

# Clinic Strengthening Society Participation on Planning the Development of a Religious Tourism Village Through Transparency, Accountability, Communication and Leadership

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**Abstract.** Religious tourism villages have the potential to significantly boost local economies and foster cultural preservation. However, effective development planning in these villages often requires active community participation and robust governance mechanisms. This study was conducted to determine whether transparency, accountability, communication and leadership can optimize community participation in religious tourism village development planning. The object of the research was determined in Parentas Village, Cigalontang District, Tasikmalaya. Regression analysis using moderating variables was chosen as the method of data analysis for this kind of quantitative research. The findings demonstrated that community involvement significantly and favorably affects village development planning. The influence of community involvement on village development planning can be moderated and strengthened by transparency, accountability, communication, and leadership. The results of this study show that in order to maximize community participation in tourism village development planning, transparency, accountability, communication, and village government leadership are crucial considerations. The importance of this research being carried out, by increase community participation so that planning for the development of parental religious tourism villages will be better with transparency, accountability, communication and leadership is moderating. This study uniquely integrates the moderating effects of transparency, accountability, communication, and leadership on community participation in village development planning. By focusing on these governance mechanisms, the research provides new insights into optimizing community involvement in the context of religious tourism village development.

**Keywords:** development planning; society participation; religious tourism; village leadership.

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## INTRODUCTION

The development plan serves as an important roadmap for the implementation of the development activities themselves in the early stages of the process. So that development planning can be used and practiced. Plans should also not be too restrictive, can affect all aspects of people's lives, and be flexible enough to adapt to changes in their environment. Community is one of the most important elements of development, therefore it is necessary to involve the community in development planning to get maximum results. The government

has confidence in the community's commitment to the planned programs, as evidenced by the inclusion of the community in the planning process. The results of Zikargae et al (2022), Chatkaewnapanon & Lee (2022), and Ndem et al (2020) explain that programs, projects and community development initiatives originating from above and from outside the community are what encourage the emergence of community empowerment ideas. Because this development concept often fails and is not in accordance with the demands of the local community, it must be implemented in a way that balances the values of attitudes, knowledge, intelligence, and skills and increases public awareness.

Participation in identifying community problems and opportunities is the definition of community engagement in this context. Selecting a problem-solving strategy, making efforts to solve difficulties, and participating in evaluating the improvements that have been made are all decision-making processes. Since the community plays a role in the success of development planning with the government, knowledge of its presence in the community must increase. Because community participation in various development planning discussions is still very small, development planning for Parentas Village, Cigalontang District, Tasikmalaya Regency is still considered not successful or inefficient. This can be seen by the constraints on access to the location, there are still many damaged roads, buildings around the tombs that have not been maintained, and the atmosphere around the location does not feel comfortable. This is in accordance with the research of Herdiyono, et al., (2021) which states that problems with supporting facilities and infrastructure, traditional tourism management, not optimal coordination between the community and stakeholders have resulted in the management of Cemoro Village with the advantages of natural, cultural and religious tourism. unable to develop. In fact, getting input from the community is a must to achieve village development goals. Because the leader will convey the importance and benefits of community involvement in development planning discussions, it is necessary to identify the direction and policy strategy that will be made.

Researchers found several other problems in Parentas Village, Cigalontang District, Tasikmalaya Regency, including: the community lacked participation in various activities, including planning, implementing, developing, and supervising. However, community participation in implementation only includes completing the work and receiving the results. However, the planning process for community development has not been used optimally. to consider uneven and efficient growth planning. There was no updating of data due to a lack of community involvement, particularly in the evaluation of ongoing development projects. Engaging and teaching leadership roles have not been successfully implemented. In addition, the village government is not good enough in regulating, supervising, and involving community participation in carrying out its tasks and activities.

Community groups include religious groups, farmer groups, PKK communities, youth groups and traders' community groups. The village head leads this group because he has shown his leadership in organizing initiatives, one of the community development strategies. The results of observations on these problems determine the purpose of this study to prove the strengthening of community participation in planning the development of the Parentas religious tourism village, Cigalontang District, Tasikmalaya Regency with transparency, accountability, communication, and leadership as moderators. Accountability, Arifiyadi explains (Handayani, 2020), is a requirement that those in charge of managing public resources and other interested parties can respond to questions about their accountability. There are several stages to ensure accountability is carried out Matheus (2020), Bertsou (2022) and (Solorio (2023) explains the stages of the decision-making process and the stages of policy dissemination.

