



Management of Religious Tourism at Al-Asy'ariyah Islamic Boarding School in Kalibeber Wonosobo, Central Java, Indonesia

Muhammad Fakh Khusni; Mudhofir; Abdullah Faishol

Doctoral Program of Islamic Education Management State Islamic University Raden Mas Said Surakarta, Indonesia

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Abstract

The tradition of pilgrimage to the grave is carried out from generation to generation and passed down from generation to generation until now. This study aims to describe the management of religious tourism at the Al-Asy'ariyah Islamic Boarding School in Kalibeber Wonosobo, Central Java. The method used is descriptive qualitative with a case study strategy. Data in the form of interviews and observations related to the management or management of religious tourism at the Al-Asy'ariyah Islamic Boarding School in Kalibeber Wonosobo. The results showed that religious tourism management applied the concepts of planning, organizing, implementing, and controlling. The strategic management of Al Asy'ariyah Islamic Boarding School, Kalibeber, Wonosobo through religious tourism at the Raden Hadi Wijaya Tomb illustrates a structured management process. The management process involves several elements including administrators, coaches, and tomb managers for smooth activities. The organization is carried out in a coordinative, structured manner formed between the boarding school management and the tomb manager, both of which have their respective main tasks and functions under the auspices of the caregiver.

Keywords: *Management; Religious Tourism; Pilgrimage*

Introduction

Many ways are done to form a religious character in a person; in addition to providing role models and also performing many worship rituals, there are other ways that are possible to improve religious character in a person, namely religious tourism. Not infrequently, many people choose to do religious tourism by visiting the graves of scholars as an effort to increase the value of spirituality which has an impact on the formation of religious character in themselves. Moreover, religious tourism or sometimes better known as pilgrimage tourism or spiritual tourism, has become a culture for Indonesian Muslims (Amanat, 2019).

The form of Islamic education is not only focused on schools or formal institutions. Non-formal institutions also support education in the generation of the nation's children to mature spiritual values, especially in the world of boarding school. In a boarding school, of course, it has values that can be taught by students, additional values that can essentially be implemented in society.

The tradition of pilgrimage to the grave is carried out from generation to generation and has been passed down from generation to generation until now. Syamsul et al. (2019) expressed their opinion that grave pilgrimage is an effort made to remember the goodness or merits of the dead by praying for forgiveness so that their mistakes are accepted by Allah SWT. In addition to asking for prayers for those who have died, pilgrimage to a sacred place to ask Allah through intermediaries or commonly known as *wasilah* to the goodness of the deceased is believed to make it easier for these prayers to reach Allah (Isroani, 2021). The prayers are none other than to be given safety for those who are still alive in order to get protection from various dangers, bad luck, and other bad things (Hanif & Ningsih, 2018).

Like one of the religious tours located in Nderoduwur Village, Kalibeber, Wonosobo which has the grave of a great scholar named K.H. R. Muntaha Al Hafidz as the founder of the Al-Asy'ariyah Qur'an Tahfizul Islamic Boarding School. This can be developed into religious tourism by boosting and showing back the history and facts of the life struggle of K.H. R. Muntaha Al- Hafidz. The advantages of the grave of K.H. Muntaha are none other than his charismatic figure, always providing kindness and the progress of his struggle which is always oriented towards the welfare of the surrounding community both during his lifetime and after his death.

Al-Asy'ariyah Wonosobo Islamic Boarding School is registered in the Ministry of Religious Affairs' boarding school statistics with Number 023972. This boarding school is recorded in the documents of the Directorate General of Islamic Education of the Ministry of Religion of the Republic of Indonesia which was founded by K.H. Muntaha Al-Hafidz and is located at Jalan K.H. Asy'ari Number 09 Kalibeber, Mojotengah, Wonosobo, Central Java.

Al-Asy'ariyah Islamic Boarding School has 5 Islamic Boarding Schools, namely Al-Asy'ariyah 2, Al-Asy'ariyah 3, Al-Asy'ariyah 6, Al-Asy'ariyah 7, and Al-Asy'ariyah 9. Meanwhile, Al-Asy'ariyah Islamic Boarding School is called the Central Islamic Boarding School or Al-Asy'ariyah 1. Al-Asy'ariyah Islamic Boarding School is also known as the Parent Boarding School in the specialty of Tahfidz in several Islamic Boarding Schools in Wonosobo and outside Wonosobo. This term is popular or known because Al-Asy'ariyah Islamic Boarding School is the parent of the establishment of several Islamic Boarding Schools by students who study or recite and memorize the Qur'an under the direct care of K.H. Muntaha.

