

Development of Religious Tourism Potential to Increase Community Income in Wetland Areas in Tapin Regency

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ABSTRACT

A tourism potential that has always been developing up until now is religious tourism, which has had a positive impact on communities in wetland areas. This study aims to analyze the potential of religious tourism as an effort to increase community income in wetland areas in Tapin Regency. This is qualitative research with data obtained through observation, interviews and documentation, and data analysis using SWOT analysis. The results have shown that according to the identification of internal and external factors depicted in the diagram, there is a very good potential for religious tourism in the Tapin Regency. The development of religious tourism objects may improve the community's economy through job creation with the growth of small business sectors or the opportunity to work as security officers, parking attendants, and cleaners. Policy recommendations that can be implemented are aggressive strategies of Strengths (S) and Opportunities (O), although religious tourism objects in Tapin Regency may have some weaknesses and sufficient threats, these religious tourism objects can take advantage of existing strengths and opportunities for them to survive and develop optimally. The presence of tourists around religious tourism objects has been able to increase the income of people around religious tourism objects located in wetland areas in Tapin Regency.

Keywords: religious tourism potential, community income level, SWOT analysis.

INTRODUCTION

The tourist sector in Indonesia is expanding and becoming more stable as the country's primary source of foreign money. The primary reason for the development of the tourism sector is the incentive of individuals to engage in tourist activities as a chance for places with tourism potential to become a medium for addressing requirements (Ariyono et al. 2023; Handriana,

Yulianti, and Kurniawati 2020). Attractions in the form of educational, natural, and cultural tourism are interesting to visit. Religious tourism in Indonesia is created by the existence of several areas with potential from aspects of religiosity, such as tourist areas inhabited by devout and strong Muslims that the theme of Islam can become a specific icon as a Sharia tourist destination (Izudin, Sriharini, and Khuluq 2022; Sholehuddin, Munjin, and Adinugraha 2021; Sutianto, Sidabutar, and Sinaga 2023). One of the tourism potentials that has always developed up until now and has never been deserted is religious tourism or often referred to as pilgrimage. Religious tourism is a temporary visit to religious sites and holy places such as mosques to increase one's faith in the creator. Such as visiting the graves of Islamic scholars with the intention of *tawassul*, religious ceremonies, praising god, and praying. Religious tourism has its attraction for tourists with spiritual values and tolerance between religious people that can be a guide for life (Purnama and Fitriyana 2021).

As one of the world's famous tourist destinations, known for its numerous religious tourisms, Indonesia has several regions to have applied the concept of halal tourism, such as West Sumatra, Riau, Lampung, Banten, Kalimantan, Jakarta, West Java, East Java, Makassar, and Lombok (Aqmal and Setiawan 2022). Tapin is one of the regencies located in South Kalimantan province. In addition to natural tourism in Tapin Regency, religious tourism is the most dominant in attracting tourists to date. With the current declining economic situation, the decrease of employment opportunities and the increase of poverty and unemployment, concrete action is needed to overcome these problems. One of them is by empowering the community through the development of local economic potentials. Community empowerment through local development can be done through various sectors, one of which is the tourism sector. Had this potential developed integrally, the tourism sector could have encouraged the growth of other economic sectors. One of them is by the development of religious tourism potential to increase people's economy.

Tapin Regency has several religious tourism objects favored to be visited by visitors. Based on current observation and existing observations of other researchers were found that several religious tourism objects often visited by tourists are; the Al Mukkarramah Mosque (*Keramat Banua Halat Rantau*), the Tomb of Datu Ganun, Datu Suban, Datu Sanggul, Datu Nuraya, Datu Gadung, Datu Qabul, and Datu Aling of These tourism assets undoubtedly have a competitive edge that necessitates additional creative, comprehensive, and cross-sectoral