Organizational communication, as defined by Tkalac Verčič (2021), Li et (2021), Schwetje (2020) and Tkalac Verčič & Špoljarić, (2020) defined as human internal and external communication involving information flow, delivery and information transmission, information exchange, and meaning transfer within an organization. Internal communication, interactions between village heads and staff, or between village staff members. Clementson (2020) and Kim (2020) said External communication is the exchange of information between village representatives and local residents and representatives of other community groups. The Journals cites four leadership ideas that have been around since the 1950s. The four leadership theories are trait theory, behavioral style theory, situational theory, and transformational theory. Employees will be motivated by transactional leadership theory, rewards, and sanctions. A manager will be able to clearly state

what needs to be done, what the needs of his subordinates are, and reward them for the work they do if they can establish a clear work structure. Transformational Leadership Theory, those who are able to motivate other people in the organization to go beyond what the organization has planned are called transformational leaders.

Participation that has involved the community in the process of identifying opportunities and problems, making decisions, putting these decisions into practice, and assessing actions. Direct citizen "involvement" in political institutions and processes is accentuated by citizen involvement. Karasik (2020) J. Li et al (2020) and Nugroho & Numata (2020) explains, community involvement involves local residents in all stages of development, from planning to implementation. Zaslove (2021) explains, also includes the following: Participation in political rights, including participation in formulating public policies, is carried out systematically, as a means of advancing good governance, and can increase public confidence in government effectiveness. Adisasmitha stated that the type of participation consisted of the inclusion of resources/money and the provision of physical labor for carrying out activities. Contributing constructive ideas and thoughts to the development and facilitation of a program is called participation of ideas and ideas Involvement in policy making, where the community takes part in all decisions made that are relevant to the common interest.

The involvement of problem solving is one of the four components that make up participation Bua & Bussu (2021) He & Ma (2021) Zhang (2021) explains participation in decision making. Participate in practicing the development planning program that has been made in the approved plan. Participate in evaluations. The components that make up development planning, namely planning and development, can be used to define it. Bratman (2022) and Rahmafritria (2020) explains, the best planning theory is one that can take into account the wants and needs of the community while at the same time integrating various existing interests. Planning is the process of selecting priorities and options to achieve goals, Jabareen & Eizenberg (2021)). It also involves allocating resources and engaging in ongoing activities.

Based on research and studies from UNDP/WTO and various Indonesian consultants, two approaches—a market approach and a physical approach—were developed in the preparation of a framework/concept to transform a village into a tourism village. In order for villages to benefit without having to interact directly with tourists, a market strategy for developing tourism villages or indirect interaction is used. Semi-live encounters in the form of day trips undertaken by tourists. Direct Communication Tourists are welcome to spend the night at village-owned inns. The next approach, called the "Physical Approach to Tourism Village Development," is a new way of developing villages through the travel and tourism sector, using established rules to govern development and undertaking conservation initiatives. From the explanation above, it can be determined that village development planning can be measured by identifying problems faced by the village, identifying village needs, and identifying the potential of the village. The results of the framework show that community involvement has a beneficial and significant impact on the development of tourism village planning. Tourism village development planning will be more effective with higher levels of community involvement. Transparency, accountability, communication and leadership can strengthen the impact of community involvement in tourism village development planning.

In contrast, the category of special interest tourism includes religious tourism. Tourists who "travel to learn about and experience very specific qualities associated with a region" are said to have very specific interests that are accentuated by special interest tourism. This interest can be a particular hobby or pleasure in the form of a tour. According to the definition of "active tourism", which states that "tourists' active involvement in the cultural and/or physical places they visit is seen as an important feature of special interest travel", these trips fall into this category. Several activities related to tourism are included in the category of special interest tourism, such as educational tourism, art and heritage tourism, ethnic tourism, adventure tourism, sports tourism, and religious tourism.

