



Empowerment Model Based on Physical Training, Religion, Local Wisdom, and Community Participation to Improve Income and Physical Health in The Religious Tourism Village of Penyengat Island

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Abstract

This study aims to analyze the influence of the level of community participation and local wisdom on increasing community income in the Religious Tourism Village of Penyengat Island, with religion as a moderating variable. This village is one of the religious tourism destinations that has a rich Islamic culture and strong Malay historical heritage. This study uses a quantitative approach with a survey method to the local community, and the data is analyzed using the PLS-SEM model. The results of the study indicate that community participation and local wisdom have a direct positive and significant effect on increasing income. However, religion as a moderating variable does not always strengthen this influence. Religion is proven to significantly mediate the relationship between community participation and income, but actually weakens this influence because of the emphasis on spiritual values, simplicity, and social norms that can limit economic activities. Meanwhile, the role of religion in mediating the relationship between local wisdom and community income is not significant. The implications of these findings indicate the need for a sensitive approach to religious values in the development strategy of religious tourism villages. The integration of spiritual values within the economic framework must be strategically designed in order to encourage synergy between spirituality and economic welfare.

Keywords: Level of community participation, local wisdom, religion, community income, religious tourism

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A. Introduction

Tourism villages are strategic spaces in local development based on the endogenous potential of the community, including culture, religious values, the environment, and traditional physical activities that have developed in the social life of the community. From a sports perspective, the development of tourism villages has great potential as a vehicle for increasing physical activity among the community through recreational sports, traditional sports, and physical activities based on local culture (Coalter, 2015; WHO, 2020). Therefore, tourism villages not only function as economic drivers but also as a medium for improving physical fitness and the quality of life of the community.

Penyengat Island in Tanjungpinang City is a religious tourism village that has a rich history of Islam-Malay, spiritual values, and cultural practices that are still preserved and carried out collectively. Community activities such as walking for religious pilgrimages, religious processions, mutual cooperation, community service, and cultural rituals based on body movement reflect light to moderate physical activity that is relevant to the concepts of health sports and community sports (sport for all). These activities have the potential to be systematically developed as part of sports-based health promotion and prevention (Mutohir & Maksum, 2016; WHO, 2020).

In the context of sports, culture- and religion-based physical activities have strategic value because they are easily accepted by the community, are in line with local social norms, and are sustainable in a participatory manner. Islam itself encourages a healthy lifestyle through physical and spiritual balance, which is reflected in the recommendations to walk, maintain cleanliness, and engage in physical activities that are healthy for the body. These values are in line with the principles of health sports, which

emphasize regular, safe physical activity that is appropriate to individual characteristics and the environment (Al-Kandari, 2018; Rahman & Hidayat, 2022).

Amidst the challenges of globalization and an increasingly sedentary lifestyle, the tourism village community also faces the risk of declining physical fitness levels. Therefore, a community empowerment model that integrates sports, religion, and local wisdom is highly relevant. This approach allows sports activities to be positioned not as foreign activities, but as an inherent part of the social, cultural, and religious traditions of the people of Penyengat Island (Mutohir, 2019).

Active community participation is a key factor in the successful development of tourism villages and the increase in community sports activities. The higher the community's involvement in the planning, implementation, and evaluation of culture-based tourism and sports activities, the greater the impact on improving physical fitness, work productivity, and the economic welfare of the community. Suharto (2021) emphasizes that effective empowerment must place the community as the subject of change, including in the development of community sports activities that are in line with local needs and values.

However, to date, there are still limited community empowerment models that explicitly integrate the dimensions of sports, religion, and local wisdom in the context of religious tourism villages. In fact, recreational sports and traditional physical activities play an important role in improving physical health, preventing non-communicable diseases, and supporting the productivity of communities that depend on the tourism sector (WHO, 2020; Coalter, 2015). This gap is the basis for the importance of this study.

The tourism sector nationally contributes significantly to the Indonesian economy, accounting for approximately

4.5% of the Gross Domestic Product (BPS, 2022). The development of tourism villages integrated with community sports activities has the potential to extend the length of stay of tourists, enhance activity-based tourism experiences, and open up new economic opportunities such as religious walking tour guides, water recreation sports, and locally-based cultural-sports events (UNWTO, 2021; Kemenparekraf, 2023).

