



STRATEGY FOR DEVELOPING RELIGIOUS TOURISM ATTRACTION JESUS MARY OEBELO PILGRIMAGE PARK KUPANG DISTRICT

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Abstract—This research is entitled strategies for developing religious tourism attractions at the Jesus Maria Oebelo Pilgrimage Park, Kupang Regency. The formulation of the problem in this research is what is the strategy for developing the religious tourism attraction of the Jesus Maria Oebelo Pilgrimage Park, Kupang Regency. The aim of carrying out this research is to determine the strategy for developing the religious tourism attraction of the Jesus Maria Oebelo Pilgrimage Park, Kupang Regency. The type of research carried out is descriptive research with a qualitative approach. The data sources used are primary data and secondary data obtained through observation, in-depth interviews, literature study and documentation. The data obtained was then analyzed using SWOT analysis to determine internal factors (strengths and weaknesses) and external factors (opportunities and threats) and formulate a strategy for developing the religious tourism attraction of the Jesus Maria Oebelo Pilgrimage Park, Kupang Regency. The results of the research are strategies for developing the religious tourism attraction of the Jesus Maria Oebelo Pilgrimage Park, namely, making the Jesus Maria Oebelo pilgrimage park a place for spiritual camping, making religious tourism packages to the Jesus Maria Oebelo Pilgrimage Park, and building lodging houses or retreat houses in the park. pilgrimage of Jesus Maria Oebelo.

Keywords—Development Strategy, Religious Tourism, SWOT

I. INTRODUCTION

Tourism plays an important role in economic development in various countries. If developed properly, the tourism sector can contribute to increasing national income and potential regional income [1]. The development of the tourism sector can create jobs for the community, reduce unemployment and poverty, create new business opportunities and increase local revenue and increase the country's foreign exchange [2].

One tourist attraction that has quite potential prospects if developed is a religious tourism attraction. Religious tourism is a type of tourism that is more or less associated with religion, history, customs and beliefs of people or groups in society [3]. Religious tourism is intended to enrich religious insight and deepen tourists' spiritual sense. Because, after all, religious journeys are carried out to fulfill spiritual thirst, so that dry souls can be wet again with religious wisdom. Religious tourism is not just ordinary recreation which tends to be for the purpose of having fun at tourist attractions. However, this tourism is more about how we interpret the spirituality of a tourist attraction that is full of historical and religious values [4].

Kupang Regency is one of the districts in East Nusa Tenggara Province. Kupang Regency has quite a lot of interesting tourist attractions to visit which include marine tourism, natural tourism, cultural tourism, historical tourism and religious tourism. One tourist attraction that has the potential to be developed is religious tourism, namely the Jesus Maria Oebelo Pilgrimage Park. The Jesus Maria Oebelo Pilgrimage Park is approximately 20 km and approximately 60 minutes from Kupang City, the capital of East Nusa Tenggara Province. Initially, due to concerns from the Archbishop of Kupang, Mgr. Petrus Turang, due to the lack of pilgrimage places for Catholics and the desire of the community to have a prayer park, the Jesus Maria Oebelo Pilgrimage Park was built. This park was built by His Excellency the Archbishop of Kupang Mgr. Petrus Turang and was inaugurated on November 25, 2013 by Cardinal Stanislaw Rylko, envoy of the Holy See of the Vatican.

Different from several other Catholic pilgrimage places in this country, the Jesus Maria Oebelo Pilgrimage Park is a pilgrimage place with the concept of "pilgrimage with Our Lady", according to Mariam ad Jesum. In this place there are two paths of life, namely the path of suffering and the path of joy. This can be seen in the two routes that will be taken to the top of the St. Kapela pilgrimage park. John Paul II. The Jesus Maria Oebelo Pilgrimage Park also offers very beautiful views, especially when it approaches dusk, tourists will be pampered by the romance of the sun leaving its bed.

Based on pre-research observations at the Jesus Maria Oebelo Pilgrimage Park and pre-research interviews conducted by the author with the management of this Pilgrimage Park and several tourists who came to visit, several problems were found, including the condition of the pilgrimage park which was starting to become less well maintained and less clean, access to the The pilgrimage park is starting to fall into disrepair, there are no retreat house facilities, there is no place to sell food and drinks so tourists who visit have to bring their own supplies, there are no souvenir shops and souvenirs and the lack of trees makes the condition of this pilgrimage park very hot. at noon. To overcome this problem and to develop the religious tourism potential of

the Jesus Maria Oebelo Pilgrimage Park, a comprehensive and integrated development strategy is needed, considering the large potential that the Jesus Maria Oebelo Pilgrimage Park has.

