

DEVELOPMENT OF KANDANGWESI RELIGIOUS TOURISM VILLAGE IN BOJONG VILLAGE, BUNGBULANG DISTRICT, GARUT REGENCY: A MULTI-ACTOR COLLABORATIVE GOVERNANCE PERSPECTIVE

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Abstract

Bojong Village, located in Bungbulang District, Garut Regency, has religious tourism potential in the form of the Kandangwesi site, which holds strong historical, spiritual, and cultural value for the local community and pilgrims from various regions. This potential opens up opportunities for development as a religious tourism village that can encourage local economic growth and improve community welfare. However, the development process still faces several problems, including weak tourism management institutions, limited human resource quality, suboptimal coordination between stakeholders, and limited supporting facilities and infrastructure. These conditions demonstrate the importance of implementing collaborative governance involving various actors in village tourism management. This study aims to analyze the development of the Kandangwesi Religious Tourism Village through the perspective of multi-actor collaborative governance. The study used a qualitative approach with a descriptive qualitative research type. Data collection was conducted through in-depth interviews, field observations, and documentation studies involving informants from the village government, the Garut Regency Tourism Office, tourism managers, religious leaders, the local community, and micro and small business actors. The results show that the development of religious tourism villages has involved various actors, but the collaboration patterns formed are still informal. The village government acts as a facilitator and policy director, tourism managers as technical implementers, religious leaders as guardians of spiritual values, local communities as primary supporters of tourism activities, and business actors as drivers of economic activity. Barriers to collaboration include budget constraints, low tourism human resource capacity, weak institutional coordination, and limited infrastructure. Meanwhile, development opportunities are supported by strong local religious and cultural values, high community support, and a relatively stable pilgrimage tourism market potential. Based on these findings, it can be concluded that the implementation of multi-actor collaborative governance plays a strategic role in realizing the development of sustainable religious tourism villages, thus requiring strengthening collaborative institutions, increasing the capacity of actors, and clarifying the division of roles in the future management of Kandangwesi Religious Tourism.

Keywords: Collaborative Governance, Multi-Actor, Religious Tourism Village, Village Tourism.

A. INTRODUCTION

Tourism is a strategic sector in regional development because it contributes significantly to increasing economic growth, creating jobs, increasing community income, and

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strengthening local social and cultural identity. From a sustainable development perspective, tourism is no longer understood solely as an economic activity, but also as a means of community empowerment and preserving local wisdom. Therefore, many local governments have prioritized the tourism sector in regional development planning.

One approach to tourism development that continues to grow in Indonesia is the development of tourism villages. Tourism villages are seen as a development model based on local potential that integrates natural resources, culture, religion, and the social life of village communities into a single tourism destination. This concept positions local communities as key actors in the development process and as direct beneficiaries of tourism activities. Through the development of tourism villages, development is expected to be oriented not only toward economic aspects but also to strengthen village institutions, preserve local culture, and improve community welfare in a sustainable manner.

Among the various forms of tourism villages, religious tourism has its own characteristics and significant development potential. Religious tourism not only serves as a means of fulfilling the spiritual needs of the community, but also stimulates local economic activity, strengthens social and cultural values, and maintains the sustainability of religious and historical sites. In Indonesia, religious tourism, which focuses on the graves of religious figures, clerics, and Islamic historical sites, is one type of tourism that maintains relatively stable visitor numbers throughout the year.

Garut Regency is a region in West Java Province with diverse religious tourism potential. One developing destination in southern Garut is the Kandangwesi Religious Tourism Village, located in Bojong Village, Bungbulang District. This area is known as the burial site of a historical figure with strong religious and cultural significance for the local community and pilgrims from various regions. Regular pilgrimages demonstrate that the Kandangwesi area has significant potential to be developed into a religious tourism village integrated with the social and economic life of the village community.

Despite its significant potential, the development of the Kandangwesi Religious Tourism Village still faces several challenges. These include limited institutional capacity for tourism management, low human resource capacity, suboptimal community participation, and weak coordination between the various parties involved. Furthermore, the roles of the village government, regional government, religious leaders, community groups, business actors, and the private sector have not been integrated into a sustainable management system.

This situation demonstrates that the development of a religious tourism village cannot be carried out unilaterally by a single actor but requires collaboration involving various stakeholders. Therefore, a multi-actor collaborative governance approach is highly relevant to study. This approach emphasizes the importance of involving government, community, private sector, and other non-governmental actors in the planning, decision-making, implementation, and evaluation of tourism development policies.

Based on this description, this research is crucial to conduct in-depth to examine how the development of the Kandangwesi Religious Tourism Village was implemented, the patterns of relationships and roles between the actors involved, and the extent to which collaborative governance principles have been applied in its development. This research is expected to provide a comprehensive overview of a sustainable, multi-actor collaborative religious tourism village development model.

