Religious Reputation Culture : a Community Based Tourism Development Approach

Windi NR Wardhani[1], Mochamad Purnomo[2]

[1]*Master of Management, Faculty of Economics, Universitas Wahid Hasyim, Indonesia*

Abstract

The key to a thriving tourism industry is addressing how tourism can benefit society by increasing economic opportunities, supporting socio-cultural systems, and maintaining healthy ecosystems on which communities depend. The tourism industry can no longer focus solely on "how many" tourists visit a destination, or even "how much" money spent at one destination, as a measure of success. Sustainability can be effective if it is carried out by taking time and sustainable efforts, as well as adapting to changes that occur. In this study, the concept of historical heritage tourism and Resource-Based View is used which shows that culture and corporate reputation are seen as very valuable intangible assets. Historical heritage tourism is the key to sustainability. The development of intangible cultural heritage (ICH) is very important for the sustainable development of tourism because historical tourism products can reflect historical values and stories while meeting the emotional needs of tourists.

This study aims to explore a new approach in improving sustainable tourism destination development centered on the concept of religious reputation culture. Religious reputation culture is a set of structures, routines, rules, and norms that guide and limit behavior that distinguishes members of one organization from another and is used as a collective perception and assessment of the good name of a tourism destination.

The new concept of religious reputation culture plays an important role when an organization engaged in the tourism industry is faced with a change in new habits. The contribution of this research is mainly to the study of reputation and religiosity that when a destination is faced with a different condition, tourists will look for a reputable destination. The pandemic condition encourages tourists to be more aware with a reputation that is halal, thoyib and safe. With the phenomenon of tourism 4.0 accompanied by tremendeous changes in costumer megashifts, tourist destinations must be able to explore and exploit existing knowledge to form a culture of religious reputation as the main capital in carrying out innovation strategies carried out by destinations in order to achieve sustainable destination performance. With a religious reputation culture, the Indonesian's reputation as a safe, comfortable and competitive tourism destination needs to be continuously developed through various means, so that a positive image will continue to be raised and widely informed, to encourage tourists to have interest and motivation to visit Indonesia.

Key word :
Religious Reputation Culture;
Sustainable Tourism
Development; Community
Based Tourism

INTRODUCTION

Collaboration of leisure and life skills, life, history, culture, traditions, own customs and other people who are used as business commodities is the core of the tourism industry (Causevic & Neal, 2019; Wijayanti & Damanik, 2019). The pandemic has changed the trend of community tourism from nature tourism to experience tourism. Among them are historical and cultural tourism which occupies one of the highest places in the current world tourism trend (Jung et al., 2018) Historical and cultural heritage becomes a tourist attraction factor because getting acquainted with history and historical objects, unique historical and cultural backgrounds are the main motives for tourists to visit an area (Agarwal et al., 2018). The intangible tourism product should be packaged as conveniently, attractively and accessibly as possible (WTO 2007).

Intangible Tourism products in compiling a tour package that are ready to be fully enjoyed by

tourists must be prepared starting from the themes, attractions offered, accessibility, amenities, activities, and accommodations (Christou et al., 2019). The packages offered must target the right segment and have more value than similar destinations. Because usually, natural-sourced destination attractions are usually almost the same, but something intangible that will make tourists have a travel experience that will be passed on or recommended to relatives and colleagues. Quality guarantee of services and travel experience must be really accommodated by the manager of a tourist attraction in a tourist destination (Soliman et al., 2021). The aspect of service quality and tourism experience refers to the totality of management activities and a careful response to the needs of tourism services to produce a total travel experience enjoyed by tourists (Chandralal & Valenzuela, 2013; J. H. Kim, 2014).

Indonesia as a country consisting of diverse cultures has various kinds of local wisdom that can be an attractive tourism potential for domestic and foreign tourists. Thus, the diversity of local wisdom is important in building sustainable tourism. The use of local wisdom as tourism potential gives the community a role to introduce as well as create appreciation and sensitivity to social values, culture, and local traditions (Kausar & Gunawan, 2018). Culture is the basis of Indonesia's tourism development. The development of tourist destinations as one of the pillars of national tourism development is essentially the use of cultural heritage itself . One of the tourism sectors in the country that is in demand by tourists is cultural tourism based on the uniqueness of the traditions and local wisdom of an area. Therefore, there needs to be tourism management that puts forward noble values and national culture, religious values, and environmental sustainability and quality must involve elements of the culture of an area and can contribute to the protection, development, utilization and fostering of culture must involve elements of the culture of an area and can contribute to the protection, development, utilization and fostering of culture . (S. Kim et al., 2019).