synergistic development. The Tapin regency's Local Government Medium Term Development Plan (RPJMD) for 2019-2023 includes tourism targets such as increasing tourist visits, which will be supported by sustainable infrastructure development and the availability of public facilities to express, promote, and interact in regional economic development. Tourism has the ability to develop more quickly and contribute more to regional and national development, as referenced in Article 4 of Law No. 10 of 2009 the objectives of the implementation of tourism in Indonesia are; to increase economic growth, improve people's welfare, eliminate poverty, overcome unemployment, preserve nature, environment and resources, promote culture, promote the image of the nation, fostering love for the motherland, strengthening national identity and unity, strengthening friendship between nations. Religious tourism has its attractiveness for tourists through spiritual values and tolerance between religious people as a life guide. Islamic history leaves various important historical relics, such as tombs, mosques, former kingdoms, jewelry, and customs that are potential attraction for one of the activities. The activity is in the form of a religious tourism tour (pilgrimage) for Muslims. Individuals or groups may conduct religious tourism to sacred places, such as in visiting the tombs of great scholars, or glorified leaders, sacred hills or mountains, and graves of figures or leaders known for their special abilities (Abbas et al. 2021; Sudiantini and Narpati 2022).

The potential for cultural tourism, and pilgrimage of religious tombs, also has an economic impact that must not be ignored. Tourists often come with diverse spirits. There are vendors on the side of the streets selling food and drinks, dolls, flowers, and drinking water, as well as gas. No matter how small the number is, the existence of this religious tourism is an economic driver of the surrounding community. However, in the current development process, some factors require the attention of the government and managers, such as the level of security, cleanliness, fulfillment of facilities, and funds for the improvements of other supporting facilities. Management in cultural tourism of the tombs of the elders and the great scholars is carried out by the local government as well as local communities and public figures in the areas (Effendi et al. 2021).

Based on the existing condition, it is necessary to conduct research which aims to uncover the potentials and constraints of religious tourism based on the historical, physical environment, and socio-cultural life aspects of the community surrounding the wetland areas and the strategic policies development in increasing local community income which ultimately

has an impact on community welfare due to the development and progress of tourist attraction areas religion in the area of Tapin Regency.

Halal tourism is a form of religious tourism industry that contributes to tourism and economic growth in Indonesia, and even contributes to the improvement of the world economy. Further quoting the statement by Effendi et al (2021), that tourism will be an integral and integrated part of the development of a region and the improvement of the local community welfare. In which the development of tourism has aimed to; (1) unite the nation; Tourism is considered capable of providing a sense of pride and love for the country through travel activities by visitors across countries. (2) alleviate poverty; Tourism development provides opportunities for people to strive and prevail. (3) sustainable development; in which tourism offers natural beauty, culture, and hospitality services, (4) cultural preservation of tourism contributes to the preservation of a country's or region's culture. (5) fulfillment of life and human rights; Tourism is a basic need for modern society. (6) Economic and industrial improvement; Good and sustainable tourism management can provide opportunities for economic growth that plays a role in providing goods and services. (7) technological developments; in which tourist destinations will encourage the development and the application of their latest technology.

This study aims to map the potential of religious tourism and determine strategic policy recommendations for increasing community income in wetland areas in Tapin Regency. The contribution and master plan of this research lead to recommendations for regional policy strategies in increasing community income in wetland areas from the development of potential religious tourism destinations in Tapin Regency.

RESEARCH METHODS

This study was designed with a qualitative methodology. Researchers conduct intensive qualitative research on the site, carefully recording the events encountered, conducting reflective analysis of the documents obtained, and compiling detailed research reports to describe the phenomenon of developing religious tourism potential in wetland areas in an effort to increase the income of local communities in Tapin Regency. The data analysis techniques used in this research are SWOT analysis and interactive analysis model by Miles and Huberman (2014). Key informants in this study consist of several parties, namely the Sub

Division Head of Tourism and Culture, Village officials, Tourism object managers, and Visitors. Furthermore, the literature study is used to synchronize field conditions with all local government programs and stakeholders related to developing religious tourism potential to increase community income in the wetland area of Tapin Regency.

