), clarity of culinary halal status, and hygiene standards that are prerequisites for comfort. Therefore, the integration of 3A with a "halal-friendly" lens is relevant for assessing growing destinations, especially in areas with limited infrastructure.

Temajuk Village is one of the villages in Paloh Subdistrict, Sambas Regency, West Kalimantan Province, which is a coastal destination in the Indonesia-Malaysia border area. Its geographical position on the border differentiates the destination through its narrative as the "end of the country" and its potential for cross-border tourism, in addition to its strong portfolio of attractions in the form of beach tourism, coastal/mangrove ecotourism, and man-made attractions that are developing through resorts and accommodations. These attractions are compatible with the " " family tourism segment and can be packaged as Muslim-friendly tourism. However, the border context also presents unique challenges, particularly regarding infrastructure limitations, the reliability of basic service networks, and access vulnerabilities due to environmental factors.

Based on observations, accessibility to Temajuk still faces obstacles, including road and bridge damage in the corridor leading to the Paloh area and access disruptions caused by landslides in certain segments. This situation not only affects travel comfort but also influences tourists' risk perception, which in turn can reduce their intention to visit and length of stay. Meanwhile, there are opportunities to strengthen regional connectivity through plans to build a cross-border post (PLBN) around Temajuk/Tanjung Datok, which has the potential to increase mobility, tourist flows, and economic circulation. However, improving connectivity without

adequate amenities and governance risks triggering coastal environmental pressures, waste problems, and disparities in service quality between attractions.

This study aims to comprehensively assess the potential of Temajuk Village as a halal tourist destination in the Indonesia-Malaysia border region using the 3A framework (Attractions, Accessibility, Amenities) as the main reading tool, so that the potential that has been known to be strong in coastal tourism and the "end of the country" experience does not stop at the narrative of beauty alone, but is mapped into the readiness of a real destination. Through mapping of leading attractions and opportunities for packaging them as Muslim-friendly and family-friendly tourism, assessing accessibility that emphasizes the ease and reliability of travel in the border region, and identifying key amenities ranging from worship facilities, cleanliness and sanitation, accommodation, halal culinary support, to basic services such as electricity, telecommunications, and transactions, this study aims to find the gap between existing conditions and ideal halal tourism needs, as well as formulate the most effective development priorities so that Temajuk can be positioned as a competitive and sustainable halal-friendly destination.

2. METHODS

This research uses a descriptive-qualitative design with a document-based study approach and field facts from non-experimental sources. This approach was chosen to analyze in depth the potential and challenges of developing halal tourism in Temajuk Village, with a focus on the aspects of attractions, accessibility, and amenities (3A) (Hanafi et al., 2024). A case study with a qualitative approach will be used to comprehensively investigate real-life phenomena, thereby revealing the social and economic dimensions that influence communities in remote areas such as Temajuk Village (Atmayanti & Malthuf, 2023).

The research location focuses on the Temajuk Tourism Area, Paloh District, Sambas Regency, with the unit of analysis following the 3A. The attraction component includes an inventory of natural and marine attractions, ecotourism/mangroves, as well as cultural attractions and activities/events that shape the visitor experience. The accessibility component includes connectivity conditions to and within Temajuk, the level of ease and reliability of travel, and the adequacy of travel information that affects tourists' perceptions of safety and comfort. The amenities component includes accommodation (homestays/lodgings), worship facilities, sanitation (toilets and clean water), utilities (electricity), telecommunications/internet, transaction support, and complementary facilities such as information centers and souvenir centers. The three components are analyzed through the lens of halal tourism to identify the readiness of services and gaps in meeting the needs of Muslim tourists.

The data sources consist of primary and secondary data. Primary data was collected through in-depth interviews with various parties, participatory observation, and documentation studies. The in-depth interviews included semi-structured questions designed to explore the perceptions, experiences, and expectations of informants regarding the development of halal tourism in Temajuk Village (Indratno et al., 2022). Participatory observation was conducted to directly understand tourism activities, social interactions, and environmental conditions in the field. Documentary studies involved reviewing regional policies, tourism master plans, and other relevant publications to analyze secondary data that supported the primary findings (Danuarta, 2025). These data collection techniques are essential for obtaining accurate and in-depth data, as they allow researchers to be directly involved in the processes and operational dynamics of the observed destinations (Zaenuri et al., 2021).

