

Halal Tourism Development Strategy Using the Triple Helix Method (Case Study of Hubbul Wathan Mosque, Islamic Center of West Nusa Tenggara)

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ABSTRACT

Keywords:

Triple Helix, Government, Islamic Financial Institutions, Community

The development of halal tourism has recently gained significant attention among Indonesia's Muslim community. The potential to boost the local economy in halal tourism destinations is also highly promising. However, there is a lack of studies providing insights into effective strategies for developing halal tourism, making this research a novel contribution. The purpose of this study is to explore the development of the Hubbul Wathan Mosque at the Islamic Center of West Nusa Tenggara as a potential halal tourism destination using the Triple Helix method. The Triple Helix is a collaborative concept that supports the development of such sites through synergy among academia, government, and industry. This research employs a descriptive qualitative approach, involving respondents from mosque management, the local tourism office, and regional Islamic financial institutions. The findings indicate that the government plays a key role in formulating policies for the development and construction of the Hubbul Wathan Islamic Center, including legal frameworks that legitimize it as a halal tourism destination. These policies also enable Islamic financial institutions to act as sponsors and donors for various events held at the mosque. Meanwhile, the local community contributes to the maintenance of facilities and infrastructure, and is actively involved in religious services, education, economic activities, social programs, and Islamic outreach (dakwah). The implications of this study provide comprehensive information on collaborative strategies that can be applied in regions seeking to develop halal tourism.



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INTRODUCTION

Currently, tourism is undergoing significant development and improvement, particularly in environmental and social aspects, with the aim of attracting more visitors. Various forms of tourism are being promoted to enhance ecological and social value, representing elements such as religion, customs, and the arts. Tourism has become a growing trend among travelers today (Kurmanaliyeva et al., 2020). One of

the prominent tourism trends worldwide is religious-based travel, known in Indonesia as halal tourism.

Indonesia's participation in the international tourism arena is supported by its natural beauty, including oceans, lakes, highlands, and more. Religious tourism includes visits to mosques, tombs, and historical relics built in ancient times (Kessler, 2023). Cultural tourism features traditional performances such as Reog Ponorogo, Ondel-Ondel, the Kecak dance, and many other local art forms found throughout the country. The vast potential of tourism development in Indonesia presents a great opportunity to optimize human resources, thereby contributing to economic growth and empowering local communities (Ernawati, 2024).

Indonesian tourism also plays a role in fostering international cooperation. According to April (2020), "Indonesia's natural beauty has earned several prestigious international awards, such as: World's Best Island 2023, awarded by Travel and Leisure to Java, Bali, and Lombok as the first, second, and third best islands; Reader's Choice Award presented by DestinAsia Magazine in the category of The Best Island in Asia Pacific 2023; and Best Destination to Witness Hammerheads 2023, awarded by the Diving and Travel Fair." This statement highlights Indonesia's competitive advantages in both national and international tourism development. Given that the majority of Indonesia's population adheres to Islam, religion and tourism cannot be separated. Therefore, tourism should uphold the religious values inherent in Indonesian society. Islam, as a comprehensive religion, encompasses all aspects of life—including tourism. Sharia-based tourism integrates Islamic values, as seen in halal tourism, which ensures facilities and services meet halal standards (Gilreath, 2024). In essence, tourism governed by Islamic principles aims to bring about welfare and benefit, offering not only worldly enjoyment but also a spiritual experience for visitors through Islamic-themed destinations (Anwar, 2020).

In this modern era, tourism has become a lifestyle, with the majority of people around the world viewing it as a basic necessity rather than a secondary or even tertiary need. Indonesian society, in particular, increasingly dedicates part of their time to enjoying tourism offerings available around them, whether promoted through print, electronic, or online media (Prianti, 2023). Additionally, the scope of sharia (Islamic) tourism is broader than that of conventional tourism. This can be seen in the essential purposes of visiting tourist destinations. While conventional tourism mainly provides worldly and humanistic enjoyment and awareness, halal tourism is aimed at enhancing religious consciousness while remaining within the boundaries of ethical religious values. In this context, halal tourism integrates worship facilities within tourism sites and rituals, forming a complete entertainment package (Ulum, 2024). According to Fatwa No. 108 issued by the Indonesian Ulema Council (MUI) in 2023, halal tourism refers to tourism activities that adhere to sharia principles in terms of products, services, and management. One such halal tourism destination is located in the province of West Nusa Tenggara (NTB). As stated by Faza (2024), "In West Nusa Tenggara, the Hubbul Wathan Mosque at the Islamic Center is globally recognized

and has become a symbol of halal tourism in the region.” The West Nusa Tenggara Provincial Tourism Office reported that the number of visitors in recent years has reached 6,518,731. The data is presented in the following table:

Table 1. Data on International Tourists Visiting West Nusa Tenggara Province from 2023 to 2024

Years	Domestic Tourists	International Tourists	Total
2023	1.607.823	1.204.556	2.812.379
2024	2.155.561	1.550.791	3.706.352
Total Visitors			6.518.731

Source: West Nusa Tenggara Provincial Tourism Office (2024)

Based on the table above, the data illustrates the number of international tourist visits to West Nusa Tenggara Province during the years 2023–2024. The percentage of both domestic and international tourist arrivals increased each year. In 2024, the total number of international tourists reached 1,550,791, while domestic tourists rose to 2,155,561. This shows a significant increase compared to the previous year, 2023, which recorded 1,204,556 international tourists and 1,607,823 domestic tourists.

The concept of halal tourism refers to a tourism segment that provides essential facilities tailored to the needs of Muslim travelers in accordance with Islamic sharia law. This includes the halal status of food and beverages, prayer facilities, and other services at tourist destinations that align with sharia principles (Destiana, 2024). Furthermore, maintaining Islamic traditions in these destinations upholds key Islamic values, such as cleanliness in places of worship, safety and security for visitors, and adherence to halal standards in food and drink offerings across tourism products—including hotels or guesthouses, restaurants, spas, and the overall management of each destination. This also extends to dress codes, requiring modest attire and covering of the aurat (parts of the body that should be covered in Islam) (Jamal, 2024).

In relation to halal tourism, the “Wonderful Indonesia” campaign received three awards at the World Halal Travel Summit & Exhibition 2015 in Abu Dhabi, United Arab Emirates, under the theme “Model of the Fastest Growing Tourism.” Among these achievements, Lombok earned two prestigious titles: World’s Best Halal Tourism Destination and World’s Best Honeymoon Destination (Pratiwi, 2023). As a result, Lombok has become well-known as a halal tourism destination, where all tourism facilities—including hotels, restaurants, and beaches—are required to meet halal standards or possess halal certification issued by the Indonesian Ulema Council (MUI). These standards include offering halal food and beverages as well as providing prayer spaces across all tourism sectors.

One of the halal tourist destinations in Lombok is the Hubbul Wathan Islamic Center Mosque. The mosque was built based on the philosophy of nationalism, which means “love for the homeland is part of faith.” The name Hubbul Wathan was given by the

Governor of West Nusa Tenggara (Zainul Majdi). The Islamic Center is the largest mosque in the province of West Nusa Tenggara, located in the city center of Mataram, precisely at Jalan Udayana No.1, Gomong Subdistrict, Selaparang District, Mataram City, West Nusa Tenggara 83125 (Iwan, 2024).

In addition to functioning as a place of worship, the Islamic Center was officially designated as a religious tourism destination by the local government during the administration of Governor Zainul Majdi. The planning and development of the center had been initiated during the terms of the previous governors – Warsito, Harun Al Rasyid, and Lalu Serinata. The mosque, built on approximately six hectares of land, cost around IDR 300 billion, with most of the funding coming from Middle Eastern countries such as Saudi Arabia, Kuwait, Qatar, and Jordan. The entire community contributed to the realization of the Islamic Center, including the local Chinese-Indonesian community. After various considerations and processes, the groundbreaking ceremony was held on 17 Ramadan 1431 H, corresponding to August 28, 2010. On that day, the construction of the mosque and the establishment of its educational institutions also commenced (Iwan, 2024).

The presence of the Islamic Center Mosque in West Nusa Tenggara has now become the central hub for over 9,000 mosques on the island of Lombok. The mosque is consistently filled with worshippers and visitors, especially during the five daily prayers. Additionally, during the holy month of Ramadan, the local government regularly initiates various religious events, making the mosque a center for community activities in Lombok (Iwan, 2024). Given the advantages possessed by the Hubbul Wathan Islamic Center Mosque, the author sees that its presence can bring a positive impact on the development of tourism in Lombok. Therefore, collaboration between the local government, Islamic financial institutions, and the community is necessary. This collaborative model is referred to as the triple helix method.