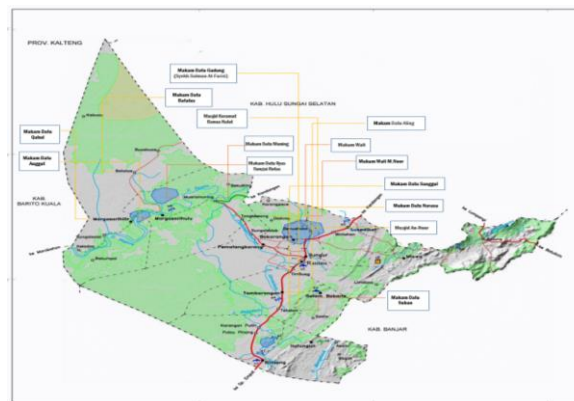
FINDINGS AND DISCUSSION

Findings

The Potential of Existing Religious Tourism Objects in Tapin Regency

Tapin Regency is well-known for its distinct Islamic historical and cultural legacy. Based on observations and interviews, various religious tourism destinations with substantial historical value were discovered, including tombs of the great elders (Makam Datu) and old mosques. Tourists and pilgrims flock to the Datu tombs and old mosques. Keramat Mosque and the tombs of datu (great scholars) noted for their contributions to the spread of Islam and the development of an Islamic culture in Tapin regency are popular spiritual tourist destinations. Datu is a term given to a renowned scholar or persons with significant religious understanding.

A cleric who in other regions is generally called Kyai, in South Kalimantan is referred to as Tuan Guru, Abah Guru, or Religious Teacher. Similar to the title ‘Sunan’ in Javanese society. The following are the religious tourism objects located in Tapin regency that are pretty well known, namely the tombs of Datu, such as the tombs of Datu Sanggul, Datu Suban, Datu Nuraya, Datu Qabul, Datu Aling, Sheikh Salman Al-Farisi (Datu Gadung), Datu Noor (Wali M. Noor), and Al Mukarromah Tapin Mosque, the Banua Halat Keramat Mosque, and An-Noor Mosque. These religious tourism objects are quite crowded with tourist due to their significant historical and architectural values. These religious tourism objects are related to the tombs of important figures of great scholars in South Kalimantan known for their charisma and special abilities, as well as historical mosques that for these reasons attracted tourists for religious tours. In accordance with (Ariyono et al. 2023; Hartarto, Wardani, and Wibowo 2022; Rahman and Anwar 2022), cultural heritage, history, and the spread of religious dissemination are considered one of the most significant and fastest-growing components of a tourism area.



Source: Ministry of Tourism and Creative Economy, Tapin Regency (2023)

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Hatane 2022; Sutianto, Sidabutar, and Sinaga 2023) that there are several characteristics of religious tourism villages, namely cultural attractions in the form of traditions such as Barikan, earth alms (manganan), keduk sumur, dawetan, and also Sunan Becorn haul), there are no typical culinary sellers, especially rice, for it is believed to be forbidden to buy and sell rice.

Accessibility and Facilities of Religious Tourism Destinations

The availability of facilities and infrastructures makes a destination worthy of visiting. Likewise, it can be seen that the Tapin Regency government has provided plenty of adequate facilities to support its tourism sector to thrive and attract more tourist's attention. In general, it can be concluded based on the findings in this study that every location of religious tourism object is easy to access both through land and water. However, there were still few supporting facilities that were yet available such as rest areas, restaurants, and other facilities intended for religious activities. Despite some of these locations still lacking the supporting facilities, this location still has great potential to become religious tourism objects and attract tourists to visit. Therefore, the existence of these religious tourism objects should have been able to improve the economy of people surrounding the areas which will eventually result in prosperity.

The Potential and Prospects of Religious Tourism Areas to Increase Community Income in the Wetland Area of Tapin Regency.

Religious tourism packages are a new business as well as a new answer for Muslims everywhere so that they can still have fun without overstepping the applicable rules of Islam. Religious Tourist Destinations also complement a Sharia way of generating profit that has already existed and is rooted among the people of Indonesia and the world, both in the form of the Islamic financial industry, places that are by Sharia procedures, and available religious-related cuisine. The consumers are not only limited to Muslims, the non-Muslims are also welcomed to enjoy the local wisdom as suggested by the World Tourism Organization (WTO) and every component provided has been framed with Islamic values. There is an increase of the Muslim population in South Kalimantan and its surroundings due to the majority of its population being Muslim. With the increasing interest in religious tourism (pilgrims) who visit religious tourism objects at the tombs of Datu (Great Elders) every year. It is certainly a big reason to support the existence of religious tourism destinations in Tapin Regency which has

great impacts on improving local economy by encouraging the emergence of new business sectors and job opportunities for the surrounding community. This is in line with (Abbas et al. 2021; Muamar et al. 2024; Putra and Tucunan 2021), who stated that a well-planned tourist spot, provides economic benefits that will improve the standard, quality, and lifestyle of the local community.

