



Halal Tourism: Potential and Prospects in Improving the Economy and Developing Mosque-Based Regional Tourism (Case Study of Nur Ala Gread Mosque, Mandailing Natal)

Delima Sari Lubis¹; Paisal Rahmat^{2*}; Ainun Nisa Brt¹; Nurhikmah Aulia¹

¹State Islamic University Syekh Ali Hasan Ahmad Addary Padangsidempuan, Indonesia

²STAIN Mandailing Natal, Indonesia

Correspondence e-mail: paisalrahmat@stain-madina.ac.id

Abstract

Currently, the use of fintech is very common in everyday life and continues to increase, but there are still many MSME players who have not been able to realize and be able to use it properly. Increasing financial literacy and the use of fintech can be a big model to help MSME players minimize the risks that occur in making decisions to improve financial performance. The purpose of this study is to determine and analyze the influence of Fintech Peer to Peer Lending and Payment Gateway on the development of MSMEs in North Sumatra Province. This type of research is field research with a Quantitative approach with primary data obtained from questionnaires that have been distributed to MSME actors in North Sumatra Province, totaling 109 samples which are then processed with Structural Equation Modeling (SEM) techniques. Judging from the results of structural model analysis or inner model through hypothesis testing path coefficients and T statistical significance values by determining T-statistical values through bootstrapping procedures. So it can be concluded that X1 or P2P has a positive and significant effect on the development of MSMEs in North Sumatra Province. While the resulting value in the variable X2 to Y with t Statistic 2.131 and p Value 0.034 can be explained by the value of t Statistic 2.131 > t table 1.96 or p Value 0.034 < 0.05, then statistically H2 is accepted meaning that variable X2 has a significant effect on Y. So it can be concluded that X2 or Payment Gateway has a positive and significant effect on the development of MSMEs in North Sumatra Province. variabel X2 berpengaruh signifikan terhadap Y. So it can be concluded that X2 or Payment Gateway has a positive and significant effect on the development of MSMEs in North Sumatra Province.

Keywords: *fintech syariah; development of MSMEs*

INTRODUCTION

Tourism in today's world is growing so fast. Many countries are starting to compete to advance the tourism sectors to support the country's economy, and many countries have succeeded in developing their tourism to make the country's economy increase significantly. Tourism business opportunities are becoming one of the most profitable business sectors. Moreover, if a country has abundant wealth to be used as tourism like Indonesia. This will be a very big opportunity to improve the tourism sector in Indonesia, (Murdiastuti, A., & Rohman, H. 2014).

Furthermore, tourist attractions are also competing to provide the best tourist facilities to tourists. However, Muslim tourists need a tour that still prioritizes Islamic law in its management. Such as lodging, food, places of worship, and so on. Therefore, a tourism concept emerged that is considered to provide comfort for Muslim tourists named Sharia / halal tourism, (Mar'atussolihah, I. 2021)

Halal tourism is a tourism management based on Islamic law. That is, the tour will not provide facilities that are contrary to Islamic law. All tourism management ranging from lodging, places of worship, accommodation, food, and tourist destinations will be designed in such a way as to provide comfort for tourists in doing these tours, (Halim, A., & Baroroh, N. 2021).

In Indonesia, halal tourism is developed into a national program by the Ministry of Tourism. To accelerate halal tourism, the Ministry of Tourism has designated 15 provinces that are the main areas for the development of leading Muslim tourist destinations. The 15 provinces were granted autonomy by the tourism ministry to manage tourism potential in their respective regions. It is hoped that each designated province can develop their own halal tourism potential to be superior and become a favorite destination for halal tourism, (Ferdiansyah, H. 2020). One of the many attractions developed at this time is religious or religious tourism. Religious or religious tourism is interpreted as a tourist activity to a place that has a special meaning, usually in the form of a place that has a special meaning ranging from mosques, tombs, and temples. The existence of religious or Islamic tourism objects certainly has a good influence on the economy of the local community as well as cultural development and increasing religious knowledge for tourists who come, (Abduh, M. 2021)

Islami, M. E. N., & Enggarwati, said at the *1st International Conference One Belt, One Road, One Tourism (ICOBOROT 2018)* that the role of mosques in the development of halal tourism is not only seen as a building of places of worship provided for tourists. But the most important thing is to create an Islamic atmosphere to support the implementation of halal tourism.