Based on this background, the main problem in this research is formulated into several questions: how the development process of the Kandangwesi Religious Tourism Village in Bojong Village, Bungbulang District, Garut Regency; what forms of multi-actor collaborative governance are used in its development; and what factors support and hinder the

implementation of collaboration between actors in the development of this religious tourism village.

In line with this research problem formulation, this research aims to analyze the development process of the Kandangwesi Religious Tourism Village, identify the roles and involvement of the actors involved, and examine the application of multi-actor collaborative governance in the development of this religious tourism village.

The results of this research are expected to provide both theoretical and practical benefits. Theoretically, this research is expected to contribute to the development of public administration and public policy, particularly in the study of collaborative governance and the development of village-based tourism and religious tourism. Practically, this research is expected to provide input for the Bojong Village Government and the Garut Regency Government in formulating policies for the development of religious tourism villages, serve as a reference for tourism managers and the community in strengthening collaborative tourism management, and serve as a reference for further research examining the development of tourism villages based on multi-actor collaboration.

B. LITERATURE REVIEW

The Tourism villages are a form of rural area development that utilizes local potential as a tourist attraction. The development of tourism villages not only aims to increase tourist visits but also aims to strengthen the local economy, preserve the environment, and maintain the sustainability of local social and cultural values. This concept positions village communities as the primary subjects of development, making tourism a means of sustainable empowerment.

Nuryanti (1993) explains that tourism villages integrate attractions, accommodations, and supporting facilities presented within the life of a village community that still maintains the authenticity of local traditions and culture. In line with this, the Ministry of Tourism and Creative Economy (2021) defines tourism villages as administrative areas with unique potential that are developed into tourist destinations through active community participation. Thus, tourism villages can be understood as a model of community-based tourism development that emphasizes the role of local communities in every stage of its development.

Tourism villages possess several key characteristics that distinguish them from conventional tourist destinations. These characteristics include utilizing local potential as the main attraction, active involvement of village communities in tourism management, maintaining cultural and social authenticity, development scale that adapts to environmental carrying capacity, and the existence of local institutions such as tourism awareness groups or village-owned enterprises as destination managers. These characteristics make tourism villages more sustainability-oriented than mass tourism.

In practice, tourism village development must adhere to sustainability principles to ensure long-term benefits. These principles include environmental sustainability through the protection of natural resources, socio-cultural sustainability by upholding local values and traditions, economic sustainability through equitable distribution of benefits to the community, community participation in every stage of development, and good institutional governance as the basis for managing tourist destinations.

One form of tourism village with significant potential in Indonesia is religious tourism. Religious tourism is the activity of traveling by individuals or groups to locations with spiritual, religious, or historical significance. The UNWTO (2019) defines religious tourism as travel aimed at worship, pilgrimage, or strengthening spiritual experiences at places considered sacred. In Indonesia, religious tourism has developed significantly in areas of

historic mosques, clerics' tombs, Islamic boarding schools (pesantren), and other religious sites with strong cultural and historical value.

Religious tourism has characteristics that distinguish it from other types of tourism. The primary motivations of tourists are generally spiritual and religious, so visits are not solely for recreational purposes. Furthermore, religious tourism is closely linked to local cultural and historical values, with relatively stable visitor numbers throughout the year, particularly during religious occasions, and strong involvement of religious leaders and local communities in its management. Sensitivity to sacred norms and values also requires a cautious and ethical approach to managing religious tourism.

The development of religious tourism has various impacts on local communities. Economically, religious tourism can increase incomes, create jobs, and encourage the growth of micro and small businesses. Socially, religious tourism can strengthen community solidarity and enhance social interaction. Culturally, religious tourism plays a role in maintaining the sustainability of religious sites and local traditions. However, if not managed properly, religious tourism also has the potential to give rise to conflicts of interest, excessive commercialization, and the degradation of sacred values.

Managing complex religious tourism villages requires a governance approach that involves various stakeholders. One relevant approach is collaborative governance. Ansell and Gash (2008) define collaborative governance as a governmental arrangement in which public institutions directly involve non-governmental actors in a formal, deliberative, and consensus-oriented collective decision-making process. This approach emerged in response to the government's limitations in addressing complex, cross-sectoral public issues.

Emerson, Nabatchi, and Balogh (2012) view collaborative governance as a dynamic process that emphasizes the importance of ongoing interaction between actors, building mutual trust, and strengthening collective capacity to resolve public problems. From this perspective, collaboration is understood not only as formal cooperation, but as a social process that continuously evolves through dialogue, learning, and shared responsibility.