II. LITERATURE REVIEW

Tourism is an activity to fill free time, for fun, relaxation, study, religious activities, and perhaps for sports activities [5]. Tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, government and local governments [6]. The tourism sector currently plays a crucial role as a driving engine in supporting the development and improvement of the economy of a region or country if it is managed and developed well. Tourism is a very strategic asset for increasing and advancing development in certain areas that have the potential for attractive tourist attractions and are ready to be developed [7]. If developed properly, the tourism sector can contribute to increasing national income and potential regional income [2]. The tourism sector is expected to become a leading supporter of regional economic growth by making it a priority in development and becoming one of the main performance indicators of regional governments [1].

One important component in tourism is the existence of tourist attractions. A tourist attraction is anything that attracts people to visit a particular place [8]. A tourist attraction is anything that has uniqueness, beauty and value in the form of a diversity of natural, cultural and man-made products that are the target or purpose of tourist visits [2]. The existence of tourist attractions and tourists are like two sides of a coin, they cannot be separated from each other, they are interrelated, they are bound together, that is the relationship between the two. A beautiful, unique and interesting tourist attraction can become a magnet that is ready to attract as many tourists as possible to come to a tourist spot. Every local government is obliged to explore and develop its tourist attractions in order to attract as many tourists as possible to come on tour and become a potential source of income in order to realize improvements in community welfare.

Tourists are people who travel [9], while personal tourism is a travel activity carried out by a person or group of people by visiting certain places for the purpose of recreation, personal development, or studying the uniqueness of the tourist attraction visited within a temporary period of time [10]. Fulfilling the needs and desires of tourists who carry out tourism activities is absolutely given so that tourists feel satisfied with the experience they feel and enjoy while visiting a tourist attraction and make tourists stay in that place longer and also want to visit the tourist attraction again [6].

Religious tourism is a type of tourism that is more or less associated with religion, history, customs and beliefs of people or groups in society. Religious tourism is intended to enrich religious insight and deepen tourists' spiritual sense [3]. Religious tourism is a person's belief in something related to God. 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 [11]. Religious tourism as a trip away from daily activities and work to visit certain holy places. Religious tourism attractions have a very broad scope, covering every place that can excite the taste of religiosity which emphasizes uniqueness, beauty and religious value. Such as visiting mosques, churches, temples, historical buildings of religious value and others [12].

III. RESEARCH METHOD

The type of research used is descriptive research using qualitative methods, namely a research method based on the philosophy of postpositivism and used to research the condition of natural objects, where the researcher is the key instrument with sampling of data sources carried out purposively and snowballing [13]. The data collected is in the form of verbal and written information obtained using observation methods, in-depth interviews, documentation and library data. The informants in this research are parties who are directly related to the tourist attraction of the Jesus Maria Oebelo Pilgrimage Park, namely the managers or administrators of the tourist attraction as well as tourists who visit this pilgrimage park. The data collected in this research is then analyzed to get an accurate picture of the phenomenon being studied. Qualitative data analysis is an effort carried out by working with data, organizing data, sorting it into manageable units, synthesizing it, looking for and finding patterns, discovering what is important and what is learned, and deciding what can be told to others. Data analysis in this research uses data analysis techniques which include: Data Reduction, Data Display (Data Presentation), and Conclusion Drawing/Verification.

The data collected in this research was analyzed using descriptive analysis methods to explain or describe phenomena related to the problem under study, as well as to answer the driving factors and obstacles in developing the tourist attraction of the Jesus Maria Oebelo Pilgrimage Park. To answer this, in the strategy for developing the objects and attractions of Jesus Maria Oebelo Pilgrimage Park, a SWOT analysis is used, which is the strengths and weaknesses which are the internal environment and opportunities and threats which are the external environment faced by a particular company or organization [14].

The purpose of the SWOT analysis formulation is to classify problems and facilitate a strategic approach, in the framework of the formulation of a strategy for developing objects and tourist attractions in Jesus Maria Oebelo Pilgrimage Park. After the development strategy formulation is analyzed and alternative strategies are found, the next step is to choose and recommend relevant strategies in the effort to develop objects and tourist attractions in Jesus Maria Oebelo Pilgrimage Park.

IV. RESULTS AND DISCUSSION

Identification of strengths, weaknesses, opportunities and threats in the management and development of Jesus Maria Oebelo Pilgrimage Park

Strength

1. Pilgrimage park devoted to the Virgin Mary
2. This Pilgrimage Park is open to the public and all religions
3. The calm garden atmosphere in this pilgrimage park
4. Adequate accessibility to this pilgrimage park
5. The air is cool and the views are so beautiful
6. There are toilets, public toilets and places selling prayer books, crosses, statues and souvenirs
7. Has reliefs from the events of the Rosary prayer
8. Has a beautiful flower garden
9. Have a car to take pilgrims to the top of the hill where the Chapel of Saint John Paul II is located.
10. Have road signage

Weakness

1. Lack of cleaning staff
2. There are no regular trash bins
3. Garbage is still scattered everywhere
4. There are no kiosks, restaurants and accommodation yet

Opportunity

1. Can provide opportunities for local people to sell
2. Can strengthen people's awareness to get closer to God the Creator.
3. Development of tourist attractions with promotion via online media

Threat

1. There is still a lot of forest around the park which is feared to cause the arrival of snakes or other wild animals.
2. You can also see the ravine surrounding the prayer garden which has no support, and there is a real fear of landslides if it rains or there is an earthquake.