It is said that halal tourism if a tourist attraction puts Islamic principles in it and also contains elements of cleanliness. Therefore, a tourism has several restrictions that must be applied within the attraction, (Indriani et al, 2023). Mandailing Natal is one of the tourism destinations that has the potential and prospects in improving the economy and developing regional tourism according to the culture of Life in Mandailing Natal district, is a dance power in The concept of halal tourism development. In Mandailing Natal Regency there are several tourist attractions that can be visited, including those related to religious social activities, both Pesantren and Mosque.

Kasdi et al, (2021) according to the results of research with judul *Potential of kodus as a new international pilgrimage destination in Indonesia: halal tourism optimising local wisdom*. Said that tourist attraction in an area or country arises from the potential of emerging geographical elements and the potential of local wisdom, as part of natural processes and cultural processes. Tourist attractions are grouped into natural attractions, cultural attractions, artificial attractions, and tourist attractions caused by certain activities or events.

Mandailing Natal with its various natural beauties and Muslim-majority population, should make Mandailing Natal an area that has the potential to be developed as halal tourism. The existence of halal tourism can be used as the main driver for the development of the creative industry in Mandailing Natal Regency., (Nst, A. U., Harahap, I., & Hasibuan, R. A. 2023).

Furthermore, based on the research findings of Aida Ulviani et al (2023), that Mandailing Natal has sufficient potential and has a strategic sector to be developed. Located in the middle between the tourist routes of North Sumatra and West Sumatra Provinces is a strategic location that makes the Mandailing Natal area has a great opportunity to develop into a tourist destination. Mandailing Natal also has a strategic and potential sector to manage. Besides being rich in culture, it is also an area rich in forests and water resources such as sungai, lakes, and even waterfalls. Then this place is also surrounded by a stretch of hill rows and rice fields around it as well as a long and wide beach area. With these various leading sectors, it has a great opportunity to attract tourists to visit, especially in terms of the number of classic Islamic boarding schools and mosque construction that encourages tourists interested in traveling to Mandailing Christmas.

In line with the development of national tourism and the author's findings above that Mandailing Natal Regency with the motto of the State of *Civilized Obedience to Worship* is known for various tours that are in fullp. It's just that what is more interesting lately is the use of facilities in the Nur Alan Nur Gread Mosque area as a tourist attraction that attracts local and national tourists. Here is the data of Mandailing Natal tourists:

Table 1 Data of Mandailing Natal Tourist

| Moon | 2020 | 2021 |
|-------------|-------------|-------------|
| January | 386 | 1.437 |
| February | 678 | 2.047 |
| March | 345 | 1.872 |
| April | 318 | 1.665 |
| May | 3.325 | 138 |
| June | 4.847 | 148 |
| July | 4.287 | 165 |
| August | 3.645 | 283 |
| September | 2.525 | 945 |
| October | 2.115 | 1.120 |
| November | 2.687 | 1.185 |
| December | 3.183 | 206 |

Source: Mandailing Natal Tourism Office

Based on table 1 above, Mandailing Natal Regency has tourism potential to be developed by managing it better and being used as one of the attractive potentials so that it can improve the economy of the area. Mandailing Natal Regency has quite a lot of tourist attraction destinations related to natural tourism and places of worship so that it is in demand by tourists not only local but also national tourists, (Maryam Batubara, 2022), initially tourist visits increased every year before *Covid-19*, but when the *Covid-19* pandemic went up and down due to PPKM, here is the picture of tourists in the following diagram:

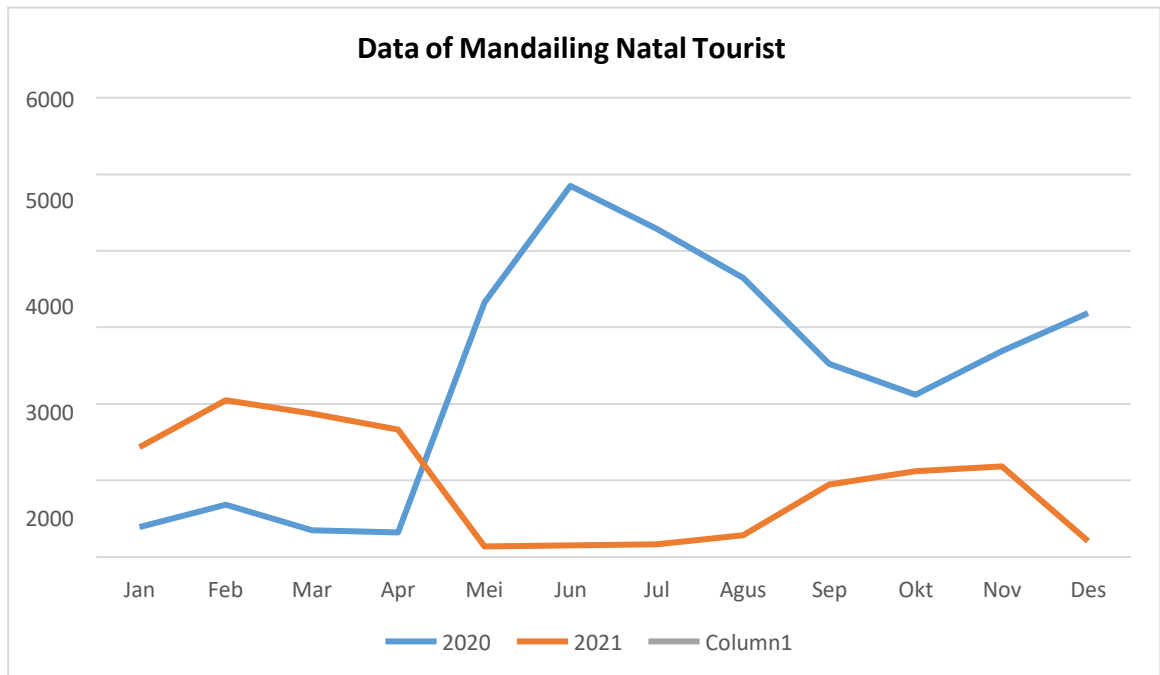


Figure 1 Source: Mandailing Natal Tourism Office

After the *Covid-19* pandemic of Nur Ala Nur Great Mosque tourism which is growing with many visitors every day, this crowd is not only tourists who come just to carry out prayers, but the arrival of tourists is to travel and enjoy tourism in the masjid area. One of the efforts of the local government in attracting tourism by taking advantage of the momentum of big days, carrying out religious and government activities in the courtyard of the Nur Alan Nur Gread Mosque and also by providing trading facilities and a large place to enjoy the views. This activity is an effort to attract local and national tourism by utilizing the vast mosque area with religious activities and pemerintahan along with culinary banyaknya in the yard of the Great Mosque of Nur Alan Nur.

The motto of the *Civilized Country is Obedient to Worship and Madina Grateful and Improving* is to illustrate that the Mandailing Natal community is a daily people who are civilized, adhere to and act according to thick customs and customs, as well as obeying the majority of Muslim Mandailing Christmas worship which is also known for many pesantren and mosques, and also has the oldest pesantren in Sumatra, therefore The potential and prospects in improving the economy and developing mosque-based regional tourism have opportunities to be applied and studied.

LITERATURE AREVIEW

Tourism is a trip made by someone or more with the aim of, among others, to get pleasure and fulfill the desire to know something. Tourism activities are one of the areas for economic development that are very beneficial for a country. Tourism is a sector to grow the world economy which is very promising because the tourism sector is also a sector that is resistant to global crises seen from the development of world travel which has experienced positive developments since 1950 with the number of tourist trips of 25 million people, in 1980 reached 278 million people, 1995 reached 528 million people, and 1.1 billion people in 2014. Sharia tourism is a process of integrating Islamic values into all aspects of tourism activities. The value of Islamic sharia as a belief and belief adopted by Muslims is a basic reference in building tourism activities. Referring to DSN's Fatwa on Tourism Guidelines based on sharia principles that sharia tourism must:

1. Avoided from grievances, disobedience, disobedience, tadzir/israf and disobedience
2. Creating benefits and benefits both materially and spiritually

Depend of fatwa DSN about a sharia tourist destination that is allowed in Islam is a tour that does not cause some things that in Islam are strictly forbidden to do, the following will explain the picture:

1. Immorality: immoral acts are things that must be forsaken, immorality is also sinful acts. So that tourism that aims to be immoral then the law is prohibited or haram. Foreexample, traveling for the purpose of adultery. So this act is classified as a great sin.
2. Kemafsadatan: it means something that can cause harm and harm to us, for example traveling during the COVID-19 pandemic, where the corona virus has not been controlled, so in circumstances like this, it is better not to travel first in a period of danger, because the virus can endanger anyone who is infected. Or tourist destinations that cause danger, for example visiting a snake nest site that is known to endanger anyone's life. Except for visiting the zoo, where the animals have been placed in a safe nest for visitors to visit.
3. Something redundant: a goal that leads to something excessive is also forbidden in Islam. For example, traveling somewhere to spree, while there are still many people who need and need help. Or deliberately spending money without any clear and useful goals.
4. Hypocrisy: many things can cause hypocrisy, both related to morals, association and association, then tourism that can cause hypocrisy include: tourism in which there are lies, betrayal, ghibah, namimah, or promiscuity, as well as appearances that are not in accordance with sharia, such as indulgence, and so on.