Informants include local government officials/related agencies, local communities, business actors/tourism service providers, tourism service supporters, and tourists. The variety of informant groups is intended to obtain rich data, compare perceptions between actors, and increase the credibility of the findings. The data analysis method uses a qualitative descriptive approach that includes data reduction, data presentation, and conclusion drawing to produce a comprehensive picture of the potential for halal tourism in Temajuk Village (Ahyani et al., 2022).

Data reduction was carried out by summarizing, selecting key points, and focusing on raw data from field notes resulting from interviews and observations (Sado & Sahdan, 2025). Data presentation was carried out in the form of a systematic narrative and matrix to describe the patterns, themes, and categories that emerged from the data (Putri et al., 2018). Furthermore, conclusions were drawn through the interpretation of the reduced and presented data, taking into account source triangulation to validate the research findings. This triangulation of sources, methods, and techniques is important to ensure the validity and reliability of the collected data, so that the research results can be scientifically accounted for (Atmayanti & Malthuf, 2023, p. 4). Data validity techniques will also be verified through triangulation and the extension of researcher participation in the field (Yohana & Rummyeni, 2019).

This study applies the principles of social research ethics by ensuring that informant participation is voluntary and based on informed consent. The identities of informants can be disguised to maintain privacy. The data collected is used for academic purposes and to formulate recommendations for destination development, and is interpreted carefully so as not to stigmatize local communities.

3. RESULTS AND DISCUSSION

Overview of Temajuk Village Tourism Destination

Geographically, Temajuk Village is the northernmost village in West Kalimantan and borders Malaysia; it is located 55 km from the sub-district center, 109 km from the district capital, and 335 km from the provincial capital. The demographic profile of the village shows a population of 2,290 (588 households) with the dominant occupations being farmers and fishermen, and some working across borders as migrant workers in Malaysia. In terms of public facilities, the village profile document lists several facilities (e.g., sports fields, offices, schools, shops, markets, terminals, roads, etc.) that indicate Temajuk has a public service base, although not all of them are tourism-oriented.

From the perspective of developing a halal tourist destination, the border context adds to the value of differentiation (the appeal of being at the "edge of the country") while also adding to the complexity of management: travel access is longer, basic services are not always stable, and the needs of modern tourists (internet, transactions) are not yet fully met. This complexity is appropriately examined through the 3A framework (Attractions, Accessibility, Amenities) because 3A enables systematic mapping of destination readiness, not just based on "beautiful attractions."

Temajuk Village has empirically developed as a tourist area based on marine tourism, but its readiness to become a 3A-based halal tourist destination is largely determined by the destination's ability to maintain consistent services, particularly in terms of worship facilities, sanitation, and the certainty of halal food availability integrated with the visitor experience. This opportunity is strengthened by the potential market of Muslim tourists from neighboring Malaysia, while the challenge lies in halal standardization and certification, which have not been fully implemented comprehensively throughout the Temajuk tourism value chain (Subagiyo &

Syaichoni, 2023). These aspects are crucial in attracting the Muslim tourist segment, which is sensitive to the assurance of halal products and services (Sinaga & Prayetno, 2025).

Attractions

Theoretically, halal tourism at the destination level often relies on two things: family-friendly tourism products and a halal-friendly service ecosystem. Temajuk's attractions are naturally family-friendly: long, gentle beaches, a variety of sand/reef characteristics, and a selection of nature-based activities that do not require nightlife or activities that are generally sensitive to the Muslim-family segment. In the perception of tourists, the long beach with its varied characteristics is a key attraction. On the other hand, the existence of a culture of dzikir and the development of jellyfish dances originating from daily practices (jellyfish seasonality) show that Temajuk has the "raw materials" for cultural attractions that can be presented in event formats that comply with halal tourism principles (family-friendly, clean, orderly, not excessive). The jellyfish dance itself is described as a dance developed and performed at major events such as the Paloh Coastal Festival.

