

Positioning of Mosque Tourism Through Digitalization: A Case Study of Masjid Sri Sendayan Negeri Sembilan Malaysia

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Abstract: Mosque tourism has grown in recent years, attracting millions of tourists to visit mosques worldwide. This phenomenon can be attributed to a combination of factors, including the increasing interest in cultural and religious tourism and the growing awareness and acceptance of Islamic culture. Therefore, Masjid Sri Sendayan is seen to have the potential to be one of the mosques that can gain significant attention from tourists due to its unique design and magnificent architecture. This study aims to explore the positioning of mosque tourism through digitalization in Masjid Sri Sendayan. The methodology of the study includes a qualitative approach, specifically a case study design that involves in-depth interviews with mosque administrators. The Atlas.Ti 22 software was used to analyze and interpret the data collected from interviews, surveys, and observation sources to identify key themes and patterns related to the positioning of digitalization in Masjid Sri Sendayan. The themes developed in this study are mosque structure, mosque management, mosque program (*imarah*), mosque attraction, type of tourist, tourist facilities, digital type, and digital management. This study contributes to the understanding of how digitalization can play a vital role in positioning Masjid Sri Sendayan as a mosque tourism destination and provides insights for other mosques that seek to enhance their position in the growing mosque tourism industry.

Keywords: *Case study, mosque tourism, positioning, digitalization, qualitative*

1. Introduction

Masjid Sri Sendayan is located in Bandar Baru Sendayan, Negeri Sembilan. The mosque was opened on 20 September 2019 (Mira, 2019). It is a waqf mosque built by Tan Sri Abdul Rashid Bin Hussain for RM100 million (Shafika, 2019). The beauty of the mosque can become a highlight for Islamic Tourism Malaysia to place it as one of the tourist mosques in Malaysia. With its unique design and architecture, it has become the focus of tourists from within and outside the country (Mokhtar, 2020). Although it is still newly built, it also receives high praise and recognition for its stunning beauty and impressive architecture (Rahim, 2019). Therefore, it is seen as one of the mosques that can be positioned and recognized as a tourist mosque that will have an impact on the economy and tourism industry in Malaysia.

According to Wikipedia (2022) the interior architecture of the mosque showcases several specially commissioned features that enhance its aesthetic appeal. Notably, intricate wood carvings adorn the walls in the prayer hall, while calligraphy is highlighted with exquisite gold plating. Additionally, tile blocks are strategically placed on walls near the pulpit to further accentuate their beauty and significance, as well as the main dome, which uses 24k gold paint delicately applied for the maximum effect. Meanwhile, the exterior design of the mosque has a main dome and three small domes in the front passage. In addition, there are also two minarets in front of the mosque. According to Rodzi (2019), the art and architectural elements of this mosque were predominantly sourced from foreign countries, including Egypt, Turkey, Dubai, Morocco, and China. The distinctiveness of its architecture has resulted in numerous public accolades, such as being compared to iconic structures such as the Taj Mahal or associated with historical empires such as the Nabawi Mosque and Ottoman Empire Mosque.

Therefore, digitalization is seen as one of the important factors that can increase the promotion and recognition of Masjid Sri Sendayan as a tourist mosque. A comprehensive digital marketing strategy and an online presence can play a crucial role in increasing the visibility of Masjid Sri Sendayan as a tourist mosque (Hasan et al., 2022). Utilizing social media platforms, search engine optimization techniques, and creating a website for Masjid Sri Sendayan that includes virtual tours, photos and videos can attract potential visitors from around the world and provide them with a glimpse of the mosque's beauty before they visit in person (Vieira et al., 2019). Moreover, creating a mobile application for Masjid Sri Sendayan that allows visitors to plan their visit and obtain necessary information such as prayer times, facilities available accommodations, and historical information about the mosque can enhance visitors' experience and increase their satisfaction (Afnarius et al., 2020).