This can also open up opportunities for local communities to become actors in cultural tourism activities, both actively and passively. Butler (1974) in the (Sahli, 1954)illustrates the main impacts of the tourism sector in general through the following figure.
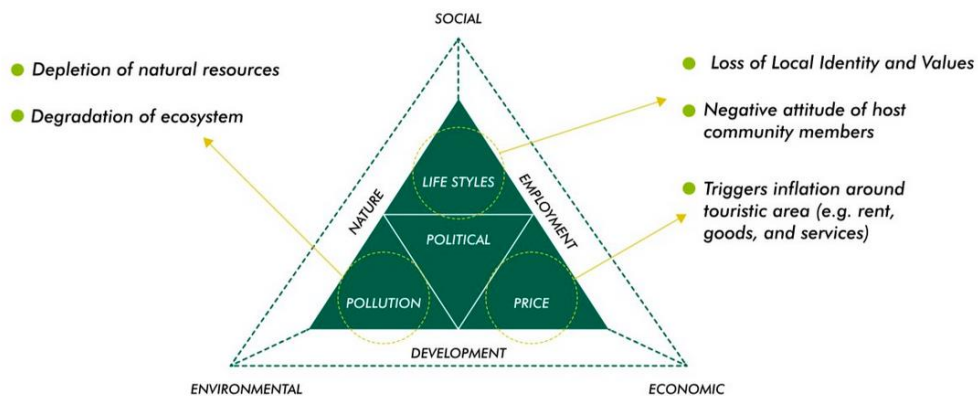

Source: (JC Holloway & C Humphreys, 2019; Sahli, 1954)

From the illustration above, although there are quite a lot of positive impacts obtained from tourism, there are still many negative impacts that must be minimized so that tourism development can be sustainable. For this reason, sustainable tourism is a concept that can be practiced well to create sustainable tourism from an economic, social and environmental perspective.

The United Nations World Tourism Organizations (UNWTO) recognizes that the tourism sector is a leading sector and is one of the important keys in regional development in a country as well as improving welfare for the community. The increasing number of tourism destinations and investment makes the tourism sector a key factor in increasing foreign exchange, job creation, business and infrastructure development. In the last five years, the number of foreign tourist visits to Indonesia has continued to increase. This number of visits certainly affects the growth of foreign exchange in Indonesia. In 2017, Indonesian tourism ranked second as a contributor to the country's foreign exchange after the palm oil sector with a value of USD 14 billion. However, even though foreign exchange and tourist visits have increased, it turns out that not all people in Indonesia enjoy the 'sweet cake' or the economic impact of tourism. Data from the Central Statistics Agency (BPS) shows that the cumulative number of foreign tourist visits to Indonesia in 2021 is around 1.65 million people. When

compared to the previous year's achievement of 4.05 million people, that number decreased by 61.59 percent. The official figures for foreign tourist arrivals in 2021 were obtained after BPS obtained data on foreign tourist arrivals in December 2021. In that month, foreign tourist visits were 163,619 people.
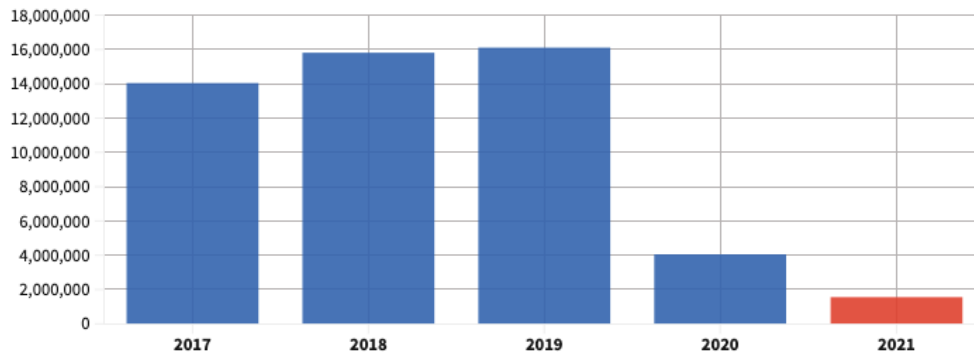
Source: Central Bureau of Statistics (BPS)
Figure 1. Number of Foreign Tourist Visits to Indonesia 2017-2021