## METHODS

Because the predetermined research hypotheses must be tested using deductive statistical techniques, this research is included in the category of quantitative research. Regression Analysis with Moderating Variables with the stages of direct testing first and then testing moderation to ensure it strengthens or weakens

the relationship between the independent and dependent variables. The validity and consistency of the research instrument in the form of a questionnaire were tested using validity and reliability tests. The number of research samples can include up to 380 respondents.

### Research Design

This study employs a quantitative research design, specifically utilizing regression analysis with moderating variables. The research process involves two main stages: direct testing of the relationship between the independent and dependent variables, followed by moderation testing to determine if the moderator variable strengthens or weakens this relationship. This approach allows for a detailed examination of how the interaction between variables influences the outcomes. The study will include up to 380 respondents, ensuring a robust sample size for statistical analysis. This sample size is chosen to provide sufficient power to detect significant effects and interactions in the regression models.

### Data Collection Techniques

Data will be collected using a structured questionnaire. The questionnaire will be designed to capture relevant data on the independent, dependent, and moderating variables. The reliability and validity of the questionnaire will be rigorously tested to ensure the accuracy and consistency of the data collected. Reliability testing will involve measures such as Cronbach's Alpha to assess the internal consistency of the questionnaire items. An acceptable reliability value is typically 0.7 or higher. Other methods like test-retest reliability and split-half reliability may also be employed to further ensure the consistency of the instrument.

Validity testing will include face validity, content validity, and predictive validity to ensure that the questionnaire accurately measures the concepts it aims to capture. This comprehensive approach to validity testing helps in confirming that the instrument is both accurate and relevant to the research objectives.

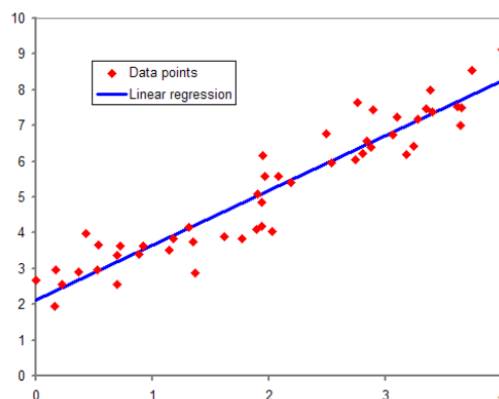
### Data Analysis

The primary data analysis technique will be regression analysis with moderating variables. This involves first testing the direct relationship between the independent and dependent variables. Subsequently, the moderation effect will be tested to see if the moderator variable changes the strength or direction of this relationship.

The regression equation used will be of the form:

$$Y = b_1X_1 + b_2X_2 + b_3X_1X_2 + C$$

where  $Y$  is the dependent variable,  $X_1$  is the independent variable,  $X_2$  is the moderator, and  $X_1X_2$  is the interaction term.



### Moderation Analysis

Moderation analysis helps in understanding the conditions under which the relationship between the independent and dependent variables is strongest or weakest. This analysis can be conducted using various statistical methods such as multiple regression, ANOVA, and structural equation modelling. This research design, with its focus on regression analysis and moderation testing, provides a robust framework for

examining complex relationships between variables. The rigorous testing of the questionnaire's reliability and validity ensures that the data collected will be both accurate and consistent, supporting the overall integrity of the study.

## RESULTS AND DISCUSSION

Parental villages have various kinds of tourism potential, one of which is currently in the development planning stage, namely Parentas Village, Cigalontang District, Tasikmalaya Regency as a religious tourism village. There are several results obtained from the research. The village government and the community have provided clear information and responsibilities to each other, this is evidenced by the structural information and village responsibilities as well as complete information or data on the community and parental village community organizations that have been clearly laid out. Transparency is being honest and transparent to the public while recognizing that the public has the right to know how the government uses the resources provided to it and how the law is applied (Handayani, 2020). Research by Iliev (2020) Liao (2021) Lin (2021) Patwardhan (2020) and Romanelli (2021) explain the characteristics of a religious tourism village in order to develop according to plan are that it needs to have cultural appeal, community involvement, transportation facilities and infrastructure, cleaning facilities, accommodation, vehicle parking, and worship support. As has been done by Bejagung Village, Semanding District, East Java, the potential for a religious tourism village in development planning has implemented these characteristics. The architectural remains of the buildings in the tomb complex which are still preserved serve as one of the remaining cultural attractions.