The development of the Jesus Maria Oebelo Pilgrimage Park can be carried out by paying attention to existing strategies related to the development of religious tourist attractions, namely:

SO

1. Maintain the condition of the roads leading to this tourist spot
2. Plant more trees to make this pilgrimage park cooler
3. Caring for gardens, statues, reliefs and the cleanliness of the prayer park, so that tourists will be calmer and more comfortable during their pilgrimage and recreation
4. Intensively promote via online media so that many tourists come
5. Prepare a place for local people to sell
6. Provide awareness for pilgrims/tourists to maintain the cleanliness and facilities at this pilgrimage park.

ST

1. Ask for help from the local government/church/community to install supporting walls to minimize the occurrence of landslides
2. Provide education to the local community and visitors who come to always maintain the cleanliness of the park and not commit acts of vandalism
3. Carry out routine checks to minimize the appearance of wild animals that can disturb pilgrims/tourists

WO

1. Increase the number of cleaning staff to be ready to maintain and clean this pilgrimage park
2. Make rubbish bins around the park so that rubbish is not scattered so that it does not cause unpleasant odors so that visitors who come can feel comfortable.
3. Prepare selling land for the local community

WT

1. Add existing facilities such as rubbish bins, cliff retaining walls to minimize landslides, increase the number of park lights so it doesn't get dark at night.
2. Invite the local community to work together to create comfort around the prayer garden area.
3. Create religious tourism packages for the community to make a pilgrimage to Do Aini Park.

The strategies for developing the religious tourism attraction of the Jesus Maria Oebelo Pilgrimage Park that have been formulated must be carefully planned, analyzed carefully, and implemented effectively. Thus, there needs to be good cooperation between the Kupang Archdiocese and all stakeholders in developing the Jesus Maria Oebelo Pilgrimage Park.

V. CONCLUSION

The Jesus Maria Oebelo Pilgrimage Park is one of the religious tourism attractions in Oebelo Village, Central Kupang District, Kupang Regency. The Jesus Maria Oebelo Pilgrimage Park has tourism potential that can be developed because of its uniqueness and natural beauty which attracts tourists to visit so that it can improve the economy of the surrounding community. The trend of religious tourism in society today is certainly experiencing many developments. The existing reality is actually wider, especially related to what is found at tourist locations. It cannot be denied that religious tourism which is developing in society, to a greater or lesser extent, has tourism in the sense of "entertainment tourism". This can increase the development of the Jesus Maria Oebelo Pilgrimage Park.

The advantages of the Jesus Maria Oebelo Pilgrimage Park are that it is a pilgrimage park devoted to the Virgin Mary, a strategic location, open to the public, a calm garden atmosphere and beautiful views. The weaknesses that make tourism development at the Jesus Maria Oebelo Pilgrimage Park not optimal are the lack of trees, inadequate facilities, lack of promotion and the lack of community creativity in helping develop the Jesus Maria Oebelo Pilgrimage Park. Based on the results of the SWOT matrix analysis, strategies can be found for developing religious tourism attractions at the Jesus Maria Oebelo Pilgrimage Park, namely making the Jesus Maria Oebelo Pilgrimage Park the largest pilgrimage park devoted to the Virgin Mary in Indonesia, holding spiritual camps at the Jesus Maria Oebelo Pilgrimage Park, creating religious tourism packages for the Jesus Maria Oebelo Pilgrimage Park, as well as adding supporting facilities such as building retreat houses, culinary kiosks and souvenirs.

The suggestions that can be given are: Planting trees on empty land so that tourists do not feel too hot when making the pilgrimage during the day. Building accommodation or retreat houses around the pilgrimage park so that many tourists can stay longer at the Jesus Mary Pilgrimage Park. Oebelo, the management should carry out outreach and training to the community around the pilgrimage park so that they can develop community creativity. Building collaboration with various parties to help develop and promote the religious tourist attraction of the Jesus Maria Oebelo Pilgrimage Park through social media such as Instagram, Facebook, Twitter, YouTube and creating a special book about the uniqueness and natural beauty of the Jesus Maria Oebelo Pilgrimage Park.

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