As a Tahfiz Al-Quran teacher, K. H. Muntaha was very diligent in maintaining the memorization of the Qur'an. He is always *tadarus*. He is often seen reading the Qur'an in the morning in the yard. According to him, the most important *wirid* is reading the Qur'an. Therefore, he advised his students to memorize the Qur'an once a week. This is important, because the basis for memorizing and keeping the Qur'an memorized is not only intelligence, but diligence and the habit of *tadarus*. He saw that many Muslims had abandoned the Qur'an or did not want to read the Qur'an at all, so he encouraged YJHQ members to popularize the Qur'an. He was very worried about the weakness of Muslims due to leaving the Qur'an and not practicing it. Whereas Muslims are blessed with the Holy Qur'an which can be used as a guide to life in all aspects of life.

His contribution in the world of education is also very evident with the establishment of the Al-Asy'ariyyah Foundation which oversees PAUD, kindergarten, elementary, junior high, high school, vocational high school, MA, IIQ which later developed into UNSIQ, there are also public schools initiated by him which are now MTSN 2 Wonosobo and MAN 2 Wonosobo, there are even orphanages, formal *diniyyah*, and of course boarding school with solid alumni spread throughout the archipelago who are able to color in various fields.

Good religious tourism management certainly has a manager's role in it. Tourism means travel, so tourism means a complete or perfect trip (Suharto, 2017). Religious tourism is a trip or visit made by both individuals and groups to places and institutions that are important in the spread of Islamic propaganda and education (Shihab, 2002).

Structured management is the foundation for running activities according to plan. Management is an effort to achieve a certain goal through the activities of others through planning, organizing, placing, mobilizing, and controlling (Kontz & O'Donnel, 1990). According to (Terry, 1986) management is a typical process consisting of the actions of planning, organizing, and controlling mobilization carried out to determine and achieve predetermined goals utilizing other resources.

In a broad sense management is concerned with setting a direction, purpose and objectives, then planning how to achieve these objectives by organizing available resources as effectively as possible, so as to control how the process takes place which ends in setting and improving standards (Everard et al., 2004).

Schein (2008) gives a definition of management as a profession. According to him, management is a profession that is required to work professionally, its characteristics are professionals make decisions based on general principles, professionals get their status because they achieve certain standards of work performance, and professionals must be determined by a strong code of ethics.

Based on this explanation, this study aims to describe the management of religious tourism at the Al-Asy'ariyah Islamic Boarding School, Kalibeber, Wonosobo.

Research Methods

This research uses a qualitative descriptive method. Qualitative is research that can be described in the form of words in a natural context by utilizing natural methods (Moleong, 2013). Qualitative research aims to gain insight into the construction of reality that occurs, so that it can be interpreted (Cropley, 2019).

The strategy used in this research is a case study. Case studies are empirical investigations of phenomena in the context of real life (Yin, 2003). The place chosen in this research is Al-Asy'ariyyah Islamic Boarding School in Kalibeber Wonosobo. The data in this study are in the form of words and writings related to the management of religious tourism at the Al-Asy'ariyyah Islamic Boarding School in Kalibeber Wonosobo. There are several data collection techniques used in research, as for these techniques are observation, interviews and documentation. This study uses data validity techniques in the form of triangulation techniques. According to (Sugiyono, 2018) the triangulation technique is a data collection technique from existing sources. The stages of data analysis in this study are data collection, data reduction, data presentation, conclusion drawing/verification. The data analysis technique used in this research is an interactive model analysis (Miles et al., 2014).

Results and Discussion

This section describes the stages of management contained in religious tourism at the Al-Asy'ariyyah Islamic Boarding School in Kalibeber Wonosobo. The management in question is the planning, organizing, implementing, and controlling stages. The following is a description of the research results.

Management of Religious Tourism Planning at Al-Asy'ariyyah Islamic Boarding School in Kalibeber Wonosobo

Management functions are a series of various activities that have been determined and have an interdependent relationship between one another carried out by people in the organization or parts assigned to carry out activities. Includes planning, organizing, implementing, and controlling. The following is a description of the planning carried out at the tomb of Raden Hadiwijaya or K. H. Muntaha Awal.