In conclusion, the development and implementation of a strong digital marketing strategy that includes an online presence, social media platforms, website creation and mobile application for Masjid Sri Sendayan can significantly increase the visibility and recognition of this mosque as a tourist destination, thereby positively impacting the economy and tourism industry in Malaysia. Therefore, this paper aims to highlight the importance of digitalization in positioning Masjid Sri Sendayan as a tourist mosque. The Atlas.Ti 22 software was used to analyze and organize the data collected for this paper. The findings from the data analysis suggest that there is a significant potential for Masjid Sri Sendayan to attract more visitors as a tourist mosque through digital promotion and marketing.

2. Literature Review

Development of Mosque Tourism in Malaysia

Tourism has been identified as one of the most important sectors in Malaysia's economy. In recent years, there has been a growing interest in developing mosque tourism in Malaysia to diversify the country's tourism offerings and attract more Muslim tourists from around the world. Mosque tourism refers to the practice of visiting and exploring mosques as a tourist activity (Moghavvemi et al., 2021). It allows visitors to learn more about Islamic culture, history and architecture while also experiencing the spiritual aspect of prayer and worship. This form of tourism has the potential to enhance the reputation of Malaysia as a leading Islamic nation and offers a unique travel experience to visitors seeking to expand their understanding of Islam and Muslim culture. To develop mosque tourism in Malaysia, the government has made efforts to promote and improve the infrastructure of mosques throughout the country (Islamic Tourism Center, 2021). This includes the restoration and redevelopment of historical mosques as well as the construction of new state-of-the-art ones that can accommodate larger numbers of visitors.

“The first nine months of 2023 witnessed Malaysia welcoming 3.25 million Muslim tourists, generating RM9.52 billion in Muslim tourist receipts — against 5.33 million Muslim tourists' arrivals during the pre-pandemic in 2019, generating RM16.72 billion receipts” (Mardiah, 2024).

The statistics provided by Mardiah (2024) indicate that the number of Muslim tourists increased after the pandemic. Consequently, it can indirectly support the development of mosques for tourism in Malaysia in recent years. This is because the increase in the number of Muslim tourists will indirectly raise the number of people who visit mosques, as well as the emergence of tour packages specifically designed for mosque tourism (Razak, 2019). In addition to external tourism promotion efforts, the Malaysian government has been actively promoting mosque tourism through initiatives such as the development of a dedicated website and brochure on promoting mosque tourism routes in Malaysia (Mohd & Saad, 2022). The initiatives have been successful in increasing awareness and interest among tourists, as well as local visitors who seek to experience more of the country's cultural heritage. Furthermore, the study by Moghavvemi et al. (2021) identified several factors contributing to the growth of mosque tourism in Malaysia such as the country's rich Islamic heritage and history, unique mosque architecture, well-maintained facilities at mosques, the promotion of respect for diverse cultures and religions, and the overall peacefulness of Malaysian society. In conclusion, the growth of mosque tourism in Malaysia is a promising trend that reflects the country's cultural heritage and unique architecture. Therefore, to capitalize on the opportunity, several efforts should be made to reach out to potential tourists, offer more tour packages, and improve mosque infrastructure for larger visitor numbers.

Positioning of Mosque Tourism

The positioning of mosque tourism in Malaysia has been explored in various academic articles and research papers (Ebrahimi & Yusoff, 2018; Abdul Gani et al., 2019; Jaffar et al., 2020; Utaberta, 2021). Malaysia has a significant potential for mosque tourism due to its multicultural society and the presence of numerous mosques with unique architectural designs and cultural significance (Ebrahimi & Yusoff, 2018). Moreover, the studies have shown that mosque tourism can promote interfaith harmony and understanding among tourists from different cultures and religions. According to a literature review conducted by Jaffar et al. (2020), the positioning of mosque tourism in Malaysia is multifaceted and involves various factors, such as marketing strategies, infrastructure development, and community involvement. In the study of Abdul Gani et al. (2019), it was found that the positioning of mosque tourism in Malaysia also involves creating a unique and memorable visitor experience through the architectural design and the services offered at the mosques.