The triple helix is an approach that explains how innovation arises from a balanced relationship between the government, academia, and business sectors. In the context of this study, the development of the Islamic Center Mosque is closely linked to the triple helix model, involving the local government, Islamic financial institutions, and the community as key stakeholders in the development of halal tourism. Based on previous research using the triple helix method conducted by (Wahyuni, 2020), the model is shown to be effective in mapping and designing strategies related to infrastructure and policy needs, such as capacity building, promotion, and innovation of products offered by batik tourism villages in Tuban. The distinction of this study lies in its focus on the development strategy of halal tourism using the triple helix model, while previous studies lacked the existence of formal regional government regulations regarding the object of study (Nurdiansyah, 2023). In contrast, this study benefits from the fact that the local government has already established relevant regulations governing the selected tourism object.

Based on the problem description above, it is evident that the roles of the local government, Islamic financial institutions, and the community in the development of

halal tourism at the Hubbul Wathan Islamic Center Mosque have been quite optimal, as reflected in the implemented regulations and policies. Therefore, the author concludes the title of this study as follows: "An Analysis of Halal Tourism Development Strategies Using the Triple Helix Method (Case Study at the Hubbul Wathan Islamic Center Mosque)."

METHODS

This study adopts a qualitative approach. According to Sugiyono (2023), qualitative research is based on post-positivist philosophy and is used to examine natural objects—those that operate naturally, without manipulation or artificial settings. The author employed a field study using qualitative methods. Qualitative research is a research procedure aimed at obtaining descriptive data in the form of words or theories from individuals or observed subjects.

The research was conducted at the Hubbul Wathan Islamic Center Mosque, located at Jl. Udayana No. 1, Gomong Sub-district, Selaparang District, Mataram City, West Nusa Tenggara, 83125. This location was selected based on the consideration that it would provide the necessary data to support the research objectives. The data sources collected in this study include: (a) Primary data obtained from key informants such as the Head of the Mosque Management Board at Hubbul Wathan Islamic Center, the West Nusa Tenggara Provincial Tourism Office, and the Islamic Financial Institution (Bank NTB Syariah); and (b) Practices and realizations observed on site. Secondary data were gathered from previous studies that shared similar topics of discussion.

According to Moleong (2020), there are three essential stages in the research procedure: the Pre-Field Stage, the Fieldwork Stage, and the Data Analysis Stage.

1. Pre-Field Stage

This stage involves activities carried out prior to data collection in order to make necessary considerations. In this research, the pre-field stage was conducted through general interviews with informants. The general purpose of these interviews was to gather information about the role of the triple helix in the development of the Hubbul Wathan Islamic Center Mosque. The aim of conducting general interviews was to obtain the necessary data from informants regarding how the triple helix contributes to the mosque's development. The reason the researcher employed general interviews was to acquire direct information to explain certain aspects of the subject being studied. Based on these preliminary interviews, it was confirmed that the triple helix indeed plays an active role in the development of the Hubbul Wathan Islamic Center Mosque.

2. Field Stage

In this stage, the researcher collected various data required for the study using the predetermined methods. This research focuses on the development strategy of halal tourism through the triple helix method (a case study at the Hubbul Wathan Islamic Center Mosque). This focus was chosen due to the many advantages possessed by the Hubbul Wathan Islamic Center Mosque, which

has become a prominent icon of halal tourism in West Nusa Tenggara and has had a positive impact on tourism development in Lombok. Therefore, this study aims to explore the roles of the three key sectors involved in the development of the Hubbul Wathan Islamic Center Mosque. To this end, interviews regarding the development strategy of the mosque using the triple helix method were conducted in a semi-structured manner, along with observations and the collection of supporting documentation to strengthen the data gathered by the researcher.

3. Data Analysis Stage

At the data analysis stage, the researcher employed a descriptive approach, in which the results of the research were explained and presented based on observations and findings obtained in the field. Descriptive analysis involves examining ongoing processes through deductive and inductive reasoning. However, this study specifically utilized the inductive method. Inductive reasoning is a process of drawing general conclusions (inferences) from one or more individual phenomena

RESULTS AND DISCUSSION

Results

General Overview of Hubbul Wathan Islamic Center Mosque

Lombok Island is known as the "Island of a Thousand Mosques," a unique nickname that has existed since the 1970s. More than nine thousand mosques have been built across the island, including in remote villages, forming a significant part of religious tourism destinations on this Paradise Island. Among these mosques, the Islamic Center Mosque in Mataram deserves to be chosen as the central hub of religious tourism in Lombok. The Islamic Center Mosque in Mataram is officially named Hubbul Wathan Islamic Center Mosque. It serves as a center of Islamic culture, religious activities, religious tourism, art markets, and a hub for Islamic studies and the history of Islam in West Nusa Tenggara (NTB) since 2020.