Table 1. Main Attractions of the Temajuk Village Tourism Destination

Attraction Category	Field Findings	Characteristics/Uniqueness	Relevance to Halal Tourism
Beach & marine	Tanjung Bendere, Kemuning, Bayuan, Camar Bulan, Teluk Atong Bahari	Variety of beach characteristics; some are still very natural; Camar Bulan is more crowded and has facilities and access through resorts	Strong for family tourism; requires support for worship facilities and sanitation to ensure consistent halal-friendliness
Coastal ecotourism	Maludin Mangrove	Experience navigating rivers and mangrove forests as a tour package	Potential as educational tourism/family tourism; requires cleanliness SOPs and interpretation (guides, education)
Border attractions	Batu Bajulang / Tanjung Datuk	Can see both sides of the coastline of two countries and the border marker	Differentiation of "halal border tourism"; requires management of access , security, and route information
Culture & religion	Jellyfish Dance, Dzikir Art	Cultural attractions currently being developed, related to events (festivals)	Highly compatible for Muslim-friendly events (family-oriented, orderly, clean)
Local products	Shellfish products, local commodities	Local economic activities that can be an attraction	Potential to be developed as halal cuisine/souvenirs (requires traceability & hygiene)

Source: *Processed data (2025)*

Based on Table 1 above, from the attraction aspect, the Temajuk village tourist destination shows the most prominent strength. Field data shows a diverse portfolio of attractions, including

marine and nature tourism such as Camar Bulan Beach, Atong Bahari Bay, and a number of other capes/beaches; complemented by mangrove ecotourism, tropical rainforest landscapes, waterfalls, and islands/rock spots that are icons of the region. This variety of attractions expands the range of tourism activities (beach recreation, photography, family tourism, environmental education, and nature exploration), thereby increasing the opportunity to extend tourist stays if managed in structured tour packages. The prominent marine tourism potential in Temajuk includes diving and snorkeling activities, supported by the beauty of the underwater world with its pristine coral reefs and diverse marine life (Purwanto et al., 2020, p. 469). In addition, the existence of natural attractions such as mangrove forests and waterfalls offers educational and recreational experiences that are in line with the principles of sustainable tourism (Nisya & Zakik, 2023).

Apart from natural attractions, Temajuk also has cultural attractions that are relevant to strengthening the destination's identity, such as the Ubur-Ubur Dance and dzikir art, as well as the potential for seafood/local processed culinary products that can be developed as MSME-based tourism products. The existence of events, including the Paloh Coastal Festival, serves as a promotional lever and can be directed as Muslim-friendly events (halal culinary bazaars, family activities, and conservation narratives). Thus, from a halal tourism perspective, Temajuk has a high suitability of attractions because the dominance of nature/family tourism is relatively easy to package as halal-friendly. The main challenge in terms of attractions is not the absence of objects, but the need for standardization of experiences: destination information, hygiene management, and continuity of management (e.g., mangrove development that has been halted). Previous research also shows that tourism appeal is not limited to natural beauty alone, but also includes cultural and religious values upheld by the local community. Thus, integrating religious and local cultural values into the promotion and management of attractions can enhance the competitiveness of Temajuk Village as a comprehensive halal tourism destination (Lestari & Arjun, 2025).

Temajuk attractions show substantial potential as a halal tourism destination; however, it is necessary to integrate tour packages and strengthen cultural-religious narratives so that the concept of halal is not just a label, but an experience felt by tourists. This is in line with research indicating that Muslim tourists seek profound experiences that align with their beliefs, not just halal accommodation and food (Sugiharto et al., 2025). Therefore, the development of attractions must consider spiritual and educational dimensions that are relevant to Muslim tourists, such as the existence of a Qur'an study center or locations that facilitate religious activities (Ahyani et al., 2022). Furthermore, the development of attractions needs to actively involve the local community to create authentic experiences that reflect local wisdom and Islamic values, as emphasized in the concept of community-based halal tourism (Adinugraha et al., 2020).