Therefore, Masjid Sri Sendayan has been identified as having the potential to become a significant mosque tourism destination due to its unique and magnificent architecture (Azizi, 2019). It is a modern mosque with a striking design, featuring elements of Islamic architecture from various countries that may attract and give more experience to tourists who are interested in the cultural and architectural heritage of mosques (The Smart Local Malaysia, 2021). The positioning of Masjid Sri Sendayan as a mosque tourism destination in Malaysia is further supported by the research findings of Utaberta et al. (2021), who found that mosque tourism can contribute to Malaysia's economy by attracting Muslim and non-Muslim tourists. In addition, the study of Rahman et al. (2020) indicated that tourists who visited mosques in Malaysia were highly satisfied with their experiences and perceived their visit as an interesting cultural attraction.

Positioning Masjid Sri Sendayan as a mosque tourism destination in Malaysia not only attracts tourists interested in Islamic architecture and culture but also contributes to the country's economy. In summary, the positioning of Masjid Sri Sendayan as a mosque tourism destination in Malaysia presents significant potential to allure tourists who desire to experience and learn about the cultural and architectural heritage of mosques while contributing to Malaysia's economy through tourism. Therefore, this study found several approaches that can be adopted to establish the mosque as a prominent tourist attraction, including an emphasis on its architecture or structure, effective management practices, diverse programs and events offerings, and top-notch facilities and amenities.

Potential of Digitalization in Mosque Tourism

Digitalization offers a great potential for improving the management and marketing of mosque tourism (Sutrisno et al., 2024), as it allows technicians to solve problems around visitor engagement and improve operational efficiency. Digital innovations help the mosque management have a smooth visitor management experience through the use of mobile apps, online booking systems, virtual tours, and many more. For instance, digital ticketing systems can minimize the dependency on printed entry passes and queues while also streamlining and easily saving visitor time (Elsetouhi et al., 2024). Moreover, mobile applications also offer real-time information regarding prayer times, events, and mosque facilities, allowing visitors to plan their visits more effectively (Shah, 2024). Such digitalization platforms not only serve operational processes better but also create a more organized and pleasant experience for visitors, which is another important aspect of positioning mosque tourism.

Furthermore, digitalization is instrumental in the positioning of mosque tourism within the global tourism market (Thoha, 2023). Mosques can broaden their audience base and emphasize their religious and cultural significance by utilizing digital marketing tools, such as search engine optimization (SEO), websites, and social media platforms. Mosque committees can share educational content, live-stream events, and engage with a broader audience in real-time through social media platforms (Aslan & Yildiz, 2024). This interaction contributes to the establishment of a community surrounding a tourism mosque and promotes cultural comprehension, thereby drawing in visitors from a variety of cultural backgrounds. Digitalization not only increases awareness of mosque tourism but also functions as an instrument to cultivate interest in Islamic culture, history, and architecture, thereby contributing to its development as a recognized cultural tourism segment.

Furthermore, digital tools can help mosque committees collect and analyze visitor data, which can indirectly improve mosque tourism management (Navajas-Romero et al., 2020). With the help of data analysis, mosque administrators can gain valuable insights into visitor preferences, peak visit times and the effectiveness of various programs and events. Digital platforms also help in managing donations, selling goods, and facilitating volunteer registration, contributing to the sustainability of mosque tourism (Sutrisno et al., 2022). In this way, digitization can support efficient management to position mosque tourism while ensuring that resources are optimized and visitor needs are met more effectively.

3. Methodology

This study employed a qualitative method to examine the positioning of mosque tourism through digitalization in Masjid Sri Sendayan Negeri Sembilan Malaysia. A case study approach was utilized to obtain a comprehensive understanding of the subject matter. The research involved conducting in-depth interviews with five key stakeholders (informants) who have had experience and knowledge about Masjid Sri Sendayan which consists of the *Imam* and mosque committees, as well as analyzing online content and site observation to gain insights into the mosque's positioning, digital presence and strategies. Data collected from the sources were then analyzed using AtlasTi 22 software to identify key themes and patterns related to the positioning and digitalization of mosque tourism. The findings of this study contribute to a deeper understanding of how they position their mosque and how digitalization can be harnessed to promote mosque tourism and offer valuable insights for other religious institutions and destinations seeking to leverage digital tools and platforms for enhancing their tourism potential (Refer to Figure 1). Furthermore, this research provides a valuable case study that can be used as a benchmark for future studies on the digitalization of religious tourism and how to position mosque tourism.