The Hubbul Wathan Islamic Center Mosque is located in West Nusa Tenggara (NTB), right in the heart of Mataram City, the capital of the province. The mosque was established on March 9, 2010, and completed on December 15, 2020, with its inauguration carried out by the then-Governor of NTB, Zainul Majdi. The mosque's building features stunning interior design, with four floors and a total area of 36,000 square meters. Additionally, its dome is uniquely adorned with Sasambo batik motifs, a traditional pattern native to NTB, which distinguishes it from other mosques..

Development of Hubbul Wathan Islamic Center Mosque as a Halal Tourism Destination in Lombok

Based on the interview results with the first informant regarding the development of the Hubbul Wathan Islamic Center Mosque, they stated the following: "Its development is directly managed by the local government through the UPTD

(Technical Implementation Unit). In addition to being a place of worship, the Islamic Center has other potentials to attract tourists—for example, events held during Ramadan, the use of the hall/ballroom for religious MICE (Meetings, Incentives, Conferences, and Exhibitions), photo spots from the tower's height, and guides who explain the Islamic Center and the history of Islam's arrival. Altogether, the Islamic Center has become one of the halal tourism destinations on the island of Lombok."

Based on the above statement, it is clear that the development of halal tourism at the Hubbul Wathan Islamic Center Mosque is entirely managed by the local government's Technical Implementation Unit (UPTD) of the Islamic Center itself. This makes it easier to promote the site as a prominent halal or religious tourism destination in Mataram City, West Nusa Tenggara, or even throughout Indonesia. The development of the Hubbul Wathan Islamic Center Mosque has been progressing well. The local government consistently organizes various activities to increase the number of tourist visits, and the surrounding community actively participates in maintaining and caring for the mosque.

Routine events held during the month of Ramadan at the Hubbul Wathan Islamic Center Mosque include the "Khazanah Ramadan" program. The Khazanah Ramadan activities consist of a series of events such as nightly Tarawih prayers followed by Witir, congregational Tahajjud prayers, Islamic lectures by scholars, and the distribution of free iftar meals (ta'jil) for visitors of the mosque. Other Ramadan events include the Pesantren Expo, Islamic art performances, Ramadan bazaars, and various competitions involving students from across Lombok, all aimed at enlivening the atmosphere of the holy month. MICE stands for Meeting, Incentive, Convention, and Exhibition, which refers to a segment of the tourism industry focused on organizing well-planned group events for specific objectives. Religious MICE activities frequently held at the mosque's hall/ballroom include Qur'anic recitation competitions (Musabaqah Tilawatil Qur'an or MTQ), book discussions, book fairs, Islamic seminars, and the space is also available for wedding receptions.

The Role of Local Government in the Development of Hubbul Wathan Islamic Center Mosque

Within the framework of the triple helix concept, the government acts as a key player in the development of halal tourism at the Hubbul Wathan Islamic Center Mosque. The government is expected to serve as a bridge between Islamic financial institutions and the community to foster collaboration and mutual support in the mosque's development. Based on interviews conducted with informants regarding the role and contribution of the local government in promoting halal tourism at the Hubbul Wathan Islamic Center, one informant stated:

"The government's role is to establish legal regulations such as regional laws (PERDA) and governor regulations (PERGUB) to legitimize the halal tourism destination. Their contribution includes conducting outreach to tourism operators—such as travel agencies—regarding these regulations, rather than directly to the public. The

community plays a supportive role in promoting the tourism, so that's basically it regarding their role and contribution."

Based on this statement, the role and contribution of the government in developing the Hubbul Wathan Islamic Center Mosque as a halal tourism destination includes supervision and guidance in the implementation of halal tourism practices. This is carried out by the head of the tourism department in collaboration with the Indonesian Ulema Council (MUI). The government's contributions include educational outreach, advocacy, and guidance. In terms of supervision, the contribution takes the form of monitoring and evaluation activities.