The implementation of collaborative governance is based on several key principles, including the active participation of all actors, transparency in processes and information, trust built through intensive communication, and consensus-based decision-making. These principles serve as an essential foundation for building effective and sustainable collaboration, particularly in the development of community-based tourism.

In the context of village tourism development, multi-actor involvement is an unavoidable necessity. The central, regional, and village governments play a role in formulating regulations, planning, and program facilitation. Local communities serve as resource owners and key stakeholders in tourism. Tourism managers, such as the Tourism Awareness Group (Pokdarwis) or Village-Owned Enterprises (BUMDes), are responsible for destination operations. Religious and traditional leaders play a role in maintaining sacred values and cultural legitimacy. The private sector supports through investment and facility development, while academics and the media contribute through research, mentoring, and destination promotion.

This research framework is based on the assumption that Bojong Village has the potential for Kandangwesi religious tourism, possessing historical, spiritual, and cultural value. However, harnessing this potential requires an integrated and collaborative management system. The development of a religious tourism village is influenced by its tourism potential, the involvement of relevant actors, and the application of collaborative governance principles such as participation, transparency, trust, and consensus. Effective collaboration is expected to strengthen tourism village institutions, improve the quality of destination management,

expand community economic benefits, and ensure the sustainable development of the Kandangwesi Religious Tourism Village.

C. RESEARCH METHODOLOGY

This research uses a qualitative approach, which aims to understand social phenomena in depth by placing the research subjects' perspectives as the primary source of data. A qualitative approach was chosen because it can explore the meaning, processes, and dynamics of interactions between actors in the development of religious tourism villages, particularly those related to patterns of cooperation and multi-actor collaborative governance.

The type of research used is descriptive qualitative. Qualitative descriptive research aims to systematically and factually describe the actual conditions on the ground related to the development of the Kandangwesi Religious Tourism Village. Through this approach, the research seeks to explain the tourism development process, the roles of each actor, the forms of collaboration that are established, and the supporting and inhibiting factors in the implementation of multi-actor collaborative governance. This approach is deemed appropriate because the issues studied are contextual, complex, and cannot be reduced to quantitative data alone.

The research was conducted in Bojong Village, Bungbulang District, Garut Regency, focusing on the Kandangwesi Religious Tourism area. The selection of the research location was based on several considerations, including the potential for religious tourism with historical, spiritual, and cultural value, the regular occurrence of pilgrimage activities, and the involvement of various parties in tourism management. Furthermore, persistent problems in institutional aspects, community participation, and coordination between actors make this location relevant for study from a collaborative governance perspective. Another consideration is the limited academic research specifically addressing the development of Kandangwesi Religious Tourism.

To maintain analytical depth, this research focused on two main aspects. First, the development of the Kandangwesi Religious Tourism Village, encompassing tourism potential, facility management and development, the level of community participation, and the social and economic impacts experienced by the village community. Second, multi-actor collaborative governance, encompassing stakeholder involvement, cooperation and coordination mechanisms, the application of the principles of participation, transparency, trust, and consensus, and factors influencing the success and obstacles of collaboration.

Research informants were selected using purposive sampling, a deliberate selection of informants based on their involvement, experience, and understanding of religious tourism village development. The informants included the Bojong Village government, particularly the village head and officials responsible for development or tourism, representatives from the Garut Regency Tourism Office, tourism managers such as the Tourism Group (Pokdarwis) or Village-Owned Enterprises (BUMDes), religious and traditional leaders, residents living near the tourist area, and micro and small business owners supporting tourism activities.

Data collection was conducted using several techniques to obtain comprehensive information. In-depth semi-structured interviews were conducted with informants to explore the tourism village development process, the roles of each actor, collaboration patterns, and various obstacles encountered. Field observations were conducted directly in the Kandangwesi Religious Tourism area to observe the physical condition of the destination, tourist activities, social interactions, and forms of community participation. Furthermore, documentation studies were used to collect supporting data in the form of village planning

documents, regulations, activity reports, archives, photographs, statistical data, and media publications relevant to the research.

Data analysis in this study refers to the interactive analysis model proposed by Miles and Huberman. The analysis process begins with data reduction, which involves selecting, simplifying, and grouping data from interviews, observations, and documentation according to the research focus. Next, the reduced data is presented in descriptive narratives, tables, or matrices to facilitate understanding of the relationships between themes. The final stage is drawing conclusions and verifying them, which is carried out continuously throughout the research process to ensure the accuracy and consistency of the findings.

To ensure data validity, this study employed several validation techniques. Source triangulation was conducted by comparing information obtained from various informants, such as government officials, tourism managers, religious leaders, and community members. Technical triangulation was conducted by comparing the results of interviews, observations, and documentation. Furthermore, member checking was used by reconfirming the findings with informants to ensure the data corresponded to the intended meaning.