The theoretical gap in this study is the discussion regarding the role of organizational culture in achieving sustainability has been carried out by many researchers, but culture based on religious values has not been widely studied. Previous research has discussed the role of corporate reputation in achieving company sustainability, however, there has been no linking reputation with religious values. Corporate reputation affects the way various stakeholders behave towards the organization, which affects employee retention, customer satisfaction, and customer loyalty (Chun, 2005). The reputation of tourism and hospitality management companies, is considered important for realizing success and sustainability (Balakrishnan & Foroudi, 2020). However, the digital world with social media has a strong impact on reputation management and especially on the risk that reputation that starts with reviews / perceptions given by visitors will have an impact on people's perceptions of the quality of tourist destinations. (Chondrogiannis et al., 2019). Current research has determined the relevance of consumer judgments on reputation and decision making, but research that studies the antecedents of the reputation of tourist destinations is still very rarely done and still provides a very broad field of research for further research. (Marinao Artigas et al., 2015a).

Thus, to answer the challenge, a religious reputation culture is needed in building a sustainable quality tourism destination. This study proposes a religious reputation culture model on the sustainability of quality tourism destinations. A tourist destination can position itself as a destination that has a religious reputation culture to become a unique, distinctive and identity destination which then becomes a strategic asset to survive in the competition and achieve a sustainable competitive advantage. A good reputation can positively affect the image of a tourist destination, shape perceptions of value and increase tourist loyalty to tourist destinations, and will ultimately affect their satisfaction (Marinao Artigas et al., 2015a). This study aims to explore a new approach model that can fill the limitations of previous studies and the gap in tourism development based on local wisdom values with sustainability centered on the concept of religious reputation culture. The concept of religious reputation culture is expected to trigger sustainable quality tourism destinations in community-based tourism destinations.

LITERATURE REVIEW
Religious reputation culture : an integration of *Resource based view theory* and Historical Heritage Tourism concept.

Resource based view theory is an approach to achieve competitive advantage (Bromiley & Rau, 2016; Hitt et al., 2016; Khan et al., 2019; Massaro et al., 2018). In resource based view theory, there are two types of resources, namely tangible and intangible which play a major role in the company's achievement to achieve higher organizational performance. (Wood et al., 2018). Strategic assets have two dimensions, namely culture and reputation. Organizational culture is the set of structures, routines, rules, and norms that guide and constrain behavior that distinguishes members of one organization from another (Nusari et al., 2018). The culture indicators used in this study are harmony, social responsibility and innovation, habitually, faith, value, attitude, and norms. (Hofstede, 2011).

According to (Bremer, 2014) three broad approaches to interpreting the relationship between religion and tourism: pilgrimage as a spatial approach, a form of religious travel,

and tourism as a cultural approach. Heritage is a culturally directed process of strong emotional power in both personal and social action to understand the past and the present (Corsale & Vuytsyk, 2018). Tourist destinations that have links with the history of religion have become an important theme in tourism literature and open a research field for many researchers to focus their research on explaining the relationship between religion and tourism (Noor et al., 2020).

Corporate reputation can be positive or negative, arising from the company's ability to enforce social and institutional norms and values to meet the needs and desires of its stakeholders (Klein et al., 2019). Destination reputation according to (Marinao Artigas et al., 2015b) include : better than others; really appreciate this place; speaks very well about the organization and having historical background.

Based on a study on Historical Heritage Tourism with a religious approach and Resources Based Theory with a comprehensive and in-depth culture and reputation approach, it can be integrated and produce a novelty of Religious Reputation Culture. Religious reputation culture is a set of structures, routines, rules, and norms that guide and limit behavior that distinguishes members of one organization from another and is used as a collective perception and assessment of the good name of a tourism destination. Religious reputation culture is indicated by the existence of historical value harmonization, emotional involvement, Positive talking behavior, Religious reputation and Reputation behavior. Increasing religious reputation culture is triggered by strategic knowledge and has the potential to increase sustainable tourism quality destinations.

Tourism Based Community : community as the main actor through community empowerment in various tourism activities

Undang-Undang Nomor 10 Tahun 2009 concerning about Tourism mandates that one of the goals of tourism activities is an effort to preserve nature, the environment and resources based on the principles of preserving nature and the environment, empowering local communities and ensuring integration between sectors, regions, between centers and the region which is a systemic unit within the framework of regional autonomy and integration among stakeholders.