Attraction planning must also take into account supporting facilities such as representative worship areas and accurate information about prayer times, which are essential for Muslim tourists (Rozi & Anam, 2024). It is also important to ensure that each attraction is equipped with clear and easily accessible information about available halal facilities, such as the location of halal-certified restaurants and clean toilets (Rahim et al., 2024). In addition, presenting information about local history and culture that has Islamic values can enrich the tourist experience, making Temajuk a destination that offers not only natural beauty but also spiritual and cultural richness (Utami et al., 2019).

Accessibility

Within the 3A framework, accessibility is not just a matter of "being able to get there," but "being able to get there comfortably, safely, and predictably." For halal tourism (especially the family segment), predictability of travel is important because it is related to the rhythm of worship and basic needs (e.g., availability of rest stops, sanitation, and child safety). A travel time of 4.5 hours for 90 km indicates a high "distance cost," which tends to suppress the family market and encourage a younger/adventurous tourist profile. As a result, halal tourism opportunities targeting families (as the dominant segment) are not maximized.

Table 2. Accessibility of Temajuk Village Tourism Destination

Sub-aspects of accessibility	Field Findings	Impact on Visits	Specific relevance for halal tourism
Travel time reliability	90 km traveled in ± 4.5 hours (± 20 km/hour)	Reduces interest in visits among the family segment and repeat visits	The family segment (halal market) is sensitive to travel comfort and predictability
Road quality & seasonal risks	Roads vary; during rain, vehicles get stuck in mud puddles; during heat, extreme dust	Travel discomfort and risks increase	Disrupts worship/travel rhythms; requires rest stops, sanitation, and clear route information
Public transport availability	"Air Sambas" bus: 1 fleet, daily schedule; not very popular; tourists tend to use private vehicles	Access for non-private tourists is less competitive	Halal tourism requires inclusive access for families/groups without vehicles
Transportation costs	Public transportation fare of approximately Rp100,000 for approximately 90 km is considered expensive	Travel costs increase $\rightarrow$ length of stay tends to be short if the tour package is not strong	Encourage multi-day package deals so that "distance costs" are considered reasonable

Source: *Processed data (2025)*

Based on the table above, the study results place accessibility as the main limiting factor. Observations note a distance of approximately 90 km from the district capital, which takes around 4.5 hours to travel due to varying road conditions (rough asphalt, sand, rocks, and dirt). In addition to slowing down travel time, these conditions also impact travel comfort; in the summer, extreme dust is a complaint, especially for motorcyclists. These findings reinforce that "distance costs" (time cost and travel discomfort) are the main determinants of Temajuk's competitiveness. This limited access not only hinders the arrival of domestic tourists but also significantly reduces the potential market of tourists from neighboring Malaysia, despite its strategic geographical advantage (Rahim et al., 2024). Improvements in road infrastructure and transportation modes

are essential to optimize this cross-border market potential, while also enhancing travel comfort and safety (Hatapayo et al., 2025).

From a 3A perspective, accessibility barriers affect two aspects simultaneously: (1) reducing interest in visiting, especially among families, who are a strong target for halal tourism; and (2) increasing operational costs for businesses because logistics for amenities (food, clean water, and facility maintenance) become more expensive and unstable. The documentation also summarizes that poor road access at various levels (national–provincial–district–village) is an obstacle to the development of Temajuk tourism. In the context of halal tourism, weak accessibility has broader implications, namely that tourists need certainty regarding prayer times and sanitary comfort during their trip, and long and unreliable routes tend to reduce perceptions of safety and comfort.

Previous research also indicates that the difficulty of accessing information about halal tourism and poor road conditions can hinder the development of halal tourism as a whole (Pratistawiningrat & Karmila, 2024; Sado & Sahdan, 2025). Therefore, improving road infrastructure and supporting facilities along the route to Temajuk Village is crucial to attract more tourists, especially from the halal market segment, which has high expectations for comfort and certainty. Furthermore, good accessibility, including good and safe road conditions, is an important factor that influences tourists' interest in visiting a destination (Aulia & Sidiq, 2015).

