

Community Engagement: A Key Driver in Developing Religious Educational Tourism

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ABSTRACT

“Kampoeng Qur’an” is one of the religious tourism destinations in Malang City that offers many types of Qur’an learning. Qur’an learning is carried out in 3 large mosques, 15 Qur’an Houses and 13 TPQs with a total of 70 classes. This research aims to analyze how Islamic brand image, facility, government power and community engagement affect the development of religious tourism destination. The sample of this research is 100 communities in Kampoeng Qur’an Wijaya Kusuma. Data analysis uses the regression methods. The result shows : 1) Islamic brand image shows a significant influence on the development of religious tourism destination; 2) facilities show no significant influence on the development of religious tourism destination; 3) Government power shows a significant positive influence on the development of religious tourism destination, 4) Community engagement shows a significant positive influence on the development of religious tourism destination. Community Engagement shows the greatest contribution among other variables to the development of tourism destinations in Kampoeng Qur’an Wijaya Kusuma. The community is active not only as participants but also as managers in implementing religious programs. Education costs at Kampoeng Qur’an are also free from community self-help

Keywords: *Community Engagement, Facility, Government Power, Islamic Brand Image, Religious Tourism Destination.*

1. INTRODUCTION

1.1. Research Background

The halal tourism or Muslim religious tourism sector holds significant potential for development. According to the Mastercard Crescentrating Global Travel Market Index (GMTI) 2019 report, the number of Muslim tourists worldwide is expected to reach 230 million by 2026 (Kemenkraf, 2021). Malang City is among the cities recognizing this potential. One of its noteworthy attractions is the Ki Ageng Gribig Tomb Complex, which combines religious, educational, historical, and ecological tourism. The site attracts around 800 visitors each month. (Ketik.co.id | Media Kolaborasi Indonesia., 2023). Moreover, the annual Haul Ponpes Darul Hadits event successfully draws hundreds of thousands of pilgrims from various regions across Indonesia (Indonesia, 2024).

Given this situation, the development of Kampoeng Qur’an Wijaya Kusuma (KQWK) as a religious and educational tourism destination in Malang City is highly relevant. KQWK was officially inaugurated by the Mayor of Malang in 2022 in Polehan Village, Blimbing District, Malang Regency, which has a population of 3,000 people. Currently, Qur’an learning and tahfidz training are being actively conducted in KQWK, not only in three large mosques but also across 15 Qur’an Houses and 13 TPQs, with a total of 70 classes. One of KQWK’s key strengths is its inclusive learning approach, welcoming students from all backgrounds, including children, parents, beginners, and Qur’an memorizers. The program offers flexible study hours and is provided free of charge through community support. However, despite its significance, KQWK remains relatively unknown. There is also no clear signage or identity marking its presence when passing through the area. This highlights the need for strong destination branding to enhance its visibility and attract more visitors (Alvianna et al., 2022). Therefore, this study wants to reveal whether branding can help to increase the development of Kampoeng Qur’an. In addition, efforts to optimize the development of a village into a tourist village certainly require the support of the entire community. Tourism depends on the good intentions and cooperation of the local community (Murphy, 1985). Encouraging local communities to participate in tourism planning and management can improve sustainable local development (Esichaikul & Chansawang, 2022). This is in line with tourism research in

Batu City which states that community-based tourism has been proven to be able to improve the image of a tourist destination (Hidayatullah & Windhyastiti, 2021). Research in Batu City also shows the important role of government in developing the tourism industry (Windhyastiti & Diah, 2016). In addition, the quality of travel and travel value (Sudigdo et al., 2019) and the availability of available places of worship (Battour, 2017) are also of concern to tourists based on the description, this study wants to examine the extent to which branding, facilities, government excellence and community involvement have an impact on visits to Kampoeng Qur'an.