On Penyengat Island, despite being designated as a Pioneer Tourism Village at the 2023 Indonesian Tourism Village Awards (ADWI), the level of community participation in tourism management and culture-based sports activities is still relatively low. Data from the Riau Islands Provincial Tourism Office (2022) shows that only about 30% of the community is actively involved in tourism activities, while community physical activities and sports have not been managed in a structured manner as tourist attractions or means of improving health.

Previous studies show that community involvement in community-based sports activities contributes positively to improved physical fitness, social cohesion, and local economic income. Fitria (2024) and Alfandi et al. (2019) emphasize that community participation at the decision-making and program management levels results in greater sustainability, including in the context of tourism villages. Anisa and Lindawati (2024) add that tourism villages that integrate physical and cultural activities are more competitive in attracting tourists.

Before developing as a religious tourism village, the main livelihoods of the people of Penyengat Island relied on the agriculture and fisheries sectors, which are highly dependent on natural conditions. In the last five years, the tourism sector has contributed to an increase in community income of around 10% per year in Tanjungpinang City. However, this contribution is not yet optimal due to the lack of structured and sustainable

development of sports and health-based tourism activities (Tanjungpinang City Tourism Office, 2019; World Bank, 2020).

Based on this description, this study aims to design and test a model for empowering religious tourism villages based on sports, local wisdom, and religious values, with community participation as the key variable. Religion is positioned as a moderating variable that strengthens the relationship between community participation, local wisdom, income growth, and the physical fitness of the people of Penyengat Island. The population of this study is the entire community of Penyengat Island Religious Tourism Village who are involved or have the potential to be involved in tourism activities, community sports, and local socio-cultural activities.

B. Methods

This study employs a quantitative approach, which aims to examine causal relationships between independent and dependent variables in an objective and measurable manner (Creswell, 2014). Quantitative research enables the researcher to determine the magnitude of the influence of independent variables on dependent variables through statistical hypothesis testing.

The purpose of this study is to analyze the effect of community participation as the independent variable on community income as the dependent variable, with religion serving as a moderating variable. The research adopts a deductive approach, in which relevant theories and concepts are first formulated into hypotheses and subsequently tested using empirical data (Sugiyono, 2015; Neuman, 2014).

Research data were primarily collected through questionnaires, supported by observations and interviews to strengthen contextual understanding. Data analysis was conducted using Structural Equation Modeling–Partial Least Squares (SEM-PLS), as this technique is capable of simultaneously analyzing complex

relationships among variables, including moderation effects, and is appropriate for studies with relatively small sample sizes (Hair et al., 2019).

The population of this study consists of residents of the Religious Tourism Village of Penyengat Island who are involved or have the potential to be involved in tourism-related activities. The sample represents a portion of the population selected to obtain valid and efficient data. The determination of sample size follows Roscoe's guideline, which suggests that in multivariate analysis, the minimum sample size should be ten times the number of variables under investigation (Sugiyono, 2015).

In this study, four variables were examined, consisting of two independent variables, one moderating variable, and one dependent variable. Accordingly, a total of 40 respondents were included, which meets the minimum requirements for multivariate analysis using SEM-PLS. Appropriate sample selection is essential, as inaccuracies in sampling may affect the validity and reliability of research findings (Sekaran & Bougie, 2016).

C. Result and Discussion

Result

Data were collected through the distribution of structured questionnaires using Google Forms and supported by semi-structured interviews, which captured respondents' individual perspectives. The questionnaires were distributed both online via WhatsApp and offline through direct visits, ensuring that all respondents met the predetermined criteria.

The data collection process was carried out over a period of approximately four weeks, from January 24 to February 23, 2025, to obtain the required number of respondents in accordance with the sample size calculation described in the previous chapter.

1. Data Analysis Technique

The collected data were grouped according to gender, age, and income

level to describe respondent characteristics. Subsequently, the data were analyzed using Multiple Linear Regression Analysis with the assistance of SmartPLS version 4.

Descriptive analysis was first employed to provide a clear overview of the data distribution and respondent perceptions. According to Aziza (2023), descriptive analysis is essential for systematically interpreting data and identifying patterns and relationships among variables, thereby facilitating a clear and comprehensible presentation of research findings.

The variables examined in this study include Community Participation Level (TPM), Local Wisdom (KL), Religion (A), and Community Income (PM). All variables were measured using a modified four-point Likert scale, ranging from 1 (Strongly Disagree) to 4 (Strongly Agree), eliminating the neutral option to encourage more decisive responses.