In the 3A framework, accessibility is a "critical point" that must be improved to convert attraction potential into repeat visits and longer stays, while ensuring that the halal tourism experience is not disrupted by travel uncertainties. Research shows that low accessibility, especially in terms of transportation, physical access, and supporting facilities, hinders the development of ecotourism, which is relevant to halal tourism (Patilaiya et al., 2025). Ease of transportation access is the highest indicator in explaining halal tourism infrastructure in relation to Muslim tourist spending (Devi & Firmansyah, 2019). However, the development of tourism accessibility requires collaboration between the central government, regional governments, state-owned enterprises, regional-owned enterprises, village-owned enterprises, the business world, and the community in accordance with laws and regulations. Sustainable investment in road infrastructure improvement and development, as well as the provision of integrated public transportation, will significantly increase the competitiveness of Temajuk Village as a halal tourism destination.

Amenities

In halal tourism destinations, amenities shape reputation because tourists associate "halal-friendly" with a neat, clean, and easy experience: clear information, basic facilities available, and consistent service. Temajuk shows growth in accommodation (as economic capital), but variations in service quality can arise due to unstable electricity and disparities in resources among operators.

The absence of a tourist information center directly impacts halal-friendly components: tourists need information on the location of worship facilities, culinary recommendations, operating hours, and visiting etiquette guidelines. Without an information center, the tourist experience tends to rely on informal information, which increases the risk of service inconsistency. Fourteen hours of electricity affects sanitation (water pumps), accommodation comfort (lighting/fans), and the food product cold chain; while weak internet affects digital promotion, service booking, and emergency communication certainty.

Based on field findings, some tourists perceive minimal internet access as "quality time," which has the potential to become a *digital detox tourism* marketing narrative. However, for destination standards (and family market prospects), this narrative should not be used as a

"justification" for delaying utility improvements; it is more appropriate to use it as a temporary added value, not a core strategy.

Table 3. Destination Amenity Aspects of Temajuk Village Tourism

Sub-aspects of amenities	Field Findings	Impact on Tourism Experience	Specific Relevance for Halal Tourism
Destination information	There is no tourist information center in Temajuk; the one in the city	Tourists rely on informal information; reducing service certainty	Hinders access to information on the location of prayer rooms/halal-friendly services, worship routes, and culinary recommendations
Electricity (utilities)	Electricity is available for approximately 14 hours (4:00 p.m. to 6:00 a.m.) and sometimes goes out; some businesses use generators/solar power/batteries	The quality of accommodation services is inconsistent; operational costs are increasing	Affects family comfort, sanitation (water pumps), and reliability of basic services
Telecommunications & internet	Stable internet only at certain points; some use Malaysian providers; recommendation to add BTS	Digital promotion, booking, and emergency communication are limited	Halal tourism requires certainty of information (prayer times, maps, services), especially for groups/families
Transaction support	Banking facilities are not yet available (summarized as an obstacle)	Reducing tourist spending and local economic turnover	Halal culinary/souvenir MSMEs struggle to grow optimally without easy transactions
Destination service readiness	Summary of obstacles: poor communication, 14 hours of electricity, no specific tourism policy	Service management tends to be inconsistent	Standardizing halal-friendly services is difficult when regulations and basic services are not yet robust

Source: *processed data (2025)*

Based on the table above, it shows that Temajuk's amenities have grown but are not yet at a stable and uniform level. In terms of tourism service institutions, the document emphasizes the need for data collection and standardization of accommodation facilities (permits, rates, and services), as well as strengthening tourist information centers and souvenir centers that are not yet optimal. The absence of a tourist information center in Temajuk is also noted, with the main

obstacle being the village budget priority, so that information services are still centered in the city, not at the destination. This condition hinders the dissemination of important information about the availability of halal facilities and other tourism services to potential visitors (Sado & Sahdan, 2025). Additionally, the lack of adequate parking space for large vehicles such as buses, as well as the limited availability of toilets and food stalls around the destination, are also obstacles that need to be addressed immediately (Palupiningtyas et al., 2022).