So, sharia tourism that leads to benefits and benefits, for example by traveling increases faith, increases gratitude, then the tour is allowed, both religious tourism and other sharia tourism that meets the requirements of the sharia tourism principles. (Fatwa DSN-MUI Number 108/DSN-MUI/X/2016). Tourists are required to meet the following conditions:

1. Adhering to the principles of sharia by avoiding shirk, immorality, munkar, and damage
2. Maintain worship obligations during travel
3. Maintaining noble morals
4. Avoid tourist destinations that are contrary to sharia principles.

Destinations must be directed to strive to:

1. Creating public benefit
2. Enlightenment, refreshment and handlers
3. Maintain trust, safety and comfort
4. Realizing universal and inclusive goodness
5. Maintaining cleanliness, nature preservation, sanitation, and the environment
6. Respect for socio-cultural values and local wisdom that do not violate sharia principles.

Tourist destinations must have:

1. Worship facilities that are suitable for use, easy to reach and meet sharia requirements
2. Halal food and drinks are guaranteed halal with MUI halal certificate.

Tourist destinations must be avoided from:

1. Polytheism and khurafat
2. Immorality, adultery, pornography, pornoaction, liquor, drugs and gambling
3. Performing arts and culture as well as attractions that contravene the principles of sharia.

The above provisions are conditions that must exist, both obligatory, sunnah, and haram. Something that is directed can be said to be the law is sunnah, it is better if it can realize it. While the subject of mandatory, is a necessity that cannot be negotiable, and what must be avoided is something that leads to haram, so that if there is one action that leads to hypocrisy, then it cannot be said that the tourist destination is sharia tourism. Furthermore, from the characteristics of sharia tourism described by Chukaew (2015), there are four important aspects that must be considered to support a sharia tourism.

1. Location: The implementation of the Islamic system in the tourism area. The chosen tourism location is allowed by Islamic rules and can increase the spiritual values of tourists.
2. Transportation: Implementation of systems, such as segregation of seats between men and women who are not mahram so that the implementation of Islamic law and the comfort of tourists is maintained
3. Consumption: Islam is very concerned about the halal aspect of consumption, it is stated in Q.S Al-Maidah verse 3. The halal aspect here is both from its nature, acquisition and processing.

4. Hotel: all work processes and facilities provided run in accordance with Sharia principles, services here are not limited to the scope of food and beverages, but also in the facilities provided such as spa, gym, swimming pool, living room and functional for men and women should be separated.

Sharia Tourism or Halal Tourism is one of the tourism systems intended for tourists, both for Muslim and non-Muslim tourists whose implementation complies with sharia rules. (Hadi Santoso; Adi Hidayat Argubi, 2018)

RESEARCH METHODS

This research uses a Descriptive Qualitative approach which aims to reveal facts, circumstances, phenomena, variables and circumstances that occur when the research runs and presents what it is. Qualitative research methods are methods for investigating objects that cannot be measured by numbers or other exact measures. Qualitative research can also be interpreted as research that is descriptive and tends to use analysis with an inductive approach. (Abdurrahmat Fathoni, 2011)

Research Economic development and regional tourism through mosques is an implementative research by taking studies at the Nur Ala Nur Mandailing Natal Gread Mosque. The research was conducted with qualitative analysis to identify the potential of Mandailing Natal as a mosque-based halal tourism destination in North Sumatra Province which has a majority Muslim population and the oldest and most Islamic boarding schools among the Regencies / Kota in North Sumatra . Data collection techniques are carried out by observation, documentation, interview questionnaires to parties who are key in decision making at the Nur Ala Nur Mandailing Natal Gread Mosque.

RESULTS OF DISCUSSION

Tourist attraction is the basis of tourism development, it is an important element in tourism products. In the absence of substantial attractiveness factors, tourism oriented for pleasure or for vacation is not possible to develop. However, there are still other opportunities, such as business travel, government services, conferences, religious and various other tourist destinations. An important approach that can be done is to link the attraction component owned with possible tourist activities. The component itself can be an attraction that can be sold and developed, so that tourist attractions need to be evaluated and identified to consider opportunities for tourism activities that can be developed in the area.