2. Community Participation Level

The analysis results indicate that the average respondent assessment of Community Participation Level (TPM) falls within the Very High category, with a mean score of 3.55. The highest score was recorded for item TPM.1, which states "I am involved in planning and decision-making related to tourism projects in my village", with a mean value of 3.55.

These findings suggest that a very high level of community participation in tourism planning and decision-making contributes positively to increasing community income. Active involvement enables local residents to exert greater control over tourism-related economic benefits, thereby enhancing community welfare and expanding economic opportunities.

3. Local Wisdom

Based on the evaluation presented in Table 4.4, the Local Wisdom (KL) variable achieved an average score of 3.275, which is also classified in the Very High category. The highest respondent rating was observed for item KL.1, "I am actively involved in cultural activities held in my village", with a score of 3.275.

Meanwhile, the lowest score was recorded for item KL.3, "Local products in my village have good quality", with a mean value of 3.175. Although this score still falls within the High category, it indicates potential areas for improvement.

The high level of community participation in cultural activities reflects the strong development of local wisdom and its substantial potential to drive village economic growth. While the quality of local products is generally perceived as good, further enhancement in product development and marketing strategies could generate greater economic impact and improve community welfare. Strengthening local product quality based on cultural identity may also increase competitiveness and attract broader tourist and market interest.

4. Religion

The Religion (A) variable also demonstrates a Very High average score of 3.45. The highest rating was given to item A.1, "I am actively involved in religious activities in my community", with a mean score of 3.475.

These results indicate that religious engagement plays a significant role in supporting tourism development based on religious values. Religious activities not only

reinforce social cohesion but also contribute to economic growth by attracting visitors and stimulating tourism-related economic activities in the village.

5. Community Income

Finally, the analysis of the Community Income (PM) variable shows an average score of 3.45, categorized as Very High. The highest score was recorded for item PM.2, "I participate in economic activities related to the tourism sector", with a mean value of 3.65.

These findings demonstrate that tourism development on Penyengat Island has a very positive impact on the economic conditions of the local community. This confirms that the tourism sector functions not only as a cultural and religious attraction but also as a vital driver of local economic activity, employment creation, and income generation for the community.

Discussion

H1: The Effect of Community Participation Level on Community Income

The results of the analysis indicate that the level of community participation has a significant positive effect on community income in the Religious Tourism Village of Penyengat Island. This is evidenced by a P-value of 0.000 and a t-statistic of 3.771, which exceeds the critical value of t-table = 1.96. Therefore, H1 is accepted. Furthermore, the F-square value of 0.551 indicates a large effect size, suggesting that community participation plays a substantial role in influencing income levels.

These findings demonstrate that higher levels of community involvement in tourism-related activities such as planning, implementation, and decision-making significantly increase the potential for income generation. A participatory approach enables local residents to directly

engage in and benefit from tourism development, thereby strengthening their economic position.

This result supports the Community-Based Tourism (CBT) framework, which emphasizes community empowerment and local control as key drivers of sustainable tourism development. Nurlisa et al. (2023) found that community participation is directly proportional to improvements in economic welfare in tourism villages in Bali. Similarly, Desi et al. (2024) reported that active community involvement in managing tourism villages positively affects income levels and overall economic well-being.

H2: The Effect of Local Wisdom on Community Income

The analysis results show that local wisdom has a significant positive effect on community income, with a P-value of 0.043 and a t-statistic of 2.024, which exceeds the threshold value of 1.96. The F-square value of 0.277 indicates a moderate effect size, suggesting that local wisdom contributes meaningfully to income generation.

These findings indicate that the preservation and development of local wisdom—manifested through cultural traditions, community activities, and local products—provide tangible economic benefits to the community. Cultural products inspired by local wisdom create added economic value while simultaneously strengthening the identity and attractiveness of the tourism village.

This finding is consistent with the study by Sutikno et al. (2017), which demonstrated that local wisdom significantly influences green economic development in Pasuruan Regency. In addition, Nesibe (2016) emphasized that local cultural heritage can function as an effective economic instrument in tourism development by enhancing destination uniqueness and competitiveness.

H3: The Effect of Community Participation Level on Community

Income through Religion

The analysis reveals that religion significantly mediates the relationship between community participation and community income, with a mediation coefficient of -0.312 , a t-statistic of 2.067, and a P-value of 0.039. However, the negative coefficient indicates a weakening (negative) mediation effect, meaning that religion reduces rather than strengthens the influence of community participation on income.