The lack of basic facilities such as public toilets and trash bins also indicates dysfunction in tourism management, which can reduce visitor satisfaction (Lestari & Arjun, 2025; Sado & Sahdan, 2025). Furthermore, the lack of halal certification for restaurants and food and beverage providers in Temajuk raises doubts among Muslim tourists, who seek guarantees of cleanliness and sharia compliance in their consumption (Faidal, 2022). This is exacerbated by the local community's lack of knowledge about halal tourism standards, resulting in the absence of halal labeling on food and beverages sold and worship facilities that do not fully meet standards (Rozi & Anam, 2024).

The amenities that most affect tourist comfort are basic utilities. Observations found that electricity is not available 24 hours a day (approximately 14 hours and interrupted by blackouts), so businesses rely on generators/solar panels/batteries to maintain services, which implies higher operational costs and variations in service quality between accommodations. In terms of telecommunications, signals and internet are weak; base transceiver stations (BTS) are available but only stable at certain points, and some residents use Malaysian providers, which increases costs and has led to calls for stronger BTS through focus group discussions (FGD). Other supporting obstacles noted are limited banking facilities and communication constraints, which also affect the convenience of tourist transactions and the local economy. The lack of digital infrastructure such as websites or special applications for promotion and services is also a significant structural weakness, hindering community participation and the overall development of tourism villages (Sado & Sahdan, 2025). Improvements in amenities, especially in terms of halal certification and basic infrastructure, will significantly increase Temajuk's appeal as a competitive halal tourist destination (Intansari, 2024; Liantifa & Lestari, 2025).

In the context of halal tourism, amenities are not enough to simply "exist"; they must be "guaranteed" and easily accessible: worship facilities, sanitation, clean water, as well as affordable halal cuisine and clear information. Therefore, these findings indicate that strengthening Temajuk's amenities needs to be directed at two things: (1) improving basic services (electricity and telecommunications) to ensure a consistent tourism experience; and (2) standardizing destination services (accommodation data collection, information centers, and MSME ecosystems) to increase tourist confidence in its halal-friendly image. Increasing local community awareness and participation in understanding halal tourism standards is essential to support the development of appropriate amenities (Liantifa & Lestari, 2025).

Amenities are a prerequisite for making Temajuk a "suitable" halal tourism destination, as the quality of amenities determines tourist confidence in the comfort of worship, cleanliness, and ease of service. Therefore, the provision of adequate worship facilities, guaranteed access to clean water, and the availability of halal-certified cuisine must be a top priority in the development of this destination. Improving the quality of amenities, especially in providing essential facilities, is a crucial factor in attracting and retaining tourists, as well as building a reliable destination image (Pramono et al., 2022).

Potential for Halal Tourism Based on 3A: Attractions, Accessibility, and Amenities

The results of the study show the following potential structure of Temajuk: strong attractions that are relatively halal-compatible, accessibility as the most dominant bottleneck, and

amenities that are developing but are not yet stable and standardized. This study also confirms the role of social factors such as cooperation among tourism stakeholders (bonding–bridging–linking social capital) and a culture of local hospitality as supporting factors that can accelerate destination improvement if facilitated by adequate policies and infrastructure.

Based on the 3A findings, the priority for developing the Temajuk halal tourism destination can be formulated into three main focuses. First, strengthening accessibility by improving connectivity and transportation support, because without access improvements, strengthening attractions and amenities will not be optimal. Second, stabilizing basic amenities (electricity and telecommunications) that directly determine the quality of accommodation services, sanitation, access to information, and tourist transactions. Third, standardizing halal-friendly services through accommodation data collection, strengthening information centers, and developing a culinary/souvenir ecosystem that can ensure a more consistent and recognizable Muslim-friendly travel experience. Furthermore, integrating halal certification into public facilities and service providers is an essential step to increase the trust of Muslim tourists and encourage them to return or recommend the destination (Rulindo et al., 2024). Improvements in fundamental aspects that are crucial to visitor comfort, such as the cleanliness of basic facilities and staff friendliness, will significantly increase visitor satisfaction and create a sustainable positive image (Lestari & Arjun, 2025).