Every person, group or community leader who is tasked with overseeing the management of village resources has fulfilled their commitments, as has the Parentas Village administration. Methodical decision-making processes and effective policy distribution are evident. Despite the fact that internal and external communication mechanisms exist, it is clear that there is still room for improvement in the communication process for planning parental religious tourism village development. Leaders or elders in the Parentas Village community and the Parentas Village Head collaborated to provide an explanation regarding planning for the development of a tourism village, especially regarding the opportunities that would be obtained by all layers of the village as a whole which could trigger a sense of optimism in the process of planning the development of a parental religious tourism village, with this effort the community is more admire, respect, so that they trust community leaders and the Head of Parentas Village. Community leaders and Heads of Parentas Villages show acceptance of the diversity of each person or group and foster two-way interaction and communication so that they can collaborate effectively and maximize community involvement in planning the development of parental religious tourism villages.

Community participation in identifying problems, being involved in decision-making, in implementing the development programs that have been formulated and evaluating planning for the development of tourist villages has been carried out well. Individuals and community groups provide various alternatives as well as various ideas regarding common interests so that they can understand the real problem, direction and orientation of development planning. To find out whether the implementation of the planning for the Parentas Religious Tourism Village Development Program is in accordance with the initial plan that has been set or not, community participation can also influence the implementation of planning for each program taken as a whole. Careful and precise planning is necessary because development planning is the foundation for long-term community performance (Flint & Blyth, 2021). The National Development Planning System (SPPN), based on Law Number 25 of 2004 concerning the National Development Planning System, is a collection of development planning methods (SPPN). The central and regional governments carry out this procedure at the central and regional levels to prepare long-term, medium-term and annual development plans.

The process of social and economic change in the community is built on the three pillars of the village development strategy. The first pillar of strengthening human resources is creating rules and regulations that make it easier for families to receive the social services they need, especially those related to education and health. The goal is to improve family life and work productivity. Implementation of the second pillar, community-based economic empowerment, is made possible by providing local business organizations with

access to money, property ownership, resource inputs for production, agricultural production technology, and financial institutions. Its purpose is to create secure commercial prospects, employment opportunities and monetary benefits for society. Laws on regional spatial planning, land use, housing services, and environmental infrastructure and facilities are used to create residential areas which are the third pillar. The goal is to improve the quality of life of individuals who are organized and productive (urbanization).

Local government efforts to advance tourism are focused on developing the industry as a backbone and leading sector in general. This will make it one of the first regional PAD producers, while maintaining national identity, religious values, and environmental functions and quality, encouraging economic growth, increasing regional income, strengthening the regional economy, increasing employment opportunities, and increasing welfare of the people. Tourism growth is regulated by (Tourism Law No. 10 of 2009). According to the law, tourism development is necessary to promote equal distribution of business opportunities and benefits and to be ready to face the challenges of changing local, national and world life.

The tourism industry has been able to demonstrate its performance as an increasingly promising and reliable sector in supporting national economic development over the past ten years as one of the strategic development sectors. The tourism industry is able to rank third in terms of foreign exchange earnings, after oil and gas and textiles, thanks to very fast expansion and the help of abundant resources. Based on this strong performance, the government has named tourism as the main industry which is expected to be able to provide the largest foreign exchange when the oil and gas industry is replaced in 2024.

When we consider the rapid progress of the tourism industry and the very bright prospects in today's global setting, we can say that this prediction is feasible and not an exaggeration. According to some analysis, together with the telecommunications and information technology sectors, tourism will be the largest industry in the service sector with the fastest growth rate and the main engine of the global economy in the twenty-first century. This will further support the theory that tourism will continue to grow globally in line with increasing welfare and living standards of people around the world. This is an important reason why Tasikmalaya has great potential to engage in tourism, of course the community and village have an important role in realizing the development of this tourist village.