Pilgrimage to the graves of scholars and charismatic clerics also has a meaning to commemorate the services and piety of the pilgrimage, to then be emulated piety. The explanation given by the administrators and managers of the tomb shows the existence of Islamic education planned in religious tourism is well illustrated.

In connection with planning, those involved in planning Islamic education through religious tourism include boarding school parties directly. The parties involved in planning are caregivers, administrators, coaches, and tomb managers. The boarding school management has an important responsibility in carrying out various activities and managing various aspects of life in the boarding school. Responsible for managing boarding school finances, including monthly payments, purchasing boarding school needs, and managing development funds or donations, including one of which is the administration of making schedules for students.

There are no obstacles found in planning. Everything went according to the direction because of systematic, structured scheduling. The only lack is in the infrastructure in the tomb. Given the large number of students who make pilgrimages, and the limited space makes one of the problems encountered in terms of planning and implementation. Conduct careful and comprehensive planning before building or developing facilities and infrastructure. Consider long-term needs and estimated population growth. Thus, there is a need for careful planning, especially in terms of infrastructure.

Based on the explanation above, the planning carried out at the Al Asy'ariyah Islamic boarding school related to Islamic Education through religious tourism to the grave of KH. Muntaha 1 runs well and systematically. Although there are some plans that do not run smoothly, they can be improved with cooperation. Islamic education planning through religious tourism can be an innovative and interesting way to introduce religious values, history, and Islamic culture to students.

Management of Organizing Religious Tourism at Al-Asy'ariyah Islamic Boarding School Kalibeber Wonosobo

Organizing is a series of managerial activities aimed at realizing planned activities into a structure of tasks, authority and who will carry out certain tasks to achieve the desired results of the organization. Organizing is the process of dividing work into smaller tasks, assigning tasks to people according to their abilities, allocating resources and coordinating them in order to effectively achieve organizational goals. The following is the organization carried out by the boarding school in organizing the management of religious tourism at the tomb of the kiai.

Organizing in Islamic education involves Islamic principles and values in the management of educational institutions. Islamic education aims at the holistic development of the individual which includes spiritual, intellectual, emotional, and physical aspects. The main objective is to shape character in accordance with Islamic values and develop a deep understanding of Islamic teachings. In terms of organization, the management and management of the tomb coordinate with each other.

In terms of organization, the structure formed between the boarding school management and the tomb manager is divided into two parts. However, both are equally under the auspices of the caregiver. The coordination between the two can be well connected which has been coordinated through scheduling. In addition, the coordination built between the two managers also discusses the pilgrimage schedule and tomb management.

The organization carried out between grave administrators and managers is informed via the WA group, coordination between Room blocks, so that it can be ensured that the students' schedule for visiting the grave is ready. The organization between managers, administrators and supervisors is carried out purely within the Islamic boarding school and does not involve outside parties. The schedule rotates based on class, and is coordinated directly by the supervisor. The supervisor is the person responsible for the room block under the auspices of the management.

Good organization is the key to success in various contexts, including in education, business, or other organizations. Clear and strong leadership helps guide team or organization members toward a common goal. Leadership that is able to inspire, provide clear direction, and support member development. In this case it is important to remember that good organizing can vary depending on the context and goals of the organization. Flexibility and adaptability are key to ensuring that these principles can be appropriately applied to specific situations. The organization carried out by the Al Asy'ariyah Islamic boarding school is going well, everything is well coordinated to support Islamic education at the Islamic boarding school, even though the location of the cemetery and the Islamic boarding school are far apart, this does not rule out the possibility that the coordination that is built will remain good.

Management of Actuating Religious Tourism at Al-Asy'ariyyah Islamic Boarding School Kalibeber Wonosobo

Implementation in management refers to the stage where plans and decisions that have been made are carried out or implemented. It is a key step in the management cycle that includes a number of activities to achieve organizational goals. The implementation process involves coordination, organization, and monitoring to ensure that resources are used efficiently and goals are achieved. Implementing Islamic education through religious tourism can be a useful approach to provide a deeper understanding of Islamic religious values and history.

In terms of implementing education through religious tourism, it is carried out by scheduling alternately per room block, carried out once a week for a month. The organizers or those involved in the pilgrimage are all students. All the students took part considering that the pilgrimage was an activity that was rarely done so no one had any objections to taking part in the pilgrimage.