Contribution of Findings to the Development of Halal Tourism in Border Areas

These findings enrich the discourse on halal tourism in border areas by emphasizing that "halal" is not only related to cuisine and worship facilities, but also depends on the reliability of access and the stability of basic services. The Temajuk case shows that even destinations with very strong natural attractions can experience stagnation if access and amenities do not develop as quickly as the growth of the destination's image. Thus, the 3A approach provides a clear roadmap to guide the gradual and realistic development of halal tourism in border destinations. This study underscores the importance of synergy between the government, local communities, and business actors in creating an integrated and sustainable halal tourism ecosystem in border areas, in line with the principles of 3A + 1H development (Pratistawiningrat & Karmila, 2024). This holistic approach ensures that all components of the tourism experience are enhanced simultaneously, with local communities as the primary subjects of development (Liantifa & Lestari, 2025).

Strengthening the International Framework: Halal Tourism, the 3A's, and Sustainable Tourism

To broaden the conceptual foundation, halal tourism development can be referenced to the Muslim-friendly tourism framework emphasized by Mastercard-CrescentRating through the Global Muslim Travel Index (GMTI). The GMTI is widely used to assess destination readiness in terms of access, communication, services, environment, and Muslim-friendly facilities (Mastercard & CrescentRating, various editions).

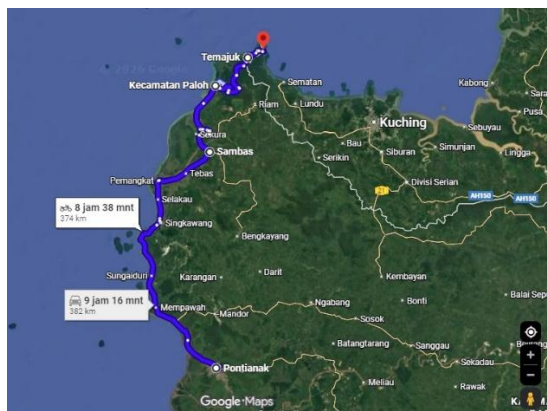
In the 3A aspect, the concept of attractions, accessibility, and amenities aligns with a destination planning approach that emphasizes the integration of products, infrastructure, and services. In international literature, the 3A's can be expanded to include "Ancillary services" (4A/5A) components such as destination information, institutions, marketing, and governance—which are relevant for border destinations to ensure a consistent tourism experience.

From a sustainable tourism perspective, the UNWTO emphasizes a balance between economic, socio-cultural, and environmental dimensions, including impact management, community participation, and the protection of natural and cultural assets. For coastal areas, this

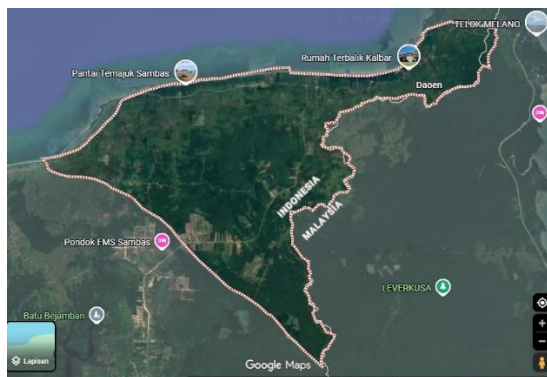
framework can be integrated with the principles of ecosystem conservation (mangroves, coral reefs) and disaster/climate risk management.

Furthermore, the Global Sustainable Tourism Council (GSTC) provides criteria and indicators for sustainable destinations, covering governance, socio-economic benefits, cultural preservation, and environmental management. The GSTC criteria can be used as a practical audit reference to strengthen basic amenities, cleanliness, waste management, and carrying capacity.