1. Potential and Halal Tourism Prospects of Mandailing Natal Regency

In realizing regional development targets, various tourism development efforts are carried out, this sector has a fairly rapid development and a trend for the community is the development of halal tourism (Subarkah, A. R. 2018). Halal tourism that provides services to Muslim tourists who want to travel in accordance with Islamic principles, so that Muslim tourists feel more comfortable and safe in enjoying tourist trips, and can carry out their obligations as a Muslim in accordance with Islamic teachings such as being obliged to

consume halal food and drinks, perform fardu prayers in representative places, and residences that avoid immorality with the presence of Sharia hotels. Lately the rise of mosque architecture that invites the Muslim community to enjoy it with different attractions in each area, people to the mosque now by traveling and meditating, one of which is at the Great Mosque of Nur Ala Nur Mandailing Natal.

This type of tourism is also in line with the development of tourism in Kabupaetn Mandailing Natal. As an area rich in forests and water resources, in Mandailing Natal Regency there are so many lakes and rivers that are the source of life for the surrounding community, especially for the agricultural and livestock sectors. Besides being a source of life for people's livelihood, the existence of rivers and lakes is also used as a tourist destination for recreation and becomes a natural bathing place, such as Lake Saba Begu and Hutaraja Hot Spring.

In addition to rivers and lakes, since a long time ago Mandailing Natal Regency is also famous for the existence of several hot springs that contain sulfur and are believed to cure various skin diseases. The strategic area and located in the middle lane across Sumatra and Bukit Barisan and stretching to the west coast of Sumatra Island provides amazing natural scenery in the form of landscapes of rice fields and plantations, forests and mountains to the coast and coastal areas and worship facilities such as mosques. Here are some tourist attractions in Mandailing Natal district, namely:

Table 2 Madailing Natal Tourism

| No | Tourism Name | Tourism Field | Tourist Attractions |
|----|------------------------|---------------------|----------------------------------|
| 1 | Sopo Tinjak | Views | Batang Natal |
| 2 | Panatapan | Views | Panyabungan |
| 3 | Raja Batu Garden | Garden | Panyabungan |
| 4 | Sibanggor Julu Village | Traditional Village | Sibanggor Julu |
| 5 | Hot Springs | Nature | Huta Raja, Sibanggor, Purba Julu |
| 6 | Lake | Nature | Panyabungan, Maga |
| 7 | Beach | Loud | Christmas |
| 8 | Lubuk Larangan | Air | Tambangan |
| 9 | Island | Loud | Natal |
| 10 | Mosque | Garden | Panyabungan |

Source: (www.pariwisatasumut.net)

Tourism and economy have a strong relationship, along with the development of tourism in an area it is possible to develop the economy in the area. The relationship between the two complements each other, the economy will grow if supported by the development of

increasingly advanced tourism, especially for business actors around tourist destinations, both small, medium and large businesses, so there is also a relationship between tourist attractions and interconnected hotels that tourists are looking for comfort when on vacation. Here are the list of hotels in KawanWisata in Kabupaten Mandailing Natal:

Table 3. Popular Hotels in Mandailing Natal

| No | Hotel Name | Address |
|----|------------------------------------|---------------------------|
| 1 | Abara Hotels / Inns | Panyabungan |
| 2 | Anugrah Hotels / Inns | Teak Wood Village |
| 3 | Arrayan Hotels / Inns | Nopat Town Market Village |
| 4 | Hotel /inn Istana Eight | Teak Wood Village |
| 5 | Madina Sejahtera Hotels / Inns | Panyabungan |
| 6 | Hotel / Inn, Mess Local Government | Christmas Market Village |
| 7 | Hotel / inn Mess Prov Tk I natal | Christmas Market Village |
| 8 | Mutiara dewi hotel / inn | Sinunukan Village |
| 9 | Natal Sumatera Indah Hotels / Inns | Panggautan Village |
| 10 | Paranginan Pondok Hotels / Inns | Seawood Village |
| 11 | Hotels / Inns Payaloting | Panyabungan |
| 12 | Puja Kesuma Hotels / Inns | Panggautan Village |
| 13 | Rapiq Hotels / Inns | Old Mountain Village |
| 14 | Rindang Hotels / Inns | Dalan Lidang Village |
| 15 | D'san Holet | Panyabungan |