4. Results and Discussion

This study looked into the positioning of mosque tourism through digitalization in Masjid Sri Sendayan. Figure 1 is the thematic network that was generated from the theme grounded in the interview transcripts. There are two themes with 8 subthemes that are developed on the positioning of mosque tourism through digitalization. Theme 1 is positioning and consists of six subthemes: Mosque Structure, Mosque Management, Mosque Program (*Imarah*), Mosque Attraction, Type of Tourist and Tourist Facilities, while theme 2 is digitalization which consists of two subthemes: Type and Management.

In another study, Kostopoulou (2022) examined the relationship between architectural heritage and tourism development in urban neighborhoods. They found that investments in architectural heritage preservation and restoration can have a positive economic impact on the tourism industry, as tourists are willing to pay more for visiting historically and architecturally significant sites. Overall, the literature highlights the crucial role of architecture in tourism and its impact on attracting tourists, shaping their experience and enhancing economic benefits. Therefore, the architecture of Masjid Sri Sendayan is seen as one of the key factors that can potentially attract tourists to the area and contribute to the economic development of the region.

The structure of a mosque is one of the main attractions, showcasing the magnificent architectural designs that can influence tourists and local visitors alike, also reflecting the rich history and cultural heritage of the Islamic community. According to an informant who works as a technician at Masjid Sri Sendayan, the manufacturing that is handled there is imported from different nations, for instance, Africa, Egypt, Italy, Dubai, Indians and Malaysia:

“[...] The majority of the items in this mosque are from outside; the stones are from Africa, the floors are from Egypt, the doors are from Italy, the Carvings are from Dubai, the Indians who do the carvings, and the wood is from Malaysia [...] A variety of design and structures can make a mosque being more magnificent[...].”

This is because, in his opinion, having a diverse structure is an advantage of a mosque and a special structure of the mosque is required to position it as a tourist attraction. Consequently, incorporating unique architectural features and promoting their historical significance is essential for attracting visitors. Additionally, such distinctive designs can foster a sense of cultural identity and appreciation among both local communities and international tourists. Moreover, these iconic structures can serve as a bridge between different cultures, fostering mutual understanding and respect.

Mosque Management

Management plays a critical role in positioning a mosque as a tourist attraction. Effective management practices can significantly impact the visitor experience and enhance the mosque's potential as a tourist attraction. For example, well-trained and knowledgeable staff who can provide informative tours of the mosque's history and architecture, as well as its cultural significance, can create a positive impression on visitors and improve their overall satisfaction with the experience. In addition, effective management strategies can ensure the proper allocation of resources, efficient use of time, and maximization of customer satisfaction. On the other hand, poor management practices can lead to negative consequences such as overcrowding, environmental degradation, and social tensions. Therefore, tourism destinations must have well-trained managers who are capable of implementing effective management practices.

A study conducted by Streimikiene et al. (2021) examined sustainable tourism development management in the success of tourism destinations. The study found that management plays a significant role in enhancing the competitiveness of tourism destinations. Furthermore, the study revealed that effective management practices are positively correlated with customer satisfaction and loyalty. Another study conducted by Shafiee et al. (2019) found that effective management strategies are also crucial for the sustainability of tourism destinations. The study emphasized the importance of sustainable management practices, which can help to minimize negative impacts on the environment and local communities. In addition, a study by Zerva et al. (2019) revealed that effective destination management can also lead to the development of a strong tourism economy. In conclusion, effective destination management is essential for the success and sustainability of tourism destinations.

Mosque management is crucial for ensuring the smooth and efficient functioning of religious and tourism activities. Effective administration, proper maintenance of facilities, and excellent communication with the community are all vital components in achieving this goal. Masjid Sri Sendayan is a waqf mosque managed by the owner himself. This unique management approach has led to efficient operations and sustainable community engagement. According to the informant, waqf mosques have a different organizational structure from mosques that are under the government, especially in the selection of mosque staff. The waqf mosque allows anyone with the necessary qualifications and abilities to apply for a position in the staff selection process

and the selection is continuous from the management of the mosque itself. For instance, the election of *imams*, *bilal*, speakers, etc.