The integration of halal tourism and sustainability can be positioned as 'halal & responsible tourism': Muslim-friendly services that simultaneously ensure cleanliness, food safety, plastic waste reduction, energy efficiency, and empowerment of local MSMEs, so that Temajuk's attractive attractions do not put pressure on the coastal environment



A. Access to Temajuk Village



B. tourist locations in Temajuk

Figure 1. Google Maps Map of Temajuk Village, Paloh District, Sambas Regency, West Kalimantan

Policy Recommendations And Practical Strategies For Destination Management

- 1) Prioritize reliable corridor access: Establish priority corridors (Sambas–Paloh–Temajuk) for gradual improvements based on critical points (segments prone to puddles/landslides, bridges, and drainage). Include standard operating procedures (SOPs) for seasonal road conditions (information boards + digital channels) and family rest areas (clean toilets, water, and small prayer rooms).
- 2) Halal-friendly Minimum Service Standards (MSS): Formulate minimum destination service standards (clean toilets, clean water, ablution facilities, prayer rooms/prayer rooms, prayer time information, Qibla direction indicators at accommodations) and a simple audit checklist for homestays, food stalls, and tour operators.

- 3) Strengthen utility amenities: Promote hybrid energy schemes (PLN + communal solar power plants) for accommodations/MSMEs, and coordinate the addition of base transceiver stations (BTS)/increased network capacity. In line with this, prepare an offline-friendly cashless payment system (QRIS with specific modes/bank agents) and top-up points.
- 4) Coastal cleanliness management: establish village-based waste management units (TPS3R/Waste Bank), implement beach cleanup schedules, implement single-use plastic regulations in tourist areas, and provide segregated trash bins at attraction points. Apply the "leave no trace" principle to ecotourism packages.
- 5) Halal certification and traceability for MSMEs: Facilitate culinary entrepreneurs in obtaining halal certification (through mentoring, hygiene training, labeling), and curate a Temajuk halal culinary map. Integrate this with a program for hygienic and well-packaged specialty souvenirs (shellfish/seafood products).
- 6) Product packaging & 2–3-day itineraries: Due to high travel costs, develop multi-day packages (marine, mangrove, border, and cultural) with family-friendly schedules (prayer times, meal breaks, and children's activities). Provide local guides trained in environmental and cultural interpretation.
- 7) Carrying capacity and conservation management: Establish activity zones (swimming, snorkeling, mangroves), limit visits to sensitive areas, and implement marine tourism standard operating procedures (reef-friendly anchors, prohibition on taking biota). Integrate conservation education into the attraction.
- 8) Destination institutions: Establish/strengthen DMOs/Pokdarwis as coordinators of the 3A program, use a simple dashboard (visitor data, complaints, cleanliness, electricity/internet) for monitoring, and build cross-border partnerships (Malaysia-Indonesia tourism information) to strengthen border connectivity.

4. CONCLUSION

Based on a study of the potential of Temajuk Village as a Halal Tourism Destination based on 3A (Attractions, Accessibility, Amenities) in the Indonesia–Malaysia border region, it can be concluded that Temajuk has high potential to be developed as a halal tourism destination, especially due to its strength in the attraction component. The diverse portfolio of natural and marine attractions and ecotourism, coupled with cultural attractions such as dzikir and ubur-ubur dance performances and the support of tourism events, demonstrates strong compatibility with the characteristics of halal tourism, which is generally family-friendly and emphasizes safe, comfortable, and valuable experiences. However, the strength of these attractions has not been fully converted into a complete halal-friendly destination readiness due to dominant constraints in accessibility and amenities. Access to Temajuk is not yet reliable, influenced by variations in road quality and seasonal factors, increasing travel time and discomfort, which has the potential to reduce interest in visiting, especially for the family segment. On the other hand, basic amenities and services are not yet stable. This condition is evident in the lack of tourist information centers, limited electricity supply, uneven internet connectivity, and limited transaction support. These limitations can reduce the consistency of services, cleanliness, and ease of worship as key elements of halal tourism. Therefore, the most rational development direction is to strengthen accessibility and stabilize minimum halal-friendly amenities (destination information, basic utilities, and service support), while packaging attractions into structured tour packages so that Temajuk can emerge as a competitive and sustainable halal tourism destination on the border.

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