1.2. Literature Review and Hypotheses

The perceived value dimensions for Muslim tourists include quality, price, emotional value, physical attributes aligned with Islamic principles, and non-physical attributes that reflect Islamic values. In addition, the quality of the trip and the value of the trip (Sudigdo et al., 2019) and the availability of available places of worship (Battour, 2017) are also of concern to tourists. Other research finds that muslim tourists were satisfied with the performance of three Islamic attributes: hotel entertainment and facilities (Dabphet, 2021). Its line with research that shows halal-friendly facilities and Halal-friendly service positively influence the visiting intentions of Indonesian, Malaysian and Brunei Muslim tourists (Soonsan & Juman, 2024). The following conclusions can be drawn from other results that the assets of a developing destination, recreation areas, attractive visitor facilities and obligatory additional services are rational (Turgambekova et al., 2023)

The value of physical attributes can also be associated with destination branding, where branding has also been proven to be needed to attract tourist visits to a tourist destination (Alvianna et al., 2022). Destination branding is a complex process that goes beyond simply developing slogans and symbols (Kavaratzis & Hatch, 2013) (Aaker, 1995). All of these collectively generates a unique network of associations in the minds of consumers. Branding enhances destination image (Blain et al., 2005) and destination image is a significant factor in determining visitor choice (Lee et al., 2002)

Power that generates something extraordinary is known as coercive power. In this study, such power is positioned within government authority as a driving force for the tourism industry, with the expectation that it can mobilize all stakeholders in the tourism sector. The role of government in economic development includes planning, policy-making, regulation, and the development of public facilities to support the tourism industry. Research in Kulonprogo shows the role of government in the field of tourism economic development, namely the development of tourism destination facilities, tourism marketing, tourism industry, and related institutions that are integrated and the determination of regulations for 5 strategic tourism areas (KSPD) in Kulonprogo (Rahajeng, 2017). This research is in line with research in Batu City where the progress of the tourism industry cannot be separated from the role of the government which, when the tourism industry was "slumping", used "power" to force investors to stay in Batu City and encourage the opening of various tourist attractions (Windhyastiti & Diah, 2016). Research in the Mediterranean region also shows that the active role of the government is important in attracting and controlling investment demand in the tourism sector in developed countries in the Mediterranean (Kunst, 2011). The government is also interested in supporting tourism development such as foreign exchange earnings, contributions to government revenues, job creation and regional development stimulus (Jenkins, 2020).

One of the factors contributing to the failure of tourism projects is the lack of community involvement (Nozomi Saito Lisa Ruhanen & Axelsen, 2018). Tourism depends on the goodwill and cooperation of local communities (Murphy, 1985)(Hidayatullah et al., 2022). Encouraging local communities to participate in tourism planning and management can improve sustainable local development (Esichaikul & Chansawang, 2022). In the context of tourism, community empowerment is seen as one way to realize sustainable tourism development (Li & Hunter, 2015)(Boonmeerit, 2017). Community empowerment is creating an atmosphere/climate that allows the potential of the community to develop and can play an active role in developing empowerment and tourism sustainably (Joo et al., 2019)(Adebayo & Butcher, 2023). Community empowerment is closely linked to granting authority and voice to marginalized groups and local communities. It relies on collective action and the active participation of all community members, rather than focusing on individual efforts. Effective community empowerment should address the genuine needs and perceptions of the community, improve resource access, strengthen local organizational management, and enhance control over social and environmental aspects by building community capacity. This approach fosters local involvement and support, making it a fundamental tool for sustainable tourism development in the future (Kasenda et al., 2013). Community empowerment is integrated with tourism using the Community Based Tourism approach (Joo et al., 2019)(Dangi & Jamal, 2016)(Iqbal & Ahmed, 2022)(Hidayatullah, S; Rachmawati, Ike Kusdyah; Khourouh, U; Windhyastiti, 2018). The conceptual model in CBT provides socialization, education and training to the community, provides a clear division of tasks between the parties involved and sustainable use of local resources (Ginanjar, 2023). The other results of this study indicated that local people is highly enthusiastic about tourism development in Wanayasa.

Community's commitment to participate in the rural tourism development is to contribute to the provision of access and infrastructure, organize cultural events, and preserve both cultural and natural environment independently (Jasman et al., 2023).