D. RESULT AND DISCUSSION

The research results show that the development of the Kandangwesi Religious Tourism Village has involved various actors, including the village government, community members, religious leaders, and tourism managers. This involvement reflects collaborative efforts in destination management, particularly in terms of community participation and the strong social legitimacy of religious leaders. Community participation is evident through mutual cooperation activities, involvement in pilgrimages, and support for religious tourism as part of the village's identity.

When analyzed using the collaborative governance perspective of Ansell and Gash (2008), the development of the Kandangwesi Religious Tourism Village has partially fulfilled the elements of collaboration, particularly in terms of face-to-face dialogue and the involvement of non-governmental actors. However, limitations remain in terms of institutional design and facilitative leadership. The ongoing collaboration is not fully supported by a formal institutional structure that clearly regulates the roles, functions, and mechanisms of cooperation between actors. Consequently, the collaboration process remains informal and heavily dependent on established social and cultural relationships within the community.

Furthermore, when linked to the collaborative governance model proposed by Emerson, Nabatchi, and Balogh (2012), the dynamics of collaboration in religious tourism development have not yet developed optimally. Elements of principled engagement and shared motivation have begun to form through shared religious values and social goals among actors, but the capacity for joint action remains limited. These limitations are evident in the lack of integrated planning, low human resource capacity in tourism, and minimal support from supporting resources such as funding and infrastructure.

The findings of this study reinforce the view that collaboration in village tourism development depends not only on the willingness of actors to work together but also requires a clear governance system, leadership capable of facilitating the interests of various parties, and formal regulations that bind all stakeholders. Without a strong institutional foundation, collaboration tends to be unsustainable and difficult to develop into a more professional level. These findings align with various previous studies that suggest that the success of village tourism development is largely determined by the level of community participation and the role of local leadership. However, this research highlights the uniqueness of the religious tourism context, where religious leaders hold a highly strategic position in preserving sacred

values, organizing pilgrimage activities, and building social legitimacy for tourism development. The role of religious leaders is a key differentiating factor compared to nature- or culture-based tourism villages, as the spiritual dimension is a dominant element in decision-making and destination management patterns.

From a sustainability perspective, the implementation of multi-actor collaborative governance has significant implications for the future development of the Kandangwesi Religious Tourism Village. Effective collaboration has the potential to strengthen tourism management institutions, improve coordination between actors, maintain the social and cultural sustainability of the religious area, and expand the economic benefits enjoyed by local communities. Conversely, weak coordination and unclear role allocations can hinder destination development and create potential conflicts of interest.

Based on the discussion, it is clear that the development of the Kandangwesi Religious Tourism Village is still in the early stages of informal collaboration. Therefore, strengthening collaborative governance is necessary through the establishment of more structured institutions, increasing human resource capacity, and developing a cross-actor collaboration forum involving the village government, local government, community members, religious leaders, tourism managers, and the private sector on a sustainable basis. Strengthening this collaboration is key to realizing an inclusive, competitive, and sustainable religious tourism village.

E. CONCLUSION

Based on the research and discussion, it can be concluded that Bojong Village has strong potential for development as a religious tourism village due to the historical, spiritual, and cultural significance of the Kandangwesi Site. This potential is supported by relatively stable pilgrimage activities and strong social legitimacy from religious leaders and the local community. However, the development of this religious tourism village still faces various obstacles, particularly in terms of institutional management, human resource capacity, coordination between actors, and limited supporting facilities and infrastructure.

The development of the Kandangwesi Religious Tourism Village has involved various actors, including the village government, local government, tourism operators, religious leaders, the local community, and business actors. However, the collaborative governance pattern that has emerged remains informal and lacks a clear institutional structure. The village government acts as a policy facilitator, tourism managers as technical implementers, religious leaders as guardians of spiritual values, the community as the primary supporters of tourism activities, and business actors as drivers of the local economy. The existing collaboration relies more on social relationships and shared religious values than on formal, planned mechanisms.

Viewed from the perspective of multi-actor collaborative governance, the development of the Kandangwesi Religious Tourism Village is only in the early stages of collaboration. Uncertainty about participation and shared goals has begun to emerge, but the capacity for integrated collective action remains limited. Key barriers to collaboration include budget constraints, low-quality human resources in tourism, weak institutional coordination, and suboptimal integrated planning between actors.

Therefore, this study confirms that the implementation of multi-actor collaborative governance plays a strategic role in realizing sustainable religious tourism village development. Strengthening collaborative institutions, increasing the capacity of actors, delegating roles and responsibilities, and establishing a more formal and sustainable collaboration forum are urgently needed. With more structured collaborative governance, the development of the Kandangwesi Religious Tourism Village is expected to improve

community welfare, preserve local sacred and cultural values, and strengthen the village's tourism competitiveness in a sustainable manner.

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