

**Analysis of the Application of Sapta Pesona in the Management of Religious
Tourism at Gus Dur's Tomb**

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ABSTRACT

The application of Sapta Pesona and the effectiveness of religious tourism management at Gus Dur's Tomb. This study aims to identify the extent to which- the seven elements of Sapta Pesona Safety, Order, Cleanliness, Coolness, Beauty, Hospitality, and Memories are implemented in management practices, as well as how such implementation affects various aspects of religious tourism management, including infrastructure, services, economy, and social aspects. By using Gus Dur's Mausoleum as a case study, this framework argues that the success of a religious tourism destination is not only measured by the number of visitors but also by the quality of the spiritual and educational experiences offered, which are greatly influenced by the consistency of Sapta Pesona implementation. This framework will guide the research from the problem identification stage to the formulation of conclusions and practical recommendations for managers, local governments, and local communities.

Keywords: religious tourism, sapta pesona, Gus Dur