Source: Brrrwisata.com

Mandailing Natal Regency is surrounded by many tourist attractions that invite many visitors to come to Mandailing Natal so as to increase the economy that has a strong relationship with supporting infrastructure. Halal tourism in Mandailing Natal is supported by existing socio- culture, visitors come to Mandailing Natal in addition to seeing natural attractions also traveling in the classic Islamic boarding school area in the Mandailing Natal area, one of the most visited by tourists is the oldest pesantren in Sumatra, namely Pondok Pesantren Musthafawiyah, Purba Baru, (www.nu.or.id). In addition to Musthafawiyah Islamic Boarding School, there are many more Islamic boarding schools as an attraction for halal tourism in Mandailing Natal Regency, here is a list of Islamic boarding schools in Mandailing Natal Regency:

Table 4. List of Islamic Boarding Schools in Mandailing Natal

| No | Name of Islamic Boarding School | Address |
|----|--|------------------------|
| 1 | Sheikh Abdul Fatah Islamic Boarding School | Pasar Natal |
| 2 | Thoriqotul Mardiyah Islamic Boarding School | Madinding Stone |
| 3 | Al Junaidiyah Islamic Boarding School | Hutanamale Old Village |
| 4 | Darul Ulum Islamic Boarding School | Mais Tambur Estuary |
| 5 | Musthafawiyah Islamic Boarding School | New Ancient |
| 6 | Subulussalam Islamic Boarding School | Vegetable Maincat |
| 7 | Darul Azhar Salafiyah Islamic Boarding School | Group Estuary |
| 8 | Al Bi'Tsatil Islamiyah Islamic Boarding School | Panyabungan |
| 9 | Al Mandili Yanu Islamic Boarding School | Panyabungan |
| 10 | Darul Muttaqin Islamic Boarding School GUPPI | Manyabar |
| 11 | Ma'had Darul Ikhlah Islamic Boarding School | Dalan Lidang |
| 12 | Darul Hadith Islamic Boarding School | Huta Baringin |
| 13 | Miftahul 'Ulum Islamic Boarding School | Inlay |
| 14 | Miftahul Huda Islamic Boarding School | Sinunukan I |
| 15 | Nadwa Islamic Boarding School | Bintungan Bejangkar |
| 16 | Riyadul Jannah Islamic Boarding School | Gonting |
| 17 | Darul Amiin Islamic Boarding School | Longat Village |
| 18 | Darul Azhar Islamic Boarding School | Jambur Padang Matinggi |
| 19 | Darul Hidayah Islamic Boarding School | Jambur Padang Matinggi |
| 20 | Darut Tarbiyah Islamic Boarding School | North Panyabungan |
| 21 | Darut Tauhid Islamic Boarding School | Panyabungan |
| 22 | Roihanul Jannah Islamic Boarding School | Pass Maga |

Source: Wikipedia

Based on this, the development of halal tourism in Mandailing Natal Mandailing Natal Regency in the future is considered promising and potential with the culture and socio-religious approach of the Mandailing Natal Community. Based on the value that suits the needs of tourists is the expectation of comfort and tranquility in travel without forgetting Islamic values. This value is supported by the increasing middle class Muslim community who have high awareness in halal products. That makes halal tourism has great potential to

be developed following existing market demand. Mandailing Natal synergizes with many parties to develop halal tourism, for example the Tourism Office in collaboration with the Indonesian Ulema Council (MUI), Islamic Universities and Business Certification Bodies. The concrete form of cooperation is to develop tourism and promote cultural and religious values which are then made regulations, one of which is currently developing tourism in the area of the Nur Ala Nur Mandailing Natal Great Mosque.

In accordance with the vision of Mandailing Natal Regency "*Bumi Gordang Sambilan, a Civilized Country Obediently Worships towards a Madina Civil Society*". That the vision of "Bumi Gordang Sambilan" is a basic mirror of the cultural distinctiveness of its citizens, while the slogan "Land Civilized Obediently Worship" is a mirror or systematic effort of the road map in the design of a dignified civilization for its citizens. Then, "madina yang madani" is the ideal of a common goal as a "great port" in achieving the life of a country that is "*baladatul thoyyibatun wa robbun ghofur*" or "gemah ripah loh jinawi toto tentrem kerto raharjo", because the meaning of the word "madani" is also more or less like that. The people of Mandailing Natal Regency are among those who are blessed with genetics as intelligent people and always reflect the spirit of the basic philosophy of Mandailing Natal civilization culture "*domu do maroban holong dohot hapantunan do maroban hamoraon*" (unity builds affection and politeness towards happiness), can quickly accept and understand the string of words "Bumi Gordang Sambilan, a civilized country obediently worships towards the Madina community that madani" is a unitary sentence that synergizes with the aim that halal tourism can be developed as regional tourism and can improve the economy of the regional community of Mandailing Natal Regency, (fppab- madin st).

