

ABSTRACT

The tourism sector is one of the sectors that has the potential to be developed in Indonesia. The World Tourism Organization (United Nations World Tourism Organization/UNWTO) predicts the number of tourists will reach 1.8 billion in 2030. West Java has great potential for the development of religious tourism in Indonesia. During the end of 2022 holidays, 1.18 million tourists visited the city of Bandung. To develop this potential, the local government inaugurated the Al Jabbar Mosque, Gedebage, Bandung City, West Java to become a new religious tourism destination in the West Java region as a center for Islamic education, religious tourism and an interaction space for public representatives of West Java and even ASEAN citizens. The inauguration of the Al Jabbar Mosque is expected to increase tourist interest in religious tourism and increase the broad economic driving force.

This study aims to validate tourist interest in religious tourism in the city of Bandung, especially the Al Jabbar Mosque. The aspects that will be examined include attitudes, subjective norms, and control of tourist behavior in an interest in visiting religious tourism at the Al Jabbar Mosque.

A quantitative research method in the form of a survey was used to achieve the study's aims. The survey will be composed of 30 question items based on the notion of planned conduct (notion of Planned conduct). Three variables are continuous with features of the study objectives in this theory to determine the results of tourists' interest in visiting the Al Jabbar Mosque tour. Other variables that are also added to this study are religiosity and knowledge. The tests have resulted in the collection of 100 samples. The results of the questionnaire will be analyzed using the Partial Least Square Structural Equation Model (PLS-SEM). The study's findings are planned to be used as evaluation material to increase tourist interest in visiting the area.

Keywords: *Tourism, Theory of Planned Behavior, Visit Intention.*