Based on the description of relevant previous theories and research, the following hypotheses are formulated:

H1: Branding has a significant positive effect on the development of religious tourism destination

H2: Facilities have a significant positive effect on the development of religious tourism destination

H3: Government power has a significant positive influence on the development of religious tourism destination

H4: Community engagement has a significant positive effect on development of religious tourism destination

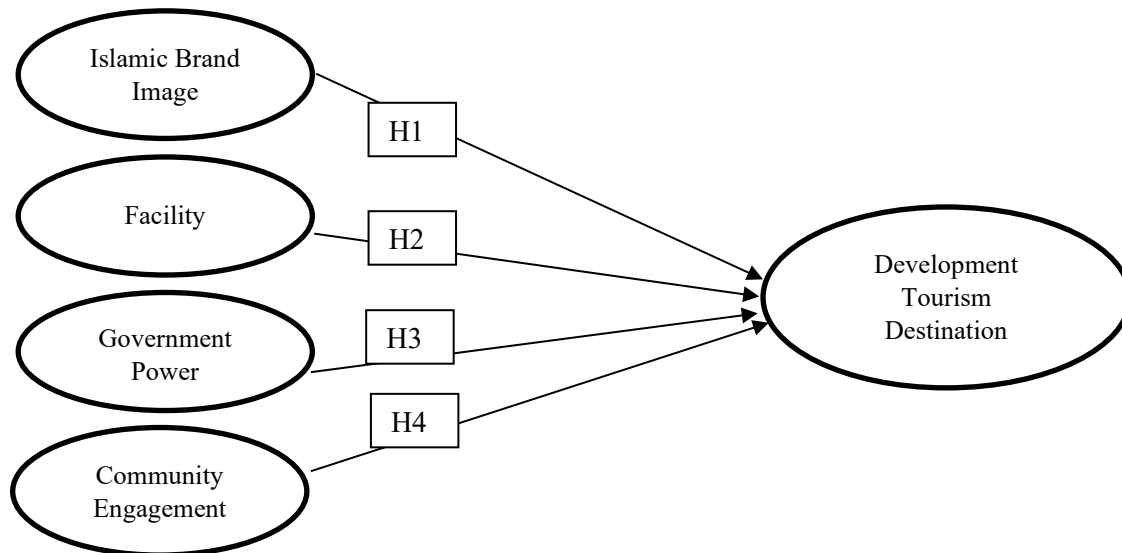


Figure 1. Conceptual Framework

2. RESEARCH METHODS

In this study, the respondents were drawn from communities of “Kampoeng Qur’an”. The sample for the study was derived from 100 communities that collected with random sampling. The data collected were analyzed using the regression method. The independent variable and the indicators are: 1) Islamic Brand Image: slogan, symbol (Aaker, 1995), conditions of cleanliness (Battour & Ismail, 2014), peace; 2) Facility: worship (Battour, 2017), education facility; 3) Government Power: help to development, promote (Rahajeng, 2017) (Kunst, 2011) (Jenkins, 2020) ; 4) Community: participation in planning and management (Esichaikul & Chansawang, 2022), community involvement of manpower, infrastructure, material incentive (Kamarudin, 2013). The dependent variable is development tourism destination.

3. RESULT AND DISCUSSION

Based on Table 1 below, it can be seen that of the 100 community respondents: 1) the majority of gender were female (81%); 2) the majority of respondents age were 51-60 years old (24%) and more than 60 years old (34%) ; 3) the majority of respondents occupation were as housewife (39%) and as entrepreneur (37%) ; 4) the majority of respondents education were a senior high school (47%)

Table 1. Respondent Description

Gender		
Information	Total	%
Male	19	19.00
Female	81	81.00
Total	100	100.00
Age		
Information	Total	%