Mosque Program (Imarah)

Mosque programs or *imarah* activities play a vital role in the spiritual development and social bonding of Muslim communities. These programs not only offer religious guidance but also foster a sense of unity and solidarity among community members. Additionally, mosque programs help to promote interfaith dialogue and understanding, contributing to a more harmonious society. According to the informant, among the activities carried out in this mosque are organizing forums, religious meetings, Quran academics, lectures, classes and also mosque carnivals. He added that some of the mosque's events were attended by people from outside of Negeri Sembilan in addition to members of the local community:

"We also organize some events such as forums, religious meetings, Quran academics, lectures, classes and also mosque carnivals to attract more visitor to our mosque [...] The event that is held can also attract people from outside the Negeri Sembilan."

Mosque Attraction

Programs and events are another way to position a mosque as a tourist attraction. A mosque can offer a variety of programs and events to attract tourists, such as lectures on Islamic history and culture, religious festivals, cultural exhibitions, traditional music and dance performances, art exhibits featuring Islamic calligraphy and painting, and food festivals showcasing local cuisine. The programs and events can provide visitors with an opportunity to learn more about Islamic culture, customs, and traditions while also enjoying a unique cultural experience. Furthermore, offering the programs and events can also serve to promote interfaith dialogue and foster understanding between different cultures.

Programs and events in mosques can be a powerful tool for community engagement and development. Previous studies have shown that mosques can play a significant role in promoting social cohesion, community development, and interfaith dialogue through their programs and events. For example, a study conducted by Al-Sharmani (2019) found that the Helsinki mosque serves as a space for community development and the promotion of social capital. Similarly, a study by Zhang (2022) showed that mosques can be used as platforms to promote interfaith dialogue and understanding between different religious groups. Moreover, a study conducted by Alaca (2022) found that mosque events can be utilized as an effective tool for promoting mental health and well-being among Muslim communities. The studies suggest that programs and events in mosques can be utilized for various purposes, including but not limited to community development, social cohesion, interfaith dialogue, and mental health promotion.

However, it is important to note that there are also challenges and limitations associated with programs and events in mosques (Al-Sharmani, 2019). For instance, some challenges that may arise include limited resources, lack of funding or support, resistance from conservative members within the community and navigating complex political and social dynamics. Therefore, it is important to carefully plan and implement programs and events in mosques, taking into account the specific needs and interests of the community.

To position Masjid Sri Sendayan as one of the tourist mosques in Malaysia, the mosque management has also tried to provide and maintain some of the mosque's attractions. Among the attractions are its stunning architectural design, lush green surroundings, and various facilities that cater to both tourists and worshippers alike. Moreover, the mosque's unique combination of traditional and modern elements can make it an iconic landmark in the region.

"One strategy to draw tourists to this mosque is to keep the mosque looking beautiful."

The informant mentioned that maintaining the mosque's beauty is one method to increase the number of tourists who are present. This is because a well-preserved and aesthetically pleasing mosque can attract visitors who appreciate the architectural, cultural, and historical aspects of such religious sites. Additionally, the mosque's beauty and well-maintained condition can also contribute to an overall positive experience for tourists, which may encourage them to spread positive word-of-mouth and share their experiences on various

social media platforms, ultimately increasing the visibility and appeal of the mosque to potential visitors worldwide.

Type of Tourist

This finding highlights the popularity of Masjid Sri Sendayan among tourists from diverse Asian countries, including Japan, Korea, China and Malaysia. This is also supported by the informant that they receive foreign tourists because of the position of this mosque, which is close to a heavy industrial site that has many foreign workers. Introducing the mosque through word of mouth (WOM) to their family members is one of the reasons why this mosque also accepts tourists from abroad. He added that Masjid Sri Sendayan also does not provide mosque tourism guides, volunteers or da'wah bureaus to help the mosque tell a few pieces of information or knowledge about the mosque. Therefore, the person who brings them usually will share stories about the structure, design, activities that are carried out and anything about the mosque with their friends or family members who are present:

“We as the management of Masjid Sri Sendayan have not had time to promote this mosque to the public, considering that mosque is still new and many people do not know about the existence of this mosque. However, fortunately our mosque is close to heavy industry. Therefore, we often receive tourists from abroad as well [...] Although this mosque does not have a Mosque Tourism Guide, volunteers or da'wah bureau, tourists who attend will be given information through the person who brings them to this mosque. Since we (mosque management staff) are also facing communication barriers such challenges to interact with them by using the different language (Japan, Korean and China).”