Based on the research findings that the development of religious tourism potential in Tapin Regency can have a positive impact on other sectors such as Islamic historical values, cultural arts, and the addition of service facilities and business development, increasing opportunities to get higher education for the community, ensuring environmental sustainability to be maintained, increasing social interaction between the community and domestic tourists. To spur the increase of religious knowledge and experience, improvement of people's living standard, level of community welfare, employment opportunities, and community income.

Discussion

SWOT Analysis Results of Religious Tourism Potential to Improve Community Income in Wetland Areas of Tapin Regency.

In analyzing SWOT of the potential for religious tourism development to improve community income in wetland areas in Tapin Regency by looking at internal and external factors, weight multiplication and rating are carried out by looking at, weaknesses in the form of difficulties faced, dependence, absence of processes and so on. Opportunity in the form of attributes of future tendencies, additional arrangements cannot be done but can associate us with accepting links to seize markets, external relations, opportunities in administration in the form of legislative attributes, and so on. Threats in the form of attributes of lack of institutional interest, competition, and the inevitable influence of social culture

The concept of religious tourism is understood as a tourist activity based on worship and preaches where Muslim tourists prioritize the historical values of Islam or contemplate while not forgetting the obligation to pray five times a day and remembering the guardianship and special abilities of the saints (Datu/ Elder clerics). The potential development of religious tourism in Tapin Regency is very influential on the economic sector both on a regional and community scale. Therefore, government efforts are required in tourism development to remain sensitive in optimizing this potential for the welfare of the community.

Based on the findings of field research conducted, the author will discover the potential of religious tourism to increase the local community's income by using a SWOT matrix analysis. SWOT components include Strengths (strengths), Weaknesses (weakness), Opportunities (opportunities), and Threats (threats or obstacles). The four SWOT components are crucial in the development process of potential religious tourism destinations in Tapin Regency. Based on the results of the identification of internal and external factors can be illustrated in the SWOT matrix diagram as follows:

Table 1. IFAS (Internal Factors Analysis Summary) calculation

No	Internal Factor Score Value Calculation			
STRENGTH (S)		Point	Rating	Score
1	Increased employment opportunities in surrounding religious tourism areas	0,147	8	1,174
2	Tourism Object attractiveness	0,117	7	0,784
3	Availability of facilities for Tourists	0,117	8	0,924
4	Number of tourism supporting activities	0,088	6	0,512
5	Ease of access and transportation For tourists	0,117	7	0,825
6	Public awareness in the management of religious tourism attractions	0,115	6	0,503
	SUB TOTAL	0,584	-	4,731
WEAKNESS (W)				
1	Limited Supporting Facilities in the tourism area	0,058	4	0,237
2	Tourists are yet to be familiar of the tour to the tombs of the Datu	0,086	4	0,352
3	Unavailability of tour guide	0,063	2	0,117
4	Lack of digital utilization in marketing and promotion	0,089	2	0,261
5	Lack of security system for tourists	0,120	3	0,235
	SUB TOTAL	0,416	-	1,202
	TOTAL	1,00	-	5,933

Source: Researcher Data Processing (2023)

Table 2. EFAS (External Factors Analysis Summary) Calculation

Calculation of External Factor Score Value				
No	OPPORTUNITY (O)	Point	Rating	Score
1	Business field utilization	0,136	8	1,082
2	Government supports for tourism and business activities	0,136	8	1,081
3	Available facilities in tourist areas (prayer rooms, parking lots, toilets, restaurants, and prayer areas)	0,093	7	0,658
4	Strategic access to both land and river transportation	0,120	7	0,970
5	The use of internet in branding and promoting religious tourism objects	0,107	6	0,753
	SUB TOTAL	0,592	-	4,544
No	THREAT (T)			
1	Alternative tourism object	0,092	2	0,187
2	Lack supporting facilities in each tourist attraction.	0,053	2	0,108
3	Erratic seasons	0,117	4	0,431
4	Lack of online marketing	0,065	4	0,137
5	Lack of public and visitor awareness of the importance of preserving Islamic culture and history	0,081	3	0,242
	SUB TOTAL	0,409	-	1,105
	TOTAL	1,00		5,649