< 20 years	4	4.00
21 - 30 years	8	8.00
31 - 40 years	8	8.00
41 - 50 years	22	22.00
51 - 60 years	24	24.00
> 60 years	34	34.00
Total	100	100.00
Occupation		
Information	Total	%
Students	2	2.00
Government Employees	5	5.00
Private Employees	6	6.00
Entrepreneur	37	37.00
Housewife	39	39.00
Others	11	11.00
Total	100	100.00
Education		
Information	Total	%
Elementary School/Junior High School	17	17.00
Senior High School	47	47.00
Diploma	8	8.00
Bachelor	28	28.00
Total	100	100.00

Based on the results of the analysis (Table 2), it was found that: 1) The Islamic Brand Image variable has a positive and significant influence on tourism destination development. With a β coefficient value of 0.206, tcount of 2.315, and a Sig. 0.023 (smaller than the cut-off value of 0.05), the hypothesis which states that Islamic Brand Image has a significant effect on destination tourism development is accepted. This shows that the stronger the Islamic brand image a tourist destination has, the greater its influence on the development of the area. This image is one of the main attractions that encourages tourists and the public to appreciate the Kampoeng Qur'an Wijaya Kusuma destination; 2) Facility does not show a significant influence on tourism destination development. With a negative β coefficient of -0.082, tcount - 0.730, and Sig. 0.467 (greater than the cut-off value of 0.05), the hypothesis that facilities influence destination development is rejected. This shows that the availability of facilities in the area does not have a significant impact on the development of tourism destinations; 3) The Government Power variable also shows a positive and significant influence on tourism destination development. The coefficient value β is 0.171, tcount is 2.117, and Sig. 0.037 (smaller than the cut-off value of 0.05) supports the hypothesis that government power has a significant influence on the development of tourist destinations in Kampoeng Qur'an Wijaya Kusuma. The government, which plays an active role in supporting development, infrastructure and regulations, is directly able to encourage the development of tourism destinations. The government's role is considered important in ensuring the sustainability and attractiveness of tourist destinations in Kampoeng Qur'an Wijaya Kusuma; 4) The Community Engagement variable has the most significant influence on tourism destination development. With a β coefficient value of 0.602, tcount of 5.736, and a Sig. 0.000, this variable shows a very significant effect, far below the cut-off value of 0.05. This confirms that community involvement plays a major role in developing tourism destinations. When the community actively participates, is involved in activities, and supports destination management, the impact on the development of tourist areas is very large. This is consistent with the theory of community involvement in the social and economic development of a region

Table 2. Data Analysis

ANOVAa						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	31.310	4	7.827	39.795	.000b
	Residual	18.686	95	.197		
	Total	49.996	99			

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	-.018	.356		-.050	.960
	Islamic Brand Image (X1)	.249	.108	.206	2.315	.023
	Facility (X2)	-.097	.132	-.082	-.730	.467
	Government Power (X3)	.136	.064	.171	2.117	.037
	Community Engagement (X4)	.709	.124	.602	5.736	.000

b. Predictors: (Constant), Community Engagement (X4), Government Power (X3), Islamic Brand Image (X1), Facility (X2)

Dependent Variable: Development Tourism Destination (Y)

Islamic Brand Image has a significant influence on the development of accepted tourist destinations. This shows that the stronger the Islamic brand image a tourist destination has, the greater its influence on the development of the area. This image is one of the main attractions that encourage tourists and the public to appreciate the Kampoeng Qur'an Wijaya Kusuma destination. Its line with finding result that branding enhances destination image (Blain et al., 2005) and destination image is a significant factor in determining visitor choice (Lee et al., 2002). Islamic brands must be optimized by adding environmental attributes and encouraging the creation of local products with Islamic nuances