One concept that explains the role of the community in tourism development is Community Based Tourism (Small Planet Consulting, 2019). Conceptually, the basic principle of community-based tourism is to push the community as the main actor through community empowerment in various tourism activities, so that the maximum benefit of tourism is intended for the community (Okazaki, 2008). Community based tourism is tourism development with a high level of local community involvement and can be accounted for from social and environmental aspects (Lee & Jan, 2019). Usually, the community's main source of income remains as before, for example from agriculture, plantations or fishing. The development of tourism that involves the community is very important with the aim of creating employment opportunities for local communities, providing an understanding of tourism, and improving the economic conditions of the community (Lee & Jan, 2019). Local communities also have a contribution to make in efforts to promote tourism destination products, because local communities are the main component in forming the image or image of tourism destinations (Regmi et al., 2015).

The main goal of tourism development must be to improve the welfare of the local community. The concept of Community Based Tourism (CBT) is usually used by strategic tourism development designers to mobilize communities to actively participate in development as partners in the tourism industry (Wijaya & Sudarmawan, 2019). The goal of CBT is to be achieved is the socio-economic empowerment of the community. and put more value in tourism, especially to tourists. The current global trend in the development of community based tourism has been standardized as a development tool and strategy not only limited to tourism, but in the context of national development, by opening up opportunities and community access to participate in the development process (Jamalina & Wardani, 2017).

The basic principles of Community Based Tourism (CBT) according to UNEP and WTO (2005) are as follows. (1) recognize, support and develop community ownership in

the tourism industry; (2) involve community members in initiating every aspect; (3) develop community pride; (4) developing the community's quality of life; (5) ensure environmental sustainability; (6) maintain the unique character and culture in the local area; (7) fostering learning about cultural exchange in the community; (8) respecting cultural differences and human dignity; (9) distribute profits equitably to community members; and (10) play a role in determining the percentage of income (income distribution) in projects in the community.

The cultural principle requires an effort to respect local culture, heritage and traditions in tourism activities (Lee & Jan, 2019). Community Based Tourism (CBT) must be able to strengthen and preserve local culture, heritage and community traditions. Meanwhile, political principles are related to the role of local and regional governments, including in making policies so that socio-economic, cultural and social principles can be implemented (Regmi et al., 2015).

Sustainable Tourism Development

The dynamics of the concept of sustainable development is adopted into the concept of sustainable tourism development (Lyon et al., 2017), Tourism development is defined as a tourism development process that is oriented towards the preservation of the resources needed for future development and does not have a negative impact on the development of local culture, but rather the existence of this culture must be maintained for future generations (Kasemsap, 2020). A tourist destination / tourism destination is an area / destination as a public commodity with certain added values such as services, tourism products, tourism industry players and development institutions that form a synergistic system (Jovicic, 2019). So that the performance of tourist destinations is a performance evaluation that evaluates the results of the development, process results and development of tourist areas which include input-output ratios, costs and benefits (Luo, 2018).

Sustainable quality tourism destination is a term for sustainable tourism destination performance which is defined as aspects of economic growth, industrial improvement, social justice development and environmental protection as a result of tourism activities and processed in a destination for a certain period. The indicators/measurements in this sustainable quality tourism destination are economic growth, improved industrial productivity, environmental protection, and enhancement of social justice which are considered in several new terms by (Liu et al., 2019) namely: 1). Economic, which shows the role of destinations in contributing to regional economic income. 2). Efficiency, the ratio between inputs and outputs of tourism development associated with environmental protection 3). Effectiveness, measuring the results achieved in relation to destination development goals 4). equity, showing the welfare obtained from tourism to the destination community.

Sustainable tourism is the development of the concept of traveling that can have a long-term impact. Whether it's for the environment, social, cultural, and economic for the present and the future for all local people and tourists who visit (Miller et al., 2010). Sustainable tourism development requires the development of three aspects in a balanced manner, namely economic, socio-cultural, and environmental (Higgins-Desbiolles, 2018). The World Tourism Organization (WTO) states that sustainable tourism is "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities". The explanation can be defined that sustainable tourism is a tourism development/development concept that fully takes into account the current and future economic, social and environmental impacts.