Tourist Facilities

Facilities and amenities are also crucial in positioning a mosque as a tourist attraction. Mosques should have facilities and amenities that cater to the needs of tourists. For example, having clean restrooms, adequate prayer spaces, and facilities for ablution (*wudu*) can improve the overall visitor experience. Furthermore, amenities such as gift shops that sell souvenirs and books on Islamic history can enhance the tourist experience. In a study conducted by Rahmiati et al. (2020), it was found that amenities such as gift shops, cafes, and information centers contribute significantly to the overall satisfaction of tourists visiting a religious site and increase the likelihood of repeat visits. Similarly, a study by Moshin et al. (2020) suggests that the availability of facilities such as restrooms and adequate space for prayer can positively influence the perception of tourists toward a mosque and increase their likelihood of visiting again. Moreover, offering guided tours and educational programs about the mosque's history, architecture, and cultural significance can also make a significant contribution to its appeal as a tourist attraction. Overall, it can be concluded that the availability of facilities and amenities plays a crucial role in positioning mosques as tourist attractions.

However, the findings in this study also found that tourist facilities are one of the ways to position their mosque as one of the tourist attractions. This not only benefits the mosque by increasing visibility and attracting visitors but also contributes to the mosque's funding which can help in its maintenance and renovation. Therefore, mosques need to invest in developing tourist-friendly facilities and services that can enhance visitors' experiences while visiting the mosque. For instance, in Masjid Sri Sendayan, a hall is provided for rent which can be used for a wedding ceremony, meeting, class or seminar. Likewise, with the provision of a beautiful area that is open to the public, especially to founders who want to use the mosque as a background for their advertisements. In addition, Masjid Sri Sendayan also provides a vending machine, foyers and seating areas for visitors to enjoy the atmosphere of the mosque.

In conclusion, positioning a mosque as a tourist attraction requires effective management practices, innovative programs and events, and adequate facilities and amenities. By taking these steps, mosques not only attract more tourists but also showcase the beauty and significance of Islamic architecture and culture to the world. Overall, mosques need to recognize the potential of tourism and invest in strategies that can help them attract visitors while also preserving their religious significance and cultural heritage. In addition, mosque structure, mosque management, mosque programs (*imarah*), mosque attraction and tourist facilities significantly influence the success of positioning and promoting mosque tourism. Therefore, relevant stakeholders need to prioritize the factors in developing and promoting mosque tourism as a sustainable form of cultural tourism. By doing so, not only will they attract more tourists and create a positive image of the destination, but they will

also preserve and showcase the rich cultural heritage, which will ultimately contribute to the overall socioeconomic development of the local community and foster cross-cultural understanding among diverse populations.

Theme 2: Digitalization

In this study, digitalization refers to how a mosque utilizes digital technology to enhance its operations, communication, and services as one of the mosque tourism attractions in Malaysia. The findings reveal that embracing digital technology has led to increased efficiency and a stronger connection with the community and tourists, ultimately contributing to an enriched religious experience. Additionally, the adoption of digital technology has allowed mosques to reach a wider audience and provide a more accessible platform for sharing information, resources, and support. Under the digitalization theme, a few subthemes will be discussed on how mosques can utilize the technologies to attract tourist and how digitalization was managed by their management.

Type

According to the informant, Masjid Sri Sendayan uses a few digital platforms that are important in positioning the mosque as a tourist attraction. The digital platforms include their official website, email, WhatsApp group, YouTube, QR code and social media sites such as Facebook. Each digital platform has its uses; for instance, websites, YouTube, and social media are used for sharing information. Email is a primary communication tool in professional and personal settings while QR codes are used for donations and making a complaint. The integration of the digital platforms has effectively improved communication and engagement with the congregation and visitors, as well as streamlined administrative tasks for the mosque management. Furthermore, the utilization of digital technology has proven to be instrumental in attracting a diverse range of visitors and fostering an inclusive environment within the mosque community.