The Tourism Law, especially Law Number 6 of 2014 concerning Villages, is a government effort to build and promote tourist settlements. The village is recognized as a recognized territorially bound legal community unit that has the authority to direct and organize government activities. Local community rights are also recognized in the village and are based on community efforts, origin rights, and/or customary rights that are upheld there. One of the famous tourist destinations that is spreading and growing rapidly is a tourist city. It is the result of the uniqueness of the tourism industry, diversity, kindness, education and community empowerment.

The parental religious tourism village is under the umbrella of the development of the tourism village development program because it is run by the village government and the community, and the community actively participates in the preparation stage of the village development plan. To facilitate the realization of its management, there are community or village self-help organizations. Tourists have shown an interest in visiting parents' religious tourism villages because of their originality, diversity, natural beauty, educational value, and focus on community empowerment. Promotion has started. This tourist village has its own uniqueness and differences compared to other tourist villages in Tasikmalaya district, namely the tomb of a sacred elder who used to be a religious figure who lived in the village has a high contribution in spreading Islam. Having beautiful nature as well as natural attractions highlighted by other tourist villages, Parentas Village has its own beauty, namely its natural conditions which are still beautiful and standing on a hillside. If we trace the history of the village, it is very thick with its local culture which can educate people to keep holding on to the culture that belongs to the village in the midst of the development of the current era. The village government has realized that in planning a strategy for developing a religious tourism village, parents will be successful if they optimize the participation of each individual and community group.

Programs, projects and initiatives aimed at encouraging population development originating from above or outside the community are used to support community empowerment. Within the theoretical framework, the transformation process is referred to as a natural or natural process. Three fundamental assumptions must

be met for this process to take place within the theoretical framework. First, full participation or participation (full employment) refers to all economic actors and factors of production involved in economic activities. Second, homogeneity implies that all economic actors share the same means of production, as well as the same business opportunities and productivity levels. Third, rationality, the principle of efficiency, or the running of market processes determines that interactions between development actors occur in a balanced manner so that the benefits obtained are equal to the costs incurred. (Castro-Arce & Vanclay, 2020) The main goal of media literacy education is to support and empower mass media audiences. Research by McNelly & Harvey (2021) Potter (2022) and Robinson (2021) said The decision to increase the audience size for mass media is made with content in mind, as public control over the media is essentially lost.

The results of statistical testing can be seen in table 1 below.

**Table 1.** Community Participation in Religious Tourism Village Development Planning

Model	Coefficients <sup>a</sup>				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	17.567	1.602		10.962	.000
Community participation	.911	.032	.825	28.329	.000

a. Dependent Variable: Tourism Village Development Planning

Table 1 above explains that community participation has a positive and significant effect on planning the development of the Seligi tourism village. Planning for the development of a parental religious tourism village in Cigalontang District, Tasikmalaya Regency benefits from community involvement. The higher the community participation, the more optimal planning for the development of a parental religious tourism village will be, conversely the lower the community participation, the less optimal the planning for the development of a parental religious tourism village will be. The process of identifying problems faced by the village, village needs, and village potential in the development planning process will be maximized if every individual and community group is more actively involved in the problem identification process and decision-making process.

If the level of community participation in identifying problems, decision making, development planning processes and planning evaluations is high, it can increase the village's ability to identify problems, needs and potential in planning the development of parental religious tourism villages. Not only identifying problems, the community is not only involved in determining problems or identifying problems, but the community also participates in determining problem solving, then the community determines the potentials of the village. The community also decides what action needs to be taken, taking into account not only the natural potential but also the potential that exists within the community or community group. In addition, the community must be able to identify problems and then assess alternative solutions. The findings of this study are consistent with research by Bagus (2022), Moghavvemi (2021) and Wikantiyoso (2021) which show the benefits of community involvement in planning the development of a religious tourism village.

Planning for the development of a parental religious tourism village in Cigalontang District, Tasikmalaya Regency greatly benefits from community involvement. Community involvement has a real influence in planning the development of parental religious tourism villages. It can be difficult to distinguish between community development and community strengthening and empowerment. Community development

is described by Widyastuty (2021) as a tool to strengthen and increase the complexity of society. Every individual and community group that is intensively involved in the process of identifying village problems will affect the ability of all parties involved in the Parentas Village in identifying problems planning the development of a tourism village. Defining alternative ideas about the common good is one way that communities can participate. This is important because the problem, direction and orientation of development planning must be determined with input from the community. Community participation can also occur at the decision-making, planning, and evaluation stages of a project (Gannon et al., 2021; Luz, 2020; Pasanchay & Schott, 2021). If this is done correctly, it will have an impact on the team's ability to determine village needs and possibilities for development planning programs. Studies by Nooripoor (2021) Shafieisabet & Haratifard (2020) Y. Zhang (2021) explain that community involvement has a major impact on planning the development of a religious tourism village.