In this way, Islamic education can be formed well, which is based on Islamic teachings and values. The main aim is to provide understanding and knowledge about the Islamic religion, as well as to form character and morality in accordance with Islamic teachings. Islamic education covers various aspects of life, both spiritual, moral, social and academic. Apart from that, those involved in implementing the management of Islamic education through pilgrimages are the caretakers and cemetery managers.

The administrators involved in managing the grave start from the caretaker, the caretaker gives the mandate to the Trustee, then the Trustee coordinates the students who have the task of making a pilgrimage on that day. After that, it was communicated to the cemetery manager so that the pilgrimage site was ready. The obstacles stated in the interview results above show that the pilgrimage places are not spacious enough so that many students do not have a place to sit. The solution put forward by the cemetery management is the need to expand the pilgrimage site to make it more effective.

Management of Controlling Religious Tourism at Al-Asy'ariyyah Islamic Boarding School Kalibeber Wonosobo

Control refers to the management process that involves efforts to ensure that organizational activities move according to established plans and objectives. It is an important management function to ensure that resources are used efficiently and organizational goals are achieved.

Organizations often develop internal control systems to ensure that operations run according to established plans and policies and may include procedures, rules, and monitoring mechanisms. Controls carried out at the grave of Hadiwijaya or Kiai Muntaha 1 are carried out periodically.

Supervision is carried out directly by caregivers, administrators and coaches. Do not involve outside parties in supervision, for example the community or village officials. The routine, which is carried out once a week, works well so that the evaluations are not always carried out weekly, but monthly. Furthermore, there were no obstacles encountered in supervision.

In terms of implementation and evaluation, no obstacles have been found, so far it has run smoothly, there are no sanctions or punishments for students who do not follow. This is because the pilgrimage activity is carried out once a week so it has become a favorite routine for the students. Then supervision is not only carried out by the administrator but is also coordinated through the cemetery manager. Supervision refers to the process of monitoring, controlling, and evaluating activities or situations to ensure that things are proceeding according to established plans or standards. Surveillance can be applied in various contexts, including within government, business organizations, or daily activities.

The supporting factor for supervision is direct support from the caregiver. The obstacle is communication that involves technology. There is still minimal use of WA among Islamic boarding schools. The solution is the need for regular meetings and intensifying routines as a means of character building. In this case, supervision is an integral part of management that helps ensure effectiveness and efficiency in achieving goals. Whether in a business, government, or other organizational context, monitoring helps identify potential risks, prevent errors, and ensure that resources are used optimally.

Conclusion

The strategic management of the Al Asy'ariyah Kalibeber Wonosobo Islamic boarding school through religious tourism at the Raden Hadi Wijaya Tomb illustrates a structured management process. Starting from planning, it is carried out in a structured and disciplined manner, the planning pattern takes the form of scheduling per room block to facilitate the management of large numbers of students. Then the organization involves several elements including administrators, supervisors and cemetery managers to ensure smooth activities. Organizing is carried out in a coordinated, structured manner which is formed between the boarding school administrators and the cemetery managers, both of whom have their respective duties and responsibilities under the auspices of the caretaker.

The coordination between the two can be well connected to each other. Then the implementation is carried out regularly, involving all the students taking turns. The implementation of religious tourism not only introduces the pilgrimage tradition to the students but also provides a deep understanding of Islamic values, as well as forming character and morality in accordance with Islamic teachings. Furthermore, control or supervision is carried out by various parties, such as caretakers, administrators, supervisors, even cemetery managers in some cases. This routine, which is carried out once a week, runs in a structured manner so that the evaluations carried out are not always weekly, but monthly. Things that become obstacles or challenges related to the management process are communication technology, considering that the basics of the objects studied come from Islamic boarding schools, so cellphones are not a priority. Then the support in the form of direct support, good coordination and improving internal communication is the main focus in maintaining the success and sustainability of this program. Not only does it emphasize the importance of a holistic management process but also how Islamic education through religious tourism is an important aspect in shaping the character and understanding of religion for students.

Overall, this management process emphasizes the importance of ongoing supervision to ensure that pilgrimage activities at the tomb go according to plan, as well as strengthening Islamic education through religious tourism as an integral part of character formation and religious understanding of the students. Direct support from caregivers, good coordination between parties, and efforts to improve internal communication were identified as important factors in the success and sustainability of this program.

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