Management

The specific management of the multimedia unit at Masjid Sri Sendayan is still in the planning phase, considering that the staff of the mosque itself consists of young people who are skillful in using the available digital platforms. Therefore, they are more about managing the digital platform in the mosque as a shared responsibility where they are ready to multitask to help update the existing digital platform. As stated by the informant:

“Our team is highly enthusiastic and adaptable, working together to ensure that the digital platform stays up-to-date and serves our community effectively.”

In this context, collaboration and continuous skill development among the mosque staff play a pivotal role in ensuring that the operations of the multimedia unit run smoothly and efficiently. By fostering a culture of teamwork and knowledge-sharing, the mosque can effectively leverage its digital platforms to better engage with the congregation and provide essential services such as live streaming of sermons, online donations, and virtual events. Furthermore, this approach enables the mosque to harness the full potential of technology and bridge any gaps that may arise due to physical constraints or limitations. In essence, the success of managing the multimedia unit at Masjid Sri Sendayan lies in the collective efforts and adaptability of its staff, who embrace the challenges and opportunities presented by digital technology to better serve their community.

5. Conclusion

The findings suggest a comprehensive method for positioning mosque tourism through digitalization, which includes aspects such as the structure and management of mosques, their programs and attractions, as well as the provision of tourist facilities and the integration of digital technologies. The method can be used as a guide for mosque administrators and tourism agencies in developing strategies to enhance the experience of visitors who are interested in learning more about the rich cultural and religious heritage of mosques.

In conclusion, the positioning of mosque tourism through digitalization has the potential to greatly enhance visitor experiences and promote cultural understanding while also supporting sustainable tourism development. By adopting a holistic approach that incorporates the various elements of mosque tourism,

including infrastructure, management, programs, attractions and digital technologies, stakeholders can create a unique and engaging experience that caters to the diverse interests of visitors, foster a greater appreciation for cultural and religious diversity, and ultimately contributes to the growth of the tourism industry responsibly and sustainably.

Future Direction

The future of digitalization in mosque tourism, particularly in terms of management and marketing, is poised to embrace more sophisticated technologies that will revolutionize visitor engagement and operational strategies. With advancements in artificial intelligence (AI) such as big data, mosque tourism administrators can use data analytics to better understand visitor behaviors, predict peak times, and personalize experiences, tailoring content and services to individual preferences. The adoption of digitalization such as virtual reality experiences, and interactive mobile apps will further expand mosque tourism to reach a global audience. The platforms can provide real-time updates, live-streamed events, and virtual tours, allowing mosques to connect with visitors remotely while promoting Islamic culture and heritage. Ultimately, the future of digitalization in mosque tourism will not only improve the management of resources but also create more engaging, inclusive, and sustainable marketing strategies, strengthening the global presence and impact of mosque tourism.

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Appendix

Questions in Interview Protocol	
Positioning	What is the current position management at Masjid Sri Sendayan as a tourism icon according to the industry standard? Can you give a little evidence of what efforts have been made by the management at Masjid Sri Sendayan to put mosque not left behind to be as one of the tourist attractions? As we know, it is not easy to implement these efforts. what are the main challenges faced by Masjid Sri Sendayan in making the mosque the main attraction for visitors? Apart from the mosque as a center of worship for Muslims, are there any differences in Masjid Sri Sendayan that can attract visitors to come and visit? Has the management of Masjid Sri Sendayan put in place an effective management system in attracting tourists out there?
Digitalization	How is digitalization implemented in the entire Masjid Sri Sendayan management? Does digitalization give convenience to the management of Masjid Sri Sendayan and its users? Is it Masjid Sri Sendayan implemented and upgraded digitalization for users? How do users react to the use of digitalization? Are users fully aware of the existence of the Masjid Sri Sendayan website to get the news or latest updates? May it help the mosque management organization to obtain the data it needs? Does the use of digitalization pose a challenge to mosque management organizations and users at Masjid Sri Sendayan? What's the impact of the use of digitalization on mosque management and users?