

Systematic Literature Review (SLR): Religious Tourism Development Strategy to Improve the Community Economy after Covid-19

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ABSTRAK

The Covid pandemic has spread and spread globally, this has had an impact on the community's economy, especially in the tourism sector, many business actors have gone out of business due to the Covid pandemic, therefore this research aims to find strategies for developing religious tourism to improve the community's economy after Covid-19. This research method is qualitative research using the Systematic Literature Review (SLR) method. The SLR method was chosen by researchers because it is able to provide a concrete picture of the differences or relationships between one literature and another, so that it can provide conclusions or descriptions of certain thematic frameworks holistically, and can provide new directions or ideas to be followed up empirically. The results of this research show that each religious tourism destination has a different development strategy according to the problems faced in each religious tourism destination.

INTRODUCTION

Tourism is an important factor in contributing to the country's development. The tourism sector is a promising sector if it can be branded in the right way. Indonesian tourism itself has many destinations and many foreign and local tourists want to visit them. One factor that tourists come is because of the image that the tourist attraction has so that someone is attracted to that destination. The development of tourism in Indonesia also increases every year

The role of tourism in Indonesia in economic activities itself can create jobs with the aim of increasing the income of the surrounding community according to Basiya R & Rozak (2012). This shows that tourism has a positive impact on residents around the tourist area. Apart from that, tourism has implications for all parties involved in the tourism services industry to manage it professionally so that the tourist objects they own produce profits for those concerned according to Putu & Mahendra (2016).

Since the beginning of 2020, the world has been shocked by the presence of the Covid-19 virus outbreak. This virus originates from Wuhan, China. The Covid-19 virus is a contagious virus. Corona virus or severe acute respiratory 2 (Sars-Cov2) is a virus that attacks the respiratory system, causes shortness of breath, lung infections, and can take the life of an infected person. In Indonesia itself, the Covid-19 virus spread from the beginning of March 2020. The Covid-19 virus outbreak has made many countries afraid, stirring up thoughts and feelings since Wuhan cases have increased so much (Abbas, 2020).¹

Since the spread of the Covid-19 outbreak, world economic activity has threatened to weaken. Especially Indonesia. It cannot be denied that Indonesia's current economic situation is very unstable. Various economic sectors are weakening and limited due to social restrictions during the Covid-19 pandemic. The ultimate goal of economic activity is in the context of welfare and improving the quality of life.²

Various economic activities ranging from the tourism sector to trade were forced to close their businesses and lay off their employees. This is also supports government regulations to implement social distancing. This method will certainly have a direct impact on the nation's economy, because there will be a large reduction in work activities outside the home. For example, various shopping centers decide to temporarily close their operations, so that revenue automatically decreases. A number of hotels in tourist areas such as Bali, Jakarta and Yogyakarta Surabaya were closed. Termination of employment is an effective step for companies to reduce the company's increasing losses (Syaharuddin, 2020). This is done to minimize the chain of spread of the Covid-19 virus outbreak.

LITERATURE REVIEW

Tourism

From the demand side, tourism is defined by UNWTO into 3 groups, namely: 1) inbound tourism, 2) domestic tourism, 3) outbound tourism. The implementation of tourism will generate foreign exchange, namely the total consumption expenditure made by and or on behalf of tourists during their tour. Several components of demand in tourism include the number of tourist visits (inbound and domestic), tourist expenditure or consumption (inbound, outbound and domestic), the number of tourists' length of stay. These components are the use of goods/services that are directly or indirectly related to tourism and generate state revenues (foreign exchange).⁴

Tourism, when viewed from the supply side, is efforts to provide goods or services to meet tourism needs or organize a tour. Tourism law regulations state that there are 13 types of tourism businesses, namely: 1) tourism area business, 2) tourist attraction business, 3) tourist travel business (travel bureaus and agents), 4) tourist transportation service business, 5) food and beverage service business, 6) business organizing entertainment and recreation activities , 7) accommodation provider business, 8) meeting organizing business, 9) information services business, 10) tourism consulting services business, 11) water tourism business, 12) tour guide services business, and 13) spa business. This supply component is what makes the day attractive for tourism, both natural tourism and artificial tourism, as well as goods/services offered to meet the needs of tourists.⁵

Religious tourism

Suparlan (1981: 87) states that religion (religion) is a cultural system. In essence, religion is the same as culture, namely a system of symbols or a system of knowledge that creates, classifies, combines or assembles and uses symbols, to communicate and to deal with the environment. Meanwhile, according to him, culture is the total knowledge possessed by humans as social creatures, the contents of which are tools, models of knowledge that can be selectively used to understand and interpret the environment they face and to encourage and create the actions they need.