The government's guidance and supervision efforts involve various institutions and associations such as BPPD (Regional Revenue Management Agency), PHRI (Indonesian Hotel and Restaurant Association), ASITA (Association of the Indonesian Tours and Travel Agencies), FKD (Village Health Forum), HPI (Indonesian Tourist Guide Association), and DSN-MUI (National Sharia Council of the Indonesian Ulema Council). The regulation of halal tourism through local government regulations (Perda) aims to ensure comfort and safety in services provided to tourists, enabling them to enjoy halal tourism securely while also facilitating tourism activities for both visitors and tourism operators. Halal tourism, especially as centered around the Hubbul Wathan Mosque, plays a vital role in increasing regional revenue. Therefore, the local government has a significant role in its development.

The government's contribution in terms of guidance includes conducting socialization, advocacy, and mentoring as follows:

1. Strengthening public awareness regarding halal tourism, particularly at the Hubbul Wathan Mosque
2. Enhancing the capacity and role of the community in business management
3. Increasing community income

Advocacy regarding the urgency of halal certification for products and tourism-related businesses in the development of halal tourism in Indonesia, particularly in West Nusa Tenggara at the Hubbul Wathan Mosque. Guidance provided by the local government to the mosque management board in particular, and to tourism stakeholders in general.

The Role of Islamic Financial Institutions in the Development of Hubbul Wathan Islamic Center Mosque

Islamic financial institutions play a vital role in supporting the development of the Hubbul Wathan Islamic Center Mosque. One such institution is Bank NTB Syariah, the regional bank of West Nusa Tenggara Province. Based on an interview with an informant regarding the role and contribution of Bank NTB Syariah in developing the Hubbul Wathan Islamic Center Mosque, the following response was given:

"Regarding your question about the role and contribution of Bank NTB in the development of the Islamic Center Mosque, the Bank simply acts as a donor."

This statement indicates that the primary role and contribution of Bank NTB Syariah

in the development of the Hubbul Wathan Islamic Center Mosque is as a donor. The bank provides support in the form of financial donations or goods. Additionally, Bank NTB Syariah regularly organizes the annual sacrificial animal slaughter (Qurban) at the Hubbul Wathan Islamic Center Mosque.

Many tourists, both domestic and international, have shown great interest in this form of tourism. Therefore, to enhance halal tourism destinations, the Indonesian government through the Ministry of Tourism strives to position halal tourism as a major attraction in the development of the national tourism sector. Additionally, there is strong support from Islamic banks as financial institutions, enabling Muslim-friendly tourist destinations to grow and expand their potential more broadly.

Islamic banking plays a significant role in supporting the development of the Hubbul Wathan Islamic Center Mosque, aided by the strong public preference for Islamic banks. This creates a large market potential and rapid growth opportunities. Islamic banks can issue Sharia-compliant debit and credit cards to facilitate visitors in accessing halal tourism services. Furthermore, Islamic banks are actively involved in tourism events organized by the Tourism Office through sponsorship contributions.

The Role of the Community in the Development of the Hubbul Wathan Islamic Center Mosque

In this study, the term "community" refers to the management board of the Hubbul Wathan Islamic Center Mosque. Based on an interview with an informant regarding their role and contribution to the development of the Hubbul Wathan Islamic Center, the respondent stated:

"Regarding the role and contribution of the mosque's management board as a whole, we are mainly tasked with carrying out duties assigned by the local government, promoting the Islamic Center Mosque, maintaining its facilities, and managing everything related to the mosque's operations – that's pretty much it, I think."

Based on the statement above, it can be concluded that the role and contribution of the community in developing the Hubbul Wathan Islamic Center Mosque includes supporting the implementation of several elements of halal tourism, such as orderliness, cleanliness, environmental friendliness, and the provision of worship facilities and other necessary services. Community involvement in this regard also contributes to job creation, positively impacting the local economy. These efforts aim to help the community promote their region's natural and cultural wealth.

The role of the community in the development of the Hubbul Wathan Islamic Center Mosque is also crucial in continuing the legacy of government initiatives. This is because the community serves as a bridge between the older and younger generations, effectively functioning as an intergenerational connector. In this position, the community plays a vital role in ensuring the sustainability of development across generations.

On a broader scale, this involvement has positive implications for the macroeconomic landscape. Community participation contributes to job creation, which in turn

supports economic growth. This indicates that the halal sector also plays a role in reducing unemployment, increasing Gross Domestic Product (GDP), and driving overall economic development.