Source: Researcher Data Processing (2023)

From the results of the table described above, conclusions can be drawn from each table, it can be seen that the strength factor obtained a score value of 4.731 and a weakness value score of 1.202 with a score difference of 3.180. This means supporting the development of religious tourism development in increasing community income in Tapin Regency. Then on the opportunity factor obtained a score of 4,544 and a threat value score of 1,105 with a score difference of 3,439. This means supporting the growth of the development of religious tourism potential in increasing community income in wetland areas in Tapin Regency. Further elaboration can be illustrated in the form of a SWOT matrix diagram as follows:

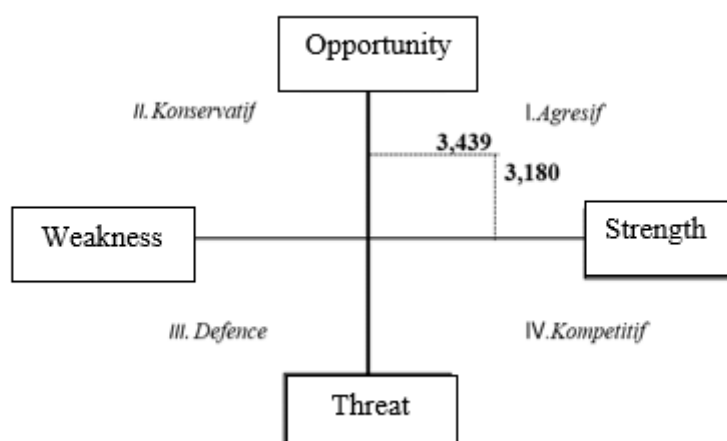


Figure 2. SWOT Matrix Diagram

Source: Researcher Data Processing (2023)

Based on the matrix diagram above, the quadrant results are as follows:

Quadrant I indicate an aggressive position in which religious tourism has strengths and opportunities. This condition allows faster development of religious tourism destinations, but one must always be aware of any changes that are often erratic and difficult to measure. In this condition, religious tourism destinations must be able to utilize every existing strength to increase their superior position in the development of religious tourism in Tapin Regency.

Quadrant II shows a conservative strategic position that describes a situation in which religious tourism has weaknesses but has potential opportunities. In this condition, religious tourism destinations must improve the construction of facilities in tourist areas to capture existing opportunities and must always maintain the stability of religious tourism.

Quadrant III describes a situation where religious tourism destinations are weak, but faced with threats. In this condition, it will certainly be very important for the development of religious tourism to prevent further losses or damages, or in other cases, the development of religious tourism destinations take a defensive attitude.

Quadrant IV is a situation where religious tourism destinations have strengths and threats in the development of religious tourism destinations. Therefore, religious tourism development needs to make a competitive effort to reduce the threat or even possibly use it as an opportunity.

CONCLUSION

Based on the results of the study, it was concluded that 1) Strength and weakness factors (IFAS) matrix diagram shows the coordinate point is at 3,180, meaning that it supports the development of religious tourism development in increasing community income in Tapin Regency. 2) Opportunity and threat factors (EFAS) matrix diagram shows coordinate points at point 3,439, meaning that it supports the growth of the development of religious tourism potential in increasing community income in wetland areas in Tapin Regency. The strategy obtained from the SWOT matrix diagram shows the strategy of strength (S) and opportunity (O) which includes: a) Building cooperation between stakeholders to make religious tourism one of the main destinations of religious tourism as a determination of regional tourist destinations, b) Requires improvement of supporting facilities as completeness of religious tourism infrastructure, c) The need for intensive promotion strategies by utilizing social media, d) Provide supervision, education, and training of business actors located in locations around religious tourism areas, e) Add culinary tourism around access to tourist attraction locations while maintaining the original taste of each culinary place, f) Create jobs by creating more bang units from culinary tourism and religious attractions or activities around these tourist destinations.

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