Meanwhile, in the Regulation of the Minister of Tourism No. 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations, there are 4 (four) main pillars in tourism development. This pillar is also a criterion that has been formulated by the Global Sustainable Tourism Council, which includes:
1. Management of sustainable tourism destinations (Sustainability Management)
2. Economic utilization for local communities (Social-Economy)
3. Cultural preservation for the community and visitors (Culture)
4. Environmental preservation (Environment)

The four pillars above have actually been clearly stated in our Tourism Law, in which

the performance of tourism development is not only measured and evaluated based on its contribution to economic growth, but also for its contribution to improving people's welfare, reducing unemployment and poverty, preserving natural resources. nature/environment, cultural development, improvement of the nation's image and national identity so as to strengthen unity.

METHODS

This study uses a qualitative approach, because problems related to humans are fundamentally based on observations (Sugiyono, 2018). The approach is taken by considering the possibility of data obtained in the field in the form of data in the form of facts that need in-depth analysis. The research was directed to obtain facts related to the resilience of Desa Wisata in the Pati Kudus Demak Jepara Rembang dan Blora (Pakudjembara).

In collecting data the researchers used several data collection techniques, namely interviews conducted with two interview approaches; observation to collect data through observations based on developments in the field and documentation studies to support the strength of the results of observations and interviews. Data obtained from interviews and literatures were collected for further selection for writing purposes.

RESULTS AND DISCUSSION

Implementation religious reputation culture and *sustainable tourism development*

Corporate reputation is seen as subjective and collective opinions and judgments made by the stakeholders of an organization. The essence of the notion of reputation is that corporate reputation is a direct result of past decisions and actions (Schultz, 2017). Corporate reputation can be viewed as a mirror of an organization's history and serves to communicate by targeting groups of information about quality service offerings and performance of Service employees compared to Competitors (Chun et al., 2019), service quality, innovation and management quality) (Kaur & Singh, 2018). Every strategic decision made by the Manager tends to have an impact not only on the competitive position of the company, but also on the overall reputation (Schultz, 2017). The Destination Reputation Model serves as a descriptive model (understanding the level of reputation), and as a guide for understanding how to improve/manage an organization's reputation (Pérez-Cornejo et al., 2019).

Based on the integration of historical heritage tourism indicators with a religious approach and resources based view theory with a culture and reputation approach, indicators of religious reputation culture can be compiled as follows:

1. Historical value harmonization as indicated by the ability of the destination to harmonize its historical values; The ability of a destination to harmonize its historical values is carried out by harmonizing its historical values and making its local wisdom as identity features and amenities that will be developed at the destination. Tourist destinations are able to harmonize the historical values they have by giving a touch of cultural values they have in the form of buildings, parks and maintaining historical elements and religious values that are the hallmark and identity of the destination.

2. Emotional involvement, which is the ability of a destination to involve the emotional element of visitors by serving wholeheartedly, respecting visitors, and providing visitors with experiences that are not obtained from other destinations. Destinations involve the emotional element of visitors to the historical value they have to foster an emotional bond with their history. Destinations still have to try to engage the emotional element of visitors by serving wholeheartedly, increasing respect for visitors, and providing visitors with experiences that are not available from other destinations. Destinations try to provide mindful orientation service, namely serving wholeheartedly, respecting visitors, and providing visitors with experiences that are

not obtained from other destinations so that it becomes a value added and identity of a destination that is different from the others.

3. Positive talking behavior The destination's ability to always get used to speaking well; The destination's ability to always get used to speaking well is shown by the destination's reputation as a friendly, comfortable and safe destination and making a new order as a destination culture and having a halal and thoyib (muslem friendly) reputation. This is shown by cultivating smiles, greetings and greetings; serve with polite and refined language; always be friendly and provide detailed information to tourists.

4. Religious reputation A Muslim friendly destination by providing amenity, halal tourism facilities and facilities. The destination has a good reputation by always providing services that provide a sense of security with the amenities, facilities and tourist facilities that are halal and thoyib. Destinations that are Muslim friendly by providing amenity, facilities and halal tourism facilities will provide a very good reputation for tourists. There are convergent opportunities in halal tourism such as traveling with family, seeking nature-based activities, and visiting cultural attractions, museums, and historical places. However, the Global Muslim Travel Index (Mastercard-CrescentRating, 2018) asserts that halal tourism should include a prayer room because Muslim travelers prefer to maintain their religious habits while on vacation. Muslims have an obligation to pray 5 times a day so hospitality facilities should have a minimum level of service and accommodation that includes prayer rooms and/or prayer mats in rooms.