Discussion

The application of the triple helix method in the development of the Hubbul Wathan Islamic Center Mosque necessitates collaboration and mutual support among all actors to create joint organizations and determine various programs to be implemented. The triple helix model can be aligned with real-life conditions in strengthening the roles of each actor involved in tourism development. Essentially, this method involves cooperation between the government, Islamic financial institutions, and the community, all of whom play key roles and offer support in the development of tourism.

Based on interviews conducted with three key informants, several interpretations regarding the implementation of this method were obtained:

1. Increased public understanding of halal tourism in Lombok, through improvements in infrastructure that support halal tourism, such as the construction of clean restrooms, places of worship, and the availability of prayer equipment in tourist areas.
2. The growing number of hotels in Lombok operating in accordance with sharia principles, such as the Grand Madani Hotel located on Jl. Udayana, as well as restaurants that have received halal certification from the DSN-MUI. In addition to halal certification, these restaurants also display halal/shariah stickers at their entrances. The predominantly Muslim population on Lombok Island is a key factor that supports the continued development of halal tourism.
3. The improvement of the local economy around the mosque, driven by the significant increase in tourist visits year after year. The increase in visitor numbers serves as a benchmark for the rise in local income, as more tourists lead to greater economic opportunities for the surrounding community. Therefore, the development of the Hubbul Wathan Islamic Center Mosque positively impacts the welfare of the local population, which is one of the primary goals of regional development.

Based on the research findings, the researcher concludes that the interpretation and analysis of the study from the three actors can be viewed from their respective roles and limitations. The government is responsible for formulating policies related to the development and construction of the Hubbul Wathan Islamic Center Mosque, as well as legal regulations that legitimize the halal tourism destination. Through these policies, Islamic financial institutions obtain legal recognition for their roles as donors and sponsors in the organization of various events.

However, due to the limitations of Islamic financial institutions in providing facilitators for the development of the Hubbul Wathan Islamic Center Mosque, the involvement of the community is required to assist in the implementation of

development activities. Community efforts in the development process include maintaining the facilities and infrastructure of the Islamic Center, managing religious services, education, economic and social affairs, as well as preaching activities, and fostering the potential of the ummah.

CONCLUSION

Based on the elaboration in the previous chapter, both in terms of conceptual analysis and research findings under the title “Halal Tourism Development Strategy Using the Triple Helix Method (Case Study at Hubbul Wathan Islamic Center Mosque)”, it can be concluded that the triple helix strategy applied in the development of halal tourism at the Hubbul Wathan Islamic Center Mosque represents an implementation of an integrated development approach. This strategy brings together three key pillars government, Islamic financial institutions, and the community under the assumption of both individual and collective roles and responsibilities. The intended goals can be summarized as follows: 1) The development of halal tourism at the Hubbul Wathan Islamic Center Mosque is fully managed by the Regional Technical Implementation Unit (UPTD), and the process of development has been proceeding very well. 2) The role and contribution of the government in the development of the Hubbul Wathan Islamic Center Mosque includes issuing regulatory policies to support the growth of halal tourism and conducting public outreach and socialization efforts. 3) The role and contribution of Islamic financial institutions in the development of the mosque include acting as donors by providing both material and non-material assistance, as well as serving as sponsors for various events held at the Hubbul Wathan Islamic Center. 4) The role and contribution of the community in the development of the mosque involves carrying out tasks assigned by the government, such as maintaining cleanliness in the mosque’s surroundings and gardens, as well as preserving existing facilities.

Given the numerous potentials that still need to be developed, the government is expected to take a more active and communicative role with all parties involved in the halal tourism development program. The government is also expected to formulate transparent regulations regarding halal tourism development and provide the public with accessible data related to halal tourism, considering that such data is currently difficult to obtain. Islamic financial institutions are expected to implement supportive policies to aid halal tourism, such as conducting outreach programs for tourism stakeholders and even visitors, so that awareness and engagement with Islamic finance particularly Islamic banks can be enhanced. Additionally, Islamic banks are encouraged to expand ATM networks and establish more branch offices in tourist areas to improve accessibility for visitors. The local community is expected to carry out the tasks assigned to them diligently and to actively promote their local culture and natural wealth as part of supporting the development of halal tourism.

The author acknowledges that this research is not perfect and contains several limitations that may influence the results. Therefore, it is hoped that future researchers

will take these limitations into account. This study focuses solely on the development of the Hubbul Wathan Islamic Center Mosque, while many other relevant variables were not included. Additionally, the research lacks detailed information regarding financial aspects due to the limited transparency from the Islamic financial institutions involved.

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