In line with the slogan Kabupaten Mandailing Natal is very potential and suitable in the development of halal tourism with many tours that can be developed, with Islamic culture that is majority Muslim and with many Islamic boarding schools, mosques, so that it will be easier to conceptualize and run sharia tourism in Mandailing Natal Regency. Among others, improving infrastructure, promotion, preparing human resources, especially increasing the capacity of tourism business actors and making shari'ah tourism one of the priority programs of local governments, (Noviantoro, K. M., & Zurohman, A. 2020).

2. Integration of Halal Tourism Development in Improving Regional Economy Based on Nur Ala Nur Great Mosque

In realizing the Development of Halal Tourism in improving the regional economy, various tourism development efforts are made, this sector has development, currently its development is quite rapid and has become a trend in the world is the development of halal tourism. (Alwafi Ridho Subarkah, 2018), one of which is halal tourism in the Nur Ala Nur Mandailing Natal Great Mosque Area.

The Great Mosque of Nur Ala Nur Mandailing Natal was originally established only for the implementation of ibadah like the usual mosque, became the center of worship for the Muslims of Mandailing Natal and lately with government concern so that this mosque has

many community activities and government activities, apart from worship activities, one of which is economic activities and tourist activities gathering with family and enjoying nature in the mosque area.

Mosque-Based Economic Development and Halal tourism was initiated on the basis that the Great Mosque of Nur Ala Nur Mandailing Natal and its area is Batang Gadis River Tourism has the potential for a strategic layout in developing halal tourism and improving the economy,

The development of halal tourism in Mandailing Natal according to the Tourism Office is: Mandailing Natal has enormous tourism potential and has a very good opportunity to be developed. Because Mandailing Natal has a variety of natural beauty such as beaches, mountains, waterfalls, lakes, and rivers that can be used as tourist attractions, as well as mosques as a means of worship can be used in the area as atourism to improve the economy and regional development, (Mandailing Natal Tourism Office).

Tourism at the Great Mosque of Nur Ala Nur Mandailing, that tourists who visit do not need to worry about lodging or food, because Mandailing Natal itself is already famous for its predominantly Muslim community. With the existence of halal tourism, it has a great opportunity to improve the creative industry, because if halal tourism continues to grow, there will also be more tourists who visit, of course, they will also definitely look for typical souvenirs from the place so that the sales of the creative industry will increase, especially in the culinary sector. Seen on the side of the highway near the Great Mosque of Nur Ala Nur Mandailing Natal there are 20 stalls to sell a variety of culinary both typical of the region or those that are *sasu ai* with the needs of visitors, and the many culinary selling *kelingling* in the courtyard of the Great Mosque of Nur Ala Nur Mandailing Natal every day, besides that there is also a typical Mandailing Natal café in The courtyard of the Great Mosque of Nur Ala Nur Mandailing Natal is *Lopo Mandheling Coffee*. All culinary and business activities in the courtyard and area of the Great Mosque of Nur Ala Nur Mandailing Natal must not operate when it has started to enter the prayer time until the end of prayer.

Development of Halal Tourism Based on the Great Mosque of Nur Ala Nur Mandailing Natal The results of field conservation carried out that In infrastructure, the area of the Great Mosque of Nur Ala Nur Mandailing Natal is very good and has the support of adequate infrastructure facilities. However, in the business operationalization of the Great Mosque of Nur Ala Nur Mandailing Natal, it is not as a business owner, but the land is provided by the local government and management is financed by individuals.

In the Development of Halal Tourism Based on the Great Mosque of Nur Ala Nur Mandailing Natal, assistance is needed so that human resources have insight into Halal Tourism in the development of business units for the integration of Mosque-Based Halal Tourism development. The role of the Nur Ala Nur Mandailing Natal Gread Mosque in improving the economy and developing regional tourism can be grouped as follows: ***First***, Nur Ala Nur Great Mosque acts as a means of developing sharia-based regional tourism with

the availability of facilities. **Second**, the Nur Ala Nur Great Mosque acts as a means of business development and increasing the community's economy and regional income. **Third**, the Nur Ala Nur GreadMosque acts as a field provider of facilities in the implementation of religious and government activities. **Fourth**, the Nur Ala Nur Gread Mosque is a market for Micro, Small and Medium Enterprises around the halaman mosque environment. **Fifth**, the Nur Ala Nur Gread Mosque provides an opportunity to open business ventures and improve the regional economy.