Soetomo in Febrianus (2013: 20) stated that the meaning of religion is a person's belief in something related to divinity. For this reason, religious tourism can be used as a medium for people to be more confident in their beliefs or simply prove their beliefs.

Mappi (2001:9) has a broader view which states that religious tourism is a type of tourism where the main purpose or motivation is to travel or visit a place for matters related to religion. In RI Presidential Decree no. 50 of 2011 concerning the National Tourism Development Master Plan article 14 paragraph 1 explains that tourist attractions include natural, cultural and man-made tourist attractions. Man-made tourist attractions are developed in various sub-types or categories of tourist activities, one of which is religious tourism (pilgrimage tourism).

Meanwhile, tourist attraction is defined as anything that has uniqueness, beauty and value which is the target or purpose of tourist visits. Substantially, religious tourism is a religious trip aimed at fulfilling spiritual needs, so that the soul is dry again wet by religious wisdom.

Religious tourism objects have a very broad scope, covering every place that can excite the taste of religiosity concerned. Religious tourism objects emphasize uniqueness, beauty and religious value. Such as visiting mosques, historical building remains of religious value, pilgrimages and so on.

Religious tourism needs to be developed in the era of globalization where cultural values and habits are increasingly fading. Re-actualized in knowledge and insight. The importance of religious tourism is not just having fun and looking for entertainment, meaning having fun and looking for entertainment is permissible and halal, but what is more important is expanding spiritual insight to believe in a belief and religion, such as visiting recreation areas or graves of pious people as spiritual tourism. or spiritual tourism.

Tourist attraction

A tourist spot or tourist attraction is a place of recreation or tourist destination. Tourist attractions are usually in the form of natural/environmental tourism such as mountains, lakes, rivers, beaches, seas, or in the form of building tourist attractions such as museums, historical heritage sites, and so on. Tourist attractions have physical elements of the environment in the form of plants, animals, geomorphology, land, water, air, etc. as well as an attribute of the environment which according to humans has certain values such as beauty and uniqueness. Rarity, uniqueness, diversity, natural landscape and integrity.

Spillane (1998:86) states that the elements that must be present in a tourist area are:

- a) Attractions
- b) Facility
- c) Infrastructure or infrastructure facilities
- d) Comfort
- e) Transportation

Tourism development

The government is currently starting to look for a sector that can be used as a tool to overcome poverty. Tourism is one sector that is starting to be taken into account to address the problem of poverty. Therefore, the government

must continue to make policies to develop tourism so that it can improve the regional and national economy.

Indonesia's tourism destination development policy for 2007-2014 states that the success of tourism development is strongly supported by the development of tourism destinations in a professional manner, integrated sectorally and regionally, has a clear concept, is supported by a reliable services system and is strengthened by a reliable marketing system and strategy. active, focused and

integrated, and the role of all stakeholders. The main steps of the tourism development strategy are:

- a. short term emphasis is placed on optimization, especially for:
 1. Sharpen and strengthen the image of tourism,
 2. Improving the quality of the workforce,
 3. Improve management capabilities,
 4. Utilizing existing products,
 5. Enlarge the share of the existing tourism market.
- b. In the medium term the emphasis will be on consolidation, especially in:
 1. Strengthening Indonesia's tourism image,
 2. Consolidate management capabilities,
 3. Develop and diversify products,
 4. Developing the number and quality of workforce
- c. In the long term, the emphasis will be on development and deployment in:
 1. Development of management capabilities,
 2. Development and distribution of products and services,
 3. Development of new tourism markets,
 4. Development of quality and number of workers (Suwantoro, 1997:55).