5. Reputation behavior, tourist destinations are able to show good behavior and thus have a better reputation than other destinations. Destinations try to build employee habits in building a good destination reputation by having a good attitude, respecting other destinations, establishing good cooperation with other destinations, establishing good cooperation with share holders and stakeholders, preserving the history of the destination as a major asset and providing excellent service for its visitors. These results indicate that tourist destinations are able to show good behavior and thus have a better reputation than other destinations.

Community Based Tourism and *sustainable tourism development*

Tourist destinations contribute to regional economic income by paying taxes as determined. The tourism sector is one sector that has a multiplier effect that contributes to foreign exchange and high employment. Based on data from the Ministry of Tourism and Creative Economy, employment in the tourism sector reaches 12.7 million people or about 10 percent of the total working population of Indonesia. The opportunity for the tourism sector to develop in Indonesia is still large because the number of foreign tourists coming to Indonesia is still relatively small compared to other countries.

Tourism development must take into account the various principles and objectives of tourism. According to Law no. 10 of 2009, tourism is organized based on the principles: benefits, kinship, fair and equitable, balance, independence, sustainability, participatory, sustainable, democratic, equality and unity. The objectives of tourism are: increasing economic growth, improving people's welfare, eradicating poverty, overcoming unemployment, preserving nature, the environment and resources, advancing culture, elevating the nation's image, fostering a sense of love for the homeland, strengthening national identity and unity, and strengthening friendships between nations. Thus, tourism development must refer to these principles and objectives.

The development of destination infrastructure features and facilities is adjusted to the tourism mode according to social, economic and cultural developments by taking into account the carrying capacity of the environment. In developing tourism by paying attention to global ethics, tourism must pay attention to the principles of sustainable tourism, namely efficiency and integration of tourism in planning, supporting economics, involving local communities, consultation with

stakeholders and the community, staff training, tourism marketing responsibilities through "Networking", and marketing of tourist destinations by utilizing digital platforms.

Tourist destinations utilize digital technology in marketing, utilize network applications to facilitate visitor accessibility and collaborate with content creators to make the destination viral. Tourist destinations in their development must synergize with the surrounding community for the provision of culinary, souvenirs, accessibility, homestays and meeting the needs of other tourists as a form of equitable distribution of welfare. Building a tourist attraction will also have a regional socio-economic impact, can create jobs or do business, can increase revenues in other sectors such as: taxes, industry, trade, agriculture, and others. In this case, the consideration is not only commercial but also considers its impact broadly.

In building sustainable tourism, it is necessary to change the mindset and awareness of all stakeholders. 4 (four) pillars of sustainable tourism development in the Minister of Tourism Regulation No. 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations can be implemented with a good governance system that involves active and balanced participation between the government, the private sector, and the community. This is an important key to strengthening and laying the concept of sustainable tourism development. With good planning and effective management, tourism can have a positive impact on the economy, socio-culture, and the environment. but vice versa, if development planning is arranged haphazardly and does not pay attention to the principles of sustainable development. The explanation of the 4 (four) pillars of sustainable tourism development is as follows.

1. Sustainable Tourism Destination Management. Tourist destinations are expected to have developed and applied the development of a long-term strategy by considering environmental, economic, social, cultural, quality, health, safety, and aesthetic issues developed together with the community. Monitoring, mentoring and evaluation systems must also be implemented in order to minimize all impacts caused by tourism activities.

2. Economic Utilization for Local Communities. Sustainable tourism development requires tourist destinations to provide equal employment opportunities for all communities. Existing tourism organizations should have systems in place that encourage community participation in destination planning and sustainable decision-making. Economic utilization for local communities can also be demonstrated by the existence of a system that supports local communities and small and medium-sized entrepreneurs to be able to promote and develop their local products in a sustainable manner. The local products in question can be in the form of food and beverages, handicrafts, art performances, agricultural products, and others.