Although community participation in tourism activities positively affects income, the mediating role of religion diminishes this effect. This can be explained by the dominant religious values within the community, which prioritize spiritual devotion, simplicity, and social solidarity over economic orientation. Religious activities such as pilgrimages (ziarah) and religious commemorations (haul) have not yet been strategically optimized as economic assets within tourism development. Moreover, the time and energy devoted to religious activities may reduce engagement in income-generating economic activities.

These findings suggest that the weakening mediation effect arises from religious norms that emphasize spiritual fulfillment and modesty, as well as certain limitations on economic practices. This result aligns with the findings of Wicaksono et al. (2021), who reported that while community participation significantly influences welfare in the Kreet tourism village, strong cultural and religious values can shape the type and intensity of economic activities developed. Similarly, Pradnyani (2019) found that community participation in tourism village development is influenced by internal and external factors, including religious and cultural values, which in turn affect economic behavior.

H4: The Effect of Local Wisdom on Community Income through Religion

In contrast to the previous hypothesis,

the results indicate that religion does not significantly mediate the relationship between local wisdom and community income, as evidenced by a mediation coefficient of 0.111, a t-statistic of 0.531, and a P-value of 0.595. Thus, H4 is rejected.

Although respondents demonstrate strong support for local wisdom-based tourism and acknowledge the contribution of cultural values to economic growth, religion in this context functions primarily as a symbolic and spiritual force rather than as a strategic economic driver. Despite the strong relationship between local wisdom and religious values ($F\text{-square} = 1.937$), this linkage has not been translated into a productive economic pathway due to the absence of managerial integration and targeted promotion strategies.

This finding is supported by Mukhammad (2021), who argued that local culture can support tourism development when religious wisdom is effectively integrated, particularly in homogeneous communities. However, in more heterogeneous contexts, religious practices may not directly influence economic behavior. Furthermore, Erniati et al. (2019), in their study on Ketoprak Mataram traditional art in Yogyakarta, found that religious values did not significantly affect Javanese cultural values or economic behavior ($t = 1.217 < t\text{-table} = 1.985$; $p = 0.227$). The study concluded that while religion holds strong normative and social significance, it is insufficient on its own to drive economic transformation.

Overall, these findings suggest that although there is potential synergy between local wisdom and religious values, without systematic integration and strategic management, religion does not significantly mediate the relationship between local wisdom and community income. Therefore, in the context of Penyengat Island, a more structured integration of religious values into cultural and economic tourism strategies is required to generate a measurable impact on community income.

D. Conclusion

Based on the results of this study examining the impact of community participation levels, local wisdom, and religion on increasing community income in the Religious Tourism Village of Penyengat Island, Tanjungpinang, several conclusions can be drawn. First, the level of community participation has a significant and positive influence on community income. This is indicated by a P-value of 0.000 and a t-statistic of 3.771, confirming that higher community involvement in tourism planning, implementation, and decision-making contributes directly to increased income. These findings highlight the effectiveness of the Community-Based Tourism (CBT) approach, which positions the community as the primary actor in independently and sustainably managing tourism activities.

Second, local wisdom also has a significant effect on increasing community income, as evidenced by a P-value of 0.043 and a t-statistic of 2.024, with a moderate effect size ($F\text{-square} = 0.277$). The preservation of cultural values, traditions, and the development of culture-based products provide tangible economic benefits while simultaneously strengthening the identity and attractiveness of the tourism village. This finding underscores the importance of strengthening local wisdom as a strategic foundation for sustainable tourism development.

Third, religion plays a significant mediating role in the relationship between community participation and community income; however, this role weakens the strength of the relationship, as indicated by a negative mediation coefficient of -0.312 and a P-value of 0.039. Although religion holds a strong normative and social position within the community, the emphasis on spiritual values, simplicity, and social solidarity tends to reduce economic orientation. Additionally, religious activities such as pilgrimages and religious commemorations have not yet

been optimized as drivers of local economic development. Therefore, tourism management strategies need to be more sensitive and adaptive to religious values so that religious practices can be aligned with economic empowerment objectives.

Finally, religion does not significantly mediate the relationship between local wisdom and community income, as shown by a P-value of 0.595 and a t-statistic of 0.531. While there is a close symbolic relationship between religious values and local culture, the absence of effective managerial integration and strategic promotion has limited religion's role as an economic catalyst in culture- and religion-based tourism. These findings indicate that without systematic planning and integration, religious values remain predominantly social and spiritual in nature rather than functioning as productive economic forces within tourism village development.

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F. Conflict of Interest

No conflict of interest

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