Tourism development strategy

According to Suryono (2004, p. 80) strategy is in principle related to issues: Implementation policies, determining the goals to be achieved, and determining the ways or methods of using facilities and infrastructure. Strategy is always related to 3 things, namely goals, means and methods. Therefore, strategy must also be supported by the ability to anticipate existing opportunities. In carrying out functions and its role in developing regional tourism, regional governments must make various efforts to develop tourism facilities and infrastructure.⁶

RESEARCH METHODS

This research method is qualitative research using the Systematic Literature Review (SLR) method. The SLR method was chosen by researchers because it is able to provide a concrete picture of the differences or relationships between one piece of literature and another, so that it can provide conclusions or descriptions of certain thematic frameworks holistically, and can provide new directions or ideas to be followed up empirically.⁷ The SLR method was chosen. by reviewing and identifying through several journals that have been determined according to the theme or topic to be studied. Researchers used journals for this compilation process, and used inductive methods as an effort to get more concrete results.

The SLR method is carried out in several stages. The first stage, choosing a theme and research topic. The theme chosen was "Religious Tourism Development Strategy to Improve the Community's Economy". The second stage was to develop alternatives and determine thematic study ideas. The target was to find solutions that could develop religious tourism to improve the community's economy. The third stage was searching and sorting literature. The search was carried out using Google.Schoolar The keywords used in the Google search were 'religious tourism development strategy'.

The data collection process is carried out by filtering based on criteria determined by the author of each journal taken. Journal submission criteria are as follows:

1. Literature sources are collected based on suitability of writing keywords, relevance of writing results, and discussion;
2. Collection strategy Journal articles are taken from various literature using accredited journal sites such as Garuda and Google Scholar.
3. Carry out an assessment of the references that have been obtained by determining a quality assessment consisting of:

RESULTS AND DISCUSSION

Significant Journal Publications

In this Systematic Literature Review (SLR), there are 5 journals that analyze religious tourism development strategies. In the last five years, every year there has been a journal discussing strategies for developing religious tourism.

Table 1. Significant journal publications

No	Publisher Name	Category and Year
1	<i>Journal of Community Service</i>	<i>E-ISSN: 2829-6613 (2022)</i>
2	<i>Management journal</i>	<i>ISSN 2339-1510 (2020)</i>
3	<i>Student Online Journal (JOM) in the Field of Science Social and Political Sciences</i>	<i>ISSN:2355-6919 (2018)</i>
4	<i>PRAJAobserver:Research Journal Public Administration</i>	<i>e- ISSN: 2797-0469 (2021)</i>
5	<i>Pkanoeearth Journal</i>	<i>e- ISSN : 2615-4226 (2019)</i>

Research Topics

Research on religious tourism development strategies to improve the community's economy is a significant research topic in the field of religious tourism development strategies, in detail in table 2. Analysis of selected primary studies reveals that religious tourism development strategies focus on 3 topics, namely:

- 1) Identifying problems that exist in religious tourism.
- 2) Finding development strategy solutions to problems found in religious tourism.
- 3) Concluding the most complete and best answer solution from all research on religious tourism development strategies.

Table 2. Topics, Methods, Research Results

No	Researcher	Topic	Method	Results
1	Tri widodo and elang roni indriyanto (2022)	Development Strategy of Religious Tourism Village of Sentono Cemetery, Gogodalem Village, Bringin District, Semarang Regency	This research method uses a qualitative method with an approach using observation and interviews.	The development of tourism information includes the introduction of tourist attractions to outsiders. In addition, to increase tourist visits, Gogodalem Village needs to build a gate right on the side of the entrance road to the Sentono Tomb. The existence of a gate and a clear identity that is easy to see will attract pilgrims to go to the location of the Sentono Tomb. Besides Makan Sentono, there are several others

2	Abdul bahits et al(2020)	Strategy for the Development of Religious Tourism Sites to Improve the Community Economy at Mount Santri, Bojonegara Village, Bojonegara Sub-district, Serang Regency, Banten	Using descriptive quantitative methods, through observation, interviews and documentation	This research shows that it is necessary to implement several development strategies including the development strategy of religious tourism potential, human resource development, facilities and infrastructure development strategy, institutional development strategy, targeted promotion strategy.
3	Vikryal ihsan (2018)	Development Strategy of Religious Tourism in Rokan Hulu in 2014 (Study: Management of the Great Mosque of Pasir Pengaraian)	This research method uses a descriptive qualitative method.	The management of tourist attractions in rokan hulu district is managed according to predetermined policies. Tourism development in rokan hulu district cannot be separated from supporting and inhibiting factors, including the attractiveness of beautiful attractions and minimal human resources. There must be improvements to other facilities and infrastructure such as lodging.