3. Cultural Preservation for People and Visitors. Cultural values that become ancestral heritage become an attractive attraction for tourists so that they become a means of education and transfer of knowledge, experiences and memories for tourists. In addition, with the existence of tourist attractions in the form of local/cultural wisdom, it will bring tourists to be able to respect and appreciate the culture in every tourist destination they visit. Tourist destinations are also expected to have a visitor management system, including actions to maintain, protect, and strengthen natural and cultural resource assets. To support this system, tourist destinations can provide or install visitor behavior guide boards on sensitive sites. This information board and guide must be adapted to the local culture developed through collaboration with the community.

4. Environmental Conservation. Environmental conservation is carried out to reduce and prevent environmental damage caused by tourism activities. tourism development must be directed so that there is no over tourism which has a negative impact on nature conservation. In this case, when developing a tourist destination, the organization is required to identify environmental risks and their management processes/systems.

Conclusions

The community as the main actor in the development of community-based tourism plays a role in all lines of development, both planners, investors, managers, implementers, monitors and evaluators. However, although community-based tourism development emphasizes community factors as the main component, other involvements such as the government and the private sector are needed. Local communities or those living in tourist destinations have a very important role in upholding the success of tourism development in their area.

The religious reputations culture will influence the sustainable tourist destinations development. Based on the Resources Based View theory (Bromiley & Rau, 2016) states that the company's strategy must be able to make resources superior, unique and irreplaceable as their strategic assets. Destinations that have religious reputations culture will tend to internalize their local potential values into an identity and a good reputation label for the organization. Reputation as an intangible asset is an important asset that needs to be managed by tourist destinations. The perception of tourists in choosing a destination can be determined through the reputation of the tourism object they will visit. Tourists will choose which destinations are suitable for their needs so that in their development the destinations will focus on which markets are targeted according to the attributes of the destinations desired by the market.

In its development, the emergence of the current postmodern tourist style, changes the perception of tourists towards cultural heritage from previously only seeing the physical remains of cultural heritage in museums or monuments, into curiousity in knowing the historical features and interpretations of heritage, including the intangible vision of culture itself. Postmodern tourism emphasizes the element of 're-enchanting the world' to seek answers about traditional cultural heritage (customs & ways of life and others) thus causing cultural and heritage products to become a major concern as a source of destination development innovation.

The community approach model based on religious reputation culture provides model guidelines for community-based tourism development, those are:

1. Tourist destinations must be able to move quickly to become the first in the tourism market by making innovations that provide alternative new travel patterns in accordance with changing tourist trend patterns.

2. Tourist destinations must be able to read the shift in interest in traveling by developing tourism models that are able to encourage tourists to stay longer and spend more.

3. Able to predict the trajectory of changes in tourist behavior to help tourism managers identify potential developments in future tourism trends by offering a diversification strategy of innovation that has the potential to bring in tourists.

4. The development carried out by the destination must be adapted to the tourism mode according to social, economic and cultural developments by taking into account the carrying capacity of the environment.

Based on analysis of data obtained through a questionnaire distributed to employees of the production division it can be concluded that work engagement influence employee performance, work engagement influence employee loyalty, work engagement influence turnover intention, employee loyalty influence the employee performance and turnover intention influence employee performance.

In this study the researchers suggest several things for the company including (1) In the work engagement that has been determined by the company, it needs serious implementation and comprehensively explained to prospective employees. This aims so that prospective employees can understand correctly and clearly and will do the work according to the SOP (Standard Operating Procedure) applicable in the company, with the work engagement is expected to improve employee performance that can be seen from productivity, targets achieved, quality products and safe for customers and reduce products that are not good. (2) The company continues to try to make employees loyal to the company by emphasizing work engagement for contract employees and always responding quickly to problems that occur in the field, both facilities, work safety, the environment and so on. (3) Adding points to the work contract on commitments or sanctions that will be received if it violates the commitment or work contract that has been signed, for example, making a fine if the company exits before the end of the contract and if you do not want to pay a fine then it can be done by posting the relevant person on the web company or in other words on the blacklist and do everything in a persuasive way.

Then for future research, researchers suggest for further research the objects are used not only in the manufacturing industry but also in the service industry, projects and so on as well as the samples used not only from one company but in several companies.

Although this study gave a new result in the same context, but this study also has some limitations, as follow: First, the variables studied to find out & measure employee performance only focus on work engagement, loyalty and turnover intention. Second, research is done only in one company which is run in manufacturing sector, so that the research cannot be applied on the other sector such as service, because the result will be different. Third the number of sample used in this study is small, so the it cannot be generalized and for making a conclusion.

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