The results of statistical testing can be seen in table 2 below.

**Table 2.** Community Participation in Parentas Religious Tourism Village Development Planning, Cigalontang District, Tasikmalaya Regency with Transparency, Accountability, Communication, and Leadership as Moderation

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.602	1.610		3.479	.001
	Transparency,	.357	.057	.323	6.231	.000
	Accountability,	.208	.060	.169	3.442	.001
	Communication,	.135	.027	.164	5.011	.000
	and Leadership	.232	.028	.281	8.243	.000
		.144	.032	.183	4.573	.000

a. Dependent Variable: Tourism Village Development Planning

Table 2 above suggests that transparency, accountability, communication and leadership can strengthen the influence of community participation on planning the development of a parental religious tourism village, Cigalontang Tasikmalaya District. Openness to the public in the form of providing information, compiling a mechanism and facilitating access to information can optimize community participation in planning the development of parental religious tourism villages. All decisions must be made in writing and accessible to all citizens. Make decisions that are in line with the moral principles and principles upheld by the culture of the Parentas Village. The policy targets received are in line with the vision and mission of the organization and the standards that apply in Parentas Village. This can optimize the role and function of the community in planning the development of a tourist village.

The correctness and completeness of information related to how to achieve development planning goals are factors that must be considered in disseminating information about an option through the mass media and personal communication media. Availability of management information systems, processes for community complaints, decision-making after they are made, and monitoring of government outcomes can all help increase community involvement in development planning. Communication between village heads and staff, or between other village staff, can be used for both internal and external communications. Meetings are an opportunity for communication between village heads and staff. Tasks are assigned by the village head to staff, who then report back to the village head. As they finished the task the village head had given them, the staff



members talked to each other. The community and people who are members of other community organizations are also involved by village officials.

Apart from when the community requests administrative assistance from the village office, communication between village officials and the community can also be carried out during the village development process on a regular basis, this is able to optimize community participation in planning the development of the Cigalontang Tasikmalaya religious tourism village. Idealist leadership, motivation that can inspire, leaders who have intellectual stimulation and have individual considerations in the form of special attention to the needs of individuals or community groups can optimize community participation in planning the development of parental religious tourism villages. Community groupings include religious groups, farmer groups, PKK communities, youth groups and traders community groups. This grouping is carried out by the Village Head for his leadership in organizing efforts which is one of the methods in community development.

The results of this study corroborate Coy's (2021) study, which showed how powerful community involvement can drive village development planning. Initiative and responsibility, Fadhilah (2022) explains, can encourage community involvement in village development planning. In researches by Bielska (2021) and Damayanti & Syarifuddin (2020) argues that community involvement in village development planning can be driven by openness, responsibility, and contact with village leaders. W. Li et al (2020) and Simonofski et al (2021) argue's emphasized that dialogue can encourage citizen participation in village development planning.

## CONCLUSION

The research concludes that the leadership by the Parentas Village government is appropriate, with transparency and accountability processes properly implemented. Effective communication with the community is evident, involving five out of six community groups in identifying problems, decision-making, implementation, and evaluation of religious tourism village development plans. Community participation positively impacts development planning, and transparency, accountability, communication, and leadership strengthen this influence. The study suggests involving the community in planning, improving communication through digital literacy, and forming a Tourism Awareness Group (POKDAWIS) to manage religious tourism. It also recommends allocating village funds for infrastructure development and maintaining key variables to optimize community participation in future research. The contribution of this research lies in its comprehensive analysis of governance mechanisms that enhance community participation in village development planning. By highlighting the importance of transparency, accountability, communication, and leadership, the study provides actionable insights for policymakers and village administrations to foster more effective and inclusive development strategies.

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