4	Hanik fauziah (2021)	STRATEGY OF RELIGIOUS WISDOM DEVELOPMENT IN GRESIK DISTRICT (Study on the Tomb of Maulana Malik Ibrahim and the Tomb of Sunan Giri)	This research method is descriptive qualitative research using literature studies and interviews.	The result of this research is the need for facilities to carry out development such as tour guides, transportation, information boards and resting locations, all of which use and utilize the capabilities of the surrounding community.
5	Tisa angelia and eddy imam santoso (2019)	Development Strategy of Surowiti Hill Religious Tourism Object in Panceng Sub-district, Gresik.	This research uses exploratory research methods with SWOT analysis techniques.	The results of the research related to strengths and opportunities factors which include natural potential and ancestral heritage in the form of petilasan and tombs of Islamic leaders, as well as the existence of well-known religious tourism, weakness factors including sanitation conditions, clean water supply and poor accessibility, and threat factors namely lack of community and government support, as well as the rapid development of industry in Gresik.

The first topic is identifying the problems that exist in religious tourism which cause obstacles to the development of religious tourism. In the article Tri widodo and elang roni indriyanto (2022) the problem contained in this article is the lack of availability of trash cans, causing this tour to look dirty.

In the article by Abdul Bahits et al (2020), the problems in this article are not yet optimal procurement of facilities and infrastructure, not optimal empowerment for tourism managers, parking facilities for both 2 and 4 wheels, not yet optimal management of street vendors, there are still lots of illegal levies. In Vikry al Ihsan's article (2018), the problem in this article is lack of infrastructure, lack of management such as monitoring, evaluation and reporting. In Hanik Fauziah's article (2021), there is a lack of channels for ideas from residents, the provision of quality human resources, and a lack of awareness among visitors regarding cleanliness. Furthermore, in the article by Tisa Angelia and Eddy Imam Santoso (2019), the problems contained in this article are poor sanitation conditions, clean water supply and accessibility, and threat factors, namely lack of community and government support, as well as increasingly rapid industrial development in Gresik.

The second topic is finding development strategy solutions to the problems found in religious tourism. The solution in Tri Widodo and Eagle Roni Indriyanto's article (2022) is to provide more rubbish bins and other cleanliness support tools. Directions need to be provided to make it easier for pilgrims who visit there. The solution in the article by Abdul Bahits et al (2020) requires the implementation of a strategic plan for the development of religious tourism and is a plan formulation that is drawn in a real and logical manner based on internal conditions based on a SWOT analysis (Strengths, Weaknesses, Opportunities and Threats) of religious tourist attractions. Santri mountain in Bojonegara Village, Bojonegara District, Serang Banten Regency. The solution in the article Vikry al Ihsan (2018) Management of tourist attractions in Rokan Hulu Regency is managed according to predetermined policies. There must be improvements to other facilities and infrastructure, for example accommodation, which is almost all located in the capital city of Rokan Hulu district, should be spread to several locations where there are other tourist attractions. The solution in Hanik Fauziah's article (2021) is to build, provide and improve tourism facilities and their supports in the form of: Accessibility: transportation facilities and information boards, Shopping Centers, Planning for the construction of a 3-Dimensional Museum, Rest Areas or accommodation, Level of Visitor Comfort. The solution in the article Tisa angelia and eddy imam santoso (2019) Formulation of factors of strengths, weaknesses, opportunities and threats in determining the development strategy of the Bukit Surowiti religious tourism area, strengthening the concept of religious tourism.

The third topic is to conclude the most complete and best answer solution from all research on strategies for developing religious tourism to improve the community's economy. From all the articles that have been reviewed, it can be concluded that each religious tourism destination has different problems so that it requires different development strategy solutions, however, cleanliness is a factor that is the main problem in each

religious tourism destination because of the level of tourist awareness related to it. cleanliness is very minimal.

CONCLUSION

The results of a systematic literature review from all journals listed from 2018 to 2022 state that each religious tourism destination uses different development strategies according to the problems it faces, however, in the cleanliness sector, it is a problem that almost exists in all religious tourism destinations. . As for the general religious tourism development strategy, it must pay attention to tourist cleanliness, providing facilities such as directions to make it easier for tourists who want to visit, providing public transportation such as motorbike taxis, this can improve the community's economy and make it easier for tourists, tidying up the layout of street vendors. for the convenience of tourists.

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