The development of Halal Tourism Based on the Great Mosque of Nur Ala Nur was adopted from the support of the Mandailing Natal Regency Government which every implementation of major days always uses the area of the Great Mosque of Nur Ala Nur Mandailing Natal starting from the commemoration of Islamic holidays, state ceremonies and other major activities that are sponsored by the Mandailing Natal Regency Government. If depicted in the scheme of the Great Mosque of Nur Ala Nur Mandailing Natal as follows:

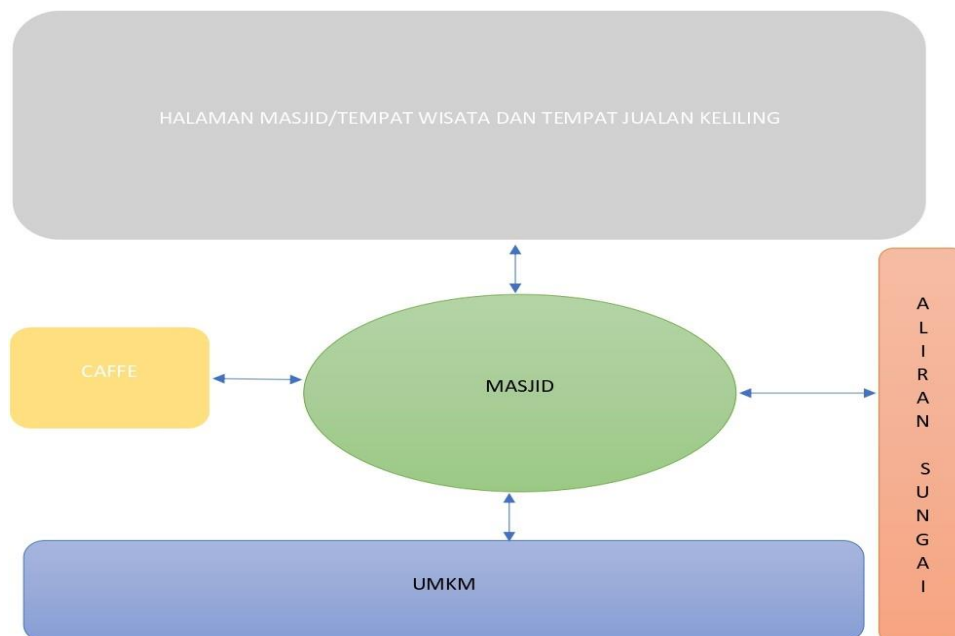


Figure 2 Halal Tourism Potential at Nur Ala Nur Mandailing Natal Gread Mosque

Generally, Nur Ala Nur Mandailing Natal Gread Mosque tourism has an important role in improving the economic sector, local businesses will grow, jobs can be created, income is also diverse, this is what makes Nur Ala Nur Mandailing Natal Great Mosque tourism greatly impact the economy of an area. So, the economy and tourism have a very strong relationship and each other. Tourism can be used as an economic driver of tourist areas that are resistant to economic crises, easy and cheap to develop, and the economy is an element in helping the development of tourism, especially halal tourism Nur Ala Nur Mandailing Natal Gread Mosque is expected to be able to be a milestone in tourism development and regional economy. (Nouvanda Hamdan Saputram, 2019).

CONCLUSION

Halal tourism in Indonesia is one of the priority programs of the Ministry of Tourism. Halal tourism in Mandailing Natal has good economic prospects as part of the national tourism industry to Improve the Economy and Develop Regional Tourism, for that this study can be concluded as follows:

1. The Mandailing Natal District has the potential to increase the economy and develop tourism Mosque-based areas because they are supported by the social culture of the majority Muslim community, also supported by the number of tourist data that increases every year, as well as the most Islamic boarding schools in North Sumatra Province and the oldest in Sumatra.
2. The potential for halal tourism of the Great Mosque of Nur Ala Nur Mandailing Natal has progressed every year because it is supported by the 20 shops and 1 Caffe Mandahiling Coffee and Mobile Trade in the mosque area, also near to Aek Batang Gadis tourism, Panatapan, Raja Batu Park, and Sampuraga.

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