Although facilities may be a supporting factor, this data shows that in this case, facilities are not the main factor in encouraging the development of tourist destinations. It's line with research finding that Muslim-friendly amenities and quality of service did not affect Kuwaitis' travel decisions (Nassar et al., 2015). Additional information that might be a reference for why Facility is not significant and has a negative value. Facilities do not play a significant role in influencing the development of the Kampoeng Qur'an Wijaya Kusuma area. In fact, a negative coefficient indicates the possibility of an inverse influence, where existing facilities may not be suitable or do not support optimal development of tourist destinations. This argument can be seen from several factors that emerged from the respondents. Many respondents highlighted the lack of adequate facilities and infrastructure in Kampoeng Qur'an Wijaya Kusuma. They stated that parking facilities were limited, infrastructure was not optimal, and the need for accessories such as gates and prominent landmarks was still not met. Several respondents also suggested adding technological supporting facilities and environmental planning to make the area look more attractive as a tourist destination. Dissatisfaction with these facilities could be the reason why the Facility variable has a negative coefficient—because the existing facilities are not considered adequate, available facilities are still related to educational facilities. Kampoeng Qur'an does not yet have tourism facilities that can be used as a symbol of uniqueness. so the impact does not support the development of the Kampoeng Qur'an Wijaya Kusuma area. because the The Government Power has a significant influence on the development of tourist destinations in Kampoeng Qur'an Wijaya Kusuma. The government's main role is to designate Kampoeng Qur'an as a religious tourism area in Malang City. Its line with research in Batu City (Windhyastiti & Diah, 2016) and research in the Mediterranean that shows the active role of the government is important in attracting and controlling investment demand in the tourism sector in developed countries in the Mediterranean (Kunst, 2011). Unfortunately, the government's role is not optimal because it has not helped in preparing tourism support facilities in Kampoeng Qur'an. The government's role is considered important in ensuring the sustainability and attractiveness of tourist destinations in Kampoeng Qur'an Wijaya Kusuma.

Community Engagement shows the greatest contribution among other variables to the development of tourism destinations in Kampoeng Qur'an Wijaya Kusuma. This indicates that the more active the community's involvement, the greater the impact on the development of tourism destinations in Kampoeng Qur'an Wijaya Kusuma. From the respondent data, many admitted that the community was involved in activities such as studying together, providing a place to recite the Qur'an, and supporting recitation events and other socio-religious activities. The community is active not only as participants but also as managers in implementing religious programs. Education costs at Kampoeng Qur'an are also free from community self-help. This findings is lined with other research that shows the encouraging local communities to participate in tourism planning and management can improve sustainable local development (Esichaikul

& Chansawang, 2022). In the context of tourism, community empowerment is seen as one way to realize sustainable tourism development (Li & Hunter, 2015)(Boonmeerit, 2017).

Mutual cooperation, participation in routine activities, as well as material and moral support provided by residents show that they have a high commitment to the development of Kampoeng Qur'an Wijaya Kusuma. Community involvement creates strong relationships between local residents and visitors, and ensures the sustainability of existing activities and programs. Apart from that, collective awareness to maintain religious and social values in the area is a major factor in developing community-based tourism destinations. This makes Community Engagement, the most influential variable, because without active involvement from the community, the development and development of tourism destinations will be difficult to achieve maximum results. This argument is strengthened by the fact that, in religious-based destinations such as Kampoeng Qur'an Wijaya Kusuma, community involvement reflects a strong regional identity, so that visitors can experience authentic experiences. This provides greater traction compared to other variables such as Islamic Brand Image or Government Power, which, although importantly, play a supporting role, not as the main driver.

4. CONCLUSION

The result shows : 1) Islamic brand image shows a significant influence on the development of religious tourism destination; 2) Facilities show no significant influence on the development of religious tourism destination; 3) Government power shows a significant positive influence on the development of religious tourism destination, 4) Community engagement shows a significant positive influence on the development of religious tourism destination. Community Engagement shows the greatest contribution among other variables to the development of tourism destinations in Kampoeng Qur'an Wijaya Kusuma. The community is active not only as participants but also as managers in implementing religious programs. Education costs at Kampoeng Qur'an are also free from community self-help. Unfortunately, the government's role is not optimal because it has not helped in preparing tourism support facilities in Kampoeng Qur'an The government should help provide tourism support facilities and promote them. Islamic brands must be optimized by adding environmental attributes and encouraging the creation of local products with Islamic nuances.

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